



# IMT TidBits

VOLUME .1.4

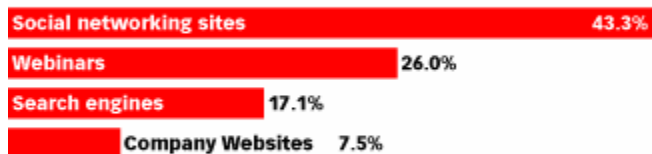
## B2B Spending on Social Media to Explode

### Businesspeople are people too

A social Despite social media marketing's sizable popularity, business-to-business (B2B) companies are still fairly new to the discipline. According to a November 2009 survey from [Business.com](#), 73% of B2B respondents who were using social media had less than two years of social media marketing experience. But now that social media has caught on in the sector, spending forecasts suggest that big increases are coming.

"B2B participation in social media marketing is steadily increasing, and marketers are beginning to see opportunities to generate quality leads and position themselves as thought leaders in their industries," said eMarketer's Evelyn Jung, author of the new report "[B2B Social Media Marketing Heats Up.](#)" [Outsell](#) estimates that marketing on social networks will grow 43.3% in 2010. [Forrester Research](#) predicts that B2B firms will spend \$54 million on social media marketing in 2014, up from just \$11 million in 2009.

#### Change in Interactive Marketing Spending for Select Tactics in 2010 Among US B2B Marketers (% change)



Source: *Outsell, "Annual Advertising and Marketing Study 2010: Total US and B2B Advertising"* as cited by *BtoB Magazine*, March 8, 2010

112615

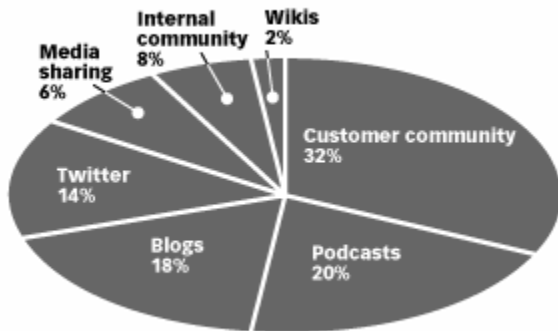
[www.eMarketer.com](#)

Paid advertising on social networks—banners, text ads and search advertising, as well as the more targeted advertising being deployed by Facebook and MySpace—is a small portion of B2B marketers' social spending. When companies budget for social media marketing in 2010 and beyond, a substantial portion of their expenses will go toward other initiatives, such as creating and maintaining a branded profile page, managing promotions or public relations outreach within a social network, and measuring the effect of a social network presence on brand health and sales.

In 2009, B2B marketers spent the largest portion of their social media budgets on customer communities, followed by podcasts and blogs. These tactics allow B2B marketers to share more relevant product or service information with their customers than they could with other social tools.

**Social Media Budget Allocation According to US B2B Companies, 2009 (% of total)**

---



Source: Visible Technologies and SiriusDecisions, "Determining the Value of Social Media for B2B Companies," November 11, 2009

---

"B2B companies tend to have longer and more complicated messages to convey, and these longer-form tactics enable them to position themselves as thought leaders with their customers," Ms. Jung said.

---

The full report, "[B2B Social Media Marketing Heats Up](#)," also answers these key questions:

- How quickly is social media marketing growing in the B2B space?
- How are B2B marketers using social media?
- How is B2B social media marketing different from B2C marketing?
- Are B2B marketers measuring the success of their social media programs?

Copyright ©2010 eMarketer Inc. All Rights Reserved.

## Social Media Revolution Are You Ready?



### Internet Marketing Technology, your Gateway to the Social Media Revolution!

#### About Internet Marketing Technology (IMT)

[Internet Marketing Technology](#) (IMT) specializes in providing affordable marketing tools to drive customers to your website looking for the products and services that you offer. We are an Internet Marketing Agency (IMA) that has a team of highly trained Internet analysts with experience in getting the best technology available to increase your business.

Consumers are searching for your products and services daily. Why not put yourself in front of them now? Our team of experts is prepared to assist you in accomplishing your goals and providing you a solid internet presence.

### Getting You Optimally Connected with [TopBlog<sup>SM</sup>](#)



[TopBlog's<sup>SM</sup>](#) are automated and simple, making it possible and practical for everyone to start optimizing their website. Think of it like a huge Bulldog on a leash, dragging your website up through the organic listings for the best possible natural listing on all the major search engines. Note: This isn't about "Blogging".

TopBlog's<sup>SM</sup> proprietary technology functions as an engine, driving the website up through the search engines rankings. Bulldog and leash can be in "Stealth Mode". i.e. No Links from Primary Site.

## Why incorporate a [TopBlog<sup>SM</sup>](#) to my website?

- Boost your incoming traffic to your static website immediately!
- Have wider online presence
- Discover new connections with RSS Streaming Feeds
- **Automated search engine optimization with our programming!**
- Creates additional sales tools to help your sales staff close more sales and services
- Supplies more information to your prospective clients
- Content Creation made simple and automated by our programmers
- The [TopBlog<sup>SM</sup>](#) site is in addition to and compliments your existing website
- Your current website is considered a static website
- [TopBlog<sup>SM</sup>](#) energizes it and makes it an active website
- Produces current comments & information regarding your industry 24/7
- [TopBlog's<sup>SM</sup>](#) are a lot easier to maintain
- Practical for everyone to start optimizing their website for the best possible natural listing on all the major search engines

### Having a [TopBlog<sup>SM</sup>](#) linked to your website:

- Improves your Organic Search Listing
- Facilitates your listing in blog directories
- Enhances networking with other sites that have like products and services
- Creates additional sales tools (Information) for you and your sales staff
- Allows you to see what others are blogging about similar products and services
- Targets Keywords and phrases related to your industry
- Provides additional content pages that enhance and build credibility to your existing static website
- **Draws attention from the search engines via 24/7 information streaming into your website, thus enhancing your positioning in the natural organic listings**

## How does it work?

- **We do all the work!**
- **And very affordable, Save Thousands \$\$\$ from traditional Search Engine Optimization Contracts, at a fraction of the cost!**
- Enhances networking with other sites that have like products and services
- Our top notch design department and technical staff will make the transition completely seamless.
- Our programmers will employ our Registered Copy Right, state of the art, Patent Pending programming Source Code to maximize the full capacity of our [TopBlog<sup>SM</sup>](#) technology.
- We will have you Up and Live on the Internet within 10 business days\*

\*Providing all information is submitted in a timely manner by customer within our timeline

## Call Today to join the Social Media Revolution!

[Internet Marketing Technology LLC](#)

3100 Airway Ave. Suite 137

Costa Mesa, California 92626

Toll Free 800.766.2115

714.432.7300

Fax 714.432.7377

Any further information, contact us at:

[TidBits@InternetMarketingTechnologyLLC.com](mailto:TidBits@InternetMarketingTechnologyLLC.com)

[Internet Marketing Technology LLC](#)

3100 Airway Ave Suite 137

Costa Mesa, California 92626

800-766-2115