
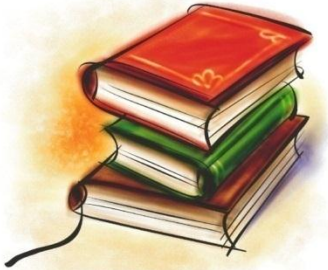


Social Media: ***B2B Strategies for Increasing Suite Sales & Sponsorship Opportunities***



Facilitated By: **DemingHill**




“Somewhere in your make-up there lies sleeping, the seed of achievement which, if aroused and put into action, would carry you to heights, such as you may never have hoped to attain.”

-
Napoleon Hill

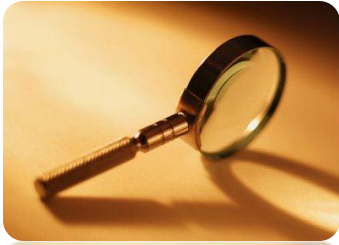
Social Access

[@NathanKievman](#) [@DemingHill](#)

[LinkedIn.com/in/nathankievman](#)

#1 LinkedIn Strategies Group:
[Bit.ly/LinkedStrategies](#)

Audience Question



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

Before we get started, Identify which group you fall into:

1. You have it all figured out – generating real results
2. Committed – good strategy and direction, more to do
3. On the Fence - “Yeah, I know we should be doing more, but who has the time?”
4. Not Interested – “All my associates are saying this is the thing I need to do, but I’m/we’re really just not interested.”
5. Social Media - “What’s that?”



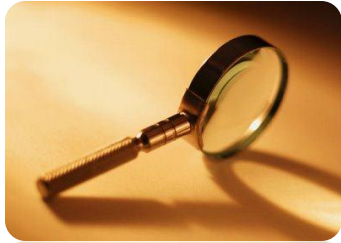
“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

Walking through the halls of another Sports Conference and...



Story Continued

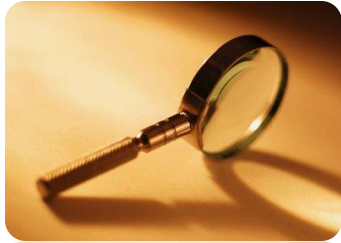


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Have you had this experience?



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Different Perspectives



"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

What was the real problem here?



The Conversation about Social Media



"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

Head of Digital Media for NBA Team

"All we are doing is social on the fan side, I'd never thought about the B2B opportunities."



The Conversation about Social Media



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CEO of Venture Backed Software Company:

"Nate, look... what I care about for my company is increasing revenue, lowering costs, and improving cash flows. If social media can help me do this, I'm all in... if not, let's move on."





"You have to learn the rules of the game. And then you have to play better than anyone else."

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How do you define Social Media?



Defining Social Media



“You have to learn the rules of the game. And then you have to play better than anyone else.”

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Social Media is often described as...

“...an online cocktail party.”

“...a collegiate pastime.”

“...a conversation.”



It is NOT...

Facebook

Twitter

Blog

How DemingHill Defines Social Media



"You have to learn the rules of the game. And then you have to play better than anyone else."

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DemingHill's Definition of Social Media

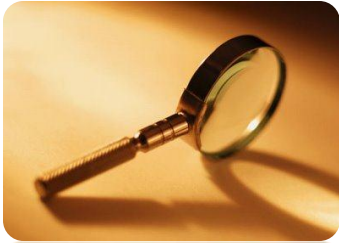
Social Media is a Tool that enables two way dialogue between parties. Social Media:

- A new frontier
- New way of interacting
- New skill sets & knowledge
- New strategies & tactics



Social Media provides YOU the OPPORTUNITY to have the right conversation, with the right person at the right time!

My Goal for You Today



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

My Goal is to Help You Understand the REAL Opportunity Social Media Provides on the B2B side of your organization...



The Business Case for Social Media: Solutions



“An investment in knowledge always pays the best interest.”

- Benjamin Franklin

What’s Needed is: Processes, Systems & Scalability



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My Goal for You Today



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Three Learning Objectives:

1. How to put social media into a B2B perspective
2. What to do to Generate increased suite sales, season tickets sales and sponsorships through social media strategies
3. Bottom-line opportunities right now!



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Learning Objective 1: The B2B Social Media Perspective



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

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Social Media B2B: Objectives

- Relationships with Regional Business Leaders
- Inbound Pre-Qualified Leads
- Accelerated Purchase Cycle
- High Quality Referrals
- Increased Venue/Brand Awareness
- “Top of Mind” Awareness
- And much more...

But the Bottom Line Deliverables are to...

- Get More Suite & Season Ticket Sales
- Create More Sponsorship Deals
- Grow the Business
- Increase Venue and Team Revenues

Learning Objective 1: The B2B Social Media Perspective



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

Sounds Great... BUT, What is Your Biggest Challenge?

- Time?
- Money?
- Resources?
- Risk?
- Knowledge?

Confidence in the Results is the Real Issue

Learning Objective 1: The B2B Social Media Perspective

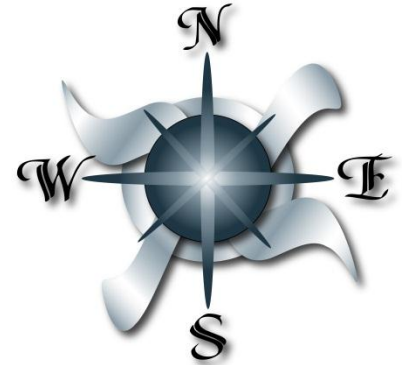


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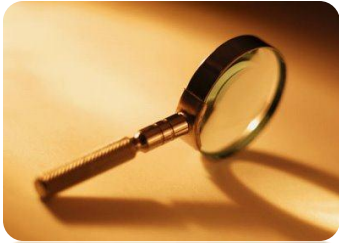
What Should You Know?

- *LinkedIn – 100+ Million Professionals*
- *Facebook – 700+ Million People*
- *Twitter – 120+ Million Users*
- *So much more...*



These all have the opportunity to Geo & Hyper Targeted campaigns to specific demographics.

Learning Objective 1: The B2B Social Media Perspective



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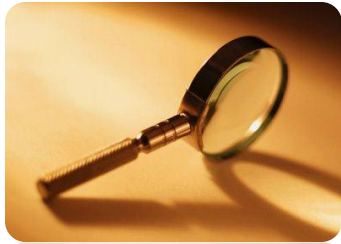
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Did you know that in a 50 Mile radius search on LinkedIn alone, we found 557,577 people that held one of the following titles:

- CEO
- President
- Partner
- CFO
- COO
- CIO
- Owner
- Director of Operations
- Entrepreneur
- VP
- GM
- Board Member



Learning Objective 2: What to do to Generate Results



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Simple Steps & Key Takeaways:

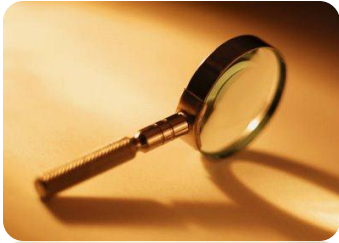


1. Clearly define your Business Goals & Objectives
2. Clearly define your Target Market/s by titles
3. Identify the Opportunity {How Large is Your Market}
4. Where is your Market Online?
5. Create your Strategic Plan
 1. Ex. Interactive Events Digital -> Face to Face
 2. Ex. Special Opportunities w/ Execs or Players

Remember to always create:

1. Authentic and Real Communications
2. Build Trust and Credibility
3. Eliminating Obstacles (risk) for them to Engage

Learning Objective 3: The Bottom Line Opportunities Today



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- Napoleon Hill

Opportunity 1:

Every Venue and Team has the opportunity to build regional communities of business leaders and executives. Doing this will:

- Establish Virtual Relationships
- Build Trust & Credibility (shows you care)
- Create Top of Mind Awareness
- Establish Stronger Bond (they feel like an insider)
- Shorten Buy Cycles
- Lengthen Lifetime Customer Value
- And so much more...

Learning Objective 3: The Bottom Line Opportunities Today



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Opportunity 2:

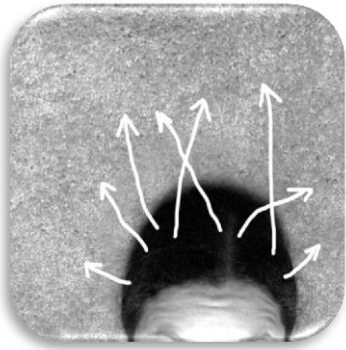
Every Venue and Team has the opportunity to build regional events with business leaders and executives exclusively through social media. Doing this will:

- Establish Real Relationships w/ New Prospects
- Build Trust & Credibility (shows you care)
- Establish Stronger Bond (they feel like an insider)
- Create Immediate Sales Opportunities
- Create Immediate Sponsorship Opportunities
- Shorten Buy Cycles
- Lengthen Lifetime Customer Value
- And so much more...

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Learning Objective 3: The Bottom Line Opportunities Today



“Any intelligent fool can make things bigger and more complex... It takes a touch of genius - and a lot of courage to move in the opposite direction.”

- Albert Einstein

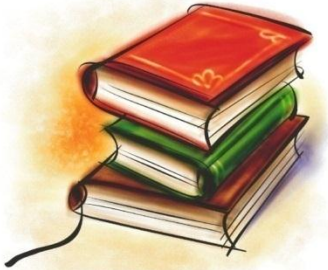
Social Media: The B2B Solution



Social media offers a faster, cheaper, more targeted, relationship oriented, and more efficient & effective ways to reach target markets, close sales, and generate revenue.

.... ONLY WITH THE RIGHT PLAN!

Summary

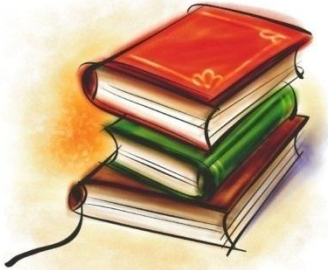


“Somewhere in your make-up there lies sleeping, the seed of achievement which, if aroused and put into action, would carry you to heights, such as you may never have hoped to attain.”

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Napoleon Hill

What did we learn?

- How to put social media into a B2B perspective
- What to do to Generate increased suite sales, season tickets sales and sponsorships through social media strategies
- Bottom-line opportunities right now!



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Available Documents for Download

- Presentation Deck: A Speakers Guide to Social Media: Identify Your Opportunity! Outline Your Plan! Get Results!

@ www.DemingHill.com/NSA

DemingHill Contact Info



*"If you can't describe
what you do as a
process, then you
don't know what you
are doing."*

– W. Edwards Deming

Downloads Available at:

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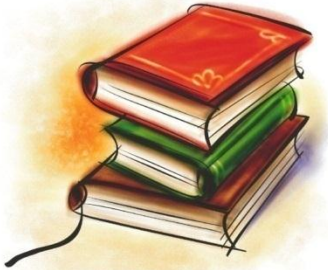
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DemingHill Results



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-
Napoleon Hill

Members of our DemingHill team have:

- ✓ Generated over \$30 Million in revenue for a B2B company through Twitter & LinkedIn
- ✓ Run the largest LinkedIn Strategies community and taught over 30,000 LinkedIn members
- ✓ Attracted over 39 Million views and over 400,000 subscribers on YouTube
- ✓ Amassed over 1,000,000 Facebook followers
- ✓ Managed the launch of the most successful online community (per Ad Age), with over 1.5 Million monthly visits for a Fortune 100 company

