



Impact Interactions

Mike Rowland, President of Impact Interactions to present “B2B Social Media - Moving Beyond The Hype” at iStrategy San Francisco April 4, 2011

Recent research has shown that executives across many industries are expanding their use of social media. At the same time, the research shows that the majority of business to business executives in charge of social media believe they are not achieving the optimal business results from their efforts. At iStrategy San Francisco, Impact Interactions’ president Mike Rowland, Cisco’s Jeanette Gibson, SAP’s Sara Larsen, and NetApp’s Navneet Grewal will present case studies of integrated, coordinated social media programs based upon proven strategies that provide a positive impact on the organization’s top and bottom line.

San Francisco (PRWEB) March 25, 2011— Business to Business (B2B) social media is quickly moving beyond a set of tools to play with to a significant driver of business for many industries. Unfortunately, multiple research reports are clearly demonstrating that executives are confused about the results of social media efforts. At the iStrategy San Francisco meeting on April 4, 2011, Impact Interactions’ president Mike Rowland will help attendees to realign their social media focus away from the day to day tactical approach being used by most companies towards a strategic integrated approach that provides measurable results.

With over ten years of experience in the online interactive world, Mr. Rowland brings a wealth of best practices from clients such as NetApp, Cisco, SAP, AARP, Intel, and many other major brands. The methodology developed by Mr. Rowland and Impact Interactions utilizes measurement as part of the initial planning process for social media in order to provide clients with instant clarity into how the success of the project and effort will be demonstrated. To provide additional insight at the conference, Mike will be joined by top B2B social media professionals from his clients Cisco, SAP, and NetApp. Successful case studies of B2B social media projects, organizations, and strategies will be presented and discussed with iStrategy attendees.

“Too often companies begin with the tools or third party sites like Twitter or Facebook then wonder why they aren’t getting the results they anticipated,” stated Mike Rowland, president of Impact Interactions. “Our methodology begins with defining success from a measurement point of view. We then build out key performance indicators (KPIs) to track our success based upon three categories of measurement: Traffic, Behavior, and Value. Too often marketers substitute traffic metrics or behavior activities for value. This is why so many senior executives have difficulty believing that social media is effective. In order to demonstrate true value to the organization, you have to move beyond traffic and behavior and find the economic value of social media activities. Our expert panel presentation for iStrategy San Francisco attendees will help their organizations to move forward and realize the economic value of their efforts using social media in a B2B setting.”

By demonstrating a stronger method of using social media to compliment rather than compete with existing marketing activities, Mr. Rowland’s presentation will provide real world case studies from clients such as Cisco, NetApp, and SAP that translate efforts into stronger conversion, engagement, and ultimately business results. Whether the focus is lead generation, brand awareness, trial, promotion, or support, this presentation will demonstrate why integration of effort is critical to success.

Attendees will be able to understand why traffic and behavior metrics do not equal value in social media. Through social media case studies, marketers attending the iStrategy event will also understand why counts and followers don't necessarily lead to value, while activities with strong calls to action and follow through do bring value to the organization.

"I look forward to presenting our best practices which help our clients succeed," states Mr. Rowland. "If social media is to move past the hype and become a successful long term strategic asset for companies, we have to demonstrate not only what works but how success is measured."

For additional information regarding strategic social media services including consulting, execution, social media monitoring, and measurement, please contact our business development manager Adam Crawford at Impact Interactions at (708) 929-4051.

About Impact Interactions

Based in the United States, Impact Interactions helps numerous organizations such as Cisco, NetApp, SAP, Intel, Disney, AARP, and the American Chemical Society create, manage, and measure highly successful online interactive communities and social media projects. We address the critical need of major global organizations to closely connect with their customers in the online world. Impact Interactions aligns online strategies with organizations' business goals to produce significant, measurable results through our consulting, moderation, social media monitoring, and reporting services. Learn more at www.ImpactInteractions.com.

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