

WHITE HORSE

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Internal Obstacles Hinder B2B Social Media Marketing Acceleration

Portland, OR, May 14, 2010—B2B social media marketing acceleration will hinge on executive support of social media as a primary lead generation vehicle according to White Horse research findings.

[B2B Goes Social: A White Horse Survey Report](#) based on *The Pulse of Social Media Marketing Survey* conducted in March 2010, compared B2B social media use relative to their B2C counterparts with three key finds. The research indicates that despite internal obstacles, B2B social media engagement rates are within four percent of B2C counterparts.

Contrary to perceptions, the report confirms that B2B marketers also have a slightly better command of social media advanced tactics than their BtoC peers. Noted by their integration of social and paid media—the most sophisticated use of the medium—B2B companies use the combination of paid and earned media five percent more frequently than BtoB companies.

With socially savvy marketers, high tickets products that require intensive pre-purchase consideration and an ongoing need for leads, White Horse believes that social media will become a primary lead source for B2B companies. To help B2B marketers master the rules of brand participation in social media, White Horse released the [Time Method to B2B Social Media Engagement](#) whitepaper in March. Marketers can use the framework provided in the report to create a social lead generation strategy that aligns with their brand goals.

“Social media is fertile ground for B2B lead cultivation. Companies that can make the jump from the traditional “handshake” sales approach to social-based communication will thrive,” said Eric Anderson, VP of Emerging Media at White Horse. “B2B marketers are on the right track by combining the effects of paid and earned media to increase performance.”

For the full report, download a free copy of the [B2B Goes Social: A White Horse Survey Report](#) at the White Horse B2B Brain Trust resource center.

About White Horse

White Horse is an independently-owned digital marketing established in 1980. Focused on creating rich brand experiences, the agency offers digital advertising, Web site design, engineering, and emerging media services. Visit the [White Horse portfolio](#).

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