



4th May 2011

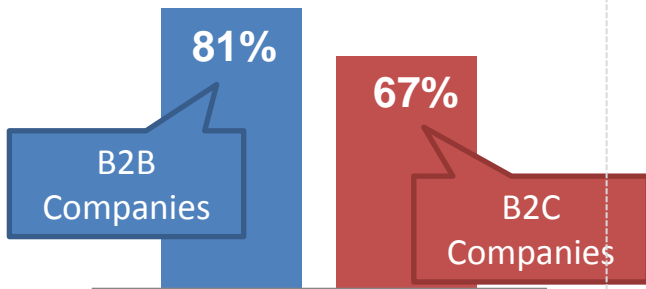


Social Media for B2B

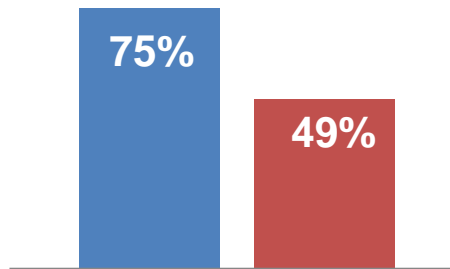
- Fundamentals remain the same
 - B2B relationships are fundamentally not about companies but about people
 - Similar philosophies and processes vs. B2C use of Social Media
 - Shift in information discovery (search) habits
 - B2B companies realise the value in better connecting people
- However, context is often different
 - Highly targeted audience / purpose
 - Establish and foster expertise within a given industry or niche

B2B v. B2C Engagement

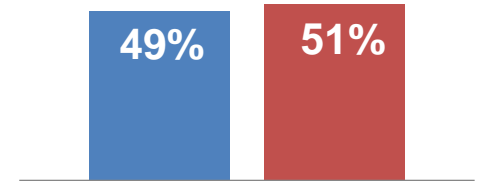
Maintained profiles on social networks



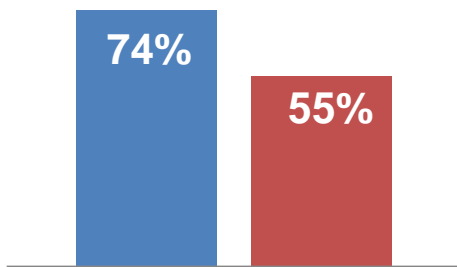
Participate in Twitter



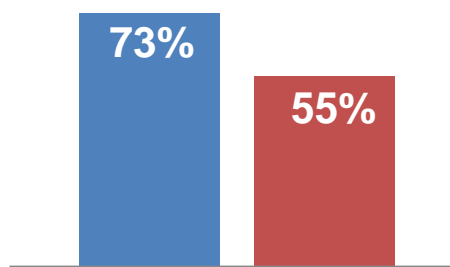
Manage a community dedicated to customers



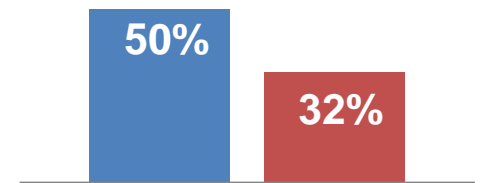
Host company blog(s)



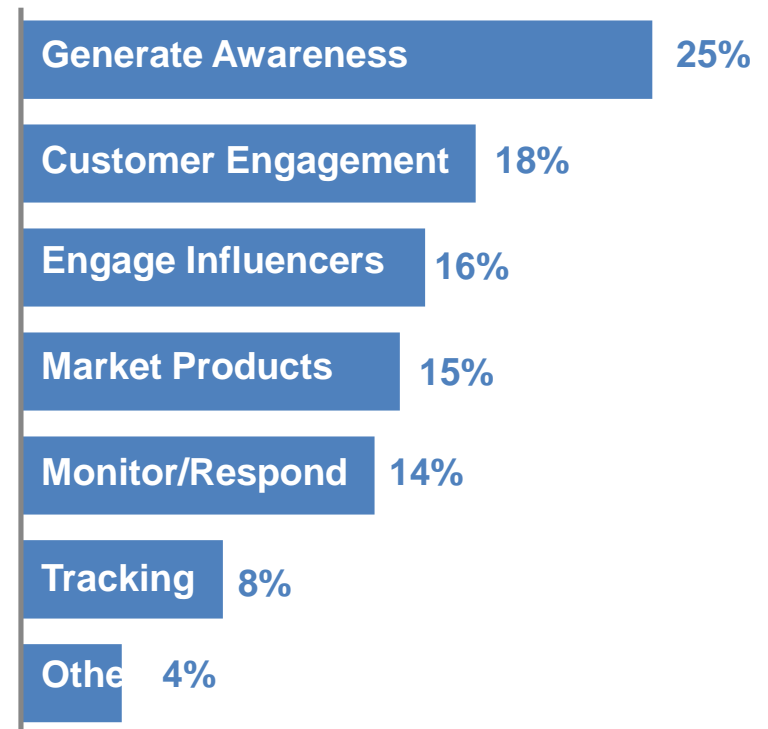
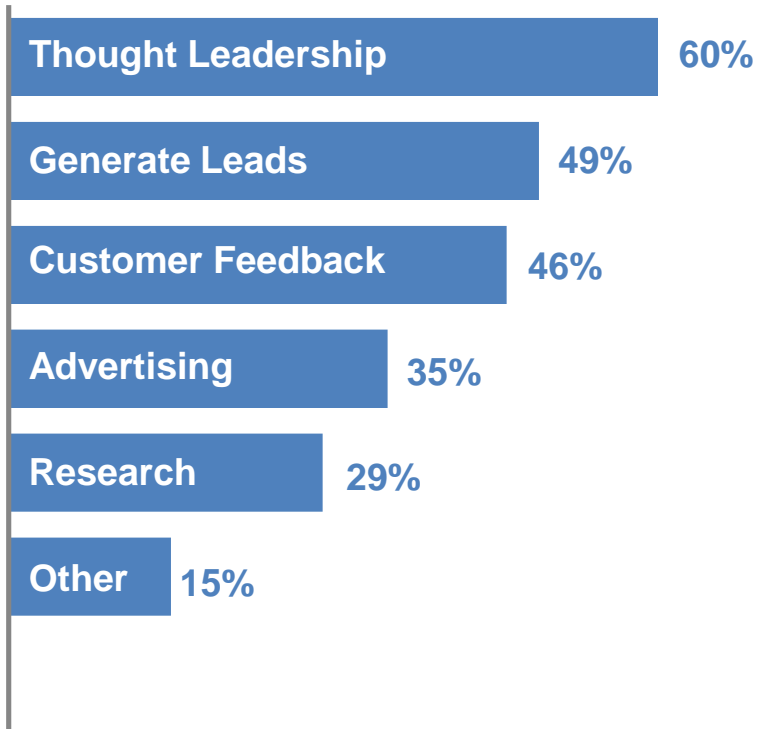
Monitor brand mentions



Upload content to Social Networks



How B2B companies are using Social Media



Source: BtoB Magazine
N = 376
54% of respondents use social media for marketing

Source: Visible Technologies and SiriusDecisions

Travelport: an online network for travel agents

The screenshot displays the Travelport Opinions website interface. At the top left, the logo for "Travelport Opinions™" is shown, with the Travelport logo below it. To the right, it says "By" followed by the "vivi" logo. A user profile for "Jason Hancock" is visible, including a profile picture, a "3917 pts" badge, and statistics for "Inbox", "Contacts (895)", and "Requests (1)". Navigation tabs include "Home", "Destinations", "Network", "Forum", and "Groups", with "Contact us | FAQ" on the right. A search bar is present with an "OK" button and several action buttons: "Advanced search", "Write a review", "Ask a question", "Expert locator", and "Invite a professional". A central banner reads "DISCOVER THE NEW" with a stylized logo. Below this, the "Latest activities" section shows two entries under "Your activities", both mentioning "Graham Harrison (Graham Harrison) answered a question: 'After issuing a ticket, why can't I or the airline not see the ticket image?'". On the right, a "Forum" section features a world map background with silhouettes of people and the text "Ask questions on the Forum". Below the forum section, statistics are listed: "74,330 Messages shared", "245,200 Connections made", and "801,606 Expertise points attributed".

Knowledge sharing ...

? Question



Anne Allen



Travel World Kumeu

67 points



Question added on Friday, April 15, 2011 in [Transport](#) > [Germany](#) > [Berlin](#)

Transport in Berlin

I have some clients who want to visit Museum Island. I am looking at accommodation near the aquarium. What is the best way for them to get to the island? Is there a good website that will show any travel options clearly?

Report content



Watch this question



Share with your contacts



Hi Anne,

I am German, living in Australia for the last 13 years. I am regularly going back to Germany to see family and friends, one of whom lives in Berlin, one of the must-stops for me every time.

The best way to get around in Berlin is definitely by public transport, which is very efficient and easy to use and includes S-Bahn (tramlway, stations marked with a white capital "S" on green ground), U-Bahn (subway, stations marked with a white capital "U" on blue ground) and busses.

The Museumsinsel is located between two S-Bahn stops, "Friedrichstrasse" and "Alexanderplatz". Your customers could also take the bus that leaves from the stop called "Lustgarten" which is in front of the Berliner Dom.

There are also two companies that reach the Museumsinsel by boat, "Reederei Rieder" and the "Stern-und-Kreis-Schiffahrtsgesellschaft". Most museums on the Museumsinsel are public and the entrance is free of charge if your customers get a visitors "Berlin-Card".

The concierges at the hotels are usually very helpful with explaining the public transport as well and it is really easy to use!

Related links:

- <http://berlin.barwick.de/travel-transport/public-transport.html>
- <http://www.visitberlin.de/en/plan/on-site/out-and-about-in-berlin>
- <http://www.bvg.de/index.php/en/index.html>

answer added on Friday, April 15, 2011 11:22:31 AM

1 | Report content



I'll vouch for the transport info provided and add the hotel component. The aquarium (and zoo) are at the epicenter of the former West Berlin; many hotels and price points to choose from. Among them :Intercontinental, Steigenberger (the leading German chain) and Grand Esplanade with more moderate options such as the Hotel Berlin. If they're spending more time doing the museum and cultural scene than shopping, I'd recommend staying on/near Alexanderplatz. The Radisson SAS has its own huge, cylindrical aquarium, and the Park Inn offers over 1,000 rooms.

Berlin is a very walkable city. And the tip about the boats was spot on - a great way to tour the central area. They should also check out the Hackesche Hoefe near the incredible Pergamon Museum island (Museumsinsel), a series of buildings built behind each other, each with a courtyard of small shops. And forget the Checkpoint Charlie Museum; the most incredible tale of the walled city is found at Berlin Wall Memorial (www.berliner-mauer-dokumentationszentrum.de/en/). Other significant sites often ignored: Soviet War Memorial at Treptower Park, German-Russian Museum Karlshorst (where the final treaty in 1945 was signed), Stasimuseum, and fascinating Gruenderzeitmuseum (www.gruenderzeitmuseum.de/htm/index_engl.htm) in Mahlsdorf (via S-Bahn).

Related links:

- www.berlin.de/orte/sehenswuerdigkeiten/hackesche-hoefe/index.en.php
- www.berliner-mauer-dokumentationszentrum.de/en/
- www.gruenderzeitmuseum.de/htm/index_engl.htm

answer added on Friday, April 15, 2011 5:48:01 PM

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Peer-to-peer accommodation reviews



● Never again - my first complaint letter!

“ I used the Park Inn at Heathrow recently as I attended a conference there the next morning. Check-in was done very well apart from the staff member desperately trying for me to sign up to their loyalty program. From there it went downhill. No remote control ...

Park Inn Heathrow (United Kingdom)



🇬🇧 Paul Cronje

Clyde Travel
Management

Stay in 2011

Written on Monday,
31 January 2011

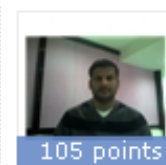
3487 points



● Memorable Trip

“ Munar one of hill stations in India, the best and voted second among all tourist destinations in Asia ...

Club Mahindra (India)



🇮🇳 Ameer Ahamed

Travel Club

Stay in 2008

Written on Saturday,
29 January 2011

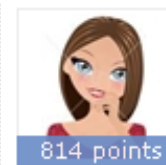
105 points



● A great hotel

“ I stayed here in Dec 10 and was lucky enough to be upgraded to a Corner Suite. The Suite was very spacious and comfortable. ...

Radisson SAS (United Kingdom)



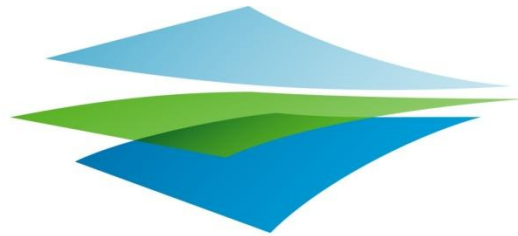
🇬🇧 Christine Mckinnon

The Tour Company

Stay in 2010

Written on Friday, 28
January 2011

814 points



Travelport

