

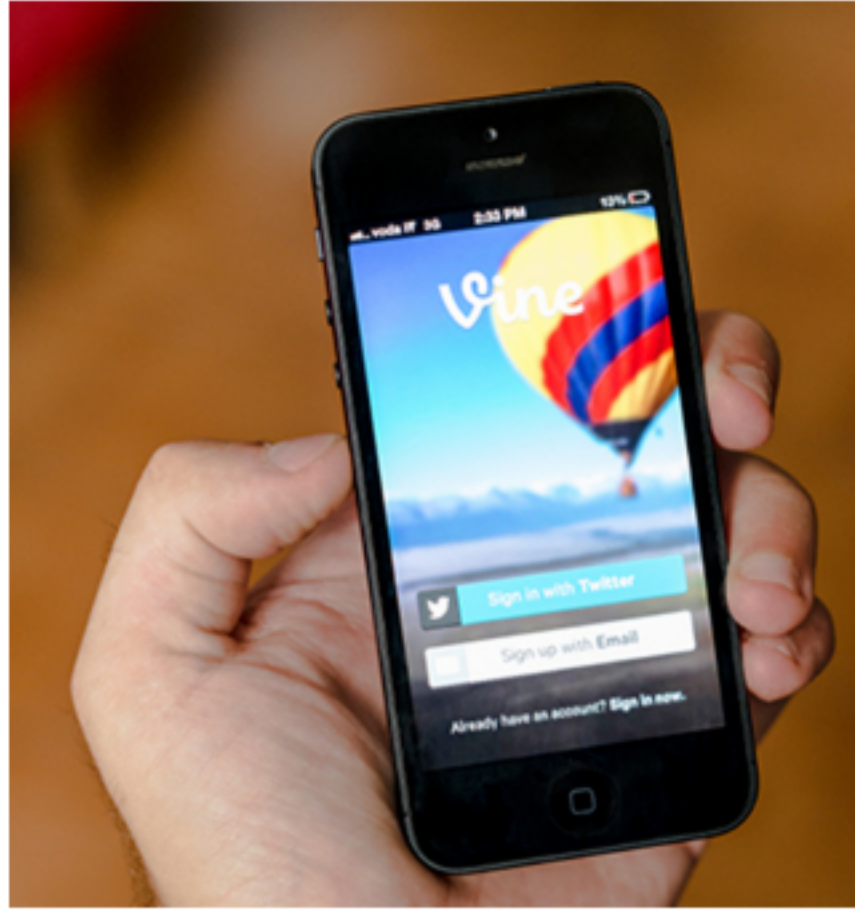


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3 B-to-B Brands That Have Ripened on Vine

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B2B Marketing
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Marketers, it seems, are racing to carve out their brand's presence on the next Facebook. But while the "next big thing" in social media can be a great avenue for consumer-facing companies to share their message and connect with consumers, it's not always a good fit for B-to-B. Take Twitter-owned Vine, which allows users to share 6-second videos captured using their smartphone. Vine is big among brands such as Target, Samsung and Trident, who can easily promote their products via snappy, consumer-oriented videos, but how does a B-to-B marketer cash in on the video marketing trend?

According to Carrie Kerpen, CEO at New York-based social media marketing agency Likeable Media, B-to-B brands have a unique opportunity to distinguish themselves on Vine. "Vine typically is used by consumer-facing brands. So if you're a B-to-B brand, you're really going to cut through the clutter," she says. "Using Vine as a B-to-B brand is a unique chance to demonstrate innovation and exhibit thought leadership."

And a handful of B-to-B brands are doing exactly that.

1. Cisco: Event Engagement

Although Cisco Systems specializes in IT networking, it began using Vine to diversify its marketing messages in early 2013. "We did some experimentation in the beginning that was different, and, I think, silly for a B-to-B—but also fun," says

Key Takeaways

- o Vine allows B-to-B companies to tell stories about its products.
- o Vine makes it possible to diversify marketing messages.
- o Vine can be a way to build brand awareness.

Joie Healy, Cisco's senior manager of social media communications. For Cisco's "Internet of Everything" campaign, the company recruited Vine celebrities such as Simply Silvio, whose videos depict a man in a gorilla suit doing everyday things, to create artistic interpretations of its technology.

The company's nearly 5,000 Vine followers tune in for event-related Vines, including snippets of keynote speakers, product demos and entertainment acts, such as a recent clip of the band Imagine Dragons performing at the 25th-annual customer event, Cisco Live.

"Cisco has some really interesting Vines," says Jennifer Pepper, content marketing manager at Kitchener, Ontario-based Vidyard, which specializes in video analytics. "You usually think a B-to-B brand is going to be fairly stuffy or very corporate, but they've found a way to really humanize their brand by using Vine to network at events and open up connections with customers and partners who are attending."

2. Intel: Telling Stories

When it joined Vine in September 2013, Intel wanted to educate its customers about its products but also knew it had to be entertaining, so Intel decided to focus on storytelling, says Jennifer Lashua, Intel's editor-in-chief who oversees the company's social media team.

"When you only have 6 seconds, you have to get to the point immediately. I liken it to reading headlines. When you don't want to read the whole article, the headline is usually enough. It gives you the gist of the story."

Intel, which has more than 33,000 Vine followers, uses the video-sharing site to capture scenes from live events. Some, such as its video of a teen cancer researcher who won the Intel International Science and Engineering Fair, are inspirational, and others promote products, like the recent "Tablet Hole-in-One" video that shows a golf club hitting a microprocessor off a tee.

Although the theme of Intel's videos varies dramatically, each tells a story with a distinct beginning, middle and end, says Rocky Walls, CEO of 12 Stars Media, a Noblesville, Ind.-based video production company. "I tell people, 'If Twitter is a micro-blogging tool, then Vine is a micro-storytelling tool,'" he says. "Vine works best when you use it to tell a really quick story because it piques people's interest enough to begin a connection with you and follow up for a little more information later."

3. General Electric: Brand Awareness

For GE, Vine is a way to build brand awareness, according to Katrina Craigwell, GE's head of global digital programming.

"The R&D we do around the world is the foundation of our ability to build the next generation of industrial technology, but it's not necessarily something people know about us," Craigwell says. "We want to get more of that story across by talking a little bit more about science and technology."

One of GE's first Vines showed viewers a stop-motion video featuring a kaleidoscopic chemical reaction, which happens when you combine food coloring, milk and dish soap, then tap the mixture with a cotton swab. The video was so popular that GE developed an entire campaign around it, encouraging viewers to create their own science experiments on Vine with the hashtag #6SecondScience. GE received more than 600 video submissions with the hashtag, and its success helped GE attract more than 103,000 Vine followers.

"GE does a great job of producing Vines that are very characteristic of who they are," Walls says. "They create a lot of content that doesn't necessarily sell their products; instead, it makes a statement about what the company stands for."

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