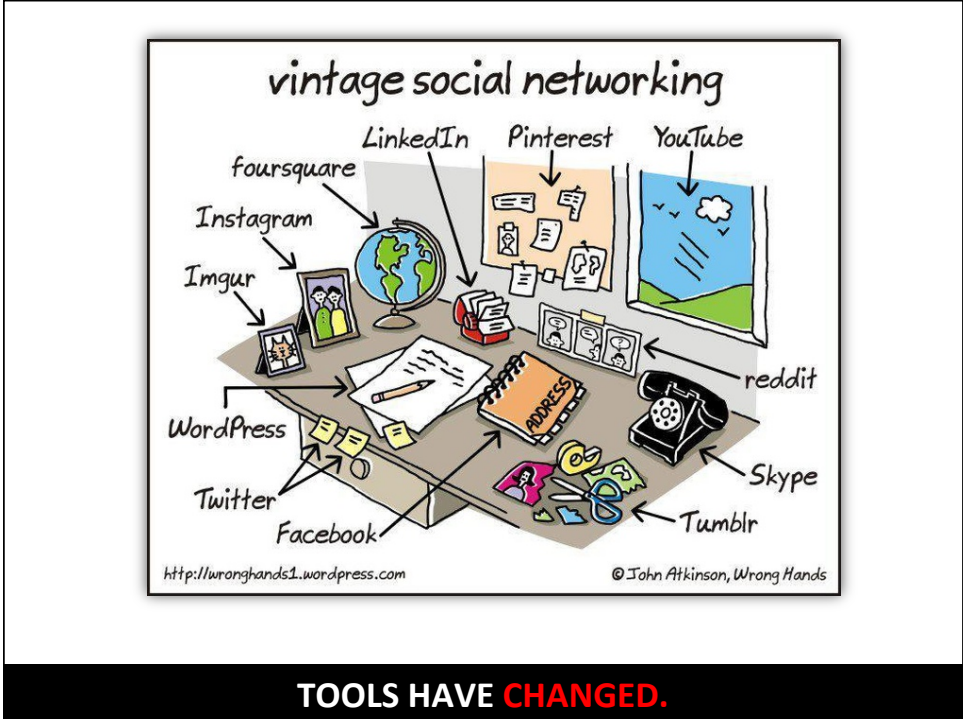
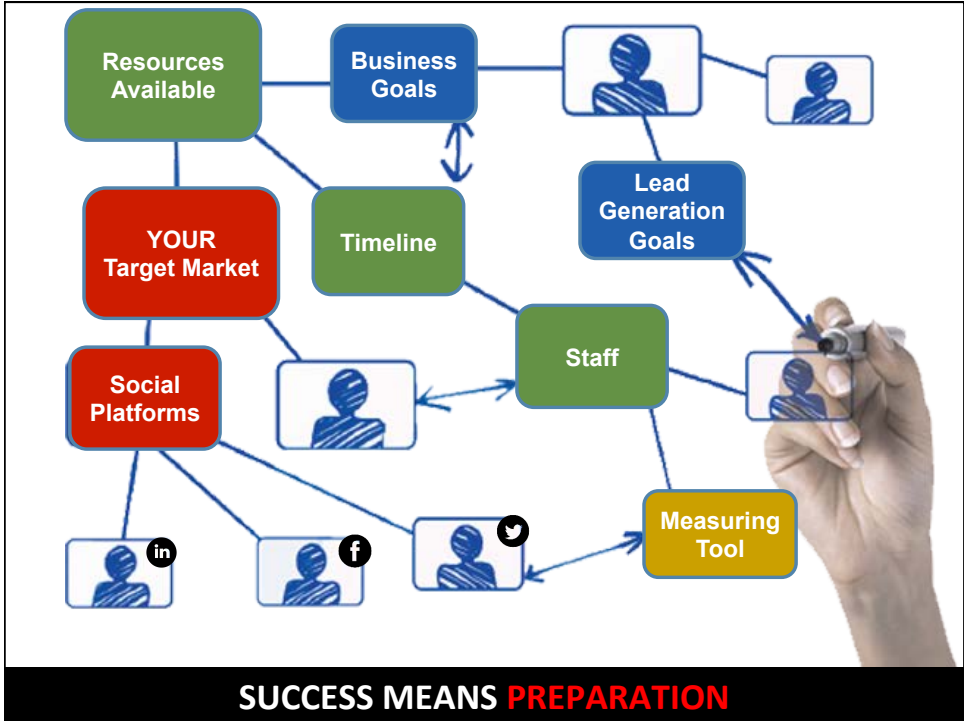
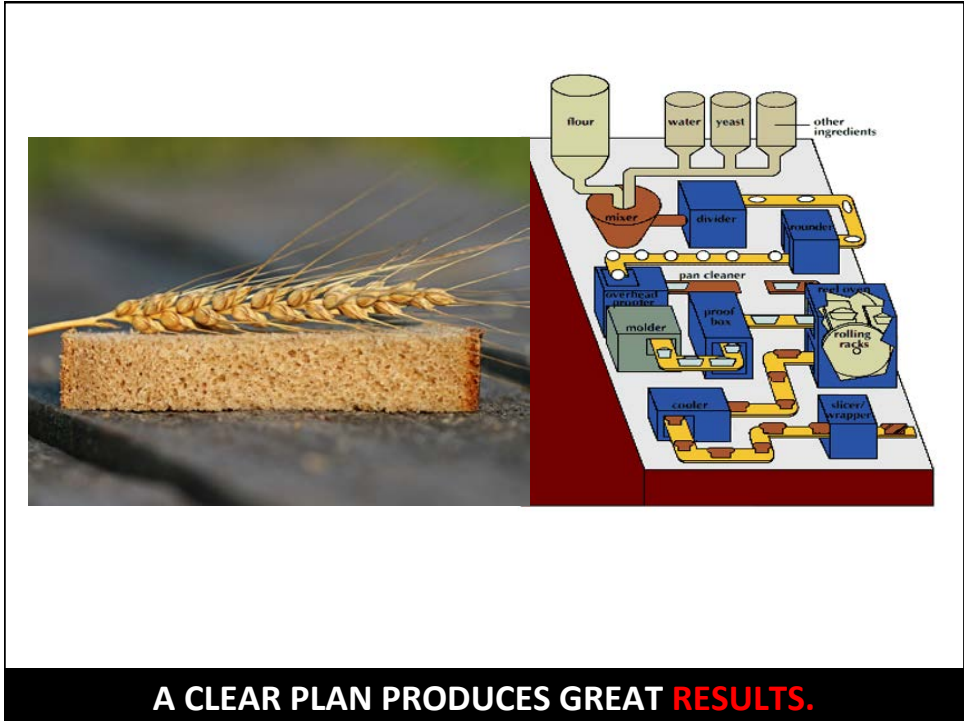




# Recipe for **SOCIAL MEDIA** Success

Robin Blakely





Examples



Keep it simple to start.



## How Can You Help Them?



**BE THE EXPERT.**



You only need the platforms that matter to you and your audience.

**PICK YOUR PLATFORM.**



### Why

Why is LinkedIn the best lead generation tool for B2B social media marketers? Over 80% of leads generated through social media for B2B marketers come from LinkedIn - that's why!

#### NUMBER OF CONVERSIONS PER SOCIAL PLATFORM



**YOU NEED LINKEDIN.**

## Think visually.

**General Competition Rules**

Entries must consist of a proposal for a new bakery food product. These products should be at least 5% milk formulation or contain grains or vegetable protein based base and show a mean temperature stability for 3 days. Judges will be evaluating the potential success of product entries in today's market and technical problem solving skills used in product development. Teams may enter their product in competitions outside of ASBE, in order to center the emphasis and focus of the competition, the following limitations will be enforced:

- The competitors are comprised of student teams
- Competitors can enter multiple products
- Competitors can participate in multiple years
- All entries proposals must be e-mailed in pdf format to Executive Director Kent Van Vorstburg ([ken@asbe.org](mailto:ken@asbe.org)) by the deadline
- Judges will not award extra points for the size of sensory panels or sources of panels. The purpose of this rule is to minimize the possibility of teams buying extra panels for their ability to collect more sensory data due to a larger number of team members
- Since the focus of this competition is on baking skills in product development, judges will not give points for the quality of package graphics or other advertising material
- Penalties for violations will be determined by the judges. Judges will communicate their decision, which will be considered final, in a private format to both the client and the team captain

**Eligibility**

- Each student team member must be a registered as a student at the university he or she is representing at the time of the application deadline. Students must provide a letter from their advisor stating that they are currently enrolled and taking classes. All students entering the competition must be a registered ASBE member (student membership is complimentary)
- Entries must be a student's original work. Professors may be consulted and informed, but may not be a major contributor to the actual work
- Industry support such as donation of ingredients or use of equipment is allowed and encouraged, but should not be acknowledged by any team in the preliminary or final proposal, oral presentation, poster presentation, or product tasting session
- Projects from product development classes are eligible in the competition
- ASBE, PFI, or summer internship related projects are NOT eligible in the competition
- Each student team should consist of a minimum of three, and up to five team members. Only 3 students per team will be sponsored and permitted to give the presentation to the judges if chosen as finalist
- ASBE board members and product development competition organizers are not allowed to participate in the competition

**OR**

**CALLING ALL BAKING ROCK STARS**

**WHO**  
The competition is open to teams of college students in baking, food science and culinary arts.

**WHAT**  
Entries must consist of a proposal for a new bakery product. Judges will evaluate the potential success of entries in today's market and the technical proficiencies solving skills used in product development.

**51%**  
of entries are sponsored by ASBE

**Categories for 2017** Product proposal with 5% milk formulation/vegetable protein, AACQ (vegetarian/vegan/other), "Market or national status" containing all of the original flour, grain and ingredients that the product/entry goes on long as sensory growth does not exceed sensory weight and product cannot have any additives. These groups should be included in product development.

**Four Teams of Finalists Selected to Baking 'Nuts 2017**  
Chicago Illinois February 26-28, 2017

**AWARDS**  
Student teams

- Winner: \$2,000 scholarship / team member
- Runner Up: \$1,500 scholarship/team member
- 3rd place: \$1,000 scholarship/team member
- 4th place: \$500 scholarship/team member

[www.ASBE.org](http://www.ASBE.org)

**IMAGES GET MORE CLICKS, SHARES, AND LIKES.**

## Listen to your tone.



OR



HINT: BE A **HUMAN.**

## Edit your message.

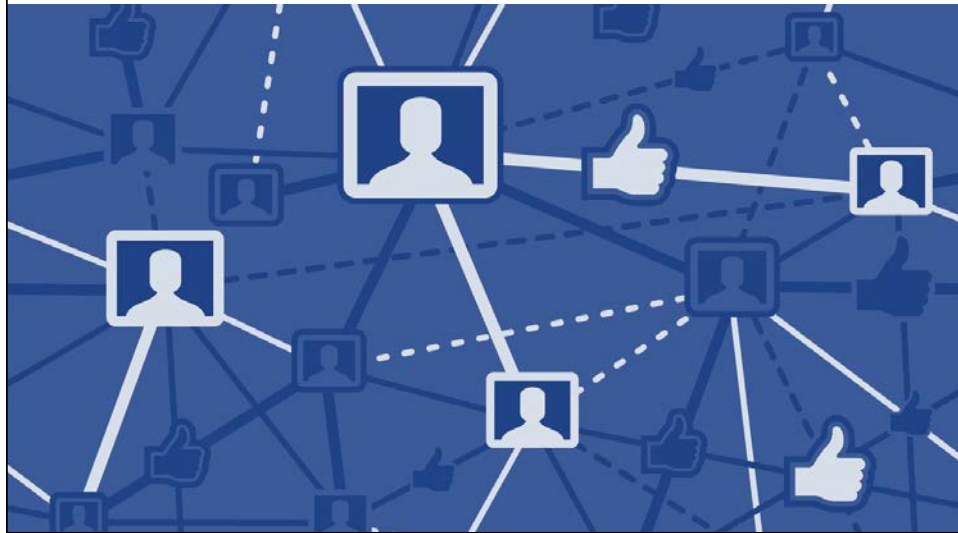


"I HAVE THE  
SHORT ATTENTION  
SPAN OF A  
WHAT  
ARE WE  
HAVING FOR DINNER"

-YOUR CUSTOMER

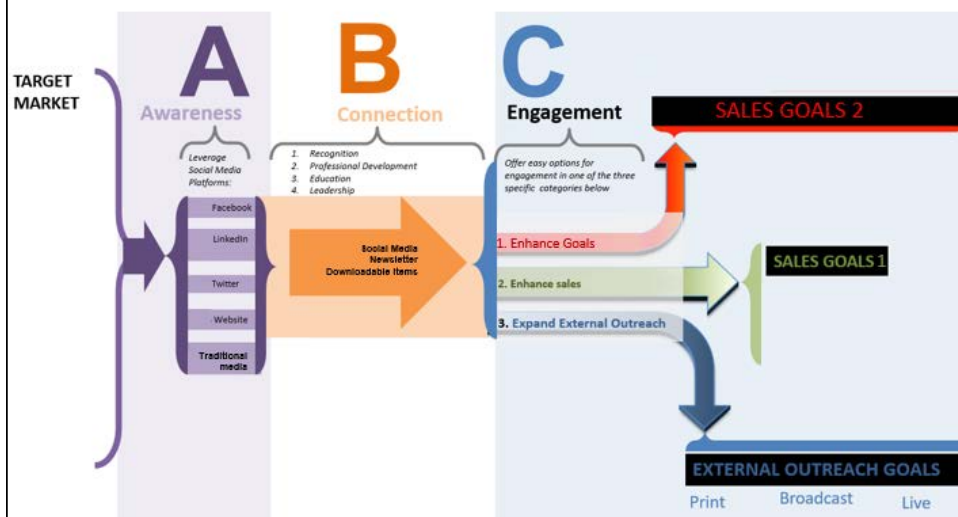
BE SIMPLE. **BE FAST.**

## Build a following.



KNOW **WHERE** YOU ARE LEADING THEM.

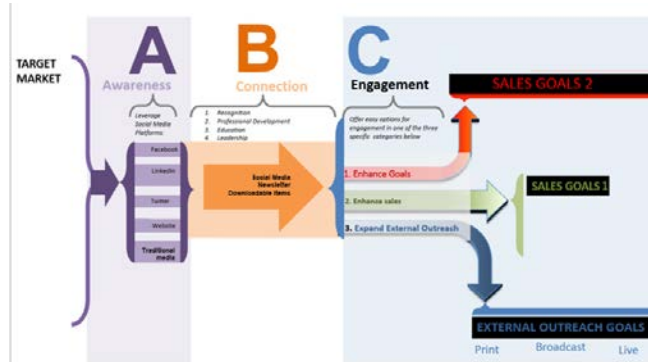
## Understand the Audience Journey.



**AWARENESS. CONNECTION. ENGAGEMENT.**



Examples

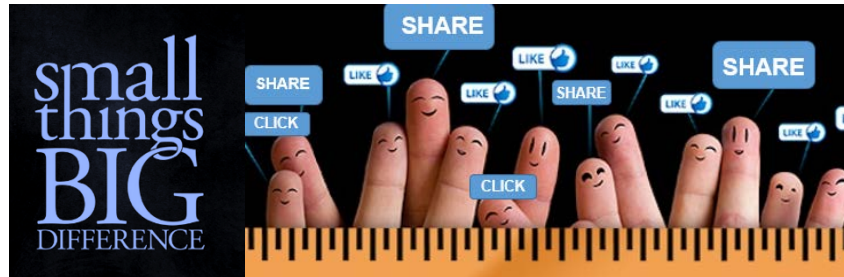


**Measure your success.**



**START FROM WHERE YOU ARE.**

**Social media is more important than clicks, likes, and shares.**



**YOU ARE BUILDING A COMPANY ASSET—OWNED MEDIA.**

**Social media has real impact.**

1. You can dominate a specific niche market.
2. You can create expert / go-to specialist status.
3. You can engage with customers who are less sensitive to pricing.



**WORTH THE EFFORT.**

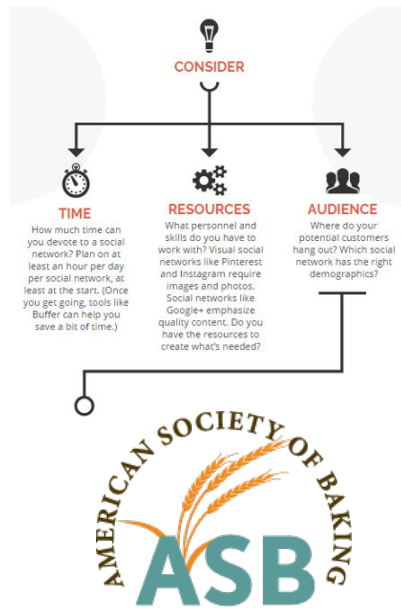
### B2B SOCIAL MEDIA CHECKLIST

Documenting your social media plan allows you to set goals and paint a clear roadmap of how you're going to reach them. Your strategy should cover important topics such as:

- Successfully target a specific audience
- Use more than one social media platform
- Publish content that is relatable to your audience and industry
- Your social media goals are clearly defined and documented

### BASIC CHECKLIST.

### ASB CAN HELP YOU SHINE.



I can.  
I will.  
End of story.

**THANK-YOU**

