

Balancing Social Media Business & Legal Risks VS. Opportunities - New eBook Released

Consilium Global Business Advisors announces the release of its latest eBook "Seven Biggest Business & Legal Risks of B2B Social Media Marketing"

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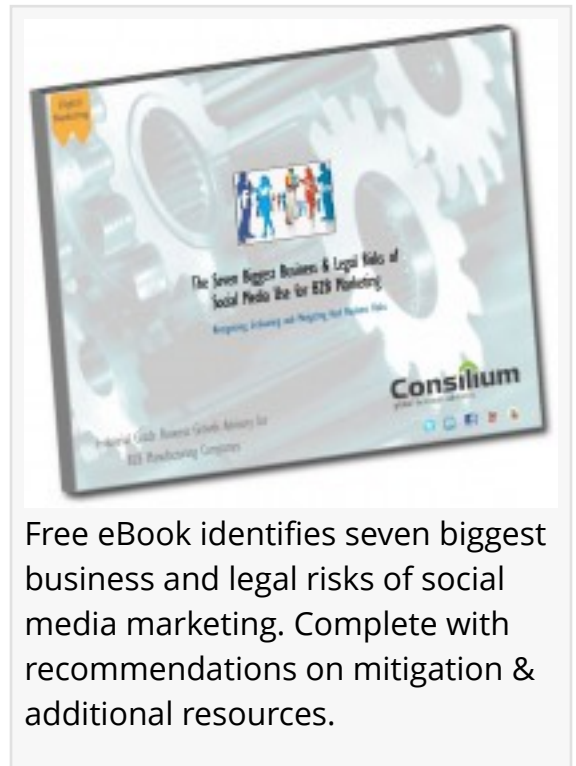
/EINPresswire.com/ -- Social media provides a platform for [B2B marketing](#) that is enormously powerful for companies. It's an integral component of many inbound marketing programs – offering not only a broadcast opportunity to introduce new prospects to a company's capabilities, but more importantly a casual and almost intimate way to dialog with communities of shared interest and passion.

But social media is also a lightning rod for many debates between management and marketing. Generational differences impact perceptions, and lack of familiarity clouds judgment. And it's fact that many senior managers in advanced stages of their careers perceive social media as the narcissistic realm of adolescents. Maybe they use Facebook to follow their grandchildren, and perhaps they have a stale LinkedIn profile...but stereotypically sr. managers aren't active social media users, and reflexively resist the pollyannaish call to embrace it in their B2B marketing.

"I understand their skepticism" comments Consilium Founder Ed Marsh "In many cases they're simply told by some exuberant young marketer that they 'must' use social media. Without a process to ascribe value and attach ROI, managers appropriately worry about squandering limited resources."

But research is clear. Even in more traditional B2B sectors like industrial manufacturing, upcoming generations of engineers are turning to social media as a tool in daily work. Companies can no longer afford to dismiss the power of social media, particularly based on limited familiarity.

"Good business people weigh risk against opportunity" continues Marsh. "Many managers who



Free eBook identifies seven biggest business and legal risks of social media marketing. Complete with recommendations on mitigation & additional resources.

hesitate to embrace social media marketing are actually asking for not only an indication of ROI, but also identification of the inherent risks and some strategies for mitigation. It's an entirely reasonable perspective, but often overlooked in the rush to get online."

That's why Consilium has just released its latest eBook – focused on this topic. "The Seven Biggest Business & Legal Risks of B2B Social Media Marketing" is intended for business owners, managers and senior executives and the free [ebook is available for download](#) here. It identifies and explores seven risks including failure to use social media; assigning responsibility to a junior staffer; and proceeding uninsured. Additionally it offers recommendations for practical mitigation strategies and suggests additional resources.

This eBook and perspective are representative of Consilium's "Industrial Grade" approach to business growth consulting for advanced manufacturers. Staffed by former business owners in the B2B manufacturing space Consilium approaches [business development](#) in a way that's natural for sr. managers. It's not about hype and excitement, but about measurable consistent results.

Consilium founder Ed Marsh will be at HubSpot's Inbound14 next week and available to meet with any businesses committed to inbound marketing but searching for a "business grade" approach – or anyone worried about the risks of social media B2b marketing.

Press release courtesy of Online PR Media: <http://bit.ly/1nFI7A1>

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