

20h AKalbli @akalbli

@lisahutt many articles suggest face to face interaction is a crucial part of PR relationships  
#commschat <http://bit.ly/h6beD> #weisscomm

20h Camille @viveledimanche

@alexpackham Hi Alex, remembered u from #commschat & your great insight. Wondering if I could bother u w a question about comm managing?

23h AKalbli @akalbli

Blogging becomes more crucial to students now than ever. See why- <http://bit.ly/1atOyP>  
#commschat @B2B\_insight #commschat #commschat

23h mikeschaffer @mikeschaffer

How Words Can Change the World <http://thebuzzbymikeschaffer.com/2012/04/30/changing-world-word-time/> by @jlfspeaks #mpmcs #commschat

1 May Global Integration @GlobalInteg

RT @BrandJoe #CommsChat nowadays you'd think we don't need it, but people need Face Time (not the mac app) to build relationships #idmb2b

30 Apr Seb Bardin @DigiSeb

RT @RobinsonRG: test & learn is critical in all aspects of b2b marketing. Also use local field marketers & partners @debbiewilliams #commschat

30 Apr The IDM @theidm

More on the #CommsChat Global marketing-Local thinking theme in this blog by #idmb2b conf spkr N Hague of @B2B\_Insight <http://bit.ly/JpQlsm>

30 Apr The IDM @theidm

Great #CommsChat 2nite. Thx IDM B2B Council membs @RobinsonRG @debbiemwilliams @BryanFoss @brandjoe @LisaHutt Really insightful stuff!

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b @LisaHutt @BrandJoe @BryanFoss @RobinsonRG @commschat @theidm  
tk's for a great debate all and sharing your views.

30 Apr CommsChat @CommsChat

@RobinsonRG apologies - a big thanks to @robinsonRG. Really enjoyable commschat. Good luck with #idmb2b #Commschat

30 Apr Joanna Leigh @LeighJoanna

@theidm @lisahutt yes, but difficult. We are sociable animals at the end of the day and work best with human interaction #commschat

30 Apr The IDM @theidm

RT @BrandJoe Great #CommsChat looking forward the @theidm b2b conference  
<http://bit.ly/kL3Yex> for more indepth conversations #plug #idmb2b

30 Apr Richard Robinson @RobinsonRG

@BryanFoss certainly not suggesting SMEs aren't innovative very much believe the opposite  
#commschat

30 Apr Richard Robinson @RobinsonRG

great debate all @commschat thanks for hosting #commschat

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b Q5 benefits - local presence, direct or thro partners, can show strong brand presence and perceived commitmt to the mkt

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat #idmb2b Richard, thanks for making yourself and your Google B2B experiences available for us to explore online 2nite

30 Apr Lisa Hutt @LisaHutt

@debbiemwilliams agree. I found this is particularly true in France where networking is king.  
#commschat

30 Apr Joe Edwards @BrandJoe

Great #CommsChat looking forward the the @theidm b2b conference for more indepth conversations #plug #idmb2b

30 Apr The IDM @theidm

RT @LisaHutt #commschat marketing is all about building relationships. But is building effective digital cross-regional relationships poss?

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat Richard, some good points about the cyclical central/local skills challenges also the comparative costs and value

30 Apr Richard Robinson @RobinsonRG

@CommsChat @robinsonrg !! #commschat

30 Apr CommsChat @CommsChat

would like to say a big thanks to @richardsonrg, and to our sponsors, @mynewsdesk\_uk @cisionuk and @kwdigita #Commschat

30 Apr The IDM @theidm

RT @BryanFoss #CommsChat #idmb2b Is in-country operation needed? Depends what services & deliverables your organisation is offering and how

30 Apr CommsChat @CommsChat

& we're top of the hour - thanks to all for taking part, & staying away from what pundits hv calld biggest match of 21st century #Commschat

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat #idmb2b Are we seeing enough new grads deciding for B2B careers having done B2B specific projects at uni?

30 Apr Joe Edwards @BrandJoe

@BryanFoss @commschat great point many web2 apps r working well without local presence (albeit at the start of their journey) #CommsChat

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b @LisaHutt Q5 benefits - in considered B2B purchases face to face relationships still play a critical role

30 Apr The IDM @theidm

RT @BrandJoe #CommsChat nowadays you'd think we don't need it, but people need Face Time (not the mac app) to build relationships #idmb2b

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat - Yes, that is general as I tend to work with the SME's that provide innovation to enterprises, there are lots these

30 Apr Richard Robinson @RobinsonRG

If you have local marketers then make sure you are using their skills. Don't use purely for implementing centralized campaigns #commschat

30 Apr The IDM @theidm

RT @debbiemwilliams #CommsChat #idmb2b Local presence critical to understd trends/nuances. Not necessarily a co. office. Use key partners

30 Apr Richard Robinson @RobinsonRG

I see regular changes between centralized vs decentralized marketing approaches. Cost & control is often at the heart of this #commschat

30 Apr Lisa Hutt @LisaHutt

#commschat marketing is all about building relationships. Question is if people can build effective digital cross-regional relationships?

30 Apr Bryan Foss @BryanFoss

@CommsChat #commschat #idmb2b Is in-country operation needed? Depends what services and deliverables your organisation is offering and how

30 Apr Richard Robinson @RobinsonRG

@bryanfoss sweeping generalisation SME's act more like consumers. Often have less of an international perspective incl. language #commschat

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b Q5 Local presence is critical to understd trends/ nuances. Not necessarily a physical company office - use key partners

30 Apr The IDM @theidm

In research too, different response styles across difrnt cultures make correct interpretation of mkt research findings difficult #CommsChat.

30 Apr Richard Robinson @RobinsonRG

Q5 really depends on what your customers want & what you are trying to achieve. its brand/market specific #commschat

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat B2B might include small, medium or very large enterprises. Where are the biggest commonalities and differences u see?

30 Apr Lisa Hutt @LisaHutt

@RobinsonRG #commschat there's a whole education debate around agencies transcreating on your behalf. Agencies need to be extended team.

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b @RobinsonRG I have effectively used internal and agency support to transcreate - helps with budgets

30 Apr CommsChat @CommsChat

in the last 10 mins, lets move to the last Q. - Is on the ground presence really necessary? What benefits does this bring? #Commschat

30 Apr Global Integration @GlobalInteg

MT @debbiemwilliams: #CommsChat [] local partners can share a wealth of in-country knowledge re cultural differences and buyer attitudes

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat When you write T&Cs its important to highlight which country's legal system is referred to, for later case claims etc

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b @RobinsonRG I agree transcreation increases response rates and brand engagement. Be selective but make the effort.

30 Apr Richard Robinson @RobinsonRG

Many b2b firms don't have resource to transcreate all in local markets. Should it be a mix of internal & agency to do this #commschat

30 Apr Joe Edwards @BrandJoe

@RobinsonRG: @lisahutt they should be using local Google+ pages:-) #commschat <- you had to slip that in there I guess -touchè

30 Apr Claire Thompson @ClaireatWaves

@bryanfoss b2C should be as well?#commschat

30 Apr The IDM @theidm

RT @LisaHutt #CommsChat Should companies use their HQ Facebook page or have their own local language version? #idmb2b

30 Apr Bryan Foss @BryanFoss

@BrandJoe #CommsChat You are right, many B2B decisions made by C level execs that can and will operate in English so online materials reach

30 Apr The IDM @theidm

RT @debbiemwilliams #CommsChat #idmb2b Q4 translate key docs and leave others in english. Practical solution due to budgets & time to market

30 Apr Richard Robinson @RobinsonRG

@lisahutt they should be using local Google+ pages:-) #commschat

30 Apr Claire Thompson @ClaireatWaves

RT @brandjoe: @CommsChat: @BryanFoss it's not B2B or PR or Comms, it's people that are social #Commschat #idmb2b

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b @BryanFoss Always use in-country or native speakers to translate or more importantly transcreate

30 Apr Lisa Hutt @LisaHutt

#CommsChat Should companies use their HQ Facebook page or have their own local language version?

30 Apr Richard Robinson @RobinsonRG

a company I know only translates online checkout & T&Cs leaving the rest is in English Too time consuming & costly to all #commschat

30 Apr Bryan Foss @BryanFoss

@LisaHutt #commschat - I like 'transcreation', can I use that too? Translated materials rarely work well, need rewriting to 'hit the spot'!

30 Apr The IDM @theidm

RT @LisaHutt #CommsChat Transcreation (new!) v Translation. Does recreating content in-country get better results than straight translation?

30 Apr Andrew / Communicate @Communicatemag

@LisaHutt transcreation has to win every time. Transcreation forges stronger bonds. #Commschat

30 Apr Joe Edwards @BrandJoe

@CommsChat #CommsChat does it depend on audience and niche assume the c-level have a good understanding of English and save money? #idmb2b

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat Any general tips re B2B 'localising' for Europe vs North/South America vs Europe vs the different cultures of Asia?

30 Apr The IDM @theidm

RT @RobinsonRG Q4 Recommendation: to localize wherever poss. Make it as easy as poss for your customers to do business with you #commschat

30 Apr Claire Thompson @ClaireatWaves

MT @bryanfoss: @RobinsonRG #commschat I agree B2B is inherently social <http://ow.ly/aC2E3>

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b Q4 translate key documents and leave others in english. Sometimes a practical solution due to budgets and time to market

30 Apr Lisa Hutt @LisaHutt

##CommsChat Transcreation (new phrase) v Translation. Does recreating content in-country achieve better results than straight translation?

30 Apr Richard Robinson @RobinsonRG

In my experiences response rates are usually higher from localized & translated content Challenge is cost & speed to market #commschat

30 Apr The IDM @theidm

RT @CoomsChat Q4 What is the impact of translating copy vs leaving it in English as the universal business language? #Commschat

30 Apr Bryan Foss @BryanFoss

@CommsChat #commschat We used to leave up to double the space to translate English to other languages. 4 Online B2B do we need to translate?

30 Apr Richard Robinson @RobinsonRG

Q4 Recommendation would be to localize wherever possible. Make it as easy as possible for your customers to do business with you #commschat

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b B2B marketers should not be afraid to test and learn. Just do it quickly and safely and then adapt and move on

30 Apr Richard Robinson @RobinsonRG

Its tough enough to manage global/local marketing engagement never mind throwing social media into the mix! @theidmb2b #commschat

30 Apr CommsChat @CommsChat

a neat segway to Q4 What is the impact of translating copy vs leaving it in English as the universal business language? #Commschat

30 Apr Bryan Foss @BryanFoss

#commschat Anyone done research of investors sentiment and how to improve engagement? B2B social is all stakeholders, not only customers...

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b Don't forget - leverage the knowledge of integrated marketing agencies re international responses to different mediums

30 Apr Bryan Foss @BryanFoss

@CommsChat #commschat Did I hear you say that PR 'controls' social media and debate. Must have misheard that one - I might wear 'influences'

30 Apr Anne-Marie Bailey @AM\_Bailey

Enjoying watching / reading tonight's #commschat tweets - learning lots about #B2B #Marketing

30 Apr CommsChat @CommsChat

RT @LisaHutt: interesting which segments respond to which research. Would social media based research deliver a skewed result? #Commschat

30 Apr Joe Edwards @BrandJoe

@CommsChat: @BryanFoss it's not B2B or PR or Comms, it's people that are social #Commschat #idmb2b

30 Apr Joe Edwards @BrandJoe

@BryanFoss #CommsChat just don't forget the more important bits, what's their problem, then how do you talk with them ...

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat Yes, social media is only part of being social. I like the #idmb2b event idea of meeting people already known online

30 Apr Richard Robinson @RobinsonRG

test and learn is critical in all aspects of #b2b marketing. also use local field marketers and partners @debbiewilliams #commschat

30 Apr The IDM @theidm

RT @LisaHutt #Commschat interesting which segments respond to which research. E.g. would social media based research deliver skewed results?

30 Apr Bryan Foss @BryanFoss

@brandjoe #commschat - I like the idea of starting with a persona per culture / geography, then improve / segment from there....?

30 Apr Richard Robinson @RobinsonRG

@bryanfoss I believe there is a big difference between being 'social' & 'social media'. we spend too much time on the latter #commschat

30 Apr CommsChat @CommsChat

RT @BrandJoe: Test and trail, the marketing world should be more agile in its methodologies with plenty of metrics tools to help #Commschat

30 Apr The IDM @theidm

RT @RobinsonRG @brandjoe interesting idea. Many #b2b mktrs create personas for audiences dont know anyone doing it for countries #commschat

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b it can be test and learn re responses to different mediums but use the skills of your field marketers to guide you.

@BryanFoss but is it B2B that's social? surely it;s the PR & comms teams that are controlling the social most effectivvelly? #Commschat

30 Apr Joe Edwards @BrandJoe

Test and trail, the marketing world should be more agile in its methodologies with plenty of metrics tools to help #CommsChat #idmb2b

30 Apr The IDM @theidm

RT @BrandJoe Perhaps it more about talking to one persona within each local #idmb2b #commschat

30 Apr Lisa Hutt @LisaHutt

#Commschat interesting which segments respond to which research. Would social media based research for instance, deliver a skewed result?

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat Tech sector 4 hardware is very homogenous, but cultural differences affect the acceptance of tech sector services!

30 Apr Richard Robinson @RobinsonRG

@brandjoe interesting idea. many #b2b marketers create personas for audiences dont know anyone doing it for countries #commschat

30 Apr The IDM @theidm

RT @CommsChat Q3: Allowing for cultural and behavioural differences, how do you know which countries respond to different mediums #Commschat

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat I agree B2B is inherently social from offline groups going online, so much of this is worthwhile but out of sight

30 Apr The IDM @theidm

RT @debbiemwilliams #CommsChat #idmb2b Local partners can share a wealth of in-country knowledge re cultural differences & buyer attitudes

30 Apr Anne-Marie Bailey @AM\_Bailey

Interesting fact: "@bryanfoss B2B has always been inherently social, it was first area to use blog , set up forums #commschat"

30 Apr Bryan Foss @BryanFoss

#commschat In B2B value chain partners often have complementary market insights and are prepared to share data and strategies 4 joint value

30 Apr Richard Robinson @RobinsonRG

@bryanfoss take the tech sector where products are so international and the buying process is increasingly similar across geo's #commschat

30 Apr CommsChat @CommsChat

Q3. allowing for cultural and behavioural differences, how do you know which countries respond to different mediums #Commschat

30 Apr CommsChat @CommsChat

hmmm, it seems that the only option is idm b2b, lets move on then #Commschat

30 Apr Richard Robinson @RobinsonRG

@bryanfoss B2B has always been inherently social, it was first area to use blogs , set up forums #commschat

30 Apr The IDM @theidm

RT @BryanFoss #commschat Richard, when there is so much hype around consumer social media, how will B2B insights be sufficiently shared?

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b Don't forget - local partners can also share a wealth of in-country knowledge re cultural differences and buyer attitudes

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat Richard, please say more about how and why B2B buyers are being homogenised. Not sure what you mean or if we see this

30 Apr Joe Edwards @BrandJoe

Perhaps it more about talking to one persona within each local #theidmb2b #commschat

30 Apr The IDM @theidm

RT @Communicatemag Whilst markets are different, do we exaggerate them? An audience is an audience, a customer a customer? #Commschat

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat Richard, when there is so much hype around consumer social media, how will B2B insights be sufficiently shared?

30 Apr Richard Robinson @RobinsonRG

But don't fall into the trap of one size fits all. #theidmb2b #commschat

30 Apr The IDM @theidm

RT @RobinsonRG Going to the right events is also helpful IDM B2B marketing conf is a must for me <http://bit.ly/IIBCjg> #theidmb2b #commschat

30 Apr Bryan Foss @BryanFoss

@RobinsonRG #commschat Richard, I agree that there are few B2B focused skills development events so the #idmb2b May conference stands out

30 Apr Richard Robinson @RobinsonRG

To some degree buyers are becoming homogenised but we need to be aware of cultural differences #theidmb2b #commschat

30 Apr The IDM @theidm

RT @RobinsonRG Huge amounts of info out there challenge is filtering it. I start with search; also go to trusted sources #idmb2b #commschat

30 Apr Andrew / Communicate @Communicatemag

RT @jennycub: Its combination of traditional methods and real-time techniques that is the future of researching for B2B marketing. #Commschat

30 Apr Bryan Foss @BryanFoss

#commschat B2B research considers all stakeholders, investors, clients, employees, partners, regulators. <http://thehaloworks.co.uk/> knows this

30 Apr The IDM @theidm

RT @CommsChat Q2 now - Where do you go to to learn more about cultural, behavioural and attitudinal differences? #Commschat #idmb2b

30 Apr Richard Robinson @RobinsonRG

Going to the right events can also be really helpful #TheIDM B2B marketing event is a must for me <http://bit.ly/IIBCjg> #theidmb2b #commschat

30 Apr Jenny @jennycub

#CommsChat Its the combination of traditional methods and real-time techniques that is the future of researching for B2B marketing.

30 Apr Andrew / Communicate @Communicatemag

Whilst, obviously , markets are different, do we exaggerate them? An audience is an audience, a customer a customer? #Commschat

30 Apr The IDM @theidm

RT @debbiemwilliams #CommsChat #idmb2b Isn't it important to combine real-time insights with some more traditional well executed techniques?

30 Apr Richard Robinson @RobinsonRG

There's huge amounts of info out there challenge is filtering it. I start with search & also go to trusted sources #theidmb2b #commschat

30 Apr Joe Edwards @BrandJoe

@BryanFoss #CommsChat research techniques should match what your attempting to deliver #idmb2b

30 Apr CommsChat @CommsChat

lets move onto Q2 - Where do you go to to learn more about cultural, behavioural and attitudinal differences? #Commschat

30 Apr The IDM @theidm

RT @RobinsonRG Traditional market research methods take so long from concept, through dvlpmnt to results to be of real value now #commschat

30 Apr Bryan Foss @BryanFoss

#commschat #idmb2b Richard, just tried your Google research link with a 'Freeview' users search and it was interesting for broadcasters. Thx

30 Apr Debbie Williams @debbiemwilliams

#CommsChat #idmb2b don't you think it is important to combine real-time insights with some more traditional well executed techniques?

30 Apr Richard Robinson @RobinsonRG

@bryanfoss realtime online insight is more about the customer zeitgeist what's on their minds now & trends over time #theidmb2b #commschat

30 Apr CommsChat @CommsChat

RT @BryanFoss: #commschat cost of poor research not contract price, is the cost of poorly-advised strategy that can destroy biz #Commschat

30 Apr The IDM @theidm

RT @BryanFoss #commschat #idmb2b Too many researchers propose techniques that maximise earnings when faster, cheaper & insightful available

30 Apr Bryan Foss @BryanFoss

#commschat #idmb2b - Richard, as an aside can these tools answer instantly interview questions such as 'how many red houses in Canada'? :-)

30 Apr Richard Robinson @RobinsonRG

@bryanfoss completely agree but many marketers stick with what they know #commschat

30 Apr The IDM @theidm

RT @RobinsonRG Online's changed everything Traditional techniques are just that. Now you need to use realtime insights frm online #commschat

30 Apr Bryan Foss @BryanFoss

#commschat #idmb2b The real cost of poor research is not the contract price, it is the cost of a poorly-advised strategy that can destroy biz

30 Apr Richard Robinson @RobinsonRG

Traditional market research methods seem to take so long from conception, through development to results to be of real value now #commschat

30 Apr Faye Oakey @FayeOakey

Listening on tonight's #commschat hoping to widen my knowledge of B2B markets

30 Apr CommsChat @CommsChat

so should we throw away conventional research methods? #Commschat

30 Apr Bryan Foss @BryanFoss

#commschat #idmb2b Too many researchers propose techniques that maximise their earnings when faster, cheaper and more insightful available

30 Apr Debbie Williams @debbiemwilliams

Hi I am Debbie Williams, Chair of the IDM B2B Council - looking forward to an interesting discussion #CommsChat #idmb2b

30 Apr The IDM @theidm

RT @CommsChat What are the best b2b research techniques to quickly understand the dynamics of different international markets? #Commschat

30 Apr Richard Robinson @RobinsonRG

Other tools worth checking out incl Insights for Search <http://bit.ly/JYtbyc> & Commercebarometer <http://bit.ly/JsNyPZ> #theidmb2b #commschat

30 Apr The IDM @theidm

#CommsChat Hi, we're the IDM. We're running the B2B conference on 24 May where you can meet @RobinsonRG and hear more on this topic #idmb2b

30 Apr Richard Robinson @RobinsonRG

Realtime insight tools incl Global Market Finder <http://bit.ly/IK6kkd> can help you understand market opportunities quickly #commschat

30 Apr CommsChat @CommsChat

what techniques are people using out there? #Commschat

30 Apr Richard Robinson @RobinsonRG

Online has changed everything Traditional techniques are just that. Now you need to use realtime insights from online #commschat

30 Apr CommsChat @CommsChat

so lets start Q1 What are the best b2b research techniques to quickly understand the dynamics of different international markets #Commschat

30 Apr The IDM @theidm

RT @CommsChat Ahead of the 9th IDM B2B Marketing Conference on 24 May, we're thinking about marketing between businesses #Commschat #idmb2b

30 Apr Richard Robinson @RobinsonRG

Hi All, looking forward to a lively #commschat tonight #commschat