



# SALES & MARKETING

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## B2B Social Media Strategy from CK's Blog

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When thought leaders and other industry experts talk strategy about social media, more often than not, social media in the B2B space is that proverbial gorilla in the room: *Where do we fit in?*

While Internet resources on the topic of social media predominantly skew toward B2C enterprises, there are some great resources out there for B2B marketers, such as CK Blog ([www.ck-blog.com](http://www.ck-blog.com)), run by marketing specialist Christina "CK" Kerley. Post by post — the most recent being "B2B Social Media Objections: Meet Fear, Irrelevance and Overwhelm," (November 15, 2009) — Kerley is building an excellent archive of topical content.

In addition to countering the objections against social media, she has posted how-to's ("Start Smart: A 10-Step Social Media Guide for B2B Marketers"), case studies and more. All in all, she's creating an increasingly compelling case for the bringing social media initiatives into the B2B space; CK Blog is a worthy bookmark indeed.