

SOCIAL CMOs

EXECUTIVES

TO LOOK UP TO



Couch & Associates, Inc. spent the last month and a half looking over the social movements of CMOs and Fortune 500 companies. By analyzing the varying degrees of success over different channels, we were able to establish that there is an obvious connection: A socially-successful company is often led by a socially active CMO. While our **first article** demonstrated the need for social engagement, this article hopes to highlight two successful executives and their tactics.



Paul Magill

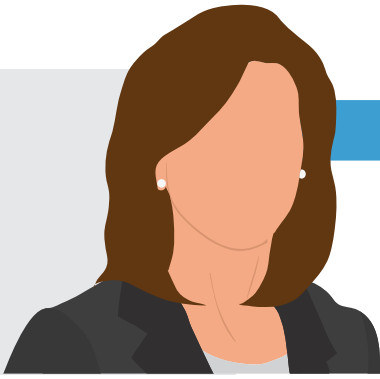
Chief Marketing Officer
Abbott Laboratories



Coming from a series of management consulting firms, Magill was already used to taking on a leadership role and sharing his ideas. However, he didn't limit these opportunities to the boardroom – he also had the willingness to share thoughts with his followers. His twitter account is full of shared articles on marketing theories, business tips, and positive remarks about other thought leaders. He is also active and easily searchable on LinkedIn, with his number of connections coming close to the 500 mark.



Abbott Laboratories has a particularly successful following on both Twitter and LinkedIn, and their numbers expanded by over a thousand in just the first week. Abbott's strategy involves pushing informative posts and sharing articles about the healthcare industry, but it also includes transparent responses to customer comments. Abbott's LinkedIn account has close to 200,000 followers, and they use their account for job postings and product descriptions. Their LinkedIn and Twitter accounts blend together to have both professional and conversational outlets.



Beth Comstock

Chief Marketing Officer
General Electric



The second executive is Beth Comstock, the Chief Marketing Officer at General Electric. Her social media success was briefly mentioned in our [first article](#), and her numbers have only increased since then. As an individual, she has over 17,000 Twitter followers, over 2,500 likes on Facebook, and close to 50,000 LinkedIn followers. Comstock sits atop of her social network and shares industry-related pieces as well as more personable comments. Her ability to create an online personality is a key factor in her social success; followers appreciate dialogue that feels human, and that they can relate to.

General Electric boasts one of the largest social networks, and they have successfully reached out over a variety of social media platforms. Their Instagram and Vine accounts often show a melody of informative shots and glimpses at company culture. Both Beth Comstock and General Electric are finding social success by bringing followers into their world so that they are seen as more than just an executive or a corporation.

Executives that put in the effort to have their own social following and to develop social media strategies, are proving to be a vital piece in this new age. Whether an executive is a part of a Fortune 500 company or if they're at a small startup, they should definitely look to these executives for direction.

The more of a social following you have as an individual, the more valuable you are to a company, and within the industry. You are able to have a larger impact on both the current and incoming generation of marketers, and act as a guiding voice.