

BtoB

THE MAGAZINE FOR MARKETING STRATEGISTS

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RUNNER-UP

Blog

Emerson Process Management

Emerson Process Experts Named Best Corporate Blog BtoB Magazine Social Media Awards 2010

Program: Emerson Process Experts

Why we chose it: If there were a lifetime achievement award for b-to-b social media marketing, Emerson Process Experts would be in the Hall of Fame. Jim Cahill started this blog in early 2006, when few people even knew what a blog was. He's kept at it over the years, adhering to a rigorous update schedule and adding new features like a Twitter feed and Flickr photo gallery as those platforms became available. Emerson Process Experts is notable for its singularity. In a market in which few competitors have adopted any form of social media at all, Cahill has been years ahead of his competitors. His topics are the kind of meat-and-potatoes technology discussions that matter to Emerson customers. These people don't make many buying decisions, but when they do make them, the price tags are in the millions of dollars. And thanks to Jim Cahill, when they go to Google to look for "Process Control," Emerson is right there at the top.