



ME

ibm'er
blogger
consultant
dad
trekky (all sci-fi)
comic book nerd
ford driver
xbox addict
likes vodka and
iceskating
(not together)

Ben Martin
@Social_Ben
<http://benmartin.pro>
@Social_Ben

IBM Social Business
Insights Blog
Contributor



A day in the life of a Social IBM'er













Edit My Profile

Martin, Ben

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Oct 3

clear | update

Tags

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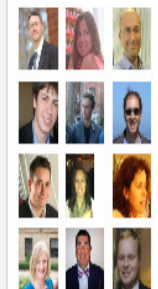
My tags for this profile:

Report-to Chain

- ▾ Budd, J S (Jeremy)
- ▾ Stark, D (Deanna)
- ▾ Heaysman, S C (Sara)
- Martin, Ben

Full Report-to Chain
Same Manager

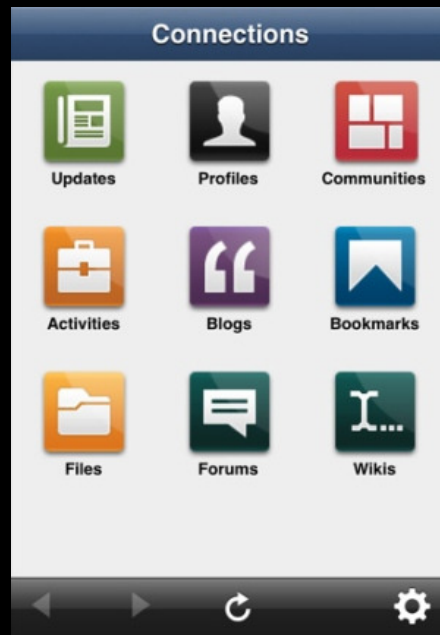
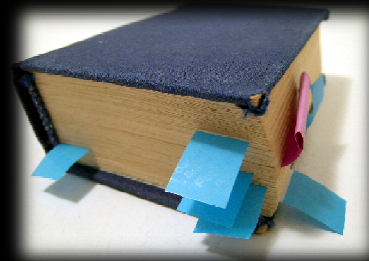
Network



View All (402)









85% of consumers believe
companies should not just
present information via social
media but use it to interact and
engage with them



Spare Slide: Could use it to
show what tools I use?

Thank You & Questions



Ben Martin

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