

B2B Social Media Marketing

Research on the effectiveness of social media marketing in B2B

2014 Social Media Marketing Industry Report

*Social platforms are no longer add-ons to a business's communication budget; they should be central to its marketing strategy, and used in coordination with other marketing efforts**

- ▶ Most marketers are using social media to increase exposure and drive traffic in order to develop loyal fans (72%) and gain marketplace intelligence (71%). While blogging holds the top spot for future emphasis and plans, Facebook and LinkedIn are the two most important social networks for marketers.
- ▶ According to the report, B2B marketers are beginning to put an even higher value on social media: 92% believing that it is essential for their business, up from 86% in 2013.
- ▶ It is getting essential for B2B marketers to promote their business and listen to what their industry, customers, and competitors are talking about through these social media channels. Listening in on and contributing to real conversations is vital to gathering information and creating an image that marketers can then use to influence their sales targets.
- ▶ Social media marketing can also help with goals such as generating website traffic, and creating brand identity with key audiences.

<https://seismic.com/company/blog/the-importance-of-social-media-marketing-in-the-b2b-sales-process/>

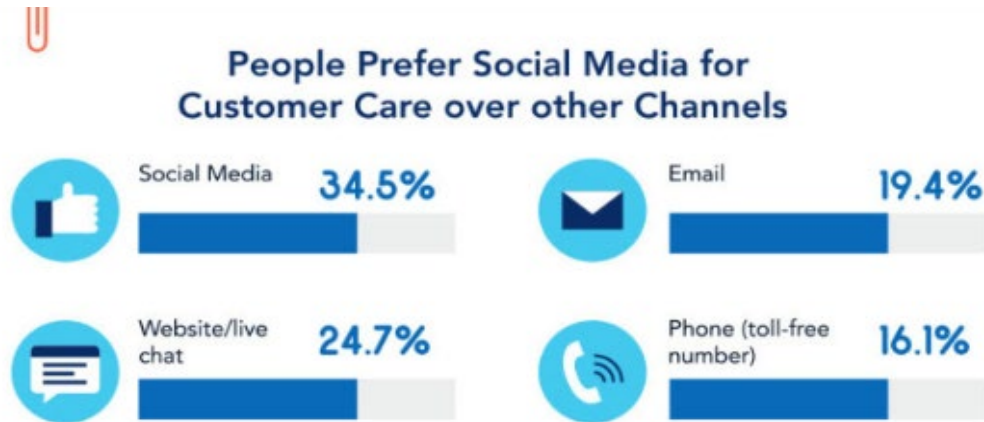
Why is Social Marketing So Beneficial for B2B Marketers?

- ▶ *'We are social human beings and have always used our social experiences as a key part of our decision-making process. i.e. do I like this person? Do I trust them? Can I see myself working with them?' says Graeme Delap, social media consultant at [Amaze](#). 'Social media is the online equivalent of these conversations and relationships so, in terms of social media marketing, B2B firms are often best-placed to take advantage of this opportunity.*
- ▶ B2B markets people don't buy from companies without checking them out online first. So the first place people go to consider, review and check you out, is your website. *'What's a great way of getting people to your website? Social media. It's much underrated in B2B markets with Twitter and LinkedIn being the most important routes for generating sales interest.'*
- ▶ Bob Dearsley, Chief Executive at [itpr](#) and [The B2B Marketing Lab](#), adds: 'In the B2B world, Twitter and LinkedIn are both highly effective mechanisms to drive people to your website.'

The more people that you get to your website checking you out, the more chances you have of doing business.

<https://www.smartinsights.com/b2b-digital-marketing/b2b-social-media-marketing/b2bsocialmediamarketing/>

Potential for Improved Customer Care



70 percent prefer chatbots over email or calling customer support

- ▶ By 2020, 85 percent of customer interactions with enterprises will involve no human whatsoever, so chatbots have plenty of upside in both the near and long term, filling the gap left behind by frustrating call centers, slow email followup and confusing FAQ pages.
- ▶ Facebook and Twitter chatbots are already used on a wide scale, but brands are finding that bots cannot replace human touch. That's why bots should be augmented with real customer support as well

[*https://marketinginsidergroup.com/social-media/b2b-social-media-marketing/](https://marketinginsidergroup.com/social-media/b2b-social-media-marketing/)

Potential for Sales Relationships

- ▶ Social media is such a powerful tool for lead nurturing that CRM (customer relationship marketing) software, such as Salesforce, embed social media into their programs. Hence, as part of other information available about a prospect, the software contains live links to the prospect's social platforms.*

*In a survey of 115 marketing specialists in B2B roles, Omobono found that 79% rated social media as the most effective marketing channel, with 38% noting that if they had extra budget for next year, they would spend it on social **

<https://marketinginsidergroup.com/social-media/b2b-social-media-marketing/>

How to Develop a Social Marketing Plan

- ▶ It's vital that businesses allocate the right resources in time, money and skills to maximise the opportunity social media presents and to differentiate themselves from competitors,' explains Brosan. 'Getting the right team and partner pieces in place to deliver truly valuable and standout content, consistently and at volume, is the next step for B2B organisations to make the most of their social media investment.'
Spend time crafting your social media strategy and plan your operational activity to deliver that strategy.
- ▶ Be very **specific about how to measure the business objectives** set, so value can be attributed to the work.
- ▶ **Listen carefully and monitor the conversations** around your brand and competitors before you engage.
- ▶ **Do not get sidetracked** by the vanity of **accumulating fans or followers**.
- ▶ Be clear about the **social media channels which best 'fit' your audience** - what they already do in those channels and the behaviours, attitudes and relationships you are trying to develop.

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<https://marketinginsidergroup.com/social-media/b2b-social-media-marketing/>

Which media to target?

- ▶ Among B2C marketers, the following platforms are used most often:

Facebook: **97%**

Instagram: **72%**

Twitter: **62%**

YouTube: **51%**

LinkedIn: **47%**

- ▶ For B2B marketers, things are slightly different:

Facebook: **91%**

LinkedIn: **79%**

Twitter: **70%**

Instagram: **57%**

YouTube: **52%**

Ninety-four percent of B2B marketers say LinkedIn is their most effective distribution channel. Furthermore, 80 percent of all B2B leads come from LinkedIn.

The clearest divergence among B2C and B2B social media usage is LinkedIn adoption, a differential of 32 percentage points

Video is an Important Component

The inescapable reality is that social media is commerce, so an uncoordinated or nonexistent cross-platform social strategy is an **admission of marketing incompetence.***

- ▶ A marketing strategy that includes video content is only the first step in the creation process - video also needs to be built to fit multiple formats, with mobile being the primary medium.
- ▶ As desktop and laptop social media scrolling declines, the vast majority of social media video views occur on mobile, so it's only natural to prioritize vertical video.
- ▶ Vertical video has long been central to the Snapchat model, but Facebook and Twitter now use vertical video ads as well. IGTV, Instagram's standalone video app, hosts videos up to 60 minutes in length and mandates vertical video, exemplifying just how paramount mobile-friendly portrait videos are.

[*https://www.brafton.com/blog/social-media/6-social-media-trends-for-2019-that-will-impact-your-business-ebook/](https://www.brafton.com/blog/social-media/6-social-media-trends-for-2019-that-will-impact-your-business-ebook/)

More on Video

We're watching more video content than ever before - and we still want more!

45% of people watch an hour or more of video every day (HubSpot).

50% of internet users look for a video before visiting a store (Google).

50% of millennials would stop what they're doing to watch a new video by their favorite YouTube creator (Google).

79% of consumers prefer watching a video to reading about a product (Wyzowl).

84% of consumers have bought something after watching a video (Wyzowl).

91% of consumers have watched an explainer video (Wyzowl).

Video marketing generates **66% more qualified leads per year** and a **54% increase in brand awareness.***

Our brains are wired to process visual information. Videos make it easier to learn, which is why how-to videos and explainer videos are so popular. Even better, watching videos helps people to retain new information - like new information about your furniture brand.

[*https://www.furnituretoday.com/industry-issue/behold-the-power-of-video-see-it-believe-it/](https://www.furnituretoday.com/industry-issue/behold-the-power-of-video-see-it-believe-it/)

Tips for Successful B2B Social Marketing

Step 1: Set Your Goals. Ex:

Examples: SMART Social Media Goals

- Increase unique visitors to our site by 5x from social networking sites (Analytics) after 5 months
- Increase blog/newsletter subscriptions by X% in 3 months by increasing distribution channels
- Increase FB Fans by X members in 8 weeks
- Increase Twitter mentions 300% in 6 months
- Increase interactions on FB page by 5/week*

<https://www.falcon.io/insights-hub/topics/social-media-strategy/5-steps-to-creating-a-killer-b2b-social-media-strategy/>

Tips for Successful B2B Social Marketing

Step 2: Understand Your Audience

Competitive insights. Your competitor's audience is similar to yours. That said, you can stalk your competitors, find out how they are engaging with their customers or discover customer complaints about their product. For example, if your customer had a viral customer complaint, you can advertise your service as “professional and helpful” in a social media post.

Keywords. List down brand-related keywords and find out which ones are getting more traffic. Not only will this help you get information on your customer's interests, but you'll also find out their motives for their search.

Influencers. Influencers are industry insiders who have a wealth of knowledge about the updates on new products, innovations, and developments in your industry.

Hashtags. Monitor hashtags related to your brand to understand what people are talking about on social media.

[*https://www.falcon.io/insights-hub/topics/social-media-strategy/5-steps-to-creating-a-killer-b2b-social-media-strategy/](https://www.falcon.io/insights-hub/topics/social-media-strategy/5-steps-to-creating-a-killer-b2b-social-media-strategy/)

Tips for Successful B2B Social Marketing

Step 3: Identify Social Media Platforms

► LinkedIn

LinkedIn is a professional networking platform, so it's no surprise that it's the most popular among B2B professionals.

In fact, 93% of B2B marketers consider it as the most effective site for lead generation. It is also responsible for 64% of all visits from social media sites to corporate websites.

When posting content on LinkedIn, marketers usually post thought leadership insights and company updates. They also connect with professionals via InMail.

► Instagram

There are over 1 billion active accounts on Instagram. So if you want to stand out, then you need to post visually attractive photos that stand out from your competition.

You can create posts that feature quotes, user-generated content or your company culture.

For example, Adobe's Instagram has 804,000 followers. Their success can be attributed to their user-generated content, which is based on their monthly themes. In November 2018, their themes are human, and so far the results are astounding.

► Twitter

According to Forbes, 87% of B2B marketers use Twitter.

Unlike LinkedIn or Instagram, Twitter functions as a customer service platform. It's used to interact with customers, answer questions and address issues.

For example, if a customer encounters a problem with your product, they'll probably send you a DM or tag you in a tweet. IBM uses this as an opportunity to interact with their customers.

► Facebook

Company decision makers spend 74% more time on Facebook than the average user. This makes it an ideal platform for B2B marketers to connect with leads.

Most B2B marketers use Facebook to promote their business, spread the word about their events and more.

Tips for Successful B2B Social Marketing

Step 4: Maintain Consistency

Consistency is key in social media.

You need to maintain a consistent look and feel so that people recognize your brand. You also need to post frequently in order to reach the most number of people - without having to pay for a boost in ads or posts.

But maintaining consistency is a lot harder than it looks. Altimeter found that **70% of marketers** lack a consistent or integrated content strategy.

“Marketers fail the most because they do not deliver their content consistently. That means delivering the same time every day, week or month...for a year or more at a minimum. It takes time to build a loyal audience,” said [Joe Pulizzi](#), founder of Content Marketing Institute.

That said, you could create a [brand style guide](#) that has details on the look and feel of your brand in various social media platforms. This should also include details on posting frequency so that you and your team can consistently grow your profile.

Tips for Successful B2B Social Marketing

Step 5: Create a Calendar

“Marketers should be spending as much time promoting their content as they should on producing it. A promo calendar is essential and should include various formats of content to promote the core piece of content, whether that’s a video, ebook, article, etc. You should include a pre-launch phase, launch phase, and post-launch phase in your promo calendar to ensure you build some buzz in the lead up to the launch, capture the majority of people on launch, and then continue to hit new audiences over time after the launch is over.”

This isn’t just lip service, HubSpot has a pretty good social media calendar template that you can use to schedule videos, graphics and blog posts that you’ll publish in the next few weeks.