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Mastering the Art of B2B Social Media

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Contents

- 1 The Evolution of B2B Social Media PAGES 3 - 10
- 2 The B2B Social Media Scene Today
 PAGES 11 14
- 3 B2B Social Media Marketing Challenges
 PAGES 15 20
- 4 The Secrets of True Social Media Artists
 PAGES 21 25

5 How to Start Your Own Masterpiece
PAGES 26 - 30

6 Finissage (Summary)





Introduction

Let me paint you a picture: back in the shadowy, distant mists of 1994, when 'Friends' was obligatory watching and Apple had just released their first 'Power Macintosh', an individual in Philadelphia had the urge to listen to the Sting album 'Ten Summoners Tales'. He didn't own a copy of the CD but his friend, Dan, did. So he purchased the CD over the internet.

That first historic sale unknowingly started a journey that would change the way we think about sales and selling forever.

As the internet - closely followed by social media - evolved, consumers became active participants in the process. Over time, B2B buyers increasingly adopted the same behavior as B2C consumers; independently researching products or services online, consuming shared value-rich content and engaging with brands through social media to draw their own conclusions on what to buy.

2.14 billion shop online[1]

More than 50% of revenue across 14 major industries is generated by social sales^[2]

B2B buyers make their own way through 70% of the sales process before engaging with a sales person^[3]

We've come a long way since Dan's friend wanted to listen to 'Shape of my Heart' on his own CD and it's easy to assume that the past has nothing to teach us about the future. But only by understanding the birth and evolution of the founding social media artists - LinkedIn, Facebook, YouTube, Twitter and Instagram - can we fully understand what social media means to customers, how they engage with it and - as a B2B marketer - how to find your own place within it.



Social Media Milestones

in 🐃 2003

Myspace is developed and released LinkedIn is launched as a professional networking and job site.

2006 Twitter is born.

f 2008

Myspace and Facebook reach 115 million unique users.

2010

Instagram launches. Twitter launches its advertising platform, Promoted Tweets.

Facebook launches

its mobile ads program. Facebook acquires Instagram.

2018

Instagram announces the launch of IGTV to compete against YouTube.

2021

Gartner reports that CMOs will significantly increase investment in Social Media Marketing



2004

Facebook is born. Facebook first starts generating ad revenue.

2007

The first hashtag is used. Facebook officially launches Facebook Ads platform.



2009

Facebook surpasses Myspace users and so begins its demise.



2011

Twitter launches the "TweetDeck" feature.



2015

Twitter enables users to send Group direct messages. Instagram ads go global.



2020

Instagram rolls out Reels, to compete against TikTok.





The Great Masters of B2B Social Media

in Date of Birth: 2003

LinkedIn's evolution has been a fascinating one. From only 20 sign ups a day when it first launched in 2003, it's now in a dominating position, with more than **774 million**members in more than **200 countries**^[4]

and territories worldwide. It's the oldest social media network still in use today and it's longevity is testament to the fact that it really understands its place in the world.

Four out of five people on LinkedIn 'drive business decisions'[5]. Which means, for a B2B marketer, you're reaching the people who have buying power.

96% of B2B marketers use LinkedIn for organic content distribution and **83**% for paid social, making it the top most-used

platform in both content distribution types^[6]. From its cost-free beginnings, LinkedIn launched Jobs in January 2005, and started charging for listings two months later. By August that year the site had launched premium accounts, paid for by subscription and the following year it upped its game with highly targeted paid ads.

Today, LinkedIn offers a range of paid services and subscriptions.

A paid ad on LinkedIn can reach 13%^[7] of the world's population.

f Date of Birth: 2004

From a Harvard social networking website to a global internet phenomenon, the Facebook journey to become the largest social media network (based on global reach and active users)^[8] has had more than its fair share of drama and controversy.

Facebook's strength has always been its huge adoption figures. As of 2020, Facebook is the leading social media platform, reaching 59% of all social media users[10].

Thanks to its incredible reach, the bulk of Facebook's revenue comes from advertising, allowing businesses to access one of the world's largest communities (although there are plenty of opportunities for more organic marketing on the platform as well).



Not any time soon. Most recent statistics show Facebook has reached a plateau in terms of users in the USA, Canada, India, and Europe but the numbers are holding steady and the number of users in developing countries is growing, especially in Asia and Africa^[11].



Date of Birth: 2005

Registered in 2005 as a video sharing website for 'ordinary people to share their home videos', YouTube was already attracting 30,000 visitors a day when it was still in "beta" mode. When it was officially launched, it was achieving more than 2 million video views every day, which increased to 25 million views a month later. More than 25 million videos were on the site just 3 months after launch and within a year YouTube was serving more than 100 million videos per day^[13].

YouTube has evolved to become not just a website, but the second largest search engine in the world.

With 3 billion searches per month, YouTube's search volume is larger than that of Bing, Yahoo, AOL and Ask.com combined[14].

It's also the second largest website (in terms of traffic) in the world with only Google beating it on both counts.

With YouTube channels for business and YouTube advertising, there are opportunities for both organic and paid for marketing on the platform



55% of marketers include YouTube in their strategy and YouTube reaches more 18-34 year olds than any other TV network[15].

Twitter boasts an advertising audience of 353 milion





Date of Birth: 2006

Named after a word that means 'short bursts of inconsequential information',
Twitter initially caused confusion in the social media world as people tried to work out exactly how to utilize it.

It was launched as a platform for individuals, but brands soon jumped on the Twitter bandwagon. The average Twitter user now follows five businesses, and **80% of all Twitter users have mentioned a brand in a Tweet**^[16].

In 2010 Twitter unveiled Promoted Tweets (ads that would appear in search results) as its main revenue stream.

B2B marketers haven't always bonded with the 'banter' of Twitter and many have chosen not to prioritize spending on the platform.

Twitter boasts an advertising audience of 353 million, but only 27% of B2B content marketers used Twitter ads in the last 12 months (compared to 67% on Facebook)^[17]. For organic content marketing, Twitter is holding its own with 82%^[18] of B2B content marketers using Twitter this way in the last year – the same percentage as Facebook and surpassed only by LinkedIn (96%).

It's a fast-moving, engaging platform with Twitter users sending out more than 500 million Tweets per day^[19].

O Date of Birth: 2010

Instagram was launched in 2010 as a photo and video sharing social networking service. It was acquired by Facebook in 2012 and has grown to the point that 87%^[20] of people now say an Instagram 'Influencer' has driven them to make a purchase.

Instagram is the social media platform that defines the Millennial generation. It's success, in part, comes from its willingness to 'latch onto' the latest social media trends seen on rival apps. It then presents them on a platform with which users are already comfortable.

Stories (added in 2016) took the Snapchat idea of ephemeral media; IGTV (added in 2018) was influenced by YouTube and Reels (in 2020) borrowed from TikTok's success. This 'all-under-one-roof' approach works in the favor of B2B marketers who experience their largest engagement ratios on Instagram compared to the other major platforms (highest number of interactions per number of followers). By hosting text, photos and videos directly on the platform, engagement is easier to achieve and B2B brands get 20 times more engagement on Instagram than LinkedIn^[21].

Even though it has historically been seen as mainly a B2C platform, B2B marketers are catching up with 81%^[22] seizing the opportunities Instagram offers to build brand awareness, humanize a brand and generate engagement with a proportion of Instagram's 1.2 billion users.





The B2B Social Media Scene Today

The way businesses buy and sell to each other has changed in ways we couldn't even imagine when the Great Masters of Social Media first unveiled their artwork back in the early 2000's.

It stands to reason that sales and marketing – the most sociable aspects of business – should find a comfortable home on social media, yet it's taken a long time for B2B to embrace the power of social selling.

The fact that social media goes against the grain of traditional sales methods (pulling prospects towards you, as opposed to pushing your product to them) could explain the slow adoption of these platforms amongst B2B marketers.

But with the continued growth of social media platforms, and their importance in the buying process – cemented by the emergence of Millennials as the dominant B2B buyers^[25] and accelerated by the dramatic increase in digital adoption during the Covid-19 Pandemic

- the importance of B2B social media can't be downplayed any longer.

Changing Purpose

As technology continues to change at lightning pace and belief in the efficacy of digital continues to grow, the purpose of marketing – not just the process – is evolving.

Over the last few years, B2B buyers have changed in both demographic and behavior. 73% of B2B purchasing decisions are now made by Millennials^[26]— a generation which instinctively turns to social media – and 85% of Millennials use social media to research products and services for their companies^[27].

This is a far cry from the traditional sales framework which involved actively approaching a prospect with the aim of pushing information about a product to the audience.

In contrast, the social world is discovery driven. Successful B2B marketers need to manage and gently guide relationships, with a firm focus on 'enabling' the buyer to lead the process themselves.

The way a B2B customer approaches the purchasing process has fundamentally evolved. **75% of B2B buyers and 84% of C-level executives consult social media before making purchasing decisions**. [28]

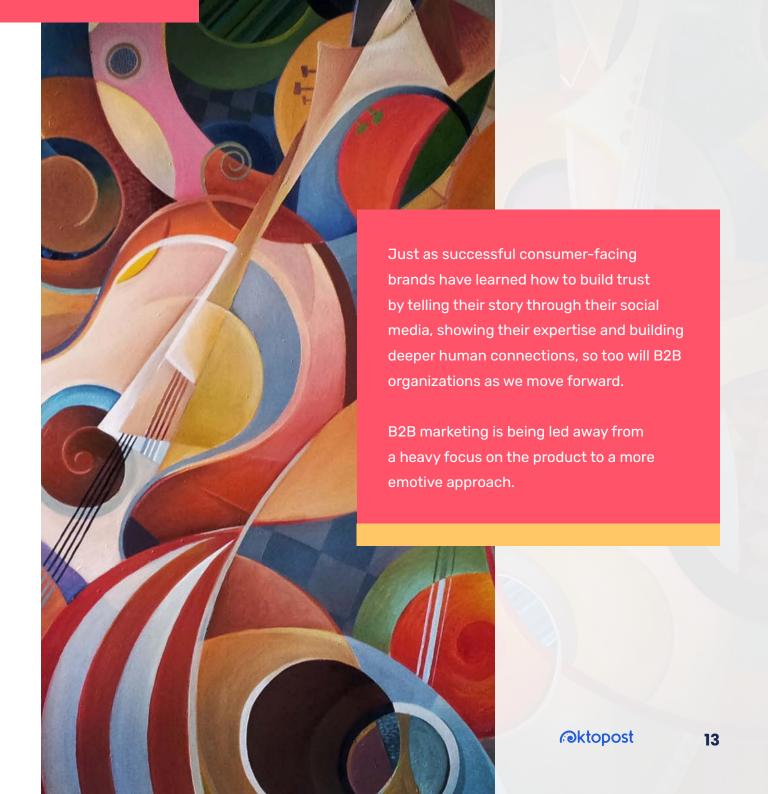
Allowing the buyer to take control of the process, and simply providing value-driven content in the early stages without expectation of an immediate return, can feel counterintuitive for sales people who are keen to close deals quickly. Yet 90% of C-level executives say they "never" respond to cold calls or email blasts^[29].

92% of B2B customers are willing to engage with sales reps who position themselves as industry thought leaders.

B2B follows B2C

While consumer focused marketing has always been one step ahead in its early adoption of social platforms, the needs and behaviours of B2B buyers aren't all that different.

The more confident buyers become in their ability to navigate social media to gather opinions and educate themselves when buying in their personal lives, the more they will seek to do likewise in their professional roles as well.





The Next Normal

The increase in social media and digital dependency during Covid-19 might have been a response to the crisis, but its continuation has become the next normal.

More than three-quarters of B2B decision makers say they prefer remote human interactions or digital self service, even after the lockdowns were lifted. And only about 20% of B2B buyers say they hope to return to in-person sales^[30].

Research by Gartner backs this up: by 2025, 85% of B2B sales interactions between suppliers and buyers are confidently predicted to occur in digital channels. 33% of all buyers desire a seller-free sales experience – and that climbs to 44% for Millennials^[31].

Becoming a true artist in your own social media campaigns has never been more important for the B2B marketer, but it isn't without its challenges.



CHALLENGE 1: Creating Enough Brand Awareness

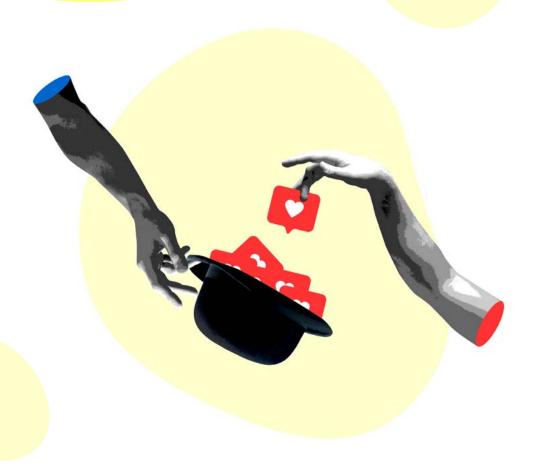
Social media has managed to reach half of the 7.7 billion people in the world^[32]. Social network platforms almost tripled their total user base in the last decade, from 970 million in 2010 to the number passing 3.81 billion users in 2020^[33]. That's a very crowded marketplace.

Brand awareness has become essential in B2B marketing. When buying decisions are made by a team, the way each of them feels about your brand is important.

But, it's no longer simply about getting your name in front of your target audience – you need to influence how your customers feel about your brand. It's about more than reach – it's about perception and creating positive associations.

An active presence on social media is critical. Consistent posting and interaction encourages trust and implies reliability. But this can be tricky to do without a solid process in place to plan, approve and schedule when you publish your posts. Generating enough brand awareness requires you to take control of how you – and other people in your company – talk about your brand on social media, and when you do it.





Brand awareness is the first step but the quality of your content determines whether your efforts

hit the mark



CHALLENGE 2:

Publishing Authentic and Engaging Messaging

Words like 'authentic' and 'engaging' haven't always felt at home in the B2B marketing vocabulary but as the behaviors of business and consumer buyers increasingly converge, it's vital that companies humanize their brand in order to cut through the noise and make a connection.

Like all aspects of marketing, social media requires an analytical approach to measuring and proving a financial return. Without the tools and technology to measure the effectiveness of different messages and formats, the motivation - and budget - needed to craft engaging content dwindles.

However hard they may be to measure, emotions are the key to powerful marketing. Two thirds of consumers worldwide (64%) now buy based on beliefs. Consumers are just as likely to express purchase intent after seeing a values-led communication (43%) as they are after seeing a product-focused message (44%). Values-based messaging (32%) was also more effective than product-focused communications (26%) in driving advocacy[34].

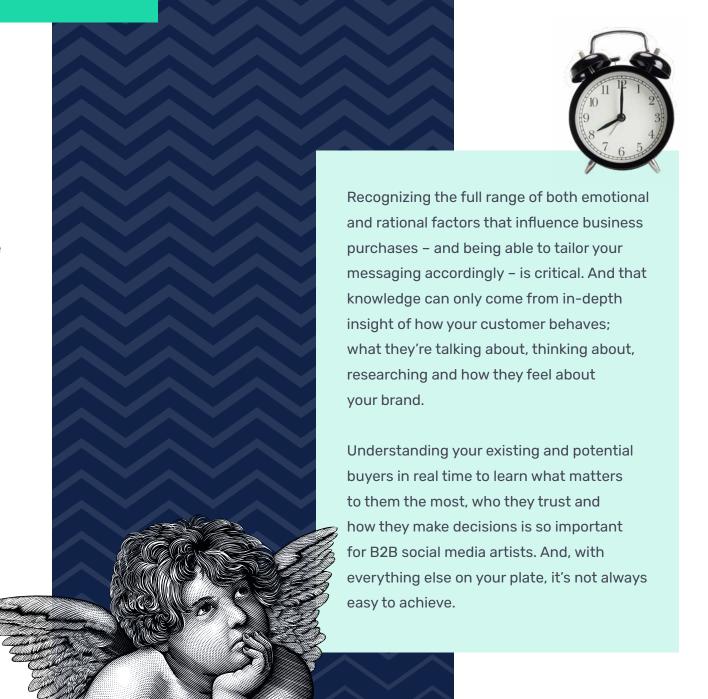
CHALLENGE 3:

Customizing Content for the Right Audience – At the Right Time

Effective social media messaging requires effective planning and scheduling. Attention needs to be paid to where along the buyer journey each piece of content is aiming and what its purpose will be.

If 70% of your buyers' journey is complete before they seek to engage directly with the business, it's clear that a balance of both short and long-term marketing strategies are needed.

This isn't always easy to structure whilst juggling so many social media channels and simultaneous messaging, but grouping your messaging by campaign and the ability to track and analyze the success of each post helps massively.



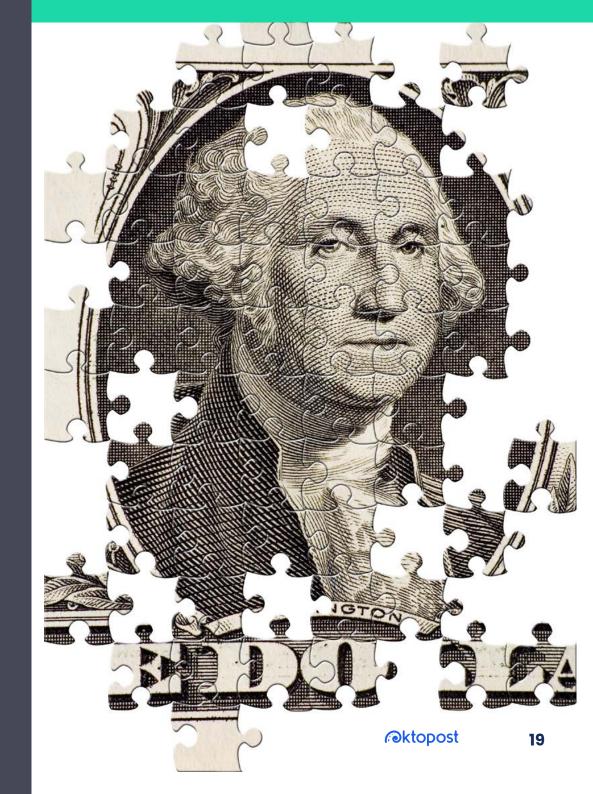
CHALLENGE 4: Proving ROI

If a potential prospect sees something on social media and then converts at a later date, through a different channel, how do you prove that social media contributed to that lead and the resulting revenue it generates?

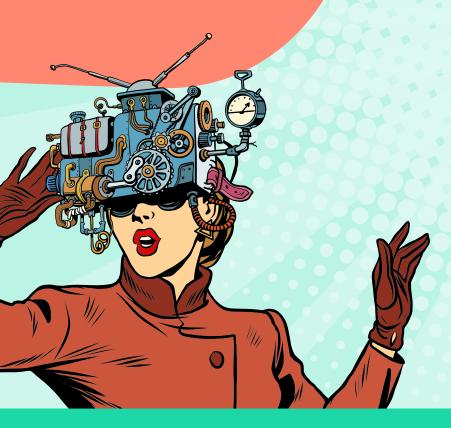
Without effective ways to prove ROI, it becomes hard for marketers to secure budget and justify their efforts.

The challenge for B2B marketers looking to prove ROI is how to access the data and metrics that give them the insights they actually need - at the moment only **15% of** marketers use social data to measure their ROI⁽³⁵⁾.

Many companies try to measure success by tracking metrics such as 'likes' and 'followers'. This kind of data is easy to obtain, but only tells part of the story. What's needed is the ability to measure the impact of social media on sales pipeline.



Research shows 60% of marketers use more than 20 MarTech tools on a regular basis, but other studies show that only 28% of those are integrated with each other^[37].

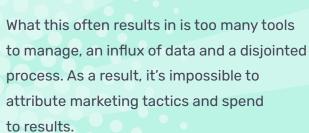


CHALLENGE 5:

Effective Use of MarTech

In the last few years, MarTech spending has become one of the big four budget areas for the first time (alongside staff, media and agency costs), with 29% of total budgets allocated^[36]. It's clear that companies are waking up to and becoming more reliant on technology to drive the outcomes they need, but effective use of MarTech isn't always straightforward.

MarTech can be bewildering and it's easy to get lost in the complexity. Marketers have found themselves dealing with an ever growing array of solutions, many of which are not even integrated.



Used effectively, MarTech can break down the silos across departments, functions, business units and geographies but to achieve this the technology needs to be easily managed and user-friendly.

Companies are becoming increasingly reliant on MarTech to drive their bottom line, but without technology that is easily used and understood, the full potential of their investment is never realized.





The Secrets of True Social Media Artists

Without doubt, the challenges facing B2B marketers when it comes to social media are varied and complex.

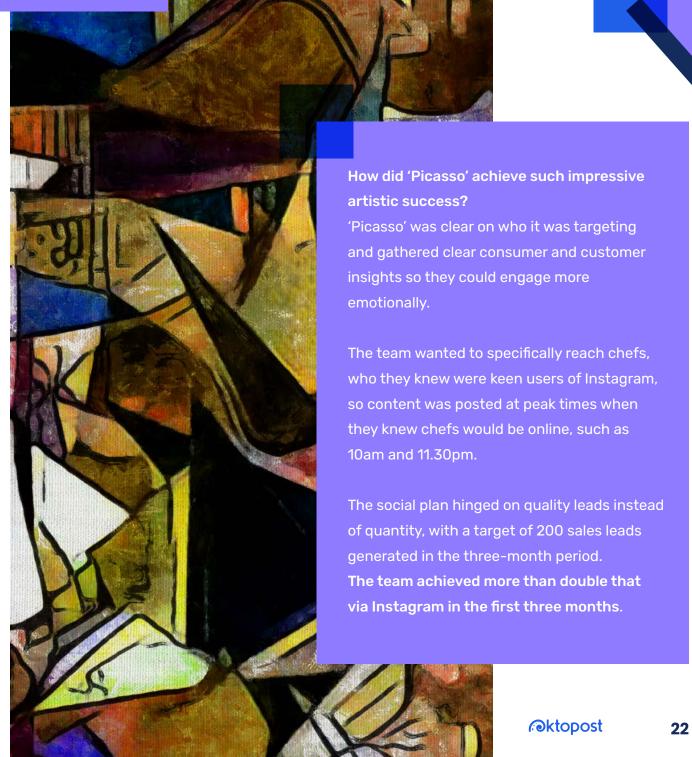
This isn't a case of color-by-numbers. A one size fits all approach doesn't apply. But we can draw inspiration from how other businesses – a.k.a. Social Media Artistic Geniuses – are adding their own bold brushstrokes to the social media canvas.

To disassociate from the impression we may already have of a particular brand name, we've decided to keep the names of these successful B2B social media maestros under wraps – instead referring to them lightheartedly as 'Picasso', 'Monet', 'Da Vinci' and 'Rembrandt' – but rest assured these are all genuine examples of real companies and real marketing efforts.

Whether it's their bold use of colour, precise brushstrokes, choice of paintbrush, application of easily spreadable paint or the composition and focus of their masterpiece, these are the B2B social media artists we think deserve critical acclaim...

Artistic Success Secret: Being Human

'Picasso' is a B2B food brand specializing in selling frozen chips to pubs. It wanted to humanize it's brand and also set itself the target of selling 200 tonnes of its product within three months of launching its marketing campaign, focusing heavily on social media. In fact, its use of social media showed such artistic genius, it sold 400 tonnes of the product within two months, as well as changing its brand persona.





Artistic Success Secret:

Harnessing Employee Advocacy

'Monet' is a company that delivers ICT solutions. It wanted to drive qualified traffic to its website using employee advocacy.

'Monet' struggled to engage employees and amplify brand content without a dedicated platform. Its employees only shared sporadically and there was no way to measure the social engagement data even if it did yield results.

'Monet' now enjoys employee advocacy as one of the top sources of traffic to its website. Its advocates went from generating around 15% of all social clicks to a staggering 45%.

How did 'Monet' achieve such impressive artistic success?

'Monet' chose an end-to-end solution that would allow them to manage their social publishing and employee advocacy on the same platform, without adding much work to a social media routine.

'Monet' held a series of social media workshops for its employees to get them on board. It also highlighted the advantages of profiling yourself as an expert by using company content and posting it in your individual name.

To maintain investment in advocacy, 'Monet' asks employees to suggest content for the program and use specific features on its chosen platform to send, accept and manage content suggestions within the program.

Artistic Success Secret:

Implementing the Right Technology

'Da Vinci' is a company providing ediscovery solutions for law firms, corporations and government agencies. It wanted the right technology for its social media marketing, but struggled to find a solution that met all of its needs.

'Da Vinci' needed in-depth reporting and analysis of B2B-relevant metrics. This meant that to get a granular view of its social media performance, the team had to go on each network separately to extract the data and then spend more valuable time analyzing it. In addition to being inefficient, this prevented the team from understanding the

ROI of their social media activities and their contribution to the revenue pipeline.

When it found the right technology, 'Da Vinci' saw a 117% leap in posting volume on social media.

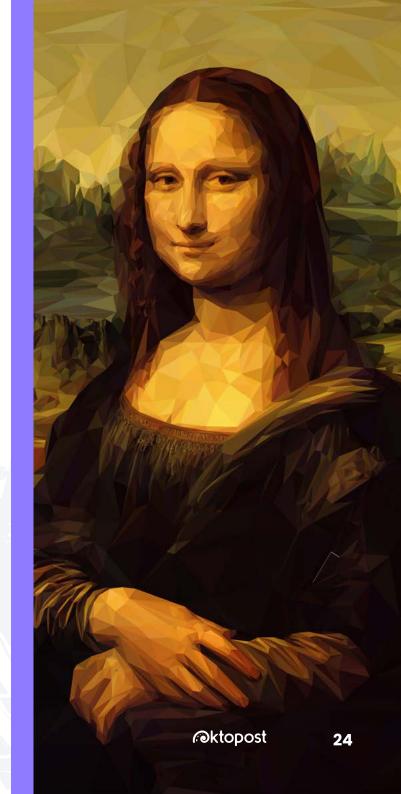
visitors to its website from social media, with website sessions up by 70%.

Lead generation received a considerable boost through the company's social media efforts: conversions from social media surged by 400% since the adoption of the right technology.

'Da Vinci' was able to drive 91% more

How did 'Da Vinci' achieve such impressive artistic success?

'Da Vinci' realized it needed a solution for all its social media marketing needs in one single platform. When choosing the right technology, 'ease of use' was a priority, so that all their teams were able to get started on their own and realize benefits quickly, with minimal time and effort.





Artistic Success Secret:

Measuring What's Working

Rembrandt is a market expansion services company which helps businesses grow. It operates in 36 markets, with 33,350 specialists generating **net sales** of CHF 11.6 billion in 2019.

It wanted to specifically track and measure relevant KPIs such as social traffic, conversions and engagement and needed an enterprise social media management platform that could meet the needs of a multinational B2B organization. With so much data, it needed to make sure it was focusing on the right things.

It managed to achieve all of these objectives and increase website traffic from social media by a massive 60%.

How did 'Rembrandt' achieve such impressive artistic success?

'Rembrandt' has a long sales cycle and every new bit of information matters. Social intent data gives the company a real-time understanding of what the buyers are interested in and which topics spark conversation. By seamlessly integrating a new social media management platform with marketing software they were already using, 'Rembrandt' were able to match and push social engagement data to existing contacts as custom objects. This allowed the marketing team to then segment, score and attribute leads as well as add contacts to drip campaigns based on their social intent. It also enabled 'Rembrandt' to start monitoring how its leads interact with the brand on social media.

By recognizing and prioritizing what it needed to focus on in a complex market, 'Rembrandt' is the perfect example of a B2B social media artist proving the impact of social media on the bottom line by choosing the right focus for their composition.



How to Start Your Own Masterpiece

Step 1: Gather Your Materials

Before you begin your masterpiece, you need to know why you're creating it.

Just randomly 'scribbling' won't achieve the artistic genius you dream of, so it's important to align your social media goals with your business objectives before you begin.

And you have to be realistic about what you have to work with. Running a social media account that genuinely impacts your bottom line takes time and effort. It's not enough to think of it as an 'add-on'. As with all great art, to do it well takes time and talent.

So gather your materials before you begin. Think about who you need in which roles, as well as your KPIs and how to measure them.

Think about what value you have to share.

As we've seen, social media success comes from pulling people towards you rather than pushing your product towards them. You do this by providing content with genuine value so consider what you are in a position to offer.

Find the balance between what you can realistically contribute and what you dream of creating. You might aspire to paint in oil paints but can only manage charcoal for now. Be realistic about the resources you have, start with what you can manage and build up over time.

Step 2: Choose Your Subject

To decide which platform best suits your needs, you need to know exactly who your audience is and how they behave online.

Most businesses already have buying personas and these are a good starting point. But for social media success you'll need to know more about them. By having a clear idea of who your B2B buyer is, which social media channel they use and when they are likely to be on it, you can tailor your content precisely.

Why not follow some users who fit your buyer persona and observe for yourself how they behave online? Do as much research as you can to build up an accurate picture of how your target audience uses social media.

Once you know your audience, your choice of social media platform becomes instinctive:

LinkedIn for long-form content and professional, intelligent engagement.

Twitter for fast moving and short bursts of content. Facebook for non-promotional, friendly, employee-centric content. YouTube for tutorials, interviews etc. And Instagram for high quality photography, infographics, culture-centric content and short pieces of video in Reels or Stories.

Concentrate your efforts on a couple of social platforms where you think you can achieve your KPIs most easily. Consistency and taking the time to engage fully, alongside publishing carefully thought out and high quality content takes time to do well. You need to achieve a balance between being present and not spreading yourself too thinly.

Each platform has its own unique appeal and knowing who you're posting for and how they consume social media will enable your artistic masterpiece to be seen by as many relevant people as possible.



Step 3: Break Down the Shapes

Just as you would when composing a painting, break down your overall picture into smaller 'shapes' that make up the whole.

You need to consider: What stories do you want to tell? How do you want to tell them? What is your brand tone of voice?

Buyers – like everyone else – are fed up and overwhelmed by the amount of pointless noise on social media and can spot a disingenuous or 'tick-box' post a mile off. It's annoying and it disrupts their enjoyment of their feed. At the very least, they'll ignore it and at the worst, they'll associate your brand with negative connotations and unfollow you. You need to make sure every post you publish has a point to it.

That's not to say that every post needs to be serious and in-depth. Quite the opposite. If you're attempting to create a brand persona that is light-hearted or friendly, then short, humorous posts could be part of your winning masterpiece, but there needs to be thought behind it.

Consider: What is the narrative of your brand? What makes it interesting?
What are you proud of? Why should people care? Think about your values
– why do you do what you do?
And why should a buyer care about what you do too?

Think carefully about what you are trying to say and how to say it to understand the main 'shapes' of your social media strategy.



Step 4: Draw the Outline and Shade Your Drawing

Lots of potential B2B social media artists start out with lofty goals and big plans, but run out of steam when they can't think of anything to post. They've used up all their best material without creating anything new and they're under pressure.

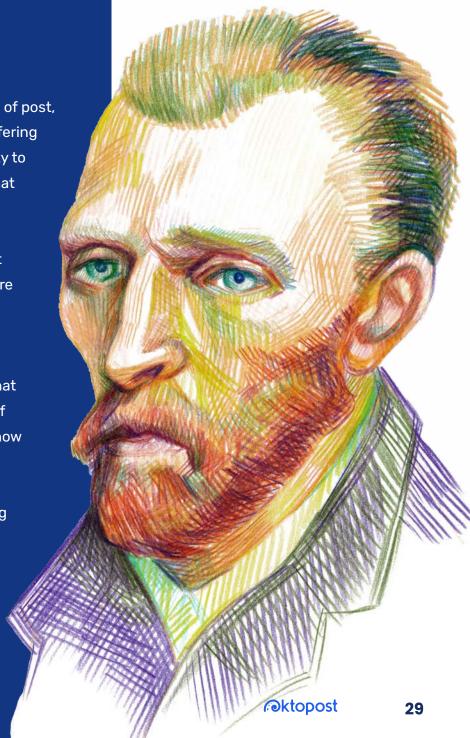
So, how can you make sure your social media artistic genius will be hardy enough to achieve your KPIs and to achieve your business objectives? Having a detailed social media posting strategy in place is the answer.

Trying to be a B2B social media artist without a clearly defined strategy is counterproductive. You'll end up posting for the sake of posting and quickly drift away from your business objectives. The trick is to have your outlines fully sketched out before you start shading and coloring in.

Think ahead to plan out your posts and how to repurpose the content in different ways. By using a variety of different styles of post, you'll maintain interest as well as offering your target audience the opportunity to consume your content in the way that suits them personally.

By thinking strategically about what you're putting out, you can make sure you're getting the most value from your content without duplication of effort. If you're using technology to make the job easier, find software that lets you group your posts in terms of 'campaigns' so you can see clearly how a particular piece of news pans out.

Plan in advance, build a solid posting schedule and think both short and long-term about what content you need to create – either yourself or by assigning it to another member of your team.





Step 5: Share Your Masterpiece with Others

You've done the hard work. Your social media masterpiece is up and running and now you want to show people what you've achieved.

Fully embracing social media isn't just something for the marketing department to concern themselves with - it's a systemic shift in culture across the business that will positively impact all areas as long as everyone is on board.

It's important to remember that individuals in different areas of your organization will have differing priorities when it comes to gauging the success of your B2B social media artistry. You might be bursting with pride at how you managed to jump on a trending Twitter hashtag and apply it to your own strategy, but those in control of the purse strings are likely to be more concerned with granular insights into the impact your posts have on their sales funnels.

Technology is likely to be essential to this part of the process. Using the right software can establish your social media ROI and measure the impact of every post, network and campaign on your bottom line. Tech can help you discover what content truly resonates on social media.

But equally, don't be afraid to show the rest of your organisation the bigger picture. When it comes to securing buy-in from departments across the company, it's not just about convincing leadership to allocate budget, but also educating them about the benefits.

Paint a picture of your brand's dream social media future and, using the knowledge found in this guide, demonstrate why and how your social media efforts are worthwhile.

Then you will have truly mastered your art.



Finissage

Finissage is the closing party for an art exhibition and seems a fitting conclusion to our exploration of how to master the art of B2B social media.

B2C consumers may have been the ones leading the way in using social media to purchase, but as the behaviors of both business and consumer buyers increasingly merge, companies have had to catch up.

Now that Millennials – a generation which turns instinctively to social – are the dominant B2B buyers, and accelerated by the dramatic increase in digital adoption during the Covid-19 Pandemic, the importance of having a strong social media strategy can't be downplayed any longer.

The demographic and behavior of B2B buyers has changed dramatically and any marketer hoping to shine in the social media arena needs to understand the evolution.

75% of B2B buyers and 84% of C-level executives consult social media before making purchasing decisions^[39] and 92% of B2B customers are willing to engage with sales reps who position themselves as industry thought leaders.



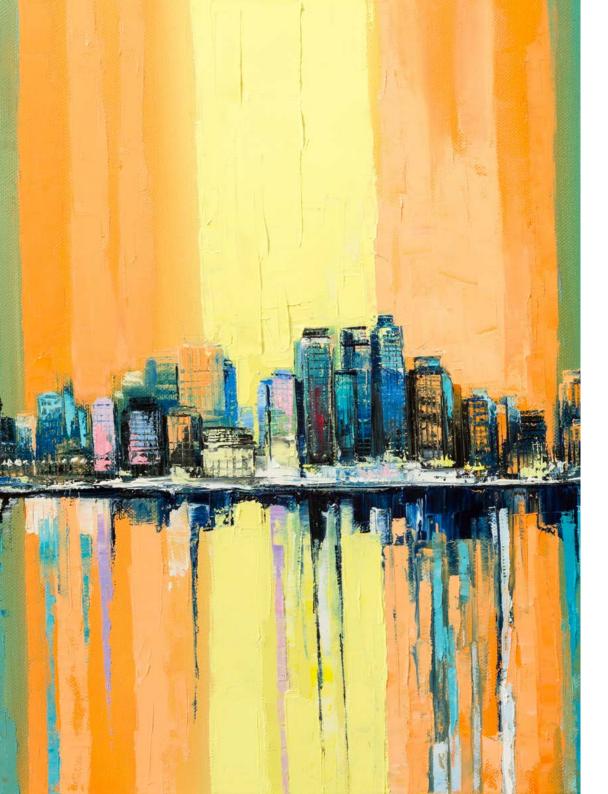
So, what have we learned about what a true social media artist's work should be?

'Engaging' and 'Authentic' aren't words that have easily rolled off a B2B marketer's tongue, but moving forward, they will need to. The desire to engage authentically isn't just a trend, it's a fundamental paradigm shift in how people interact.

A hybrid model of both organic and paid-for social media is likely to be the most effective ROI for businesses over the next few years. Organic social establishes trust and demonstrates transparency. Whereas paid-for social is well used to reinforce the values and messaging that has already been created through your organic posts.

Of course there are challenges for the B2B social media marketer: Creating enough brand awareness, publishing authentic and engaging messaging, customizing content, proving ROI and the most effective use of MarTech. But most of these can be overcome by applying the knowledge gained through this guide to take control of your social media and achieve your defined KPIs and business objectives.





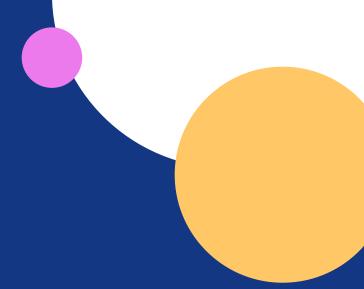
From deciding on your business aims, getting clear on who you're targeting, understanding how your audience behave on social media and thinking about what stories you want to tell people, we hope this guide will have enabled you to build a strong B2B social media strategy. The use of social media in the B2B buying process isn't a passing fad, but an overwhelming sea-change in how people, and teams, buy products and services for their business.

With so many businesses already on social platforms, creating their own pieces of B2B social media artwork, companies that fail to understand the importance of these channels risk being left behind in the new buyer journey.

The information you need to get going is in your hands. There's no time like the present to grab your materials and start sketching out your canvas, to prove to everyone how bottom-line effective your B2B social media masterpiece can be.

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About Oktopost

Oktopost is the only social media management platform architected for B2B enterprise companies. With Oktopost, B2B marketers can publish and manage social content at scale, track actionable business metrics and integrate social data with the entire marketing ecosystem to improve customer experience and lead generation.

Are you ready to take the first step to becoming a social media grand master?

Visit our content library to find your muse: www.oktopost.com/content

Get in touch with us

