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# Introduction

What comes to mind when you think of B2B social media? You certainly wouldn't be alone if you thought of dull content, disengaged followers and a lack of social ROI. But that impression is best left in the past. Today's most successful B2B marketers utilize and excel at social media right alongside their B2C counterparts.

If you are looking to do the same and up your B2B social media game, or even get started on social, this guide is for you. In it, we outline the importance of social media today, how to craft and execute your social strategy, measuring results, and much more, so your organization can achieve social success.

While the ideas and concepts are still helpful even if you are not working with these platforms, the examples in this guide were created using Microsoft Dynamics 365 and the ClickDimensions marketing automation solution.

If after reading this guide, you would like more information about marketing automation and social engagement for CRM, please visit [www.clickdimensions.com](http://www.clickdimensions.com) or contact us at [marketing@clickdimensions.com](mailto:marketing@clickdimensions.com).

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# The B2B vs. B2C Approach

In the early days of social media, B2B businesses often struggled to find value in social channels. It was difficult for a payroll software provider or a freight company, for example, to see why they should establish a presence on a platform originally designed as a place for college students to meet or one created as a personal micro-blogging site.

Since then, social media has evolved tremendously. For information and ideas both professional and personal, much of the world now relies on social media as a valued communications platform. And as social media's evolution has occurred, so too has an evolution in the business perception of social media as a marketing tactic.

While consumer brands were the early adopters and first business success stories of social media, many B2B brands have and are using social to achieve their business goals. Despite similarities in usage, differences still exist between B2B and B2C social media efforts.

## Goals

Consumer and business brands alike strive to foster engagement and increase awareness through social media. Beyond these shared goals, there are some differences in what each aims to achieve. For B2C marketers, direct sales are likely high on the goals list. With a more complicated sales cycle and more decision-makers involved in the process, direct sales aren't often an attainable goal for B2B brands. Instead, lead generation is the focus.

90%

of marketers said that  
**social media is important**  
to their business  
*Social Media Examiner*

## Platforms

Just as social media has evolved, it has also grown. While more niche networks continue to pop up and change the social landscape, there are still a handful of major players that dominate for marketers. On the B2B side, the focus is on LinkedIn, Twitter and Facebook. LinkedIn in particular offers a number of social media marketing opportunities for B2B brands, from traditional organic posting to advertising to LinkedIn Groups and beyond.

## Content

What you post on social is just as important as why and where you post it. It also illustrates some big distinctions between business and consumer brands. Educational content serves B2B marketers well, as they seek to advance buyers through the sales cycle. White papers, eBooks, webinars, case studies and other longer-form content are all good options for posting on social. However, B2B marketers shouldn't overlook the power and popularity of video and visual content, like infographics, which have traditionally been go-to content for B2C businesses.



**More than 1/3** of internet users go to social media when they are looking for more information about a product or brand  
*GlobalWebIndex*

# Benefits of Being Social

Why should your business be on social media? The short answer is that everyone else is – your customers, your competitors, nearly everyone. To reach your customers where they are and ensure that your brand's voice is heard, you need to be there too.

However, beyond social media being a modern marketing requirement, there are many business benefits of being social. Below are some of our favorites.

## Brand Awareness

Having a presence on social media makes it easier for both existing and potential customers to find and connect with your brand. With the sheer volume of people using social media today, your business has an opportunity to reach a significant number of new eyes and audiences. Social platforms are also a great place to tell your brand's story and help people get a better feel for what your business is all about.

## Brand Loyalty

Social media gives brands an unparalleled opportunity to join in conversations and engage with their customers. When executed properly and consistently, these interactions pave the way for brand loyalty. While it still takes time to earn customer loyalty, social media engagement can help businesses build that trust more quickly.

## Increased Website Traffic

Social media expands your outlets for attracting inbound traffic to your website. Every social profile that you have is a potential path to your site and each post is a new opportunity to provide value and show visitors and followers why they should visit your website. Ultimately, these visits can result in more leads and conversions.



**2.8 billion people worldwide**  
are active on social media  
*We Are Social*

## Customer Insights

A tremendous amount of customer data is generated by all the active users on social media today. Through social listening and engaging with your followers, you can learn more about who your customers are, where they like to spend their time, what interests them, and what they think about your brand, your competitors and your industry. This can in turn help you engage them more effectively with your content, advertising and messaging.

## Customer Experience

Chances are good that even if your business isn't on social media, your customers expect you to be. It gives them another way to get to know and connect with your brand, and enhances the customer experience. In addition, the importance of social media's role in customer service today can't be understated. When they have a question or something goes wrong, customers appreciate having the option of connecting on social media with the brands they do business with.

## Lead Generation and Sales

Social media can be an incredibly effective tool for generating leads and moving them through the buying cycle. By combining organic tactics with paid ones, social media marketers can expand their reach and attract more leads. B2B sales teams can then use social listening and other social media research to convert those leads into sales.

## Omni-Channel Campaigns

Buyers today move quickly between channels – from website to social to email back to social again. While social media is impactful on its own, it is made more powerful by becoming an integrated part of your marketing initiatives and strategy. Social media messages support and reinforce your messaging on other channels, and provide you with another opportunity to reach your audience where they are, no matter where that might be.



Marketers cite **increased exposure, increased traffic and developing loyal fans** as the top three benefits of social media  
*Social Media Examiner*

# Strategy

## Picking Platforms

In the previous section, we discussed some of the many benefits of social media marketing. But before you can reap those benefits, there are questions to answer and decisions to make. How will you respond to negative comments or reviews? Who will be responsible for posting? How often will you post? And – first things first – which social media platforms should you even be on? Here are a few things to consider as you determine which social networks are right for your business:

### Function

Before setting up shop on a given social network, take time to consider what people do there. In other words, are they sharing recipes or resumes? LinkedIn's business focus makes it perfect for a staffing firm, while a grocery store might have more success connecting with customers on Pinterest. Also, consider the visual nature of each platform. While visuals are becoming increasingly important across all social channels, if your product or service lends itself well to photo or video, a platform like Instagram or YouTube would be a great place to devote some of your social energy. However, don't be afraid to think outside the box on how you could showcase your brand visually.



# SOCIAL SPOTLIGHT

2 hrs · 🌐



## FedEx on Instagram

If a delivery and logistics company doesn't bring to mind stunning visuals, a look at FedEx's Instagram account might just change that perception. By showcasing photos and videos of the many vehicles – from vans to trucks to planes – in their fleet in locations worldwide, FedEx demonstrates their global reach and ability to handle any shipping needs.

fedex [Follow](#)

484 posts 71.6k followers 148 following

FedEx Delivering a more colorful, connected world. ➔ Add #FedEx to your photos! 📍 FedEx fedex.com

👍 Like

💬 Comment

➦ Share

## Fit

The size of a social network doesn't matter as much as fit. When you compare LinkedIn's 500 million users with Facebook's more than 2 billion monthly active users, it may seem like a no-brainer where you need to devote your efforts. But if the demographics and expectations of LinkedIn users suit your brand better, you're better off being there. Also, keep in mind that more users often means more competition for attention, so you just might find better opportunities to make solid connections with your audience and stand out on smaller or more niche platforms.

## Pay for Play

Facebook, Twitter and Instagram all use algorithmic timelines, with Facebook being the earliest adopter of this technology. Brands have realized over time that an algorithm-based news feed makes it difficult to reach potential and even current followers organically. To compensate for this lack of reach, many companies invest in social media advertising in some form or fashion (more to come later in this guide on the types of social media advertising). Be sure to factor this "pay for play" aspect of some social networks into your overall social strategy. If you don't have the budget to engage in social advertising, or simply don't choose to, that could help determine the platforms you choose to be on and how much time you spend on each.

## SOCIAL PLATFORM USE: B2B VS. B2C BRANDS



### Facebook

B2B: 88%

B2C: 96%



### Twitter

B2B: 80%

B2C: 75%



### LinkedIn

B2B: 86%

B2C: 58%



### YouTube

B2B: 51%

B2C: 54%



### Instagram

B2B: 33%

B2C: 51%



### Google+

B2B: 53%

B2C: 47%

Source: Social Media Examiner

## Newer Doesn't Mean Better

The more popular social media becomes in our personal and professional lives, the more we will continue to see new social platforms develop. While some of these new additions to the social media landscape will be a perfect fit for your brand, others won't bring much value. As marketers, we always want to remain on the cutting edge and use the newest methods to communicate with our audiences, but newer isn't necessarily better in the social media world. Give yourself the freedom to experiment with new social channels, but remember that the social networks that have been around for years have remained popular for good reason.

Finally, keep in mind that choosing social networks for your business doesn't have to be an all or nothing decision. Your company can have a presence on Facebook, Twitter, Instagram, Google+ and LinkedIn, and you don't have to devote equal energy and effort to each.

# Defining Goals

It stands to reason that if you put time and effort into your brand's social media presence, you want to get plenty out of it too. We already discussed some of the general benefits of social media for B2B businesses, but now let's talk goals. After all, to achieve success, you need to define what it looks like before you get there.

First, decide which platforms will truly benefit your business – even if this means cutting social networks that your company is already using or starting from scratch on others. Then, set specific goals for each. What do you hope to accomplish on each of the platforms where your brand has a presence? Do you want to expand your reach by growing your follower base? Or perhaps engagement is more your aim.

## S.M.A.R.T. GOALS EXPLAINED

**Specific** – Be as specific as you can with your goals. Outline the who, what, when, where of your objectives.

**Measurable** – If you can't measure a goal, how can you be sure you have achieved it? For each goal you set, ensure that you have a method for measurement.

**Attainable** – Lofty goals may sound good on paper, but they won't do much good if they are impossible to achieve. Use your current performance and, when available, that of your competitors to know what's reasonable and achievable.

**Relevant** – Choose goals that really matter. How relevance is defined will differ for every company, but you should think about those that have the potential to make a real business impact.

**Time-Bound** – To create a sense of urgency, every goal should have a deadline. But be sure to be realistic when setting a given goal and consider the timelines for other goals or marketing activities as well.

No matter the objective, ensure that you set S.M.A.R.T. (Specific, Measurable, Attainable, Relevant and Time-Bound) goals. In essence, S.M.A.R.T. goals help ensure that your objectives are clear and specific enough that it's easy to determine whether you hit your mark or, if you didn't, how short you fell of achieving a set goal.

Some examples of S.M.A.R.T. goals include:

- Growing your LinkedIn followers by five percent each month for the next six months.
- Improving your average click-through rate on Twitter posts to six percent by the end of the year.
- Doubling the number of likes on Instagram posts in the next three months.
- Increasing your website traffic from all social platforms by 10 percent in the next quarter.

Be sure that you set enough goals to make meaningful progress, but not so many that you feel overwhelmed. A goal or two per social platform at one time should work well. Or you can try setting primary and secondary goals based on your priorities, which could be either platform-specific or objective-specific.

# Finding Your Voice

Before we dive into what to say, share and post on social, let's talk about how to say it. Your brand's voice is an important part of other marketing endeavors, so it deserves your consideration on social media as well. Here are a few tips for crafting a social voice that best connects with your audience:

## **Adapt**

Brand consistency is important in all marketing endeavors. Social media isn't an exception to that rule, but it does require some flexibility. The same voice and approach used on a corporate brochure or website, for example, would feel very out of place on social media. Be sure to tone down the formality of your writing and be more conversational. Use language that engages and encourages participation and conversations, not just one-way communication.

## **Define Your Personality**

Personality-wise, B2B brands are more likely to be more professional than personal, but you should define that for your own brand. Is your company completely buttoned up? Or do you let touches of fun shine through? One way to help define your brand personality is to state what your company is versus what it is not. "We are educational, but not boring" or "We are lighthearted, but not goofy," for example.



# SOCIAL SPOTLIGHT

2 hrs · 🌐

## GE on Facebook

Want to take a glimpse into the future? GE's Facebook page delivers, featuring cutting-edge research and technology that are making a difference for people today and have astounding possibilities for the future. The self-proclaimed "world's digital industrial company," effectively uses their Facebook presence to showcase the depth and breadth of their innovation across industries.

The screenshot displays the GE Facebook profile page. On the left is a navigation menu with options: Home, About, Photos, Videos, Events, Notes, Posts, Groups, and Community. A 'Create a Page' button is at the bottom of the menu. The main content area features a large video player at the top with a 'Send Message' button. Below it is a 'Featured For You' section showing a video thumbnail with a '77% response rate' and a 'Message' button. The main post is a video titled 'ASTRONAUTS CAN FINALLY MAKE THEIR OWN TOOLS IN SPACE.' with 52K views. The post text reads: 'A new plastic allows astronauts to 3D print their own tools for use inside and outside the International Space Station. <http://invent.ge/2unZl9e>'.

👍 Like

💬 Comment

➦ Share

## Be Concise

Attention spans today are notoriously short, particularly on social media. Twitter already imposes limits on the amount of text you can include in a post. For the other platforms, you should take care to limit yourself. Being concise in your posts will help increase readability and engagement. When crafting a post, always ask yourself if it could be shorter while still effectively conveying your message. And rely on visuals in your posts to help tell your story.

## Tailor for the Platform

Social media is often referred to in general and broad terms, but it's important to remember that each platform is still unique. When developing the voice you will use in your social media marketing, remember that it isn't a one-size-fits-all endeavor. Each platform has its own style and conventions, and it's important to follow them to fit in and succeed on each.



# Creating Content

On social media, people want to be entertained or educated – or both. What that looks like in terms of the specific content you post will depend upon your business, industry and your brand’s personality, but here are a dozen ideas to inspire you:

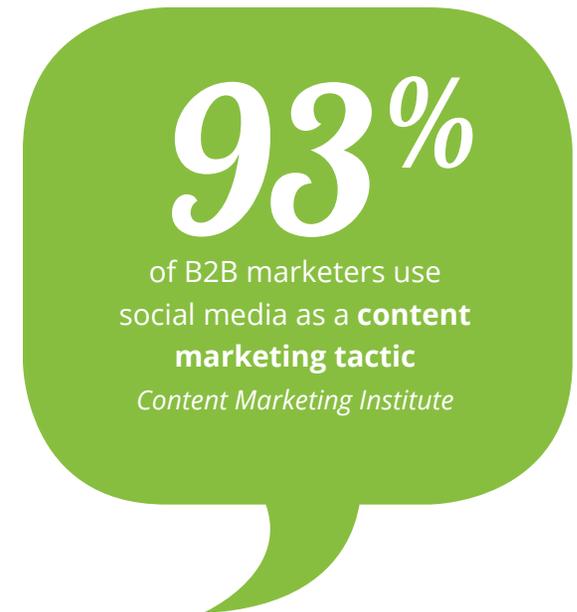
- 1 Blog Posts**

No matter which side of the “are blogs social media?” debate you fall on, it’s a good idea to share your blog posts on your social networks. You don’t have to limit yourself to new posts either. Sharing older, but popular posts can help you get more mileage out of existing content.
- 2 eBooks**

eBooks and guides like this one are a no-brainer for posting on social. Content like this tends to be gated behind a form, so posting it on social can help you generate leads. It’s also a great way to showcase your company’s thought leadership.
- 3 Case Studies or Testimonials**

Show just how much your customers love your company by sharing testimonials on your social media pages. These can either be more traditional printed case studies or even just a customer quote turned into an image. Testimonial videos are especially effective at communicating customer stories.
- 4 A Look Behind the Scenes**

Whether it’s a glimpse into your product or people, behind the scenes photos and videos make for effective social media content. They help humanize your business and can help customers feel more connected with your brand.



## 5 Curated Content

To be successful, social media requires a significant amount of content. The good news is that you don't have to create all of this content yourself. Post relevant news stories or blog articles and encourage engagement by inviting followers to share their thoughts in the comments.

## 6 Tips

Tips often work well on social because they play into the need to be brief. They also allow you to easily create visual content, with a tip stylized into an image, and are perfect for repurposing snippets from blog posts, eBooks and other long-form content.

## 7 Quotes

Much like tips, quotes work well because they are quick, shareable and can be placed on an image to drive visual interest. While famous quotes are the more popular way to go, you could also opt to share insights from your company leadership about your business or industry.

## 8 Explainer Videos

Explainer videos show your audience how to do something, often in a more effective or efficient way. These videos allow individuals to see what they are trying to accomplish in action, rather than just reading along.

## 9 Events

Is your company hosting a webinar or attending the next big industry tradeshow? Share the news on social. Photos from in-person events are particularly effective at driving engagement, both online and off.



## 10 Infographics

Infographics allow you to take complex concepts and present them in an easy-to-understand and eye-catching visual form. While the standard format for an infographic is a large still image, they can also be put into motion and turned into a video infographic to add more variety to your social content.

## 11 Holiday Greetings

If you have spent any amount of time on social media, you know that every day is a holiday. From Star Wars Day to National Grilled Cheese Sandwich Day to International Cat Day, there's a holiday for nearly everything. In addition to more traditional and mainstream holidays, find ways to connect these celebrations to your business to create fun and timely content.

## 12 Company and Product Announcements

Company and product announcements have a place on social, but be sure to use this type of content sparingly so as not to seem overly promotional. Share new product developments to generate excitement and demand, or post news like company award wins to show how your business is exceling or growing.

## WHAT SHOULD I POST AND WHERE?

Just as the type of content you post will vary according to your business, industry and objectives, so too will where you post your social content. You can follow this general guide for five popular social platforms for B2B marketers:



**Facebook:** Blog posts, gated content, events, press releases and media mentions, job openings, company and product announcements, curated content



**Twitter:** Events, blogs, gated content, press releases and media mentions, company and product announcements, curated content



**LinkedIn:** Recruiting content, job openings, blog posts, gated content, press releases and media mentions, company and product announcements, events



**Google+:** Blog posts, company and product announcements, gated content



**Instagram:** Behind the scenes photos, company culture snapshots, pictures from events, photos from your brand's fans

# Paid Social

Much of what we have discussed in this guide so far has centered around organic social content, which is posted to your corporate social profiles. While this is an essential part of social media marketing, there is another component worth considering.

Participating in paid social opportunities makes sense for many businesses because it helps spread their reach and access to potential new followers and customers. This is particularly true on platforms like Facebook, Twitter and Instagram because their algorithm-based newsfeed significantly restrict brand visibility, even to their own followers.



Ad options vary by social platform, but can encompass everything from static images to auto-play videos. These ads can appear directly in the user's feed or on the side of the page. While the format and messaging will vary from platform to platform, these tips can help ensure your success across platforms:

## Create Valuable Offers

The fastest and easiest way to get someone to click on one of your social advertisements is to offer them something they want, so create your ads with that in mind. Whether it's a special promotion, an educational eBook or an informative product demo, always seek to add value.

## Use What Works

Was the last case study you posted as organic content on your social pages particularly popular? Or did your recent announcement of a new product launch get more likes and comments than usual? These high-performing posts could also make for great advertising messages.

## Develop Multiple Versions

Social media advertising gives you the flexibility to experiment to see what works best for your brand. Try different versions of ad copy and images, then check your ad performance often to see what resonates most with your audience.

## Use Targeting Features

A tremendous advantage of social media advertising versus more traditional ad types is the ability to slice and dice audiences to get the exact group of individuals you want to reach. Targeting features for social media advertising allow you to target people based on everything from their job title to their professional skillsets to the publications they read and so much more.



## Understand How Ads are Sold

To stay in control of your social media advertising budget, keep in mind that social ads may be priced based on impressions or engagements. An ad based on impressions can help you cast a wide net, while one based on engagement can help you be more targeted. Just be sure to write your ads accordingly, so that those based on engagement help people self-qualify.

## Analyze and Optimize

Don't just set it and forget it. Analyze what's working and what isn't, and then optimize your ads for success. However, keep in mind that even the most successful ads should be changed often. With so much time spent on social, ad fatigue can occur quickly and have a negative impact on your results.

## LINKEDIN SALES NAVIGATOR

Across the board, LinkedIn is a great platform for B2B marketers. In addition to organic company profile pages, the social network also offers a variety of sponsored content and advertising options. Another compelling option for businesses is LinkedIn Sales Navigator.

As the name implies, LinkedIn Sales Navigator is designed for sales teams and helps them improve their social selling activities to the platform's more than 500 million members. The features allow companies to target, gain insight into and engage with the right prospects. You can learn more [here](#).

# Influencers

Which would you trust more: a recommendation of a new restaurant from your best friend or an ad for the same restaurant? If you're like most people, your best friend's endorsement carries more weight. And that's the basic idea behind influencer marketing.

As social media has become a part of our daily lives, people have started looking more towards other individuals to inform their purchasing decisions rather than brands and traditional advertising. At the same time, social media has increased the reach and impact of bloggers, tastemakers and thought leaders. Influencer marketing is driven by these conditions, using key leaders to spread a brand's message to their audience rather than the company marketing directly to consumers. Here are four things you should know about influencer marketing:



- 1 It's Impactful**  
Word of mouth recommendations, as with our restaurant example above, have always been a powerful driver of sales. So it should come as little surprise that influencer marketing would have a similar impact. In a recent study by Augure, 75 percent of marketing professionals consider influencer marketing effective in lead generation, and 76 percent viewed it as an effective tactic for customer loyalty. And a McKinsey study found that influencer marketing generates more than twice the sales of paid advertising.
- 2 It Overcomes Ad Fatigue**  
From billboards to buses to banner ads, advertisements are everywhere. Estimates place average daily ad exposures anywhere from 200 to 5,000, but the actual number doesn't matter as much as the fact that people are

becoming tired of ads and are increasingly tuning them out. Influencer marketing and other forms of native advertising combat this ad fatigue by placing brands within organic content, creating a more enjoyable and attention-grabbing ad experience for consumers, and a more effective promotion for advertisers.

### 3 It Requires the Right Influencers

Much like using targeted channels for traditional advertisements, influencer marketing requires finding the right influencers. Context is key. While a technology blogger might have 150,000 followers on Instagram, if your product isn't related to technology or your audience isn't big on Instagram, that influencer isn't the best fit for your company and your customers or prospects. Once you find the right contextual fit with an influencer, their social following and reach as well as their ability to move their audience to action should also play a big part in your decision to partner with that individual.

### 4 It Doesn't Cost a Fortune

Currently, influencer marketing still provides a great value to marketers looking to embark on such campaigns. While many influencers do charge fees, others may agree to write reviews or promote your business on social media in exchange for free products or services from your company. But as we have seen with other new advertising opportunities that emerge, often as their popularity increases, so too does their price.



# Execution

## Team

Here's a great business debate for you: which department within an organization should own social media? Marketing may immediately come to mind, but what about customer service or sales? While convincing arguments could be made for each of these departments, it's more impactful to make social media a team effort with specific contributions from each.

Before we look at the potential responsibilities for each department, it's important to remember that social media should always be customer-centric. It should not be based on a department's or organizational function's goals, rather it should always be about the customer's goals and what they need or want from your business.

Also, social media teams – no matter which departments comprise them – should always be aligned on messaging. Take the time to ensure that all members of the team are on the same page and share the same mission.

## Marketing

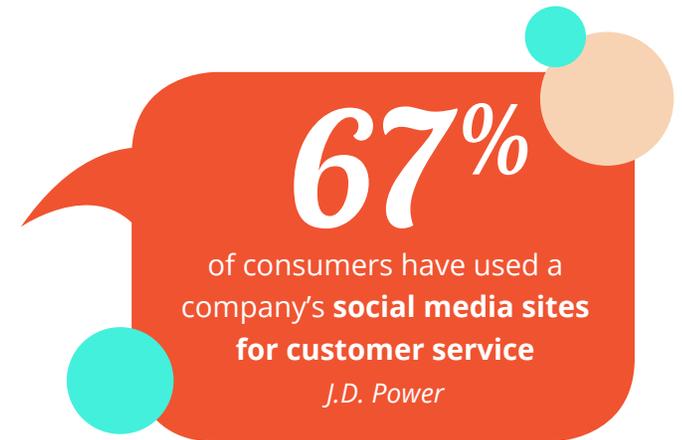
In most organizations, marketing will be the primary owner of the social media function. Marketing, or perhaps communications/public relations in some organizations, will post content based on a social media calendar and work to make social an integrated part of marketing campaigns and strategy. Engagement is also an essential part of a marketing's social media function. The marketing team should seek to be a part of conversations on social surrounding your business or industry, and engage with individuals who want to connect with your business.

## Customer Service

Marketing has a big part in social media engagement, but customer service has a unique role to play. While marketing can respond to everyday questions and social media mentions, customer service is better suited to responding to customer complaints. Customer service has a deeper and more direct knowledge of the company's relationship with the customer, thus allowing them to craft more personalized responses and solutions to customer complaints.

## Sales

Sales team members may not be posting to your company's social media profiles, but their role as part of your social media team is important all the same. Social selling has brought social media to the forefront of sales tactics and resources. If your sales team is using social media to identify, engage with and nurture prospects, they should understand the role that social plays throughout the organization and the messaging that is being used in order to ensure consistency.





# SOCIAL SPOTLIGHT

2 hrs · 🌐



## Oracle on Twitter

As a multinational computing giant, Oracle touches many businesses and industries. Their Twitter account is a great example of segmenting audiences for success, with content focused on specific industries. At the same time, they balance this focused content with more general thought leadership pieces and also provide a fascinating glimpse behind the scenes with employee profiles and other related content.



👍 Like

💬 Comment

➦ Share

# Technology

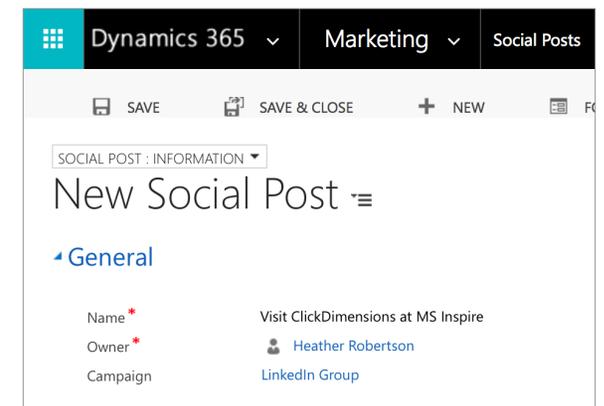
Social media management is a time-consuming endeavor when you consider creating social posts, scheduling those posts to each social network, measuring results, listening to and engaging with conversations on social, and more. It's also more difficult and less effective to try to do all these activities through each platform where your business has a presence.

Fortunately, social media management technology can make your processes more efficient and give you a complete picture of performance across social rather than one-off views by platform. Here are some features to look for:

## Social Publishing

Social publishing is the most popular social media management tool, and for good reason. It allows you to post to multiple social platforms from one convenient place. When on your search for social media management technology, be sure that your chosen option includes connectors to the social networks that are important to your business. And be sure that you can also incorporate rich media such as photos, videos and GIFs when posting to each of those networks, so you can create more compelling content.

Social media management technology should also be able to assist you with content curation, which can be a significant time saver. As we touched on previously in this guide, content curation can help fill your social content calendar and position your business as a thought leader. A robust social media marketing platform should allow you to quickly discover and share articles from around the web that are related to topics that you identify.

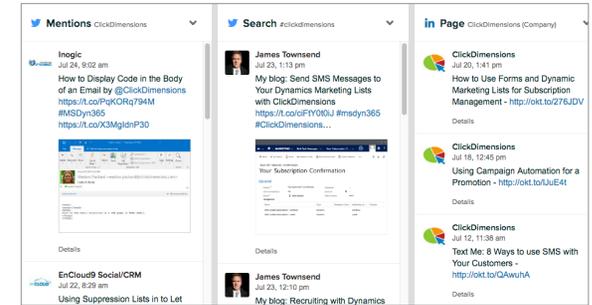


*The ClickDimensions marketing automation solution allows you to post to Facebook, Twitter, LinkedIn and Google+ directly from Dynamics 365. Posts can be published immediately or conveniently scheduled for any day or time in the future, and interactions with your social posts are tracked inside your CRM.*

## Social Listening

With billions of users, social media is a noisy place. It can be difficult to follow along and find the conversations that matter most to your business. A social media marketing platform that contains a social listening component can help.

Rather than logging into each platform to find conversations, social listening functionality allows you to conveniently monitor everything from one place and take the appropriate actions. This includes engaging in conversations that impact your company and responding to individuals who mention your social handles, comment on your posts or directly contact you.

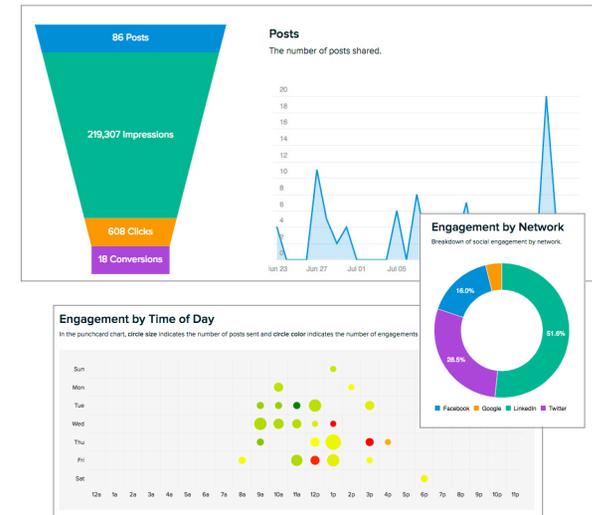


*With ClickDimensions social engagement you can create live monitors that track keywords, mentions, company pages and more.*

## Social Analytics

It might seem like all social analytics are created equal, but the metrics that matter to B2B marketers differ from the ones of importance to B2C brands. When selecting a social media management platform, be sure to consider the type of data that the solution can offer you. Will it allow you to see how social media impacts your sales funnel? Can it help you measure the true ROI of your social activities?

In addition, look for a platform that enables you to measure the effectiveness of your content and optimize for future success. Clicks, likes, mentions and shares can all show your audience's level of engagement and what's driving it. These insights will help you answer important questions like which platform is best for your company for lead generation, the best time of day to post and which campaigns are resonating most with your audiences.

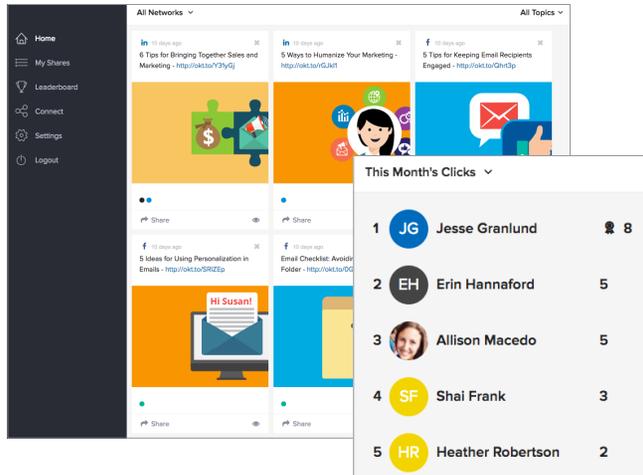


*From clicks to conversions, ClickDimensions social engagement allows you to learn how your social content is performing with real B2B metrics.*

## Social Advocacy

Many businesses will occasionally remind their employees and partners to share the company's social posts, but that often isn't sustained or effective. Instead, businesses should look to create a formal social advocacy program that will expand their social reach and amplify their message beyond their existing audience.

In addition to identifying who your advocates will be and what kinds of content you would like for them to share, also look at how you will communicate with your advocates and inspire them to act. Social advocacy features within a social media marketing platform enable you to deliver targeted content to your advocates for quick and simple sharing. They can also give you insight into who is sharing what and who are your most active advocates.



*Gamify social advocacy! ClickDimensions' social engagement platform includes a leaderboard where your employees or other advocates can monitor each other's participation.*

## SOCIAL INTEGRATIONS

To avoid siloed data and to make your data more actionable, it's important to consider how a social marketing platform will integrate with the other technologies that are important to your business. Two of these essential technologies are CRM and marketing automation. To maximize the benefits and performance of each of these systems, ensure that you have a tight integration among all three.

For example, the [ClickDimensions](#) marketing automation solution has a native integration with Microsoft Dynamics 365, delivering unparalleled access to CRM data for better segmentation, hyper-personalization and marketing success. ClickDimensions social engagement powered by Oktopost rounds out this marketing technology stack, providing smart, time-saving social features and closing the loop from social click to sale by tracking engagement in Dynamics 365.

# Measuring Success

## Metrics and ROI

After all the time and resources spent on social, what's the return? And how do you measure it? These are common questions for marketers and for other B2B business stakeholders. The answers to those questions will vary according to your objectives (generating revenue versus awareness, for example), how long your company has been engaged in social media marketing and potentially other factors. As you seek to determine social ROI, here is a general measurement framework to follow along with accompanying metrics.

### Reach

How many people see your messages? That, in a nutshell, is how reach is defined. It may seem like a superficial thing to measure because it only conveys the number of people that did see or could have seen your message, rather than those who took action. However, reach is an important indicator of brand awareness and it's something you will want to grow to increase your social media impact. In addition, diving into reach-related metrics can tell you things like which platforms are working best for your business or what days/times are performing best for your posts.

#### Common Reach Metrics

- Followers Gained
- Followers Lost
- Post Impressions

86%

of marketers want to know  
**how to measure their  
return on investment** for  
social media activities  
*Social Media Examiner*

## Engagement

Engagement is the next logical step after reach. Once you know how many people saw a given message, you want to find out how many people also engaged with that message. Did they interact with it in any way? Engagement metrics give you great insight into the effectiveness of your content. Low engagement in essence indicates a lack of effectiveness, and can help you understand what resonates with your audience and what doesn't. Engagement also includes actions, such as mentions or messages, that aren't the result of a post.

### *Common Engagement Metrics*

- Clicks
- Shares
- Comments
- Mentions
- Direct Messages
- Reviews and Ratings

## Conversion

How many people took action based on your social media posts? And what were those actions? Those two questions are at the heart of the conversion portion of measuring social results. These results are also typically of most interest to executives and other business leaders, as they represent the business-building impact of social media. Unlike other metrics we have discussed in this section, conversion metrics are often based on actions taken outside of social platforms, underscoring the importance of integrating social media management, marketing automation and CRM.

### *Common Conversion Metrics*

- Content Downloads
- Webinar Registrations
- Product Demo Requests
- Website Visits
- Submitted Forms
- Leads Generated

**81%**

of marketers have **integrated social media** and traditional marketing activities  
*Social Media Examiner*

# Optimizing

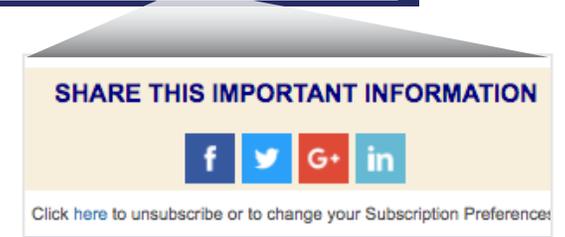
Once you know how your brand has been performing on social media, the natural next step is to improve upon that performance. Optimization is a process that often requires time and experimentation, but it's worthwhile to ensure that you're getting the most out of your social media presence. Try these tips for maximizing your social media results:

## Make Following Easy

Your customers may assume that your brand is active on social media, but that doesn't mean they know which platforms or that they want to take the time to search and find out. Make it easy on them and increase your social reach by linking to your social accounts on other channels. Include direct links to your social profiles on your website and in every email marketing template that you send. Employee email signatures are also a great place to spread the word about your company's social presence.

## Encourage Social Shares

Encouraging social shares applies to your content both on your social profiles and off. Try using social sharing buttons on your marketing emails to connect your email marketing and social media endeavors. These same kinds of buttons can be used on website or blog content as well. And while it should be used sparingly, try experimenting with directly asking for shares on certain social posts. Paired with the right content, a "please RT" or "please share" in a social post could move your audience to action.





# SOCIAL SPOTLIGHT

2 hrs · 🌐



## Kabbage on LinkedIn

Small business lender Kabbage showcases one of the most effective ways for B2B brands to use LinkedIn – recruitment. Their featured employee posts and snapshots of their corporate culture give visitors a glimpse into being part of the team and make them want to join it. The company also does a great job of bringing together a mix of compelling original and curated content aimed at bringing value to their small business owner customers.

**Kabbage, Inc**  
Financial Services · Atlanta, Georgia · 18,904 followers  
21 people from your school were hired here. See all 389 employees on LinkedIn →  
Follow See jobs

**Recently posted jobs** See all  
Security Architect Greater Atlanta Area See job

**About us**  
Kabbage Inc., headquartered in Atlanta, has pioneered the first financial services data and technology platform to provide fully automated funding to small businesses in minutes. Kabbage leverages data generated through business activity such as accounting data, online sales, shipping and dozens of other sources to understand performance and deliver fast, flexible funding in real time. In just a few years, Kabbage has become the number one online provider of working capital to small businesses in the United States and UK.  
Kabbage's Data Context Engine connects to the data sources that small businesses already use every day – such as shipping.

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Small Business Loans for the Real World  
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2d  
Amanda, Project Manager - Business Development (BD), spoke with us about what it's like to work on Kabbage's BD team.  
...see more  
1 Comment  
Comment Share

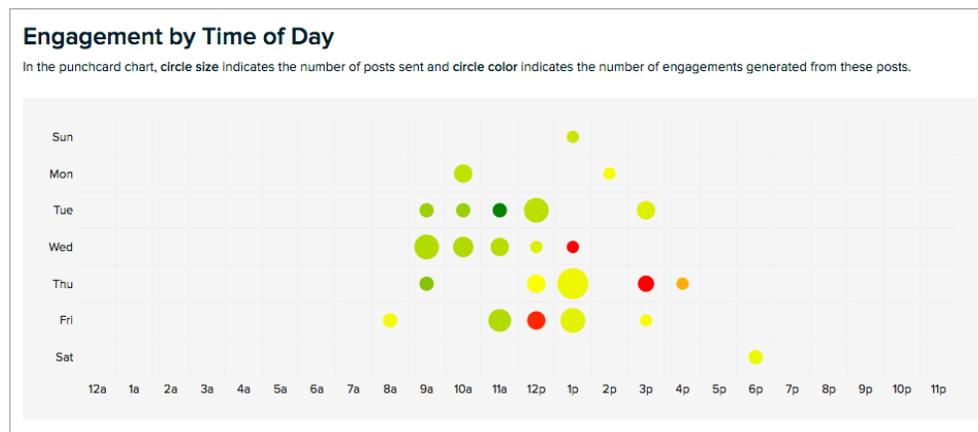


## Incorporate Visuals

Numerous studies have shown that visual content gets better engagement on social media than text-based content. If you're already using visual content – great! To optimize, brainstorm ways of telling stories more visually instead of verbally. Could you, for example, create a video about a given topic instead of a blog post? Or instead of just telling people to come get a hot giveaway at your tradeshow booth, show them a picture of it too. You can also get more mileage out of existing content by repurposing text to visuals – a blog post becomes an infographic, for example.

## Experiment with Timing and Frequency

What's the best time to post on social and how often should I post? You have likely seen many articles, blog posts and research reports surrounding these very questions. While these sources can be a general and helpful guide, the real answer to those questions is "it depends." Your brand and audience are unique, as is each social platform, so try to find what works best for you by experimenting with different frequencies, times of the day and days of the week.



*ClickDimensions social engagement can analyze and graph social engagement according to time of day, making it easier to know when to post.*

## Leverage Hashtags

With algorithm updates on certain platforms and the sheer volume of posts on others, it can sometimes be challenging to effectively and consistently reach your ideal audience on social. Enter the hashtag. If you are already using hashtags – particularly on Twitter and Instagram -- to increase your reach on social, follow trends and create conversations, take the time to examine whether you could be using them more effectively. Look at trending hashtags on Twitter, for example, and see if there are any you can incorporate into your social posts. Also, try looking at the hashtags used by your competitors, followers and industry influencers to see if there are any that would make sense for your brand.

## Be More Social

It might sound like a no-brainer, but being on social media is all about being social. It isn't just a one-way street of your brand posting content for consumption; you need to engage and connect with others. In the push to create compelling content and achieve results, brands can sometimes lose sight of the fact that social media is really all about relationship building. Be sure that you are taking every opportunity to participate in conversations, follow others, be helpful and establish meaningful connections to your brand.



Potential B2B buyers who feel a **“high brand connection”** are 60% more likely to consider, purchase and even pay a premium than “low brand connection” competitors

*CEB*

# Conclusion

Social media is increasingly becoming one of the most preferred ways for people to connect with friends and family, get news and virtually discover the world. As social media adoption continues to rise around the globe, social media marketing becomes even more essential for B2B brands. Conversations are taking place about your brand, competitors and industry, and you can't afford to not be a part of them.

However, social media shouldn't just be part of a marketing initiatives checklist. With the right strategy, team and technology, you can elevate social media marketing from a marketing plan must-have to a business-building driver of leads, revenue and customer loyalty. Here's to your success!



# About ClickDimensions Social Engagement

ClickDimensions is the only marketing automation platform that is exclusively created for and natively built in Microsoft Dynamics 365. Our solution brings together email marketing, campaign automation, web intelligence, surveys, web forms and landing pages, social marketing and more to help organizations attract more leads, close more sales and more effectively engage customers – all from the comfort of Dynamics 365.

ClickDimensions allows you to post to Facebook, Twitter, LinkedIn and Google+ directly from Dynamics 365. Posts can be published immediately or conveniently scheduled for any day or time in the future, and interactions with your social posts are tracked inside your CRM.

As the perfect complement to our out-of-the-box social marketing features, ClickDimensions social engagement is a complete social media marketing platform for Microsoft Dynamics 365 users. Powered by Oktopost, an industry leader in B2B social media solutions, ClickDimensions social engagement is designed specifically for B2B marketers who need smart, time-saving solutions that maximize their social media ROI.

## THE ROBUST PLATFORM INCLUDES:

- Intelligent publishing and smart calendaring that makes scheduling posts across a range of networks simple and efficient
- Automated content curation that makes it easy to find and publish content to your social profiles
- Robust analytics that measure the impact of your social marketing efforts on revenue and the sales pipeline
- Deep integration into Microsoft Dynamics 365 and the ClickDimensions marketing automation solution
- Listening and engagement tools to monitor and participate in social conversations across multiple networks
- Advocacy tools that help your employees and partners amplify your business's social media marketing efforts

*Want to learn more about ClickDimensions social engagement?*

**Complete this short form and  
we will be in touch with more details.**



# ClickDimensions

[www.ClickDimensions.com](http://www.ClickDimensions.com)