

The Social Media Marketing Guide



Social media have been part of the marketing mix of every company for several years.

In the past few years, social networks have revolutionized the way we communicate and interact with one another. For young people in particular, platforms such as YouTube have replaced traditional media such as television or radio.

For some years now, presence in social media has been part of the marketing mix of every company that seeks direct contact with its customers, but also wants to position itself better in B2B.

Depending on the Business Model And Target Group

Everyone should be active on the right channels and interact with their potential customers there.

Here you can find out which social media you should use for marketing your company and which strategy you use to become visible there. Because with the right social media marketing, you can turn your customers into your fans in no time at all.

Which Is Why Social Media Is Also Important For B2b

In the early years of social media websites, most companies ridiculed them as private fun sites and accordingly not taken them seriously as a serious marketing tool. Nowadays, social media marketing is no longer just a must in B2C business, but has long since arrived in the B2B area.

There are several reasons why social media also play a central role in B2B business :

First, B2B companies shouldn't leave the marketing of their products to B2C retailers alone. As a rule, a B2C retailer has no interest in preferring one particular brand over another. If you leave your online marketing to B2C retailers, you are handing over the reins of the trade.

Social media marketing can therefore also simplify and accelerate customer contact in B2B business. In addition, according to Facebook, entrepreneurs spend twice as much time on social networks as the average user. Social media are therefore an excellent platform for making business contacts.

And third

Internet users are generally more receptive to corporate content on social media websites than they used to be. Many users nowadays use [sociallinkhub](#) networks specifically to find out about industries and companies and to be inspired by new topics and products.

Incidentally, the numbers speak for themselves when it comes to the benefits of social media in the B2B sector. 65 percent of B2B companies state that they have already won a customer via LinkedIn. The acquisition rate when operating a blog is 55 percent. And 43 and 40 percent of B2B companies have already acquired customers via Facebook or Twitter.

These Social Media Platforms Are Important For B2b

Choosing the most suitable platforms is critical to the success of B2B marketing campaigns. Nowadays, online marketing managers are spoiled for choice, investing their money and time in over 200 social media platforms. Against this background, it is crucial to know which social media a company's target customers are most likely to be in and, accordingly, the highest probability of converting potential customers into paying customers.

When Choosing The Right Social Media Platforms

Marketing managers shouldn't make the mistake of lumping B2C networks into one pot with B2B platforms. Platforms that are important in addressing private individuals do not necessarily have to have the same meaning in terms of addressing companies as customers. More visit [Buy Youtube views USA](#).

With regard to B2B marketing, the following five platforms are of the greatest importance:

Facebook

With currently over 2.7 billion active users per month, Facebook is by far the largest social media platform. Although Facebook is primarily known as a B2C channel, the world's largest social network also plays a crucial role in terms of B2B marketing. The main advantage of Facebook is that advertising can also be placed very precisely in the B2B segment. Facebook plays a central role, especially when it comes to brand building. The social network is also ideal in B2B communication for positioning a company and its brand.

LinkedIn

A social media platform that cannot be ignored when it comes to B2B is LinkedIn. With over 750 million users (of which around 250 million are active monthly), LinkedIn is not nearly as big as Facebook, but it has a decisive advantage in terms of B2B marketing: It's all about business. While private interests are in the foreground on Facebook and many other social networks, everything on LinkedIn revolves exclusively around business. Accordingly, the information about companies and individuals on LinkedIn is usually professionally prepared and well maintained. This helps companies to identify the right customers and contacts on the platform and to address them specifically.

YouTube

After Facebook, YouTube is the second largest social media platform in the world. Although cat videos, make-up instructions and other private things still make up a large part of the content on YouTube, the video platform has meanwhile also gained a certain importance in terms of B2B marketing. Many companies in the B2B business use videos specifically to inform customers and interested parties about new products or technical innovations.

Twitter

While many entrepreneurs worldwide have discovered Twitter as the news channel of their choice, the short message service is still neglected by many companies in German-speaking countries. But Twitter is also an interesting social medium when it comes to B2B marketing. Twitter is of particular interest in relation to public relations activities. A particularly large number of journalists follow the “twittering” of companies. Tweets are

often communicated in messages or incorporated into articles. It is therefore important to keep the Twitter community up to date with news about the company.

Instagram

Most B2B companies also encounter Instagram with a good deal of suspicion, as the photo platform primarily has the image of a fun site on which professional corporate communication has no place. But the boundaries between fun and professionalism are increasingly disappearing these days. Many companies have now recognized that Instagram is also ideal for product communication, branding, employer branding and recruiting.

These steps are needed for a social media strategy

Like hardly any other marketing channel, social media is quick and easy to use. A company profile on Facebook, Instagram & Co. can be compiled and the first posts published within minutes. But this speed and simplicity of operation leads many companies to the mistake of thinking that marketing via social media would also be quick and easy. Almost all companies, however, have the painful experience that without a well thought-out social media strategy, there will be no success on social networks.

The first step on the way to an intelligent [social media strategy](#) is to define one or more goals.

Companies without a clear goal run the risk of getting lost in the jungle of social networks. The goal of a social media strategy can be, for example, to increase sales, improve the brand image or support customer service.

After defining the target, companies have to deal with the question of which social networks their target customers are on. No social media platform is one-size-fits-all. The user profile of an average Instagram user differs greatly from the average user on LinkedIn. In order to avoid unnecessary wastage, companies should know the social media channels on which they can find the decision-makers of their target companies.

In a third step, companies have to define the criteria with which they want to measure the success of their social media marketing. The list of success criteria is long. Whether likes, shares, retweets or clicks - they can all be used in different ways to measure success. Companies should pay particular attention to the fact that the chosen success criteria are also in line with the defined goals.

Before you start implementing your own social media strategy, it is always worth taking a look at your own competitors. Many companies have been running successful social media marketing campaigns for years. Competitors can learn a lot from the nature of their campaigns. Of course, not all the details of a campaign are public. But from the look and feel of their posts to the list of social media they use, a company can learn a lot from the competition.

One of the most important steps in developing a social media marketing strategy is defining the content formats. The range of content forms in social networks is large and ranges from links to photos and videos to short messages. In this context, it

should be ensured that the selected content format matches the content itself on the one hand and the respective [social media platform](#) on the other . The selected content format should ideally also have a high recognition value.

In connection with the content, the timing of the publication is also important for the success of a social media strategy. In the flood of general [social media content](#) , individual posts that are put online at the wrong time are often overlooked by the target group. Companies should therefore think about when they can best reach their business contacts.

And last but not least, the continuous review and adjustment of activities in social networks is a very important step in the context of the social media marketing strategy. The first social media marketing campaigns in particular are a matter of trial and error for almost all companies. Only by analyzing the errors and adapting the strategy accordingly can a successful long-term appearance on social media be achieved and the goals that you have set yourself can be achieved.

This is how leads can be won with social media

Social media such as Facebook, Instagram or LinkedIn offer great potential for generating [leads](#) . Many people use social media platforms specifically to learn something, to get information or to get inspiration. Companies can take advantage of this and specifically satisfy user needs with their social media content.

But converting a like or share into customer contact is not an easy thing. The most important tool for lead generation is always the content. More precisely, content that interests a company's target group.

Content that does not offer potential customers any added value is not suitable for generating successful leads. Companies therefore have to invest a lot of work in producing content with added value for their target groups. In the B2B area, this value-added content can be generated in a wide variety of formats.

A target customer who sees a video with an exciting product demonstration on a social network will show a certain willingness to provide a company with their contact details in order to find out more about this product.

A user who reads the summary of an interesting whitepaper on a social media platform will be willing to give the company their contact details in order to receive the entire whitepaper by email.

And a user who is following an informative webinar on a social media website will give a company their contact details in order to be contacted directly by the presenter of the webinar.

Of course, social media platforms are also very suitable for generating leads through advertisements. The advertising formats offered by Facebook, LinkedIn & Co. can be used excellently to target specific groups of people with special content formats.

In this way, companies can display advertising in a very targeted manner with the aim of generating leads. With regard to advertisements, too, the added value of the target customer should always be the focus.

If the target customer is interested in low prices, a discount campaign could be of interest to them. If the user likes to find

out more about an industry, he can be addressed with a whitepaper or a case study. And if the user is interested in exclusive offers, a newsletter with unique deals could be the right thing for him.

This content fits the B2B presence on social media

“Content is King!” Despite being distributed millions of times, this long-standing online marketing wisdom only reflects half the truth. The whole truth should be “Good content that delivers concrete added value to the user is king!”.

While this wisdom already applies to the B2C segment, it is even more valid in the B2B business. Companies therefore have to invest even more time and intelligence in the B2B business to filter out the content that actually creates added value for their corporate customers.

The long list of possible content forms makes these tasks easier on the one hand, but also more complicated on the other. Businesses need to be clear about whether the best way to communicate their content is through blog articles, testimonials, podcasts, videos, webinars, photos, or videos.

The primary objective of the content in B2B social media marketing should always be to make it clear to the customer how the company's products help them to become more productive and successful. Reviews and testimonials from customers or partners of the company are very effective in this context. They prove that other companies value their own company's products and are ready to recommend them to other companies.

In the B2B business, however, the content on social media platforms does not always have to be company-related. Educational and interesting content related to the company's industry and its customers also represents good social media content. With such content, a company demonstrates that it has an eye on the industry and that it is interested in helping its customers with their corporate development.

That belongs in a social media editorial plan

As in print media, work in social media should also be based on an [editorial](#) plan. The creation of an editorial plan is particularly important for companies that are active on many social media platforms. It guarantees that the contributions for all social media are created and published in the right quality in good time by suitable employees.

However, certain categories can be found in every editorial plan. Basically, every [editorial](#) plan should be based on the following five questions:

- **Topic:** What content is required?
- **Format:** How is this content packaged?
- **Date:** When will the content be published?
- **Channels:** Where should the content be visible?
- **Responsibilities** : Who is **responsible** for which content?