

Social Media & B2B – A few numbers to set the stage

- More than [70% of B2B marketers](#) who've been using social media for the last 12 months reported that it **helped them improve sales**.
- On average, people spend about [2.5 hours daily](#) on social media and social messaging.
- **Facebook** is currently the [most utilised platform](#) by both B2B and B2C marketing agencies.
- **LinkedIn** ranks as the [second most important platform for B2B agencies](#), while Instagram secures the second place for B2C brands.
- In the same research, [59% of consumers](#) said they're looking for posts **that teach them something new**.
- **78% of B2B marketing companies believe LinkedIn is the most powerful social marketing media platform** for their type of content. Yet, X (formerly Twitter) comes second at 48%, and Facebook at 42%.
- **55% of B2B buyers** around the world find [video the most useful](#) type of content.

Define your goals

Leveraging social media effectively can be a game-changer. However, the success of your social media efforts hinges on a foundational step: defining clear and strategic goals. Without well-defined goals, your social media marketing can quickly become aimless, inefficient, and ineffective. Here are some common goals businesses strive to achieve:



Creating brand awareness: Creating brand awareness through social media helps your business stand out to your target audience. Consistently share valuable content and engage with your audience to establish your brand's voice and presence. Effective use of visuals, thought leadership articles, and interactive posts can help amplify your reach, making your brand top-of-mind for potential clients. Brand awareness is the foundation of building a strong, trusted reputation.



Drive traffic to your website: Driving traffic to your website is a critical goal for converting social media engagement into tangible business opportunities. By strategically sharing blog posts, case studies, and whitepapers on social platforms, you can direct your audience to your website, where they can learn more about your offerings. And, utilising call-to-action (CTA) buttons and landing pages on your website can significantly boost click-through rates. Increased website traffic not only enhances your online visibility but also provides valuable data on user behavior, helping you refine your marketing strategies.



Generate leads: Generating leads is where social media marketing translates into business growth. By leveraging targeted advertising, gated content, and lead magnets, you can capture the interest of potential clients. Platforms like LinkedIn offer robust tools for lead generation, such as sponsored content and InMail campaigns. Providing valuable resources in exchange for contact information nurtures prospects through your sales funnel. Effective lead-generation strategies can turn social media interactions into qualified leads, driving revenue and business development.



Important: Posts on social media typically target top-of-the-funnel prospects, in the awareness phase, as opposed to Search Advertisements that target prospects who are seeking a specific product or service.

Choose the right platform for your business

LinkedIn

LinkedIn is the premier platform for B2B companies to connect with professionals and businesses. It offers powerful networking opportunities, allowing you to build and maintain relationships with key decision-makers in your industry. LinkedIn's robust advertising options enable targeted campaigns based on job titles, industries, and company sizes, ensuring your message reaches the right audience. It's also an excellent place to share industry insights, thought leadership content, and company updates, enhancing your brand's credibility and authority.

Here are a few statistics underscoring LinkedIn's value to B2B marketers:



LinkedIn has over [830 million members](#) worldwide



[40% of monthly active users](#) visit LinkedIn **daily**

96%

LinkedIn is the [#1 channel](#) [B2B marketers](#) use to distribute content at 96%



4 out of 5 LinkedIn members [drive business decisions](#)



Long-form content gets the [most shares](#) on LinkedIn



LinkedIn's [lead conversion rates](#) are [3 times higher](#) than other major ad platforms



[LinkedIn's mobile app](#) accounts for **60% of its total traffic**

Facebook

Facebook remains a versatile platform with a massive user base, including many business professionals. B2B companies can leverage Facebook's sophisticated advertising tools to target specific demographics, interests, and behaviors. The platform is ideal for creating engaging content that fosters community and builds brand loyalty. Additionally, Facebook Groups offer a space to connect with industry-specific communities, providing valuable networking and lead generation opportunities.

Instagram

Instagram, known for its visual appeal, is a powerful tool for B2B companies looking to showcase their brand personality and culture. It's an excellent platform for sharing behind-the-scenes content, company events, and visually appealing product showcases. Instagram Stories offer additional avenues for creative and engaging content. Leveraging Instagram's advertising options can help you reach a younger, visually-oriented professional audience, making it ideal for industries where aesthetics play a crucial role.

Youtube

YouTube is the go-to platform for video content, which is increasingly essential in B2B marketing. Companies can create and share product demonstrations, how-to guides, webinars, and customer testimonials, providing in-depth information that builds trust and educates potential clients. YouTube's search engine optimization (SEO) capabilities can significantly increase your content's visibility, driving organic traffic to your website. It's an excellent platform for establishing your brand as a thought leader through engaging and informative videos.

X

X is a fast-paced platform perfect for real-time communication and staying on top of industry trends. B2B companies can use X to engage in conversations with industry influencers, share timely updates, and provide customer support. Its hashtag functionality helps increase the visibility of your content among relevant audiences. X's concise format encourages quick, impactful messaging, making it easier to capture the attention of busy professionals.

TikTok

TikTok, with its rapid growth and innovative content format, offers unique opportunities for B2B companies to engage with a dynamic and diverse audience. By creating short, engaging videos, businesses can humanise their brand, share quick tips, and showcase company culture in a fun and relatable way. TikTok's algorithm-driven content discovery can significantly increase your reach, even with a relatively small following. It's an ideal platform for companies looking to experiment with creative, offbeat content that stands out.

Summary

In conclusion, choosing the right social media platform for your B2B company depends on your specific goals and target audience. LinkedIn excels in professional networking and thought leadership, Facebook offers community engagement and targeted advertising, X provides real-time communication, YouTube is ideal for educational video content, Instagram showcases brand personality through visuals, and TikTok allows for creative and viral content. Evaluate each platform's strengths to determine the best fit for your marketing strategy.

Tips for improving utilisation of your social media platforms:

Optimise Your Company Page:

- Ensure your company profile is complete with a professional logo, cover image, and a compelling company description.
- Use relevant keywords in your description and services to improve search visibility.

Share Quality Content Regularly:

- Post industry-relevant articles, whitepapers, case studies, and company news.
- Share insights and thought leadership pieces that showcase your expertise and add value to your audience.

Engage with Your Audience:

- Respond to comments on your posts and participate in discussions.
- Engage with content posted by your connections and in relevant groups.

Utilise Analytics:

- Regularly review your company page analytics to understand the demographics and interests of your audience.
- Use these insights to refine your content strategy.

Encourage Employee Advocacy:

- Encourage your employees to share company content on their personal profiles.
- Provide them with pre-approved content or guidelines to make sharing easier and more consistent.

Join and Participate in Groups:

- Identify and join groups related to your industry or target audience.
Participate in discussions and share your expertise to build credibility and visibility.

Publish Long-Form Content:

- Share long-form content like articles and research findings in order to help establish your company as a thought leader in your industry.

Showcase Products and Services:

- Use the Product Pages feature to highlight your products and services in detail.
- Include customer testimonials and case studies to build trust.

Network Strategically:

- Connect with decision-makers, industry leaders, and potential partners.
- Personalise connection requests to explain why you want to connect and how you can provide value.

Gather and Showcase Recommendations:

- Request recommendations from satisfied clients and partners.
- Display these recommendations on your company page and profiles of key employees.

Recommended sizes for creatives on social:

LinkedIn

- **Image Posts**
 - LinkedIn **posts with images receive 98% more comments** than those without
 - **Recommended size:** 1200 x 627 pixels
 - **Maximum file size:** 5MB
 - **Supported formats:** PNG, JPEG
- **Video Posts**
 - **Videos get shared 20 times more** than any other content format on LinkedIn
 - Mobile users are **2.5 times more likely to watch videos** on LinkedIn
 - **Recommended size:** 1920 x 1080 pixels (16:9 aspect ratio)
 - **Maximum file size:** 5GB
 - **Video length:** 3 seconds to 10 minutes
 - **Supported formats:** MP4, AVI, MOV
- **LinkedIn Stories**
 - **Recommended size:** 1080 x 1920 pixels (9:16 aspect ratio)
 - **Maximum file size:** 20MB
 - **Video length:** Up to 20 seconds
 - **Supported formats:** MP4, GIF

Image Posts
1200 x 627

Video Posts
1920 x 1080 px

LinkedIn Stories
1080 x 1920 px

Facebook

- **Images posts:**
 - **Recommended size:** 1200 x 630 pixels
 - **Minimum size:** 600 x 315 pixels
- **Image sizes for Facebook Stories**
 - **Recommended size:** 1080 x 1920 pixels – aspect ratio of 9:16.
 - **Video size:** 1280 x 720 pixels (at minimum)

Image Posts
1200 x 630 px

Recommended Size

Image Posts
600 x 315 px
Minimum Size

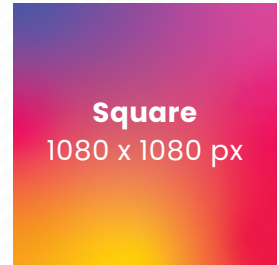
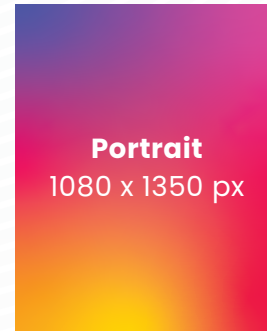
Video size
1280 x 720 px
Minimum size

Facebook Stories
1080 x 1920 px

Recommended Size

Instagram

- **Post sizes:**
 - **Landscape:** 1080 x 566 pixels
 - **Portrait:** 1080 x 1350 pixels
 - **Square:** 1080 x 1080 pixels
 - **Supported aspect ratios:** Anywhere between 1.91:1 and 4:5
 - **Recommended image size:** Width of 1080 pixels, height between 566 and 1350 pixels (depending on whether the image is landscape or portrait)



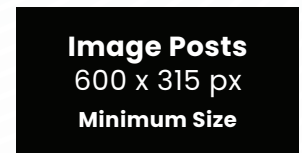
Youtube

- **Video size:**
 - **Minimum size:** 1280 x 720 pixels – 16:9 aspect ratio



X

- **Image size:**
 - **Minimum size:** 600 by 335 pixels
 - **Recommended aspect ratio:** any aspect between 2:1 and 1:1 on desktop; 2:1, 3:4 and 16:9 on mobile
 - **Supported formats:** GIF, JPG and PNG
 - **Maximum file size:** Up to 5MB for photos and GIFs on mobile. Up to 15MB on the web.



TikTok

- **Video size:**
 - **Portrait:** 1080 x 1920 – ratio 9:16
 - **Landscape:** 1920 x 1080 – ratio 16:9
- **Carousel image size**
 - **Recommended size:** 1080 x 1920



Find all the sizes plus additional tips and recommendations [here](#).