

SOLUTION BRIEF

# Tracking social media's business impact from Likes to Leads

@ktopost

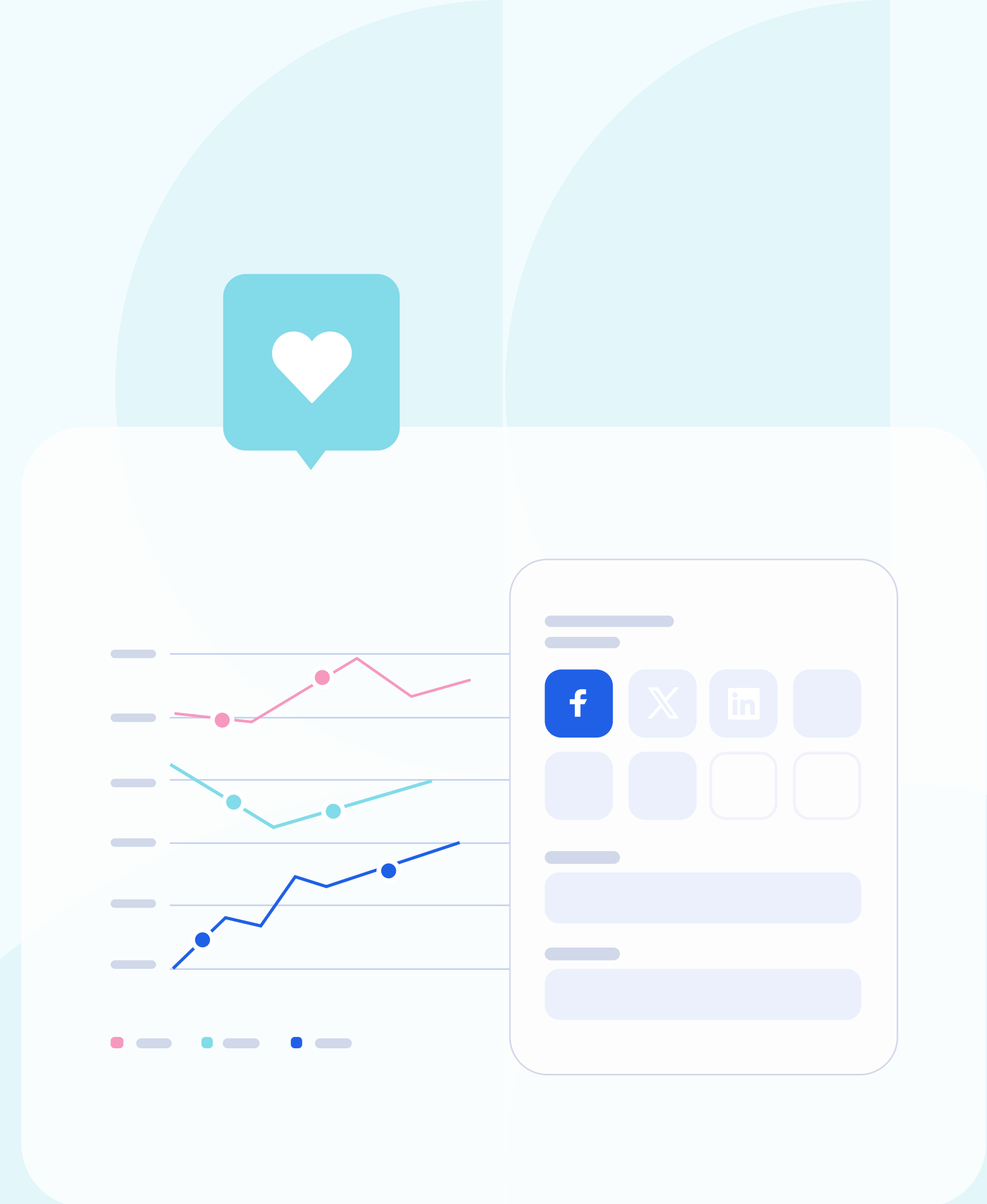




# Introduction

Social media has evolved into an indispensable component of B2B marketing strategies. It enables brands to engage with their audience, build thought leadership, and create meaningful relationships with prospects and customers. However, many businesses struggle to measure the true impact of social media on their business outcomes, particularly in areas such as lead generation, sales pipeline growth, and revenue. This inability to demonstrate ROI leads to a critical issue—budget scrutiny or cuts that can stifle growth opportunities.

This guide will explore how businesses can overcome the challenge of measuring social media's impact on business outcomes and how platforms like Oktopost can help bridge the gap between social media activity and measurable results. By the end, you'll understand how to effectively track and justify your social media investments, optimize your strategies for lead generation, and position social media as a driver of business growth.



# Inability to measure social media's impact

One of the most common challenges businesses face today is the inability to link social media activity to tangible business outcomes clearly. Social media is often relegated to a 'soft' marketing channel, where metrics like likes, shares, and impressions dominate reports. However, these vanity metrics offer little insight into how social media directly impacts sales, customer acquisition, or revenue.

Without the ability to tie social media efforts to the bottom line, social media teams face increasing pressure to justify their budgets. Executives often question the value of social media investments, leading to budget cuts and deprioritization. This problem stems from several factors:

## 1 Lack of clear attribution models

Many companies struggle to attribute leads, deals, or revenue back to social media interactions.

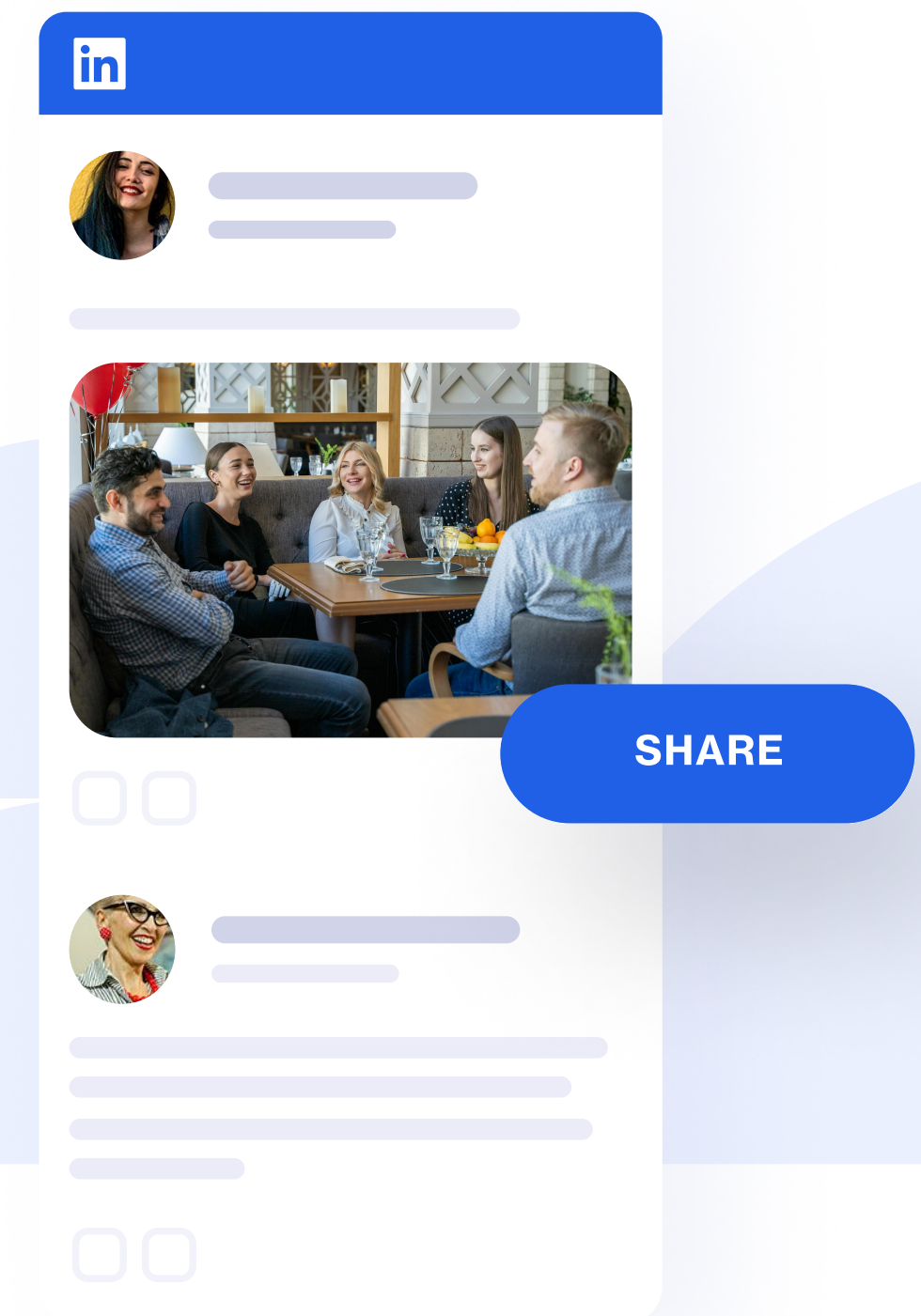
## 2 Disjointed systems

Without proper integration between social media management tools and CRM systems, marketers have difficulty connecting the dots between social engagement and sales outcomes.

## 3 Focus on vanity metrics

Too often, the focus is on surface-level metrics rather than meaningful KPIs that reflect business impact.

**This disconnect between social media and business outcomes is a major hurdle for marketing teams seeking to prove the value of their efforts.**



# Budget scrutiny and slowed growth

The inability to measure social media's business impact creates several challenges that can hinder growth. When social media activities cannot be justified with clear, data-driven results, marketing budgets are often the first to be scrutinized. Senior leadership may see social media as a non-essential channel, allocating resources to initiatives with more direct financial returns.

## Here's how this problem manifests:

### 1 Difficulty justifying spend

Without data proving that social media drives leads, conversions, or revenue, it becomes harder to defend social media investments. This can lead to smaller budgets or reductions in social media marketing staff.

### 2 Missed opportunities for optimization

Many companies struggle to attribute leads, deals, or revenue back to social media interactions.

### 3 Loss of competitive advantage

Businesses that cannot effectively leverage social media miss out on opportunities to build their brand, engage with key audiences, and generate demand.

Without the right measurement tools and processes, companies lose visibility into social media's true impact and risk falling behind competitors who have mastered this crucial marketing channel.



# Common struggles for B2B marketers

In the B2B landscape, the challenges of measuring social media's impact are particularly pronounced. Unlike B2C companies, where the customer journey is often shorter and more linear, B2B buyers engage with multiple touchpoints over a longer period. Social media is vital in nurturing these leads through the sales funnel, but its contribution can be difficult to quantify without the right tools.

## Typical struggles for B2B marketers include:

### 1 Tracking lead generation

Many B2B marketers struggle to understand how social media content leads to inquiries or sales opportunities. This is often due to a lack of integration between social media platforms and CRM systems.

### 2 Demonstrating ROI

Without a clear way to attribute revenue to social media activities, it becomes challenging to demonstrate the return on investment for social campaigns.

### 3 Limited data on customer journeys

Understanding how social media fits into the broader customer journey is crucial, but many companies lack the tools to capture these insights.

## Key questions to consider:

- How are you currently tracking the impact of your social media efforts on pipeline and revenue generation?
- Can you attribute closed deals back to specific social media campaigns or touchpoints?
- Do you have a centralized system that integrates social media data with your CRM, allowing you to monitor social activity's influence on the sales cycle?

These are crucial questions that every B2B marketer should ask when assessing the effectiveness of their social media strategy.



# Assessing your social media tracking

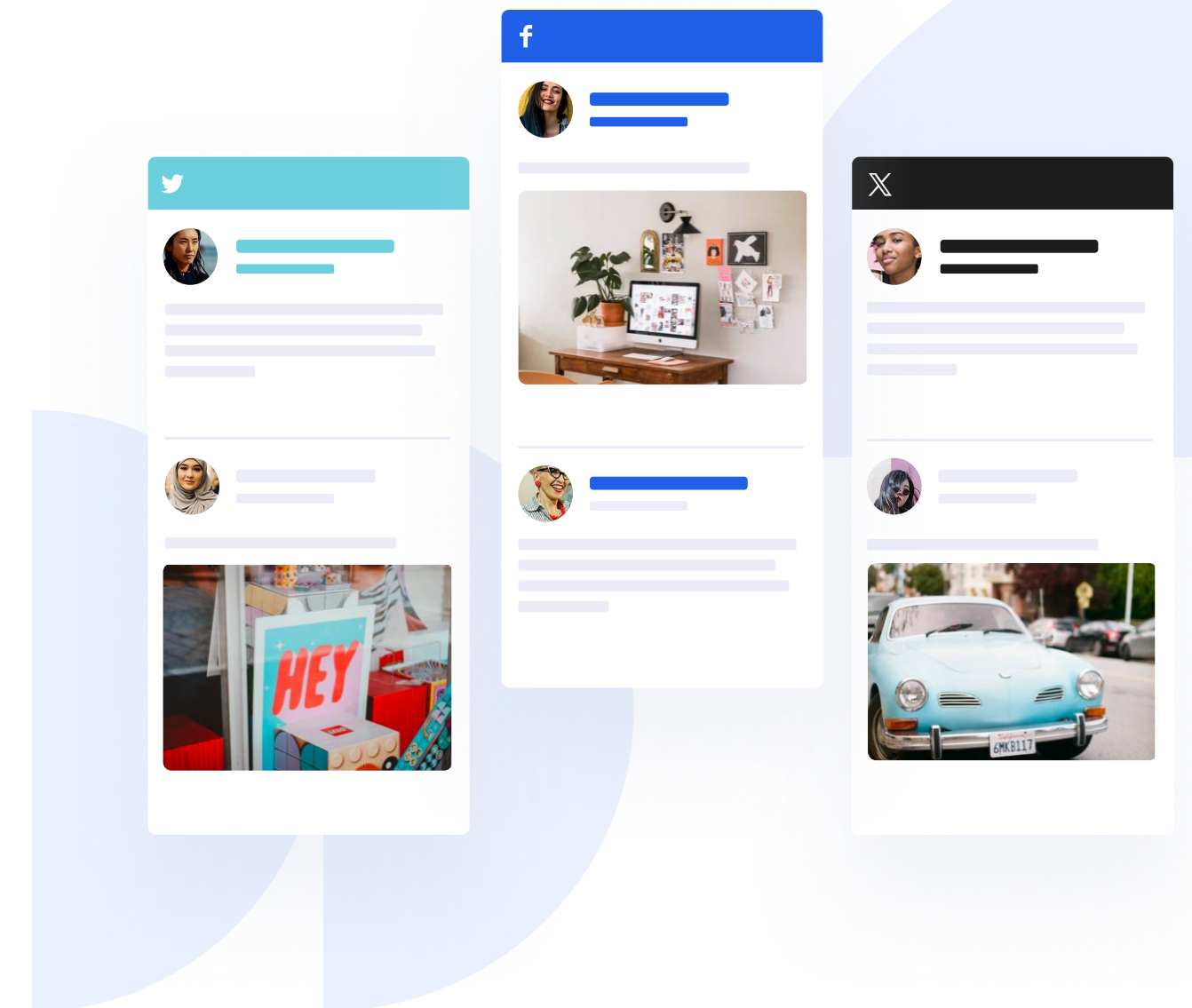
Before exploring potential solutions, it's important to consider your current social media tracking mechanisms. How confident are you that your social media efforts drive tangible business results?

## Ask yourself:

Are you relying solely on vanity metrics such as likes, impressions, or followers?

- Do you have the ability to track how social media interactions turn into leads, opportunities, or closed deals?
- Can you report on how much revenue your social media campaigns influenced in the last quarter?

This reflection is critical for identifying gaps in your current strategy and understanding where improvements can be made.





# How Oktopost helps connect social media to business outcomes

Oktopost is designed specifically for B2B companies that need a more sophisticated approach to measuring social media's impact. Unlike traditional social media management tools that focus on engagement metrics, Oktopost enables businesses to track how social media activities contribute to business outcomes such as lead generation, pipeline growth, and revenue.

## Key features that help bridge the gap:

### 1 Full pipeline attribution

Oktopost provides a complete view of how social media activities influence the sales pipeline. From the first social interaction to the final deal, Oktopost tracks the buyer's journey and ties social activity back to measurable outcomes.

### 2 Advanced analytics and reporting

Oktopost's advanced analytics enable marketers to generate comprehensive reports that go beyond vanity metrics. These reports show how social campaigns contribute to business goals such as lead generation, customer acquisition, and revenue growth.

### 3 CRM integration

Seamlessly integrating with leading CRM platforms, Oktopost ensures that social media data flows directly into your existing sales and marketing workflows. This allows you to track the direct impact of social media on lead generation and sales, providing a clear picture of ROI.

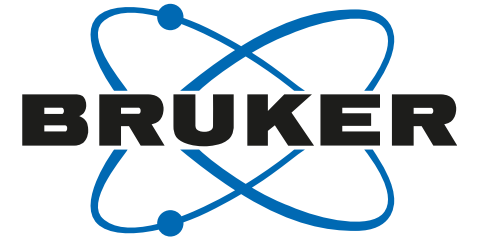
### 4 Social BI

With analytics and BI, Oktopost helps marketers uncover trends and optimize strategies based on data-driven insights. This includes identifying the social media content that drives the most engagement, leads, and conversions, enabling more focused and effective campaigns.

### 5 Employee advocacy and social listening

Oktopost goes beyond traditional social media management by empowering employees to share branded content and become advocates for the company. Its social listening features also allow businesses to monitor conversations around their brand, competitors, and industry trends, providing valuable market insights.





# Measuring success - tracking ROI and continuous improvement

Bruker measures the success of its advocacy program by tracking the number of people reached and the conversions generated from advocate posts. The company attributed revenue to advocacy post conversions, ensuring a clear understanding of ROI.



***We measure the success of our advocacy program by the number of people reached and the conversions generated from advocate posts***

— **Alessandro Volpino**  
Senior Global Digital Marketing  
Specialist & Coordinator

In 18 months, Bruker's social media marketing has seen a six-fold increase in impressions and link clicks and a four-fold increase in new followers on its flagship LinkedIn page. The advocacy program has been an important contributor to this significant growth in Bruker's social media presence and the traffic to its website coming in from link clicks.

[The higher conversion rates from advocate posts demonstrated the program's significant impact.](#)



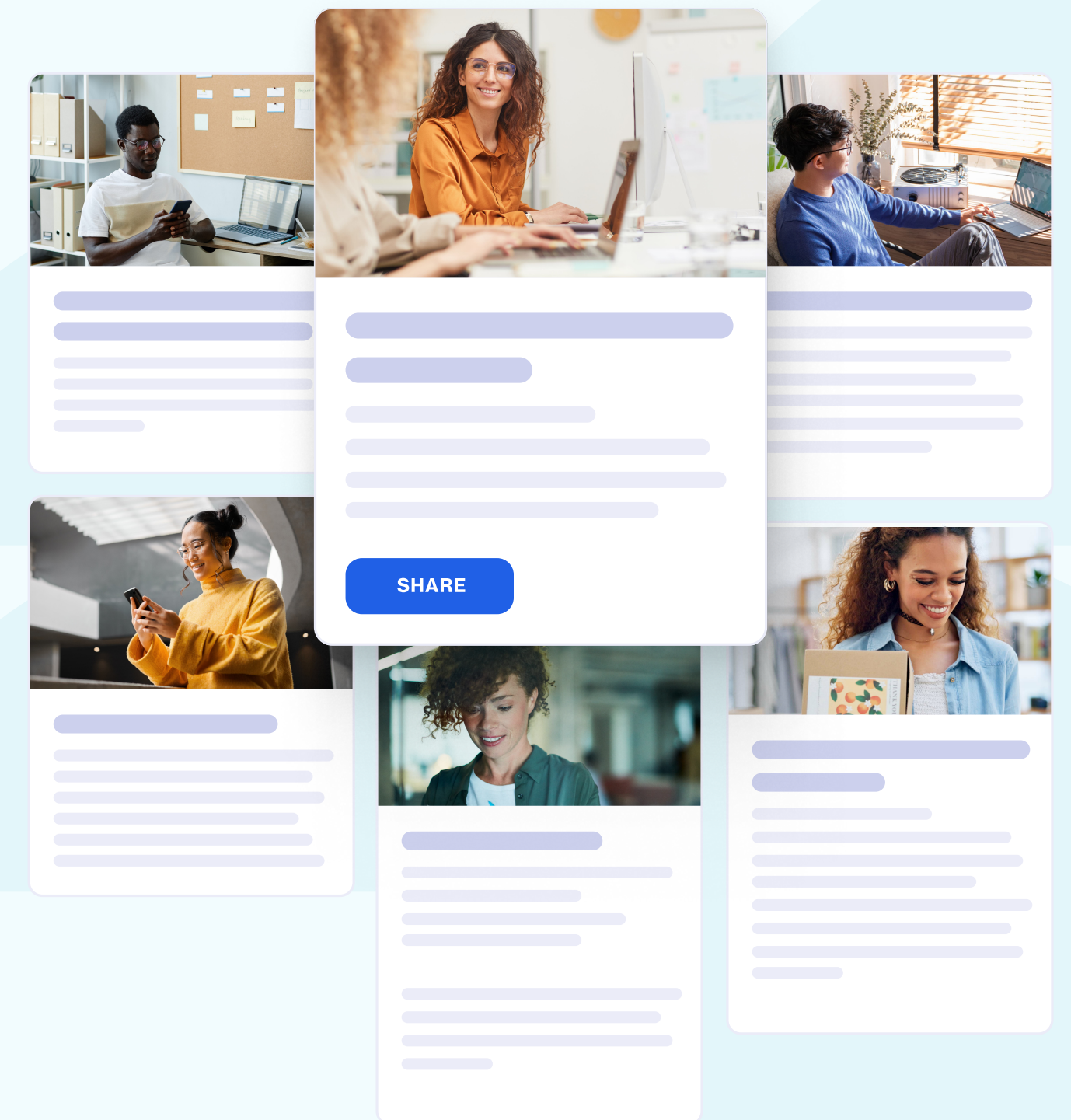
# Next steps: Taking action with Oktopost

For businesses struggling to measure social media's impact on business outcomes, Oktopost offers the tools needed to gain full visibility into the sales pipeline and attribute revenue to social activities.

Here are the next steps you can take:

- [Book a demo](#) to see how Oktopost can help you track social media's contribution to lead generation and revenue.
- **Explore our analytics features:** Understand how Oktopost's detailed reporting can help you justify social media investments with clear, data-driven insights.
- **Align your social media strategy with business goals:** Oktopost's platform connects social media efforts to meaningful outcomes, such as customer acquisition and revenue generation.

By taking these actions, you'll be better equipped to demonstrate social media's ROI and secure the resources needed to continue driving business growth through social channels.



# Conclusion

In today's competitive B2B landscape, social media is more than just a tool for engagement—it's a powerful driver of business growth when measured effectively. However, many companies struggle to connect their social media activities to real business outcomes, such as lead generation and revenue. The inability to do so can lead to budget cuts, reduced visibility, and missed growth opportunities.

Platforms like Oktopost are designed to solve this challenge, providing the tools and insights needed to attribute social media efforts to tangible business results. By leveraging Oktopost's advanced analytics, CRM integration, and reporting capabilities, businesses can prove the value of their social media investments and optimize their strategies for maximum impact.

## About us

Oktopost is a B2B social media management platform that helps marketing and revenue teams drive engagement, measure success, and link social media to revenue growth. Trusted by thousands of marketing professionals in some of the world's leading B2B technology and financial services companies, Oktopost provides a robust suite of solutions for social media publishing, business intelligence, social listening, and employee advocacy, all in one platform.

Learn how to measure social media impact and increase revenues with Oktopost's specialized B2B social media management platform.

[BOOK A DEMO](#)

