



The Strategic Imperative for a B2B-Specific Social Media Management Platform



The Unique Needs of Social Media Marketing focused on B2B

Social media has become a cornerstone of B2B marketing strategies, offering unparalleled opportunities for lead generation, brand building, and customer engagement. However, the unique complexities of the B2B buying process demand a more nuanced approach than traditional B2C strategies. This guide explores why B2B organizations require a specialized social media management platform tailored to B2B Marketing, highlighting the advantages such a platform offers in enhancing strategic marketing efforts, improving ROI, and driving business growth.

LinkedIn has proven to be a crucial platform for B2B social media marketing due to the professionals who have become its main members and the evolving tools for connecting professionals on the platform.

B2B marketing differs from traditional B2C marketing in some significant ways

Emphasis on Relationships

B2B marketing thrives on building and maintaining strong professional relationships. Social media management platforms designed for B2B include enhanced customer service tools that foster these relationships.

Decision-Making Processes are More Complex

B2B purchases involve intricate decision-making processes with multiple stakeholders. This complexity requires a strategic approach to content creation and dissemination. A B2B-specific platform enables marketing teams to tailor content to different audience segments and stakeholders within the prospect's organization, ensuring relevance and impact.



Longer Sales Cycles

The extended nature of B2B sales cycles necessitates sustained engagement strategies. B2B platforms offer advanced audience insights so you can share content that keeps potential clients engaged with relevant, valuable content over time, facilitating a smoother progression through the sales funnel.

LinkedIn, the hub of B2B social marketing

Access to a Highly Relevant Professional Audience

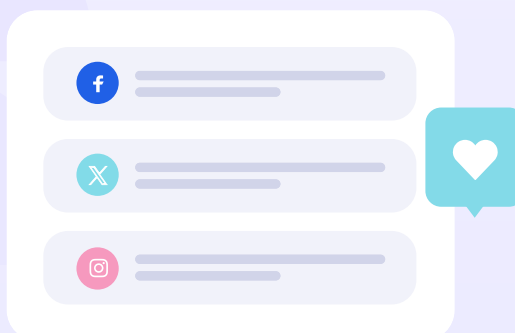
In 2024, LinkedIn will have over 950 million users, with a large portion of its audience being decision-makers, senior executives, and business owners. This makes LinkedIn an ideal place for B2B companies to target key stakeholders directly. In fact, four out of five LinkedIn members drive business decisions, giving marketers access to high-quality leads.

1 LinkedIn is a Credible Content Hub

B2B buyers trust LinkedIn for relevant, professional content. Thought leadership, industry insights, and case studies on LinkedIn carry more credibility than other platforms. According to recent studies, **78% of B2B marketers say LinkedIn is an effective platform for driving results**, highlighting its content-focused nature. It's the platform where businesses are present and actively seeking solutions, insights, and innovations.

2 Tools for Targeted Advertising and Advanced Audience Segmentation

LinkedIn has advanced targeting capabilities, allowing marketers to segment audiences by industry, job title, seniority, company size, and more. This ensures precision in reaching key decision-makers. In 2024, LinkedIn continues to invest in its ad platform, making it easier to create account-based marketing (ABM) campaigns and target high-value clients.

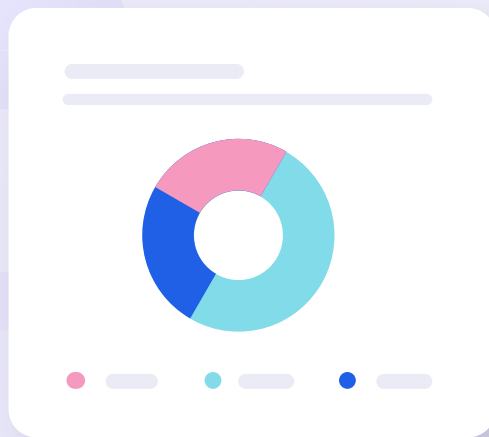


3 Community and Networking

LinkedIn is also a space for building relationships and communities, a crucial element in B2B marketing. Companies can foster relationships with potential clients and partners by participating in industry discussions, networking in relevant groups, and creating thought leadership content that stimulates conversation. In 2024, employee advocacy is becoming even more potent on LinkedIn as professionals amplify their company's reach by sharing insights and content.

4 Thought Leadership Opportunities

LinkedIn has become a key channel for thought leadership and industry influence. Companies can establish themselves as industry leaders by regularly sharing valuable insights and educational content. In 2024, LinkedIn's newsletter feature allows businesses and professionals to build a subscriber base directly on the platform, driving consistent engagement and reinforcing authority in their field.



What B2B social media management brings to the table

Data-driven insights and analytics

Typical metrics you may see on a **B2C** social media management platform can include:

1 Likes and Shares

Likes and shares reflect the popularity and virality of posted content among consumers.

2 Comments and Mentions

Comments and mentions provide insights into consumer interactions and sentiment toward the content and the brand.

3 Follower Growth

Growth in company page followers indicates the brand's ability to attract and retain followers over time.

4 Click-Through Rate (CTR)

Measures the effectiveness of content in driving traffic to a website or landing page **outside** of the social media platform.

These standard metrics are insufficient to enable B2B marketers to understand how social media marketing provides business value to the organization.

While these metrics are valuable for B2C marketing, organizations seeking to increase brand awareness, sales, and customer loyalty need to evaluate the impact of their social media efforts from a business perspective to provide a tangible ROI for social media marketing.

A B2B-focused platform provides comprehensive analytics beyond essential engagements that explain part of the relationship (liking, commenting, sharing), with deeper insights into how different content types and themes of social media activities influence clicking on the company website, generating leads, converting customers, and increasing revenue. Connecting social media engagement data with additional marketing data about the company of the person who engaged on social media enables marketers to make informed decisions and demonstrate the return on investments of their social media efforts.



Insights from a B2B-specific social media management platform

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Campaign Centric Approach

B2B marketing teams expect to manage social media with a campaign-centric focus, ensuring every post contributes to broader strategic goals and is connected to broader marketing campaigns. Each piece of content is assigned to a specific campaign, streamlining management and enhancing reporting accuracy. With a comprehensive social media calendar, teams can oversee all scheduled and published content across multiple networks and campaigns, adjusting posts in real-time to maintain consistency and fill gaps, including a media library to centralize approved visuals and promote cohesive brand representation. Integrated approval workflows facilitate seamless collaboration, review, and revisions throughout the content creation. This approach ensures all social efforts are aligned with campaign objectives for maximum impact.

Community Management

Customers use social media to reach out to their brands; brands are expected to be authentic, transparent, and quick to respond. Social media platforms allow for direct communication between brands and their customers, but they expect a quick turnaround. Through direct engagement, your brand can quickly answer queries, tailor communications, and create personalized experiences that genuinely resonate with your audience; when customers feel heard, their satisfaction and loyalty increase, only fueling business growth.

Channeling messages directly from a LinkedIn Company Page into your B2B social media marketing inbox is a significant move to strengthen how B2B businesses manage social media interactions between their brand and their audience. This type of collaboration simplifies social media management by bringing conversations into one place for a more streamlined workflow and also enhances the speed and impact of customer interactions with your brand.



Lead generation and conversions

If you're dedicating a lot of effort to creating and distributing high-quality and engaging content on social media, you're likely noticing many clicks, likes, comments, and even shares. However, to truly understand if these interactions lead to conversions, you must analyze your social media funnel more thoroughly by tracking the account's journey after they are in a relationship with other company channels - a conversion from interacting with your company on a social media platform to interacting with your company by visiting the website or requesting a demo call can be considered a social media conversion. It's vital to break down conversions to determine which platform, campaign, and specific content piece played a crucial role in advancing that journey that converted social engagement into leads. Knowing that a person who clicked on a link from a social media post to a blog on your website, requested a demo or a quote, and then became a customer is a valuable insight into your marketing efforts.

Influenced opportunities

Companies marketing B2B need a social media management tool that provides insights into social media's direct and indirect impact on sales. A key to accomplishing this is measuring influenced opportunities. A report or dashboard needs to monitor accounts in the sales pipeline engaged with social media content and the actual sales generated from these interactions. Consequently, showcasing social media's concrete value by directly associating it with revenue and financial results is essential.



Cross-channel analytics

Another crucial feature is consolidating all social data, from corporate profiles to employee advocacy efforts, in a single dashboard. Many social media management platforms available today, including those with an employee advocacy feature, must offer integrated cross-channel social analytics. This lack of comprehensive insight deprives marketers of understanding their social media performance across all channels. Being able to create a content campaign on social media about a topic and tracking the number of posts and engagements to those posts across many channels and advocate networks is precious to evaluate the impact of the topic theme or campaign content.

Attribution

Social media marketing attribution data refers to the information and metrics used to determine how social media activities contribute to a business's overall marketing goals and performance. This data helps marketers understand which social media channels, content, and interactions are most effective in driving desired outcomes, such as downloads, submissions, demo requests, lead generation, and sales. Attribution Models are the frameworks used to assign credit to different touchpoints in the conversion path.

Standard attribution models include:

First-Touch

Giving credit to the first touchpoint

Last-Touch

Giving credit to the first touchpoint

Multi-Touch

Distributes credit across multiple touchpoints based on their influence

Timing

Gives more credit to touchpoints that are closer in time to the conversion

Position-Based

Assigns credit to the first and last touchpoints



Social Media Content Optimization

Marketing content plays a pivotal role in B2B marketing strategies, serving as the cornerstone for establishing credibility, supporting thought leadership goals, and driving engagement across various stages of the buyer's journey. Because content is so impactful, platforms dedicated to B2B marketing have evolved to provide an array of sophisticated tools to optimize the content creation, curation, and scheduling process.

Capabilities for optimizing content creation, curation, and scheduling:

Content creation

B2B social media management platforms often feature advanced content creation tools that help your marketing team produce high-quality, relevant content tailored to your target audience. Content creation tools include rich text editors, AI-powered content writing, and integrative capabilities for multimedia content, such as videos and infographics. The aim is to simplify the creation process while enabling the production of engaging and professional-looking content that resonates with B2B buyers, who often seek detailed and informative material to inform their purchasing decisions. It also relieves your social media manager from producing tremendous content at scale, freeing them up to focus on other strategic initiatives.

Content curation

Given the importance of thought leadership in B2B marketing, content curation is essential to any B2B social media management platform. It assists your marketing team in identifying, organizing, and sharing industry-relevant content that adds value to your audience. Content such as industry reports, insightful articles, or trends analysis is highly valued. By curating high-quality external content, you can position your company as a knowledgeable and trustworthy industry voice, fostering a reputation for being a resource for valuable information. Content curation on a B2B social media platform is crucial because it allows you to monitor your audience's engagement with these posts and gain insights into their interests. With this valuable information, you can create more targeted content that builds trust in your brand and enhances your outreach efforts to connect with your audience effectively.

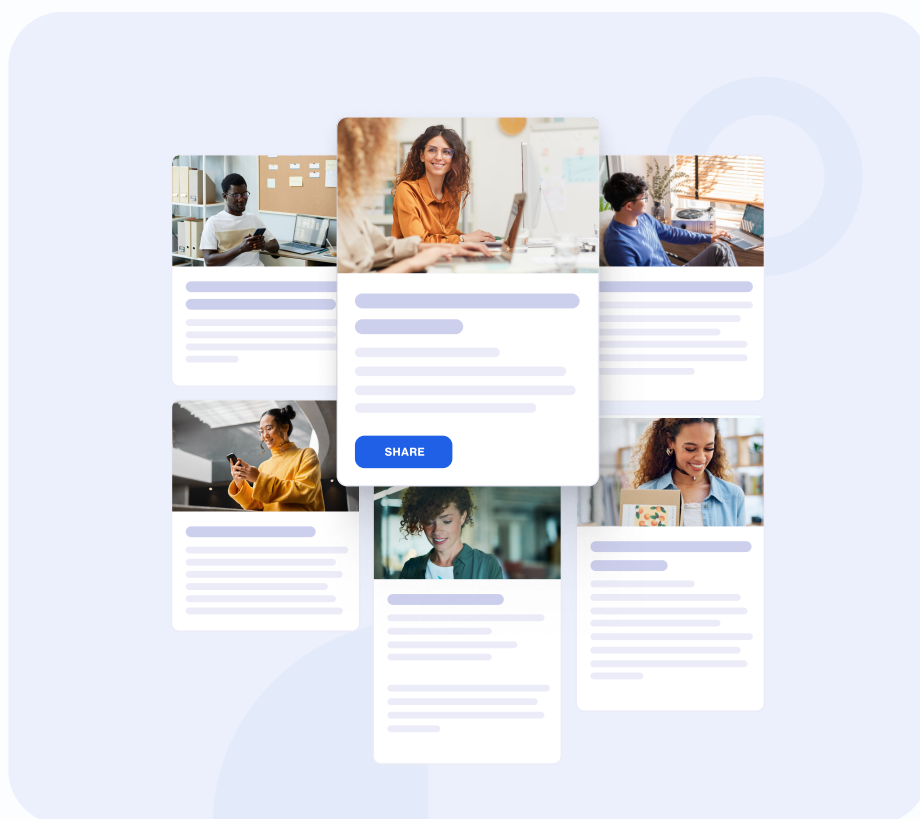


Content scheduling

Timing is crucial in effectively reaching your target audience. Content scheduling tools within B2B social media management platforms enable marketers to plan and automate the distribution of their content across multiple channels at optimal times. This also ensures maximum visibility and engagement across time zones, as content is more likely to reach prospects when they are most receptive. Additionally, these tools allow for a consistent content flow, keeping the audience engaged over time and supporting a sustained lead nurturing effort.

Aligning content with the buyer's journey

Specialized B2B-specific social media management platforms provide analytics and insights that help your marketing team understand how different content pieces perform at various stages of the buyer's journey. Presenting the right content enables you to create targeted content strategies that address specific needs and questions at each stage, from awareness through consideration to decision-making. Tailoring content in this way significantly improves the chances of moving leads through the sales funnel effectively.



LinkedIn post types that can stop the scroll

Over the years, LinkedIn has introduced many different post types to elevate your content.

The following is a list of nine organic LinkedIn post types you can create to keep your posting game fresh and exciting, leaving your audience coming back for more.

Text-Only Posts

Text-only posts let the text do all the talking.

Many brands use them to summarize key takeaways, share expertise, or encourage discussion with a simple question.

Posts with Polls

Polls are an excellent tool for boosting engagement quickly. They play on audience curiosity, encouraging them to participate in the conversation and see what other professionals think. Beyond engagement, polls provide valuable insights into your audience by revealing how people vote, helping you tailor future content based on these results.

Posts with Images

Images are a favorite among social media marketers, and it's easy to see why. Thanks to their visual appeal and ease of consumption, images are the most famous content type to post among B2B marketers. Whether it's a single graphic highlighting key statistics, a collection of images from your latest company event, or an infographic showcasing top takeaways from a recent report, this post type is a powerful way to stop the scroll and capture attention.

Posts with Videos

Videos are the most engaging content on LinkedIn. They deliver 5x more engagement than other post types and an incredible 24x more engagement with live videos. LinkedIn recently introduced a short-form video feed similar to TikTok's scrolling style. This format offers a dynamic and interactive way to capture attention with easily digestible content as they scroll through their video feed.

Posts with Carousels or Documents

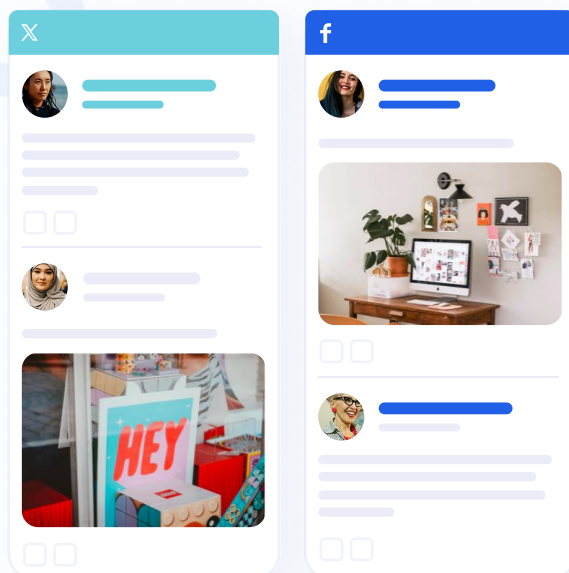
The LinkedIn Documents post type allows carousel-style content to be posted. Carousel posts garner 2.5 times more engagement than the average for all content types. LinkedIn Documents can be posted directly on LinkedIn: very diverse and long PDFs, Case studies, eBooks, reports, and one-pagers. Users can download these documents to read later, refer back to, or share with their team.

A Post That Is a Newsletter

LinkedIn Newsletters are a powerful way to build a loyal audience and deliver consistent, high-quality content. When you create your first newsletter, your Page followers are notified and invited to subscribe. Each time a new edition is published, subscribers receive a notification directing them to your latest newsletter. Once each newsletter goes live, it appears as a post on your company's LinkedIn page, providing valuable content that helps fill up your social media calendar.

A Post That is An Article or Blog

LinkedIn Articles offer another effective way to engage your audience right where they're already scrolling. When you publish an article, a LinkedIn post is created, and your audience can engage with it directly and share it with their networks. You can increase engagement by mentioning users or organizations within the article and embedding images and videos to make the content more dynamic. LinkedIn Articles are ideal for thought leadership pieces, detailed how-tos, or in-depth analyses. A great way to get started is by repurposing your blog content. Rather than always directing your audience to an external site, turning your blog into a LinkedIn Article lets you deliver content directly on the platform. In 2024, LinkedIn-published articles will be found on Google search and via AI tools, and they will be used as a resource, increasing their reach and impact.



Brand integrity and protection

For businesses marketing B2B, safeguarding your brand while ensuring compliance with industry regulations and standards is more than a matter of legal necessity; it's a strategic imperative that underpins trust and credibility. Protecting brand integrity cannot be overstated, especially in sectors where regulatory compliance is crucial, such as finance, healthcare, and technology. Advancements in technology offer powerful tools for ensuring compliance and protecting your brand. Integrating this technology into a social media management platform can help you confidently navigate your industry's complexities.

Functions needed for ensuring compliance:

Archiving and compliance

Some B2B marketing organizations require strict control over their online messaging presence. As such, tailored B2B platforms must provide robust compliance features, such as content archiving, so brands can search for and find posted and shared content and, if needed, connect it to a time and place.

Scalability and efficiency

A B2B-specific social media management platform empowers your marketing team to scale their social media efforts efficiently, automating routine tasks and streamlining workflows. Automation increases productivity and lets your team focus on strategic initiatives that drive business growth.

Content approval

Most companies that market B2B on social media must comply with internal guidelines and external regulations regarding social media. Investing in a platform that provides workflows to streamline content approval is essential, allowing stakeholders from across your organization to quickly access, review, and collaborate on social posts.



Functions needed for scalability and efficiency:

Automation of routine tasks

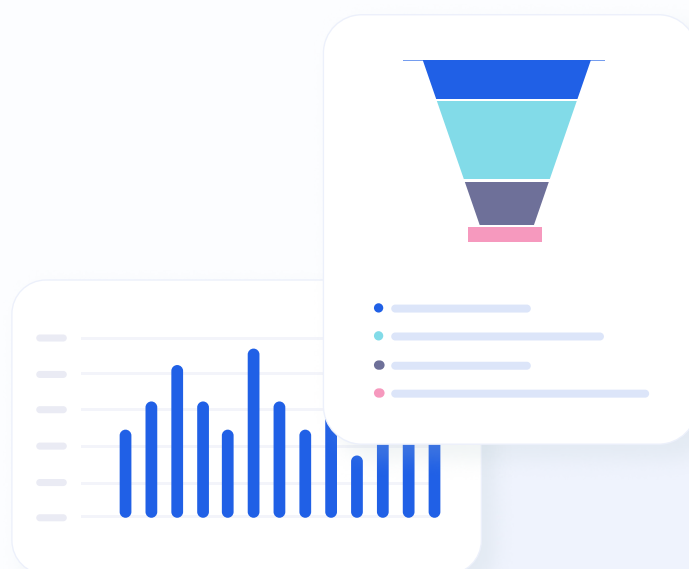
An essential capability of a B2B social media management platform is its ability to automate mundane and repetitive tasks that are integral to social media management. Social media managers need to be able to schedule posts in advance, auto-publish content across multiple channels, and set up alerts for brand mentions or relevant conversations. Automation ensures that these tasks can be executed flawlessly and consistently, freeing up your marketing team's time and reducing the likelihood of human error. All posts can be categorized by topic and campaign, channel and timing, and all this is to analyze and learn what works well.

Streamlining workflows

An effective B2B-specific social media management platform facilitates streamlined workflows for tasks such as content approval processes, collaboration between team members, and performance analytics reporting. By simplifying these processes, the platform enables various organizational stakeholders to work more cohesively and efficiently, reducing the time and effort required to transition tasks between different departments or team members.

Driving business growth

A B2B social media management platform plays a crucial role in driving business growth by enabling your marketing team to operate more efficiently and focus on growth-driven activities. It allows for the effective scaling of social media efforts, ensuring that as your business grows, its social media presence does so without a proportional increase in resources or expenses. This scalable efficiency is vital for maintaining competitiveness and achieving long-term success.



Maximize social media ROI with a B2B-specific social media management platform

The evolution of social media from a purely communicative tool to a strategic business asset validates the need for platforms that can navigate the complexities of B2B marketing. A B2B-specific social media management platform is not merely a nice-to-have; it's a strategic imperative for organizations looking to successfully leverage social media for business. By offering functionalities tailored to the B2B marketing environment, such platforms enable organizations to enhance their marketing efforts, improve ROI, and achieve sustainable growth.

If you're a B2B organization striving to maximize your social media impact, the message is clear: the time to invest in a B2B-specific social media management platform is now. By adopting a solution designed to meet the unique demands of B2B marketing, you can unlock the full potential of social media, driving not just online engagement but tangible business results.



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.

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