25 Social Media Marketing Tips for B2B Sales

Digital content and content marketing are driving sales. Social media research and marketing is the new cold calling: target a business you consider a good fit and research them online, instead of in the phone book! But there is a right way to do social media marketing in 2018 - and a wrong way!



The Numbers: Your prospects are on social media, and if you want to connect with them you need to be on social media too.

1. **90%** of C-level executives ignore cold calls. - InsideView https://blog.insideview.com/2011/03/18/the-death-of-cold-calling-ending-the-debate
2. **91%** of B2B buyers are now active and involved in social media. - IDC http://www.idc.com/getdoc.jsp?containerId=prUS25135814
3. **84%** of C-level or vice-president level executives use social media to make purchasing decisions. - IDC http://www.idc.com/getdoc.jsp?containerId=prUS25135814
4. **75%** of B2B buyers use social media to make purchasing decisions. - IDC http://www.idc.com/getdoc.jsp?containerId=prUS25135814
5. **94%** of B2B buyers conduct some degree of research online before making a business purchase - Accenture's State of B2B Procurement Study https://www.accenture.com/interactive-index.aspx
6. **55%** of B2B buyers conduct online research for at least half of their purchases. - Accenture's State of B2B Procurement Study https://www.accenture.com/interactive-index.aspx
7. **76%** of B2B buyers on social media are ready to engage with potential buyers. - LinkedIn https://business.linkedin.com/sales-solutions/social-selling/what-is-social-selling
8. **62%** of B2B buyers on social media are ready to connect with sales people. - LinkedIn https://business.linkedin.com/sales-solutions/social-selling/what-is-social-selling
9. **67%** of the buyer's journey is digital. - SiriusDecisions https://www.siriusdecisions.com/blog/three-myths-of-the-67-percent-statistic

10. **92%** of B2B buyers on social media are willing to engage with industry thought leaders - LinkedIn https://business.linkedin.com/sales-solutions/social-selling/what-is-social-selling

11. **66%** of marketers notice lead generation benefits by spending as little as 6 hours a week on social media, - Semantics Scholar https://www.only-b2b.com/blogs/best-2018-b2b-lead-generation-strategies/

What SMM strategies are working in 2018?

12. **Choose your B2B SMM platform carefully**: Facebook and LinkedIn are goldmines, Snapchat is social, not business. Twitter is remaking itself and worth another try if your previous efforts weren't successful.

13. **Know Your Audience:** Your business likely has multiple target audiences, go where your audience is. 80% of B2B leads come from LinkedIn. - Only B2B https://www.only-b2b.com/blogs/best-2018-b2b-lead-generation-strategies/

14. **EIE**: Use social media to educate, inform and engage.

15. **Pay to Play:** With increased emphasis on privacy and security your posts won't be seen unless you pay to promote them. And don't be fooled by Facebook's recent privacy backlash: FB's number of users and advertisers is increasing, not decreasing! https://www.nytimes.com/2018/04/25/technology/facebook-privacy-earnings.html

16. **Real-Time:** Posting and engaging in real-time while your audience is on-line opens the doors for conversations and building relationships.

17. **Video Rules:** 96% of consumers say videos help them make purchases. - Animoto https://animoto.com/blog/business/small-business-video-infographic

18. **Add Caption Overlay on Videos**: While video rules content marketing, not everyone can easily listen to video at work, on the subway or at the gym. Copy captions allow users to watch and understand your video - and help your SEO!

19. **Responsiveness**: User's expect a response to customer's questions and concerns in real time.

20. **Personalization:** Send personal follow and connection requests, thank users for reshares and comments, tag and call users by name.

What SMM strategies are outdated?

21. **Don't Focus on Sales**: Social media is about engagement, not a sales pitch. Do be useful, informative and helpful.

22. **Don't Be Generic:** The same message does not work for all social media platforms or for all audiences. Do customize your message to each network and to each target audience.

23. **Don't Be Boring:** Facts and stats are useful information, but they can be presented in a boring way. Do accompany your stats with eye-catching graphics and interesting headlines and hashtags that grab attention.

24. **Don't Be Cheesy:** There's a fine line between being entertaining and being cheesy. If you want to be taken seriously on social by B2B prospects understand your target audience and know what they're looking for in a provider. Do portray yourself on social media as an informative and personable expert in your field.

25. **Don't Be Cheap:** SMM requires time for strategy, posting and engagement. Unless you already have a huge following, it takes time - and often money - to find online prospects that convert to sales. Do budget time and money for B2B social media marketing.

Checkout more of my resources, tips and checklists for sales success: http://www.thesalesassassin.com