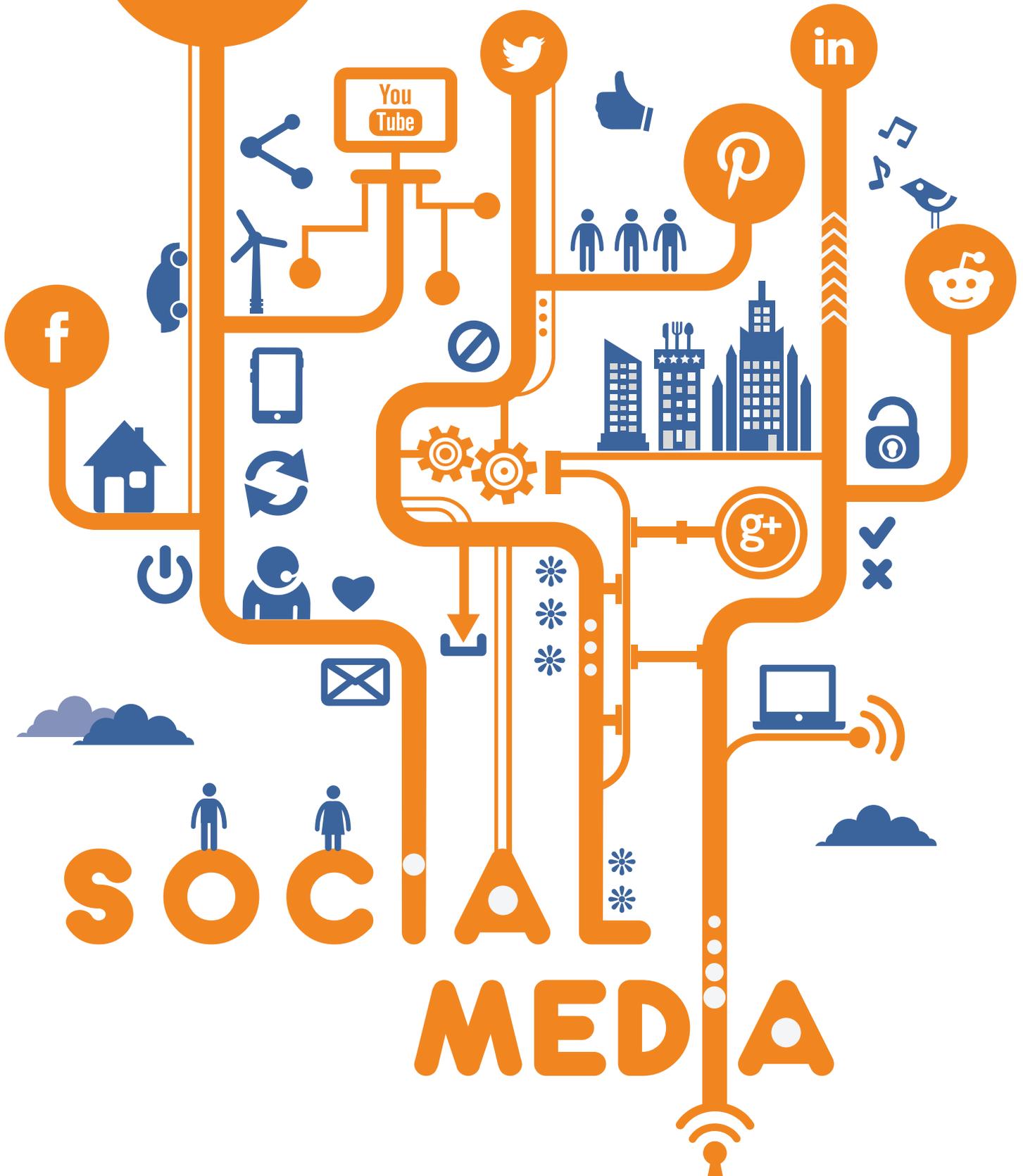


# B2B Best Practice



The **B2B world** is finally swallowing its pride and accepting its fate by adopting social media as a reputable form of digital marketing. Long thought of as a strictly B2C business practice, **social media has proven its staying power** by connecting people, building their digital footprints, and sharing a wealth of information.

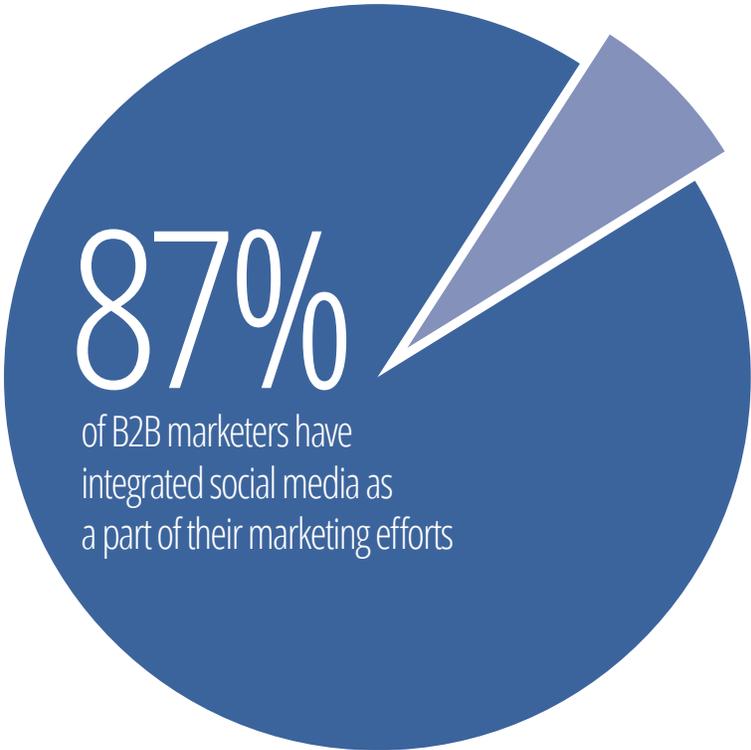
At its most basic definition, **social media is a series of networks where users can share information throughout their...**



Twitter users share thoughts, Slideshare users share documents, and Reddit users share... too much.

Though created with the personal user in mind, businesses have transformed these social media sites into customer forums, content sharing sites, and advertising platforms. After you read this eBook, you will be ready to integrate social media to help you and your company integrate social media tools into your marketing model and turn you into a tweeting, liking, posting machine. **This is accomplished through integration with your marketing strategy, choosing your platforms, defining your audience, and continuing the conversation.**

According to a 2014 study by MarketingProfs:



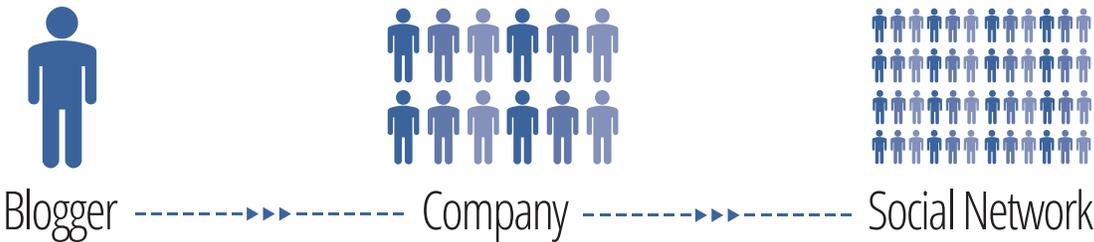
So if you haven't, **we are going to help you start!**

# Integrating with your Marketing Strategy

Before you register on social media sites, create your über-detailed password, and stare at a blank profile, you should start by defining your social structure. Social media is an excellent aid to your inbound marketing efforts, but many B2B marketers still don't understand how it fits.

Social media supports your inbound marketing as both an original source of content and an additional place for promotion. The purpose of inbound marketing is to create digestible content for leads and to promote that content across various channels. **Social media will not only serve as one of those promotional channels, but strengthen the impact and broaden the reach of content from other places.**

For example, your blogger will post his or her latest post on your website, then promote that post on your company Twitter, Facebook, and LinkedIn.





Make sure to integrate your social media goals with your marketing strategy by adding social promotion to your content calendar. This way, social promotion of webinars, eBooks, and blog posts, will become an integral and repeated part of your marketing plan, not an outside, and often forgotten, strategy.

## Choosing your Platforms

From the outside, the social media market can seem like a blink-and-it's-over industry. While it's true there's always a new flavor of the week fighting to be the next cool platform,

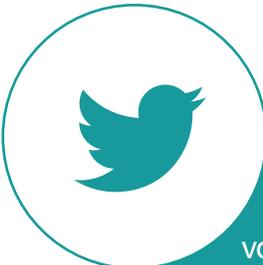




## LinkedIn

This remains the most popular platform because it's focused on building business connections and interacting within a user's professional network. Create a company page to update customers on industry news, event registration, and blog post promotion.

- Also try creating and monitoring a company group where your customers and leads can interact, swap ideas, and discuss openly as a community forum.



## Twitter

Tweeting allows for quick and efficient content consumption by a high volume of users. It's an excellent platform for lead generation, as other users have access to your archives and followers and can quickly favorite or retweet the information relevant to them. Highlight blog posts, landing pages, events, and webinars!

- To broaden your scope even further, encourage employees to retweet from the company page, mention you in their own tweets, use hashtags, and engage with others mentioning you.



## YouTube

Integrate videos into your content machine. YouTube is often overlooked in the B2B world, but serves as an accessible platform to promote customer case study interviews, product how-to videos, and event recaps (everyone loves a montage).



○ YouTube videos show up organically in search engine results, making this not only a social media site, but an SEO tool as well. With this in mind, end your videos with a call to action so viewers can drop right onto your website.



## Facebook

Like its comrades, Facebook can be adapted for B2B lead generation. While we still can't include calls to action in profile pictures or cover photos, they can be added to posts and your page's "Views and Apps" section.

○ Like LinkedIn, Facebook can be used as a networking tool. Interact with other companies in your industry, leads, and customers - "like" their pages, comment on their posts and all of this activity will be visible on your followers' home pages.

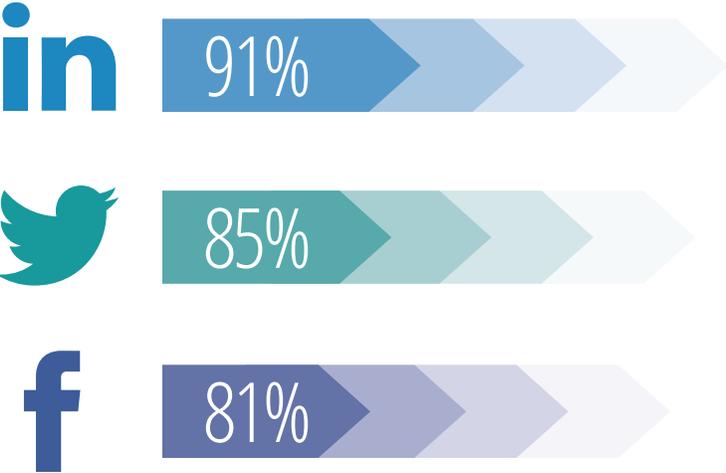


## Google+

Mention Google+ to any marketer and they're sure to have a strong opinion about it – though it has some cool features to experiment with. Plus, adding a profile will only increase your search engine visibility.

○ Try hosting and live streaming a hangout for events like lunch and learns or product demos and customize your circles to ensure the right people get the most relevant content.

**Social By the Numbers:** According to a 2014 study by Marketing Content Institute, 91 percent of B2B companies use LinkedIn for their social marketing efforts, 85 percent use Twitter, and 81 percent use Facebook.



## Defining your Audience

When planning a social media marketing campaign, always begin with your audience in mind. Building social campaigns is no different than your other marketing efforts, such as email campaigns or event registrations. First, we define our audience, then we tailor our message according to their needs, industry, and place in the buying cycle.



## Continuing the Conversation

Just like email campaigns, we want to post calls to action on social media - links taking users back to your website where they can read a blog post, request a demo, or submit a lead capture form. While social media is an excellent platform to introduce your company and kickstart your marketing efforts, **the conversation should be rerouted to a more private interaction.**

However, even as leads are nurtured and eventually become customers, we still want them to interact with us on social media. Try highlighting a customer's successes on your company Facebook page, connecting customers with leads on LinkedIn, or posting software updates as a YouTube video.

Whether you're looking for a new way to connect with potential leads or another channel to add to your content promotion, **social media is most successful when adapted as a strategic component of your B2B marketing model.**

# About Salesfusion

**Salesfusion's mission** is to help marketers attract new opportunities, convert them into customers and nurture them into lifetime relationships. With Salesfusion, some of the best marketers today are not only driving quality leads into the sales funnel, they are **automating the lead to revenue process**. Salesfusion is more than marketing automation, it is the only lead-to-revenue platform you will ever need.

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