

Business-to-business tips for using social media

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Social media isn't the same for everyone. While Facebook, LinkedIn, and Pinterest may work for some companies, they may not prove successful for all audiences. Before you spend your time implementing a social media plan for your B2B, you need to read through the following tips first.

Skip the social media platform of the day

If you want your company to grow and be successful, you have to periodically [redefine your targeted market](#). A proven path that has helped in capturing the attention of consumers are sites such as Twitter, LinkedIn, and Facebook. However, social media is continuously changing, especially as technology advances.

While YouTube and Facebook were once the most popular methods of reaching your business audience, there is always going to be the latest fad or something to top those particular platforms. The most important thing to remember is finding the right application that can fit with your business model. You also want to evaluate where your targeted audience is hanging out most.



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If you take on a choppy approach by trying everything new that comes your way, you may find yourself wasting time and money in regards to your return investment.

Avoid using the wrong platforms to share information

In order to achieve the ultimate success in B2B, you'll probably have to spend some money to do so. Advertising, offering a great product or service, and hiring top-rated employees can take time and money. You may also [need a business loan](#) to help you obtain your goals.

In addition to money, you'll also want to utilise the most beneficial platforms to get and keep business. Sharing information about your B2B service or product is important, especially as you incorporate new items or tasks. However, when you're looking into social media, it's not the amount of posts that you make each week, but the tool that you're using to convey your message. B2B companies may use visual techniques such as Instagram or Pinterest as a social platform, but they also must have a strategy in place.

Blogs and newsletters

Another great B2B social media technique used today is [blogs and newsletters](#). This is a service where you can write informative articles about the field you are in. In addition to conveying helpful information, you can inform your customers about new ideas or products that may be coming their way. If you're featured in articles in newspapers, magazines, or online resources, you can repurpose that information into a new post.

Social media will then help you share the information, along with the article. If you're looking to share trade news, you can develop a weekly or monthly newsletter about the comings and goings of your industry. Personalizing the information by adding tidbits about the company can showcase why your customers should come to you instead of the competition. When it comes to providing content, you want to ensure that it is fresh. Outdated information will send your fan base scurrying to sites that are current.

You should make it a point to post new blogs daily, weekly, twice a month, or monthly. When you stick with a pattern, your customer's will know when to look for fresh content. They may even look forward to your latest blogs or newsletters.

Work the internet

The internet has provided B2B companies with a whole new approach to sharing information and getting new business. While trade shows, seminars, and cold calls were once popular methods, social media has provided companies with a brand new niche to network. In addition to supplying the information through Facebook, LinkedIn, YouTube, Pinterest, and Twitter, you can engage your following by connecting with them.

This means answering questions in response to their queries, following up on those who have found displeasure with your product or service, and thanking the individuals who are loyal customers. When current clients and prospective customers see how hands-on your customer service professionals are, it may propel you way past the competition.

Make social media a part of your marketing plan

A lot of thought and effort go into the planning of a marketing strategy. However, companies who deliver a robust program can expect to reap significant rewards for their time. In order to turn a customer into a prospective sale, it could take a minimum of 20 connections in order to do so.

Whether you pay or use free online or print advertising, it's important to coordinate marketing plans that incorporate advertising, social media, sales activities, and public relations into the mix.

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