

**THE B2B MARKETER'S  
ULTIMATE GUIDE  
TO SOCIAL MEDIA**

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# INTRODUCTION

Most B2B marketers have embraced B2B social media in one form or another. However, many are not sure about the best ways to use this continually evolving form of communication. When putting together a social media program, where do they start? What benefits can they expect? How can they be sure which social media sites are most effective for their companies? Which platforms offer the broadest reach and value for their customers? And then there's the biggest question of them all: what are the best ways to measure the success of their social media efforts? These answers and more help B2B marketers turn isolated tactics into effective marketing tools.

## WHO IT'S FOR:

This playbook is for B2B marketers who manage their company's social media presence. Who want to build a social media following, increase engagement on social channels and help their brands own the conversation online. They may already have a corporate presence on all the "main channels." But they're wondering if their efforts are effective. How do they know? We can help them.

We address several key questions we hear often from clients. You'll also receive some helpful tips and guidelines so your B2B social media program can run smoothly and successfully.

# 01. SURVEY OF THE LANDSCAPE

## WHY IS B2B SOCIAL MEDIA DIFFERENT FROM B2C?

Consumers use social media to interact with friends and family. To the extent that a company can fit comfortably into that dynamic, social media comes naturally; for instance, with a promotion for a shopping mall, store or restaurant.

People identify with products and brands they like and want to support them and show them the “social media love” by interacting with their posts. In marketing speak, we call it brand affinity. It’s also a great way for brands to keep customers and fans in the loop with promotions, sales and new initiatives.

**While a B2B buyer is also a consumer, their social media habits are very different in a business setting.** First, the goals are different. A business user is looking for specific information or may want to talk about specialized topics. And often, these users are reluctant to use social media because of proprietary concerns (or company policies).

The bottom line? It’ll take some really compelling content to get their attention.

## IS SOCIAL MEDIA EVEN NECESSARY FOR B2B?

Emphatically, yes. We have now reached the point where a company that is not on social media simply is not visible to a large segment of its audience. A social media presence offers a quick way to keep in touch with customers, generate conversations, provide customer service and let people know important information about products or company news. **Sitting out is simply not an option.**

“AT LEAST 91% OF MARKETERS WANT TO KNOW THE MOST EFFECTIVE SOCIAL TACTICS AND THE BEST WAYS TO ENGAGE THEIR AUDIENCE WITH SOCIAL MEDIA.”

Social Media Examiner's 2017 Social Media Marketing Industry Report

That doesn't mean you need a presence on every platform. It's always smart to allocate your resources wisely. So you'll need to make sure that the platforms you engage are the ones that will best reach your audience.

## HOW DO I KNOW IF I'M ON THE RIGHT PLATFORMS?

It's not that difficult to decide which platforms are the right ones for your company. It begins with knowing your customers and prospects. And NOT just what social platforms they currently are using in their work lives.

It's important to understand their needs.

- **What information do they consider to be absolutely essential to their jobs?**
- **Where (and how) do they obtain that information now?**
- **What format do they prefer?**
- **What new information would they consider useful?**

It's also smart to see how competitors are using social media. You may not need a full audit but some basic idea of what's working for them and what's not. You'll also want to take a look at how their followers are interacting with posts, too. Which posts are receiving more likes, comments or shares? Which are just dead air?

And while imitation is the purest form of flattery, it's not smart to simply rip off what a competitor is doing. Marketers are quick to recognize copycats.

## 02. BASIC GUIDELINES

The most important thing to recognize about B2B social media is that **it's not going to work the same** as other media. Each platform has its unique audiences and participants, its particular advantages and disadvantages, its own experiences and outcomes, its own successes and forms of measurement.

However, a few basic guidelines are true on every platform:

- **Clearly identify the audience.**
- **Create at least one buyer persona.**
- **Outline your objectives.**
- **Develop a content strategy** that aligns with the customer journey.
- **Make sure you have a content hub** or a place to publish your content. While it's great to have a social presence, social posts should point followers to a website or blog. You don't want your customers to stop at 140 characters.
- **Identify your major pieces of content.** It's important to know what you have and what you'll need to develop from scratch. We believe it's best to start with core content elements upon which most subsequent communications are based.
- Know how you are going to **measure success**. Are you simply looking for more contacts (friends, followers, etc.)? Are you looking to improve the level of engagement? Or are you specifically looking for a marketing outcome (web visits, leads or even sales)?

# 03. PROGRAM INTEGRATION

## HOW WOULD IT BENEFIT MY COMPANY?

In addition to the major benefit of simply being found by newer, younger audience members who have grown up with social media, your program can also achieve a number of other major benefits.

### BRAND AWARENESS

Many users begin their searches on social media, so a solid presence supports awareness of your brand. There are other branding benefits as well: you can use social media to humanize your brand in a way that's simply not practical in other media.

### BRAND AFFINITY

When you've got happy customers, social media is a great place to allow them to share how much they love your brand. And when your customers share your content, you're organically broadening reach and awareness of your brand.

FROM THE BLOG:

## 5 REASONS TO LEVERAGE BRAND AMBASSADORS FOR B2B

Launching a new product soon? Exhibiting at a trade show in the near future? Looking to gain more credibility with your target audience digitally? If you answered 'yes' to any or all these questions, it's time to consider utilizing brand ambassadors.

A brand ambassador is someone who promotes your company in a humanizing way. A person who lends their personal credibility in support of your brand. And they're increasingly valuable whether you're launching a new product, exhibiting at a trade show or looking to gain credibility digitally.

**Read the full blog post at [godfrey.com/ambassador](https://godfrey.com/ambassador) »**



AMANDA KERNAN  
SR. PUBLIC RELATIONS ACCOUNT MANAGER,  
GODFREY

## CUSTOMER SERVICE

Many companies effectively respond to customer inquiries or problems on their Facebook page or other sites. When brands are authentic, transparent and timely in their replies, that only helps solidify their reputation and foster brand advocacy among customers. Plus, there's an outstanding opportunity for engaging customers on a long-term basis.

## THOUGHT LEADERSHIP/EDUCATION

Many B2B companies effectively implement thought leadership and education programs through social media. Just because it's B2B doesn't mean the audience is comprised of robots. Followers are still your average consumer with daily social media habits. They'll visit Facebook or Instagram because it's part of their natural behavior to check those platforms. A B2B company can easily grab a person's attention if their content is interesting and tells a compelling story.

## ONLINE REPUTATION MANAGEMENT

Social media offers a wide variety of opportunities to research and monitor perception of your brand. There are many tools (free and paid) that will report on brand mentions, sentiment and even identify influencers. Monitoring conversations online allows you to join the conversation and fill in gaps of information that your customers may be seeking.

## SUPPORTING YOUR MARKETING PROGRAM

Some marketers employ social media as a self-contained marketing program, providing content that addresses all stages of the customer journey. Others use social media to attract and engage new customers, driving visitors to a website or trade show for more in-depth information. And still others use social media to keep existing customers informed and engaged. Any of those approaches can work, depending on your company's situation.

We emphasize, however, that it's appropriate to start with your persona and a documented content strategy. What information do they need at various stages of their buyers' journey? And what social media do they use at various stages of the journey? Your social media tactics should flow quite naturally out of this information.

**Remember: You don't need to be on every platform. It's important to know your purpose for each and every social media profile you plan to use.**

"Those with a documented content marketing strategy:

- Are more likely to consider themselves effective at content marketing.
- Feel significantly less challenged with every aspect of content marketing.
- Generally consider themselves more effective in their use of all content marketing tactics and social media channels.
- Were able to justify spending a higher percentage of their marketing budget on content marketing."

**Content Marketing Institute**

## BENEFITS MARKETERS SEE IN SOCIAL MEDIA MARKETING

RAISING EXPOSURE



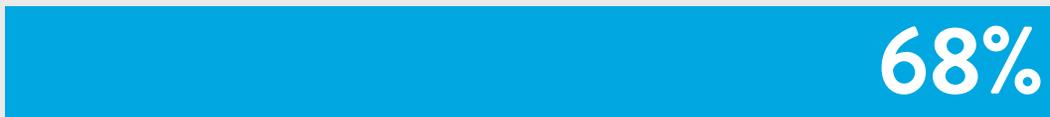
INCREASING WEB TRAFFIC



DEVELOPING LOYAL FANS



GAINING MARKETPLACE INTELLIGENCE



Social Media Examiner's 2017 Social Media Marketing Industry Report

## HOW WOULD SOCIAL MEDIA AFFECT MY TRADITIONAL B2B MARCOM PROGRAM?

We believe that a good program begins with a single marketing communications strategy. Social media, or any marketing technique (like search, email, web, digital or public relations) will **achieve much better results when all of your efforts work together and support a common goal.**

Social media plays an appropriate role in that strategy. A role that recognizes its unique strengths, including its reach, its accessibility, its near-universal audience and, most importantly, its unique ability to connect with people at almost a one-to-one level.

Plus, progress in achieving your marketing objectives will only be enhanced by an integrated program. That program should rely on the strengths of various media, working together to support your persona's individual journey. And it should move them closer to a purchase (and to achieving your marketing objectives).

That could mean that a social post may inform a prospect about a new study, which would be more fully explained on your website. Or it might invite them to download the entire report or even email it to a colleague.

Suppose a prospect wasn't following your company on LinkedIn. But because you created a sponsored post targeted to a specific industry or job title, they saw it in their feed and clicked the link.

Now you've got a prospect's attention. Then, after going back to your LinkedIn page and scrolling through your posts, they might decide to follow your company because of the steady diet of useful information you're providing.

That's the essence of inbound marketing. **The idea is to provide helpful content to your prospect or user, drawing them to your company with useful information.** Inbound marketing relies heavily on search, of course. But by expanding your digital presence, social media plays an important role in the inbound marketing process. And it is a marked contrast to the outbound approaches of the past, which relied on interrupting prospects with hard-charging sales pitches.

We believe social media plays an important role in any B2B marketing strategy. Younger audiences, especially, are more likely to be using social channels in their personal lives. So, this may be the best way to reach them. Plus, it can give your brand visibility and even credibility that it would not have without a social media presence.

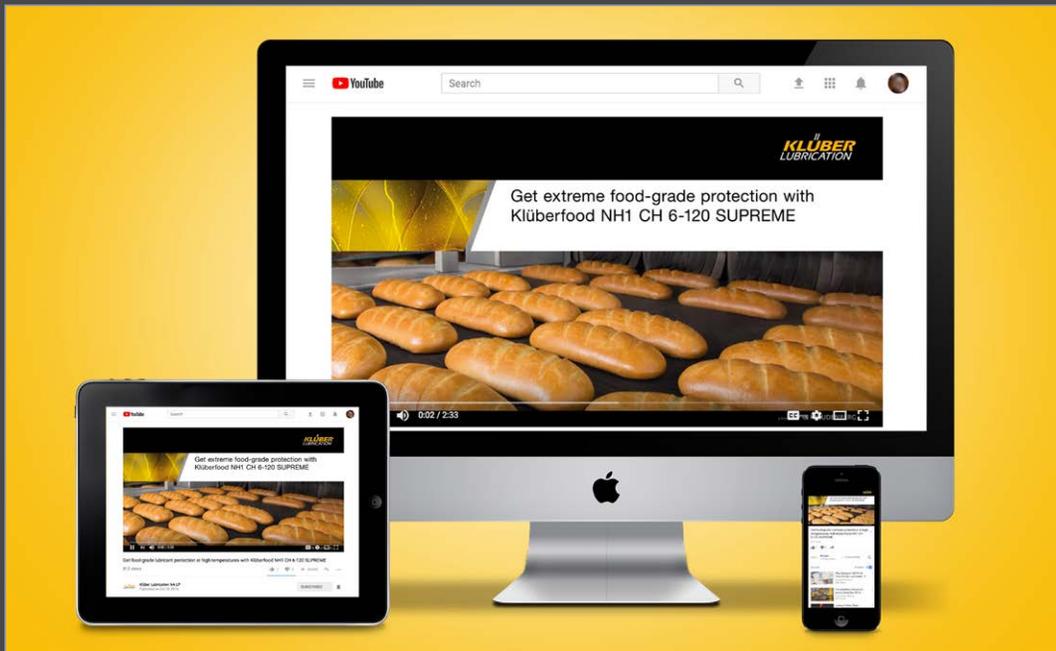
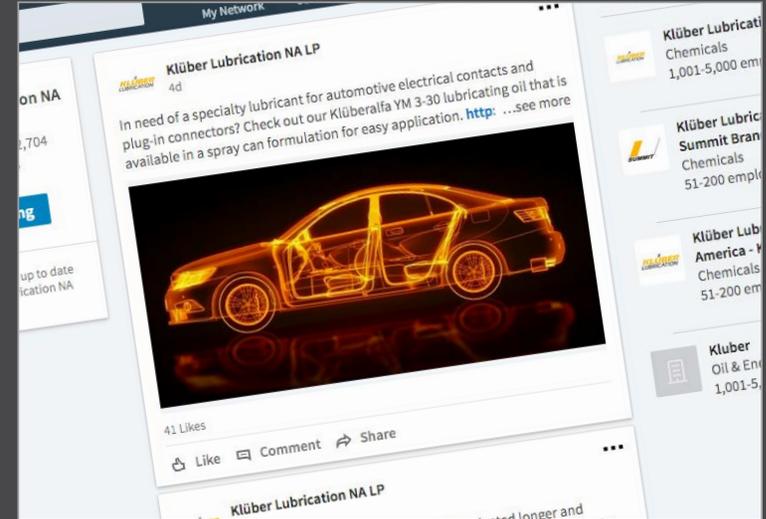
CASE STUDY:

## SOCIAL MEDIA EXPANDS REACH OF CONTENT MARKETING

Klüber Lubrication NA LP wanted to develop more effective channels to promote content generated by its successful **content marketing program**. We conducted a LinkedIn survey, social media audit and keyword research across several vertical markets. We updated our audience personas, message platforms and content strategies.

We then formulated a social media strategy that included an increase in the posts on LinkedIn and the addition of Twitter and YouTube. In the year since the program was launched, it has added almost 100 followers on Twitter and almost 700 on LinkedIn. Monthly post interactions have more than doubled.

[Read the full case study at godfrey.com/kluber-social-media »](http://godfrey.com/kluber-social-media)



## HOW MUCH SHOULD YOU EXPECT TO SPEND?

We often suggest a budget in the area of \$10,000 a month to start. That may vary, depending on the combination of internal and external resources. This program should include daily monitoring and perhaps some paid media, also post creation and scheduling.

The program could then be scaled up or back, depending on the opportunities you find to communicate with your target audiences.

Your social media strategy is only as effective as your content strategy. Integrating all of your efforts is paramount to achieving your goals and objectives. Download our Content Marketing Pre-Proposal Guide. You'll learn about our approach to creating a content strategy, the deliverables we supply and an estimated budget when working with us.

**Download our Content Marketing Pre-Proposal Guide.**



## SO HOW DO YOU GET MANAGEMENT BUY-IN?

The obvious way to get top-level buy-in is to show ROI. Identify key stats that are important to your CEO and show how social can help meet those business goals. **Demystify the world of social media.** Show how easy and friendly it can be to use.

FROM THE BLOG:

### HOW B2B COMPANIES CAN MAKE CEOS PART OF THEIR SOCIAL MEDIA STRATEGY

More and more CEOs are beginning to take an active role in their companies' social media strategies. And that's a good thing: the voices of CEOs often help shape their brands' identity and provide a more human connection for customers and prospects.

Here are some ways you can get your CEO started and incorporate them into your B2B social media strategy. Looking for inspiration? I've also got some examples of corporate leaders leading the way as social media thought leaders.

[Read the full blog post at godfrey.com/socialceo »](https://godfrey.com/socialceo)



JENNIFER VITELLO  
CONTENT MARKETING DIRECTOR,  
GODFREY

Here are some additional talking points that today's successful executives will respond to in a very positive way:

- **The price tag.** The cost of a social media program is significantly less than that of a comparable advertising campaign. And, increasingly, it is more effective.
- **Customer focus.** Today's inbound model virtually forces your communications to be much better attuned to your customer and their real-world circumstances.
- **Reduced customer service costs.** Forums and other tools that enable customers to answer their own questions can significantly reduce the number of calls to your customer service operation.
- **More qualified sales leads.** A social media program can be an important element in a lead nurturing program that cultivates marketing qualified leads (MQLs) until they are ready to become sales leads.
- **Brand personality.** Social media offers an unprecedented opportunity for a brand to express itself in a human, compelling way.

## EMPLOYEE ADVOCACY

Employees can be your biggest and greatest assets on social media. If they're liking, sharing and engaging with your content, they're broadening the reach of each post. So, dust off that social media policy and encourage your employees to participate in ways that align with your company.

- Update email signatures with links to all social profiles.
- Encourage liking, sharing of posts.
- Follow people, organizations and similar accounts and share their relevant posts. When you start engaging with others, they'll be more likely to follow you back, expanding the reach of the content you're sharing.
- Training is key. Create a "how-to" guide (and/or videos) that makes it easy for employees to engage on social media.

"Content shared by employees, by one recent measure, gets eight times more engagement than content shared by brand channels, and is reshared 25 times more frequently. Even more impressive, leads developed through employee social marketing convert seven times more frequently than other leads. When employees share messages, companies not only expand their social media reach, they also get measurably better results."

**Fast Company**

# 04. MEASURING SUCCESS

## HOW WOULD I KNOW IT'S SUCCESSFUL?

While there's no one-size-fits-all answer to this question, there are some definitive guidelines you can take into consideration.

First, you'll want to identify the purpose for each platform. For instance, are you using LinkedIn for recruitment? If so, then you'll want to measure clicks from a careers post to your careers page. Then see if there were clicks from your careers page or if an application was submitted. After you've identified each platform's purpose, then you can start to dig in and apply metrics to each.

### **Sample Social Media Metrics**

- Followers
- Engagement
- Likes, shares, comments, clicks
- Reach
- Impressions

## CONTENT WITHIN CONTEXT

While this isn't a hard metric, it's important to evaluate the context of posts, looking for themes that are performing well for each channel. This information helps determine what types (photos, videos, etc.) and topics (how-to, TBT, product promotion, etc.) resonate best with your audience on each platform.

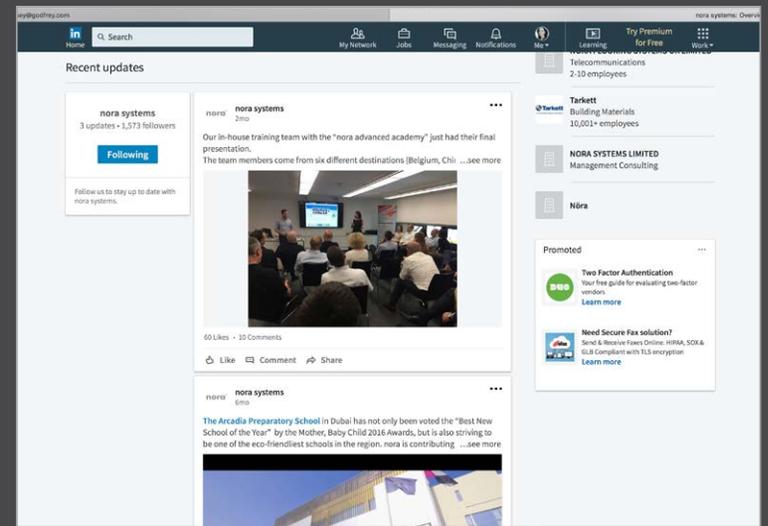
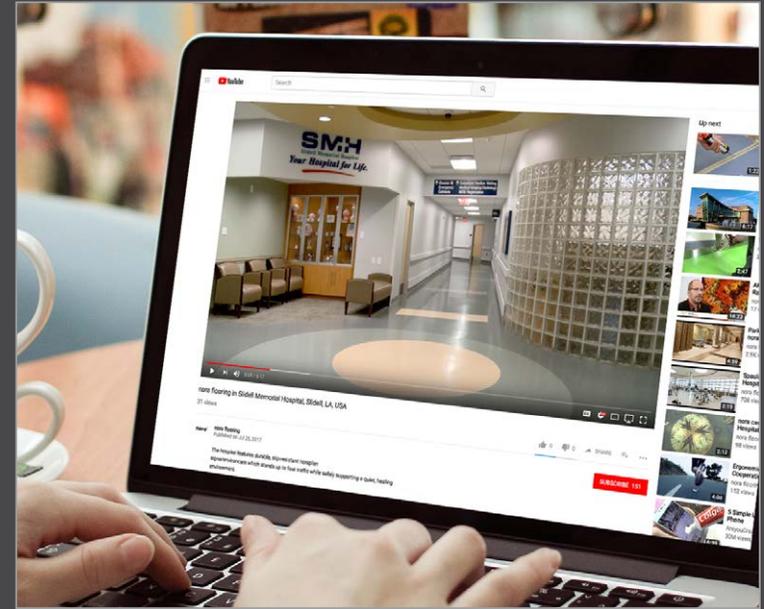
Once you've identified your metrics, you'll want to get on a schedule of checking in—whether it's on a monthly or quarterly basis—so you can optimize your efforts. Capitalize on what's performing best. Do less of what isn't grabbing attention. Remember: It's ok to course-correct. That's what the metrics are there for.

CASE STUDY:  
**SOCIAL MEDIA CAMPAIGN MEETS GOALS**

nora systems, Inc., global manufacturer of premium rubber flooring, wanted to grow followers and increase engagement on its social media platforms. Godfrey recommended a three-pronged approach, upping the activity level, launching paid media and creating a results dashboard.

After one month, the new approach helped boost the LinkedIn engagement rate 60%. The paid promotion on LinkedIn doubled the number of impressions the organic posts received. Followers increased. And combined social media traffic to nora.com/us increased by 40%. Plus, we started optimizing content based on the metrics. The client was very pleased. "This all came out fantastic!" said Tasha Hughes, Marketing Specialist, Public Relations.

[Read the full case study at godfrey.com/nora-social-media »](http://godfrey.com/nora-social-media)



## SOCIAL MEDIA METRICS

The most meaningful metrics will depend quite a bit on the role you see social media playing in your program. You might, for instance, want to measure:

- **Web visits**, if you're looking to social media to increase awareness and deliver visitors to your website.
- **Brand awareness**, if you're using social media channels to broaden your audience.
- **Reputation** or other social sentiment analysis, if you are mostly looking for reputation management.

## DESIGNING A PERFORMANCE DASHBOARD

You should strongly consider creating a performance dashboard. It can help you save time pulling data and is a great tool to use for looking at real-time data.

FROM THE BLOG:

### DESIGNING A B2B MARKETING PERFORMANCE DASHBOARD

An effective performance dashboard can be the difference between being overwhelmed with data or armed with information to succeed. Marketers can see what is happening in real time. And they can gauge progress toward a goal and react to improve things—before it's too late to recoup lost dollars and opportunities.

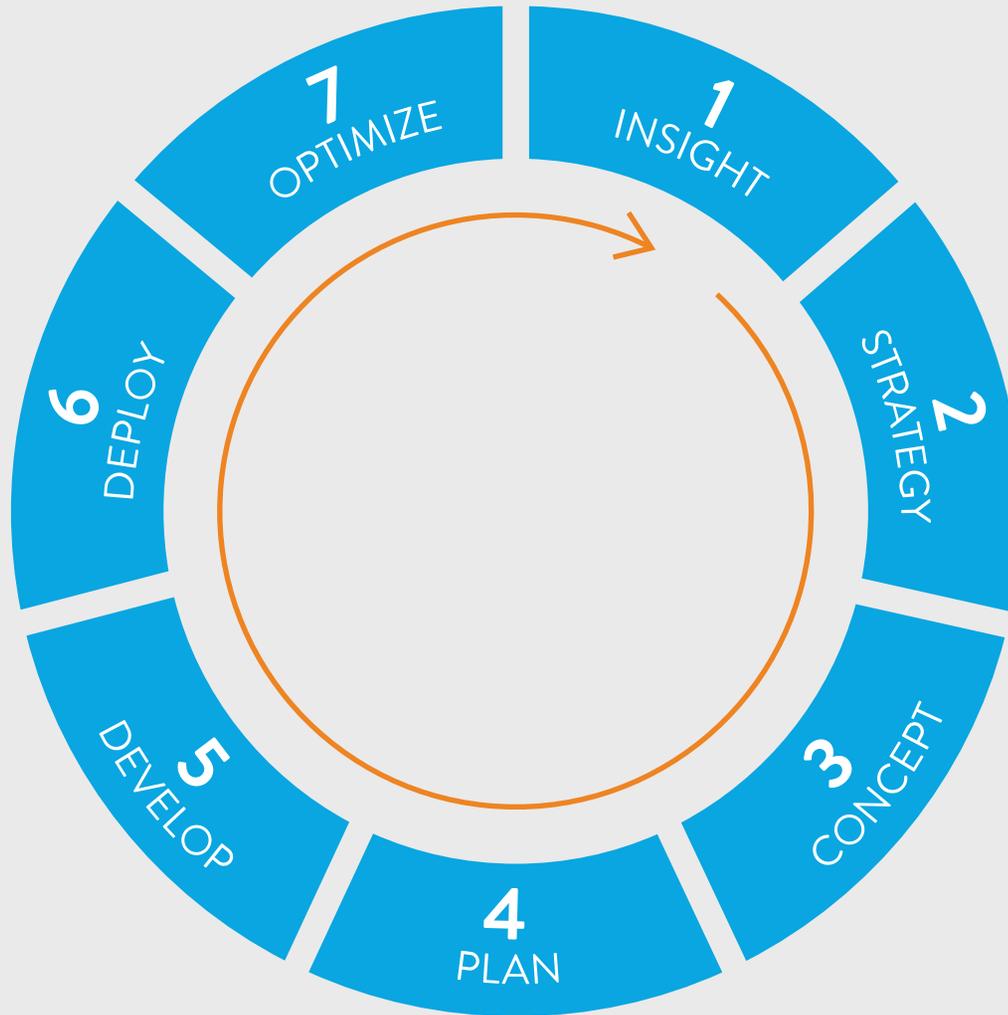
Effective dashboards are more than colorful charts and graphs and they require thoughtful planning and design. While there are many web-based platforms that allow users to create attractive data visualizations, someone must still take the time to consider what the most important information is and how to best present it.

[Read the full blog post at godfrey.com/dashboard »](https://godfrey.com/dashboard)



JENNIFER BROWN  
EXECUTIVE PLANNING DIRECTOR, DIGITAL,  
GODFREY

## WHAT SHOULD THE PROCESS BE LIKE?



- 1. Insight:** Identify goals, objectives, conduct audience insight, develop personas, messaging platform, content strategy framework.
- 2. Strategy:** Evaluate channel landscape, competitive social media audit, create social media strategy.
- 3. Concept:** Align social media strategy with brand standards.
- 4. Plan:** Audit existing content, review existing social media policies/guidelines if available, develop content marketing plan, create social media editorial calendar. Recommend social listening/reporting tools that align with KPIs.
- 5. Develop:** Develop content.
- 6. Deploy:** Schedule posts, monitor social activity.
- 7. Optimize:** Monitor social metrics, create report, optimize content based on performance.

# 05. WORKING WITH AN AGENCY

## HOW CAN AN AGENCY HELP WITH MY B2B SOCIAL MEDIA STRATEGY?

You've seen the need for your company to have a social presence and have convinced executive leadership, too. You've even managed to set up a couple of profiles and get some posts published. But now that the social media train has left the station, you may have left some luggage on the tracks. A marketing manager is typically a jack-of-all-trades, juggling multiple roles and responsibilities. Social media is another item added to an already-full plate. With the support of an agency, your B2B social media program can run quite smoothly.

FROM THE BLOG:

## TOP 10 REASONS WHY B2B MARKETERS NEED A B2B AGENCY

B2B purchases are not impulse buys, they require building relationships with intelligent, sophisticated people whose work is important. B2B buyers care deeply about their jobs and do a lot of research before they make a purchase.

If you market to industrial, manufacturing or commercial organizations, you need a B2B agency that is passionate about the industries you serve. An agency that understands your products, your technologies, your industries, your markets, your customers, your distribution channels. And can take all that complexity and turn it into something that will drive results.

**Read the full blog post at [godfrey.com/agency](https://www.godfrey.com/agency) »**



ERIN MICHALAK  
SENIOR VICE PRESIDENT AND  
DIRECTOR OF ACCOUNT SERVICE,  
GODFREY

Here are some ways an agency can help support your social media strategy.

**Audit the social landscape:** So you know what your competitors are doing and what kinds of conversations and activities are taking place with customers and prospects.

**Define the right channels and provide a documented strategy:** There should be a specific purpose for each channel on which you have a presence. A documented social media strategy is something for everyone to keep front and center throughout the life of your program.

**Establish a process for creating posts:** Editorial calendars are key to your program running smoothly.

**Schedule and monitor posts:** Using a tool like **Hootsuite** to schedule your posts in advance saves time. Daily monitoring of comments and activity helps keep your company responding and engaging your followers in real time.

**Set up analytics and reporting:** It's important to establish KPIs and review how your program is doing, whether monthly or quarterly, so you can optimize your efforts.

AN AGENCY CAN HELP WITH  
THE HEAVY LIFTING OF YOUR  
SOCIAL MEDIA PROGRAM,  
WORKING AS AN EXTENSION  
OF YOUR MARKETING TEAM—  
SO YOU CAN FOCUS ON  
ADDING VALUE WHERE  
YOU'RE MOST NEEDED.

# 06. SOCIAL MEDIA TOOLS

## SOCIAL MEDIA TOOLS YOU CAN USE

Social media presents some especially promising opportunities for research and data collection. Not only are we able to monitor activity surrounding your brand, we can even measure the overall sentiment or attitude users have about your brand.

Social media tools and platforms can be huge timesavers, particularly for busy B2B marketers who already have a lot on their plate. Automating how you're scheduling, posting, listening and reporting can save you both time and money. With so many platforms out there, it can be overwhelming to decide which works best for you.

## TIPS FOR EVALUATING TOOLS

Start by identifying your core needs. Make a list of requirements. What features are absolute necessities? Which are “nice to haves?” When you’re paying attention to online conversations, you gain insight that can help drive future content marketing efforts. Here are some features to consider when reviewing platforms.

- **Social listening:** There are free and paid tools that can easily monitor conversations around your brand. Other features can show you a sentiment analysis, top hashtags and where these conversations are taking place.
- **Influencer marketing:** Another feature of social tools is the ability to identify brand advocates and influencers. These are opportunities to reach out and develop mutually-beneficial relationships.
- **Analytics:** It’s so important to measure how content is performing. For example, are videos or visuals performing better? Is there a certain posting time that gets the most interaction? Social analytics give a snapshot of how an entire social program is performing across all platforms. This allows for real-time optimization.

FROM THE BLOG:

## WHY SOCIAL LISTENING IS AN IMPORTANT STEP IN YOUR COMMUNICATIONS PROGRAM

When you think about your public relations program, it’s all about getting key messages to your various stakeholders. Those people can be customers, investors, analysts, employees, potential employees and members of the community. When thinking about how to really reach and understand these audiences, it’s imperative to listen.

Social media can be a treasure trove of information if you use it wisely. You can use it to find out what’s important to your key audiences. To see what your competitors are doing. Or to learn what potential customer service issues you need to address.

[Read the full blog post at godfrey.com/listening »](https://godfrey.com/listening)



MELISSA EINFRAK  
SENIOR PR ACCOUNT MANAGER,  
GODFREY

After you've created your requirements, check out **G2 Crowd**. This is a great website that provides authentic user reviews of all the platforms out there. You can filter and sort by your needs.

Once you've identified a few platforms, request a demo to see it in action. Oftentimes, vendors will be more than happy to set you up with a short trial, too.

Here are just some social media platforms, ranging in features and capabilities, you may wish to explore.

- Agorapulse
- Digimind
- Hootsuite
- Simply Measured
- Sprout Social
- Sprinklr

# 07. BEST PRACTICES

## SOCIAL MEDIA CONTENT SPECS

Every channel has requirements and best practices all its own.

					
Tone	Conversational, energetic, curious	Lighthearted, informal, human	Professional, technical, collaborative	Descriptive, customer-centric	(See Facebook)
Best Length	<b>100 characters</b>	<b>50 characters</b> (When sharing link)	<b>2 sentences</b>	<b>2–3 sentences</b> (Include keywords)	<b>138 character average</b> No proven ideal
Tagging	<b>2 hashtags</b> or less; <b>@-mention</b> specific followers or influencers	(Avoid hashtags)	(Avoid hashtags)	5–7 tags (Keywords)	<b>5, 9 or 11 hashtags</b> <b>Geo-tag</b> for events
Pro-Tips	Include <b>images</b> ; <b>create hashtags</b> for events and campaigns	Questions, images and videos <b>engage the most</b>	Ask big <b>questions</b> ; reply to <b>comments</b>	<b>Titles</b> should read like an optimized blog post title	Stick with <b>one filter</b> ; use <b>popular #s</b> , when relevant

**Always:** Include a strong **call-to-action**. | Embed **photos and other media** where possible.

**\*References**

## POSTING FREQUENCY

Use these best practices in conjunction with your individual platform's analytics.

Those stats will show the best frequency for your specific brand and social channels.

						
Daily	15 tweets per day, make 7 of those Retweets Act ~ 1x per hour	1 post per day 1 repost/share <b>every other</b> day	1 post per day 1 repost/share <b>every other</b> day	1–2 posts per day	11 pins per day (5 at the least) 5 repins per day	2 posts per day 1 repost/share <b>every other</b> day
Weekly	5 days per week	3 days per week	5 days per week	5 days per week	6 days per week	3 days per week
General	Repost tweets from previous days to push them up the feed			Regram only when relevant to audience and brand		

**\*References**

## OPTIMAL POSTING TIMES

**Rule of thumb:** Make sure you're at least adhering to the boldfaced times and days.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		12pm   5pm	12pm   5pm	<b>12pm   5pm</b>	12pm   5pm	12pm   5pm	
	12-1pm		3pm	<b>3pm</b>	1-4pm	1-4pm	12-1pm
			<b>10-11am</b> 7:30-8:30am 12pm   5-6pm	7:30-8:30am 12pm   5-6pm	7:30-8:30am 12pm   5-6pm		
		<b>8-9am**</b>   1-2pm 2am Video: 9pm-8am	8-9am 2am	<b>7pm</b> 2am	<b>1-2pm</b>   2am Video: 9pm-8am	8-9am 2am	8-9am 5pm 2am
	2-4am 2-4pm	2-4am 2-4pm	2-4am 2-4pm	2-4am 2-4pm	2-4am 2-4pm	3pm 2-4am   2-4pm	<b>8-11pm</b> 2-4am   2-4pm
		9-11am	9-11am	<b>9am</b> 9-11am	9-11am	9-11am	

\*\* Instagram engagement is steady, with slight increases on Monday and decreases on Sunday. Overall, any day and time of the week is good, except 3-4pm.

**\*References**

# CONCLUSION

Social media has changed B2B marketing forever. It's given a greater sense of immediacy and responsiveness to B2B communications. It's given a platform to technical people who often labored in the background of their company's communications efforts. And it's given industrial firms an opportunity to present a more human face.

But, not surprisingly, social media requires different processes. Different skill sets. And new forms of measurement. And, rather than replacing other communications tools, social media will be most effective when executed in concert with other media.

Not unlike traditional marketing communications, **a great social media program is driven by quality content.** B2B audiences crave information, hard data. Social media platforms are an effective way to connect people and brands.

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- *CoSchedule's "The Best Times to Post On Social Media"*
- *CoSchedule's "How Often to Post On Social Media?"*
- *Buzzsumo's "Ultimate Guide to Facebook Engagement"*
- *"The Fundamentals to Consistently Writing Amazing LinkedIn Status Updates"*



Godfrey is more than a global B2B marketing agency. We're an engine – one that drives industry knowledge, audience insight and strategic creativity through a broad landscape of marketing tactics. We're 100% B2B focused, with a wide range of skills in digital marketing, paid media, public relations, social media, search, email and experience marketing.

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