

How to sail not sink with B2B social media



Prep and plan

Whilst it's good to be responsive and join in with relevant trending topics, it's often hard to create engaging content at the drop of a hat.



TIP

Plan content for the month ahead so you have a strong backbone of updates to fall back on. Opt for messages which will appeal to your target audience (understand what they like!)

Content ideas for your business updates



- Answers to customers' FAQs
- Any new approaches or developments
- Current promotions
- Customer experience examples – case studies, successes etc.
- Employee experience examples – case studies, successes, activities etc.
- Corporate Social Responsibility examples
- Fresh thought leadership you've created
- Events you are running or participating in
- Third party content you rate... and why
- Content which ties in with the keywords you optimise your website for



Tie in with

relevant seasonal interest, emerging trends or awareness days to reach a bigger audience. Check out Awarenessdays.com and National-Awareness-Days.com



Don't forget...

to schedule time to join in 'real-time' with latest discussions.

Helpful tech

There's plenty of great tech for prescheduling updates, monitoring and managing your social media accounts all from one place.



Good social media management platforms – for Twitter, Facebook, LinkedIn, Google+, Instagram:

- Hootsuite
- Buffer
- Sprout Social
- Social Report

Creating engaging posts

Images and videos make for a more engaging social media post. Use these sites to create imagery to enhance your message.

- [Canva](http://Canva.com) – image creation online tool
- [Stencil](http://Stencil.com) – image creation online tool
- [Pablo](http://Pablo.com) – for quote images
- [Recite](http://Recite.com) – for quote images
- Easel.ly – for infographics
- [Infogram](http://Infogram.com) – for charts and graphs

Also check out this [blog post](#) from Hootsuite on sites to get free stock videos for social media.



TIP

Try not to rely too heavily on library stock imagery. People will be able to tell and will engage more with imagery unique to you.

Don't forget to listen and respond

How quick you respond to a message or mention on social media makes all the difference between a happy customer or a disgruntled (and potentially vocal) one. Check out these stats:



78% of people who complain to a brand via Twitter expect a response within an hour.
[Source: Status Brew](#)

55% of consumers call out to brands on social media to get a resolution or response.
[Source: Sprout Social](#)



The average customer expects companies to help them within 5 minutes by phone, within 1 hour by social media, and between 1-24 hours for email.
[Source: HBR](#)

Improve your responsiveness by...



1 Checking all the notification settings are switched on for your social media platforms



2 Making sure notifications are going to the right people in your business and via a route they'll spot (eg email)



3 Getting the relevant app on your phone for your social media platforms so you can respond when you're out



4 Invest in social listening tools like [Mention](#) or those that come with the social media management platforms we shared above



TIP

If you don't have a digital marketing department, set up a rota of people who take it in turns to be 'on call' to respond to social media messages when they come in. Ensure those people are empowered to deal with queries. Also make sure they are briefed on how best to respond on behalf of your business.

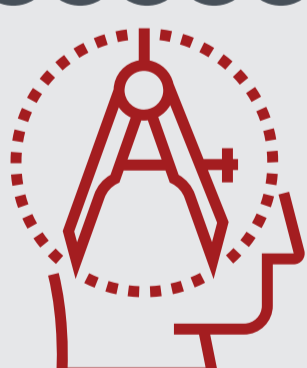


TIP

What you measure should be influenced by your overall marketing and campaign objectives. Don't get over-obsessive about the volume of followers and likes you get. Drill deeper to see what return on investment your business is getting for this effort.

For example...

- Quality and quantity of engagement to specific posts
- Traffic from your social channels to your site (set goals)
- Visibility (reach) compared to other marketing channels
- Enquiries via social media (and conversions)
- Customer service KPI activity via social media
- Sales of specific products/services mentioned
- Time/effort vs outcome



Measure your approach

Each of your social media accounts and social media management platforms will give helpful insights to your posts.

Other useful tools include:

- [Tracking codes for Google Analytics](#) – these will help you identify the traffic your social media update has brought to your site
- [Social Clout](#) – social media monitoring and analytics software
- [BuzzSumo](#) – tells you how your content performs online
- [Tweriod](#) – tells you the best time to Tweet from a review of your Twitter followers

Can we help?

If you want to introduce social media to your marketing toolkit, or want to regain control of it and generate a better return from the time you invest, the Extended Thinking team will be **happy to help**.

EXTENDED THINKING

Hands-on Marketing Consultancy

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