

14 B2B Social Media Marketing Tactics That Work

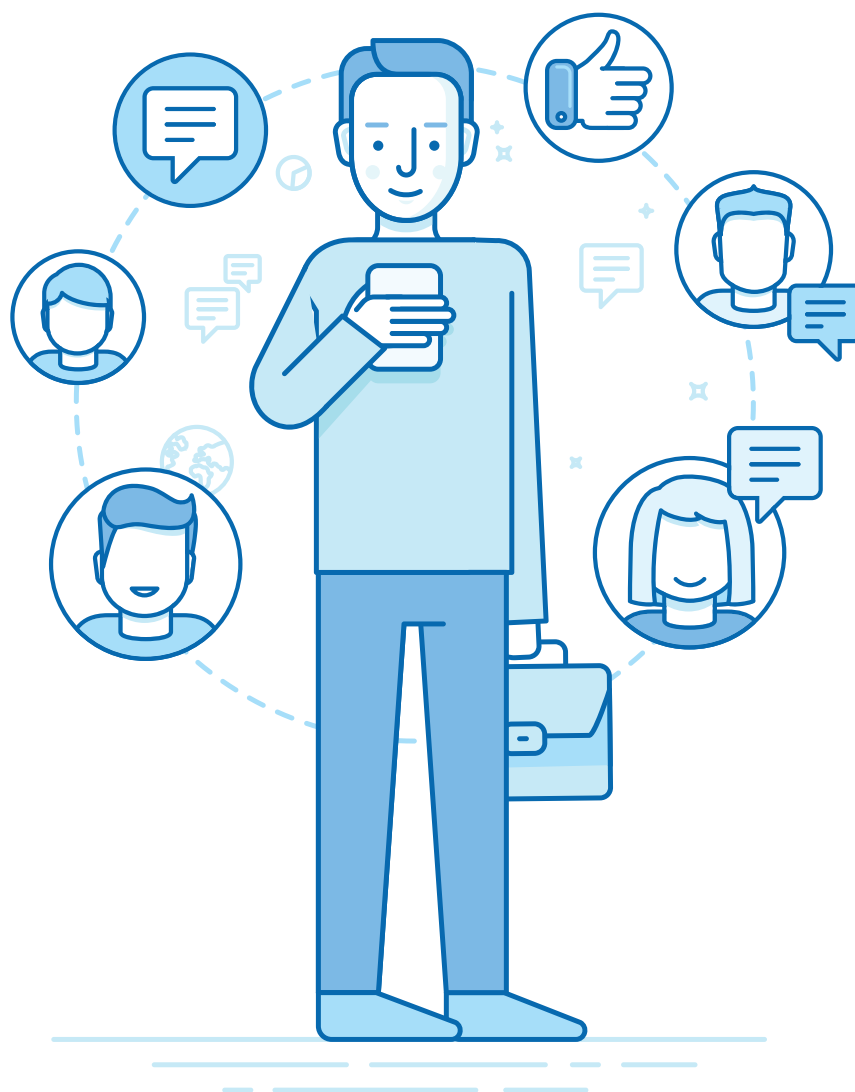
• Tips for B2B Social Media Success



Your Social Community and Encouraging the Share

For many B2B companies, success in social has been an elusive prize. While many view success as the quantity of fans, followers, and likes, most B2B social communities may never comprise more than a few thousand fans and followers. However, these communities are still incredibly valuable. Oftentimes, the people within your community know you and are most interested in what you have to say, and they often have professional reasons for wanting to connect with your company. While you may not yield a steady stream of leads and sales from your base of fans and followers, these people can act as powerful social advocates who propel your content into your overall industry. Therefore, the key to social media marketing is to activate your social community to share your thought leadership content, allowing new people discover your brand and eventually become leads.

Make social sharing of your thought leadership content a priority social media marketing goal and layer in the other priorities addressed by social – branding, surfacing corporate culture, recruiting, commenting on industry news and events, and creating an overall community around your company or industry.



14 B2B Social Media Tactics

With the previously mentioned goals in mind, here are some tactics that will help you achieve B2B social media marketing success:

B2B Social Media Tactics Checklist

Use this table as a guide and checklist as you read about the specific tactics:

- ☐ 1. DOMINATE SOCIAL AND SEARCH
- ☐ 2. LET THE HEADLINE DO THE SELLING
- ☐ 3. MAKE YOUR CONTENT LIGHTWEIGHT
- ☐ 4. ENCOURAGE THE SHARE
- ☐ 5. PRODUCE PORTABLE CONTENT
- ☐ 6. CREATE SOCIAL STORIES
- ☐ 7. SOCIAL VIDEOS ARE SILENT VIDEOS
- ☐ 8. ACTIVATE YOUR EMPLOYEES
- ☐ 9. LAUNCH A SOCIAL MEDIA SALES-ENABLEMENT PROGRAM
- ☐ 10. JOIN EXISTING CONVERSATIONS
- ☐ 11. KNOW YOUR KEYWORDS
- ☐ 12. MEASURE GROUNDSWELL AND ENGAGEMENT
- ☐ 13. GIVE YOURSELF A BOOST
- ☐ 14. IT'S OK TO BE HUMAN

1. Dominate Social and Search

Having a robust social presence helps you take control of your brand's search results on the first page of Google. Very often, Google will give your social sites priority along with your home page, so you can own more of the approximately 10 search listings on the first page of Google for your company name.

There are two critical steps: first, at a minimum, launch Facebook, Twitter, LinkedIn, SlideShare, and GooglePlus channels, and populate them regularly with fresh and interesting content. Yes, we know this is a lot of work. If you need help, [contact us](#).

Second, use schema code to validate your social properties. This tells Google and the other engines the URLs of your official social sites so they appear in your branded search results and knowledge graph.

The image is a composite illustrating the process of specifying social profiles to Google. It includes three main components:

- Google Webmasters Guide:** A screenshot of the 'Specify your social profiles to Google' page. It instructs users to 'Include your social profile in search results' by using markup on their website to add social profile information to the Google Knowledge panel. A sidebar on the right lists topics like 'Social Profiles', 'Adding structured markup to your site', and 'Troubleshooting'.
- JSON-LD Schema Code:** A code block showing the JSON-LD markup for an organization with social profiles. The code is as follows:

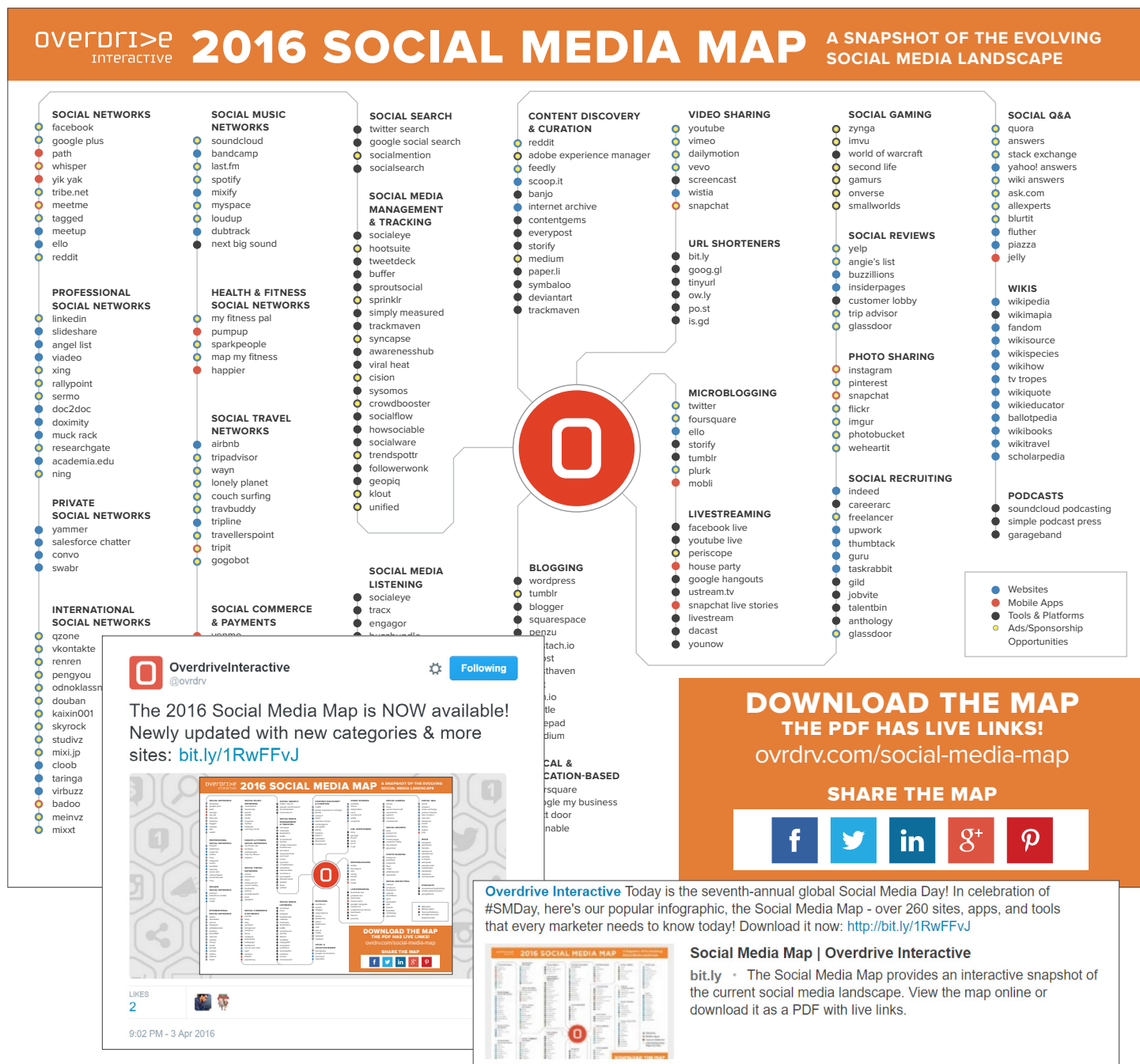
```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Organization",
  "name": "Your Organization Name",
  "url": "http://www.your-site.com",
  "sameAs": [
    "http://www.facebook.com/your-profile",
    "http://www.twitter.com/yourProfile",
    "http://plus.google.com/your_profile"
  ]
}
</script>
```
- Google Search Results:** A screenshot of a Google search for 'Google'. The results show the Google Knowledge Graph on the right, which includes the company's logo, website, headquarters, founding date, CEO, subsidiaries, and video games. Below the graph, there are social media links for Twitter, LinkedIn, Facebook, Google+, and Instagram. The main search results on the left include links to Google Accounts, Google Maps, and Google Analytics.

The above example shows how the “specify your social profiles” markup code looks within a website’s code and Google’s Knowledge Graph. To specify your social profiles, go to <https://developers.google.com/search/docs/data-types/social-profile-links> (if Google changes the URL, simply search on “specify social profiles to Google”).

2. Let the Headline Do the Selling

Make sure the titles of all your thought leadership assets create desire for that thought leadership asset. In other words, *let the title do the selling*.

For example, below is Overdrive's Social Media Map. The title is ideal for social promotion because it is short, descriptive, and appealing. Who doesn't want the Social Media Map? The title does all the selling and fits neatly in a Facebook post, LinkedIn post, Twitter tweet, and even an email subject line.

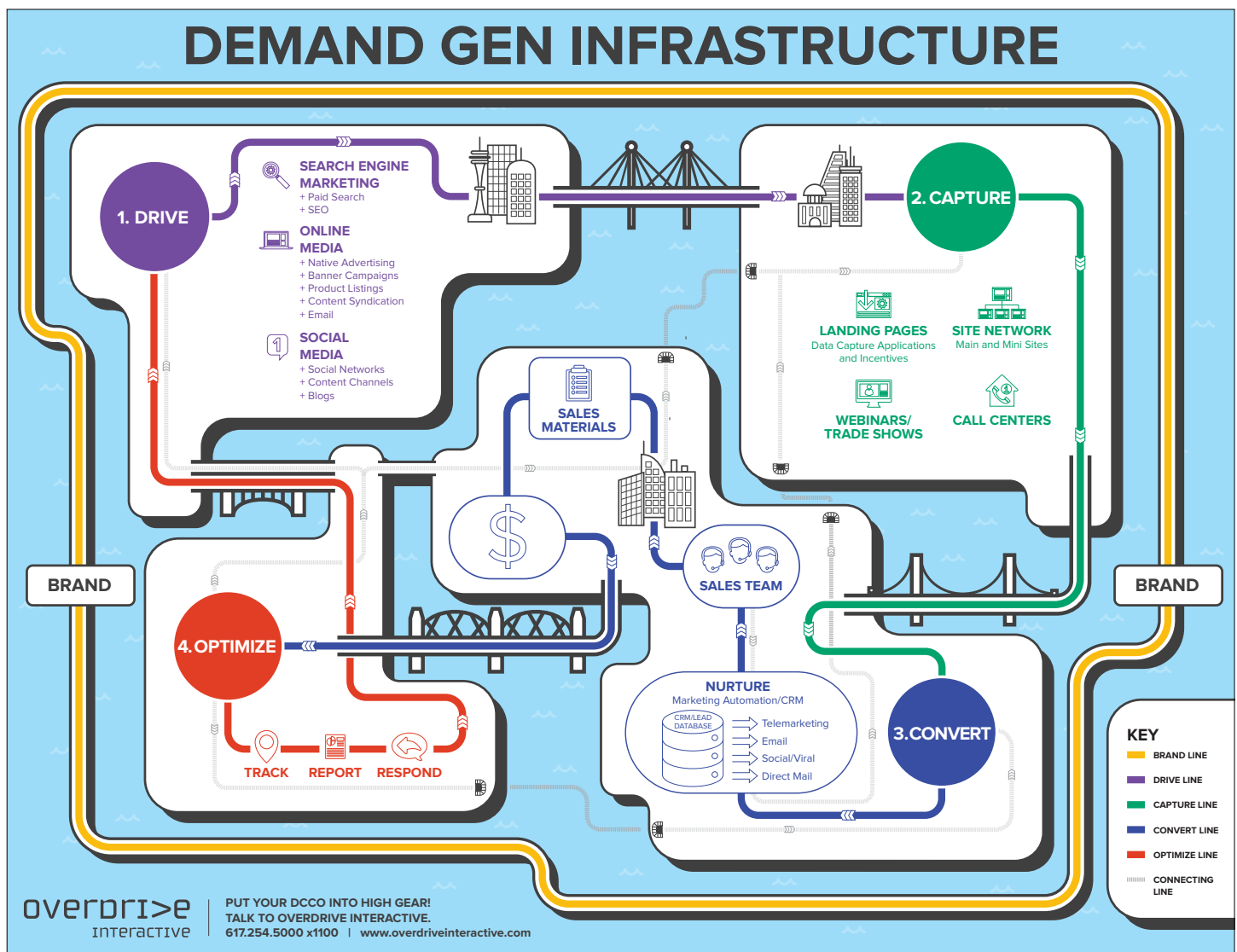


Download your own copy of the Social Media Map at <http://www.ovrdrv.com/social-media-map/>.

3. Make Your Content Lightweight

Create lightweight, shareable content with compelling titles that do the selling. Social content has to be quick to consume because you're asking people to engage with it when they are scanning their social media news feeds.

Infographics, schematics, flow charts, check lists, and even infographic checklists are lightweight and quick to consume. Lightweight content has to fit between the moments people spend reading their social posts. They don't want to stop what they are doing for the next 30 minutes to consume your content.



Download your own copy of the Demand Gen Infrastructure at <http://www.ovrdv.com/demand-gen/>.

4. Encourage the Share

The “like” is good, but the “share” is great! While it feels good to get lots of likes and comments for the content you post in social, the share gets you reach. The share gets your content into people’s newsfeed and in front of their friends and colleagues. It weaves your content into the fabric of the web, and into the hearts and minds of your industry. So celebrate the share wherever you can with share buttons on your site, on your landing pages, in your emails, and in your PDFs.

Social media is constantly changing, that's why we created the Social Media Map. There's a lot to keep up with and Overdrive Interactive's Social Media Map gives marketers a quick way to get their heads around the current world of social media. This PDF (with live links) will help you explore the sites, tools, and resources you need to know to be successful in social media marketing. The Social Media Map is a free social media marketing resource – just fill out the form to receive a copy.



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Social Media Map by Overdrive Interactive
ovrdrv.com • The latest Social Media Map from Overdrive Interactive provides a snapshot of the evolving social media marketing landscape. View the map online or download it as a PDF with live links.
[Edit](#)

< 1 of 2 >

☒ Share an update

Share an update or mention someone using @...

Count: 24.

Share with: Public

☐ Post to groups
☐ Send to individuals

Share

Think with Google shared

Sponsored

Follow

Consumer searches for military chic clothing are surging, taking the bomber jacket from military to mainstream. <https://goo.gl/NhF6pC>

In April, searches for bomber jackets grew 612% YoY in the US.

Source: "Fashion Trends 2015: Google Data Shows Most Support Next" August 2015. [Thinkwithgoogle.com](https://thinkwithgoogle.com)

Like • Comment • Share • 133

Add a comment...

Share this post

Digital Marketer | Brand Builder | CRM Strategist

Social Media Map by Overdrive Interactive
ovrdrv.com • The Social Media Map provides an interactive snapshot of the current social media landscape. View the map online or download it as a PD...

Like • Comment • Share

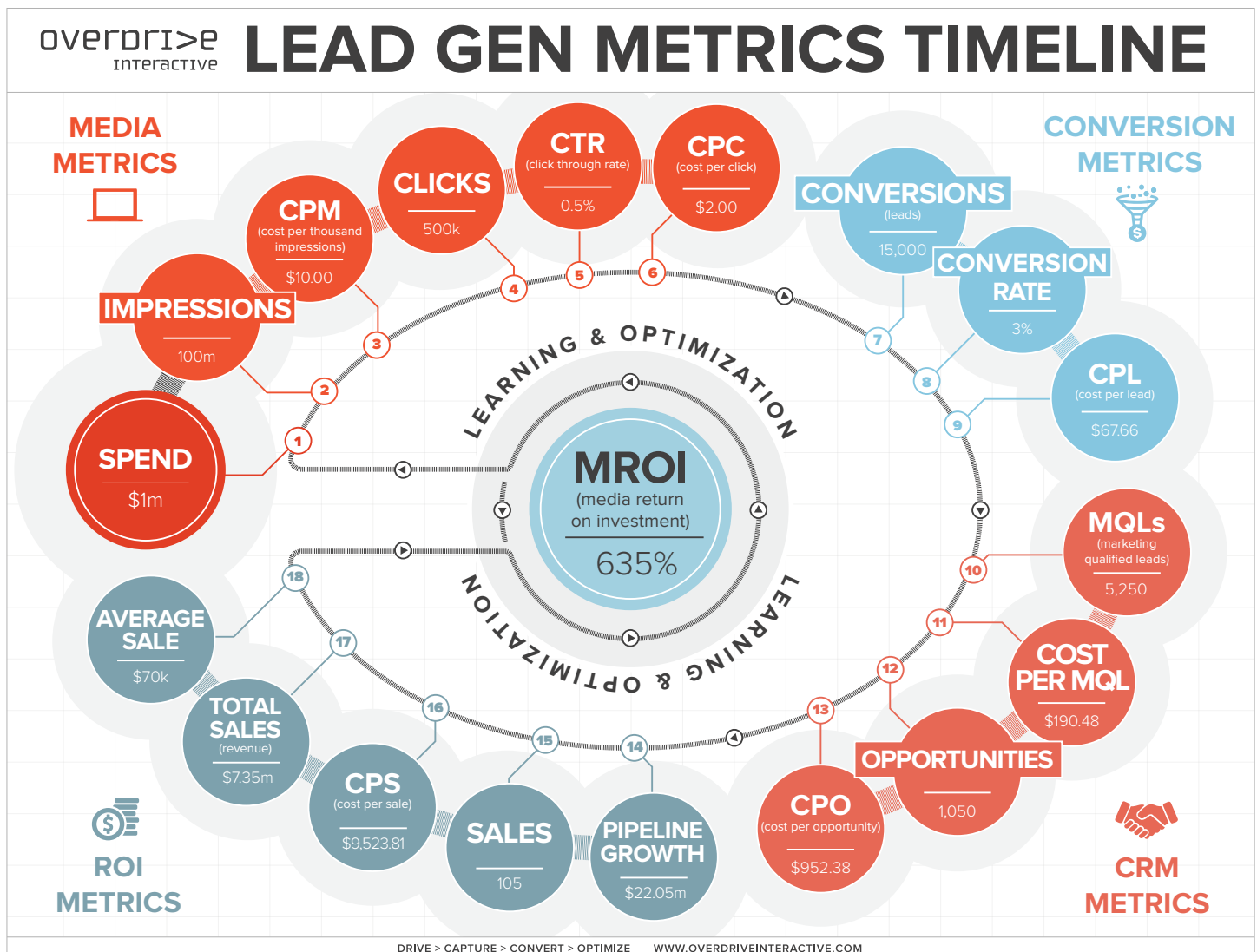
5. Produce Portable Content

White papers, research reports, ebooks, and long videos are fine, but they are hard to share and, therefore, lack portability. Ask yourself the following questions about the content you hope to distribute via social media:

- Can this be displayed as a visible image in a social post?
- Does the content itself make people look smart when they share it?
- Can it easily be emailed, shared, and printed?
- Can it be applied to multiple mediums (social post, landing page, PDF, print, etc.)?

If you answer yes to all of these questions, you'll create portable content!

For example, below is Overdrive Interactive's Lead Gen Metrics Timeline. Why is this portable? It's easy to share and use across all mediums. The image title is legible enough for use in social posts, landing pages, emails, white paper libraries, and even banner ads. Furthermore, it can be made into a pdf, printed on an 8 ½" by 11" piece of paper, and, of course, sent by email.



Download your own copy of the Lead Gen Metrics Timeline at <http://www.ovrdrv.com/lead-gen-metrics-timeline/>.

6. Create Social Stories

Develop streams of content in one sitting. A social story is a series of timeless posts developed as a single body of work but published over weeks and even months. These posts are not actual Facebook posts or tweets – they are ideas. Very simply, a social post is an image or video, text, and a link that, as a complete package, can be converted and posted to your various social platforms. Instead of only publishing real-time content or sitting down every day and thinking “What will I say today?” choose a topic and create a series of interesting posts infused with everything from your brand tonality to SEO tactics (keywords, hashtags, and links).

White papers and reports can be dissected into several posts, giving your thought leadership assets a longer social presence and shelf life. Instead of simply promoting the title of the white paper or report, extract stats, images, facts, and sound bites from the white paper and promote them socially. These social posts should link back to the landing page where people can receive the entire report. You can also assign topics to experts and even humorists (if you want to be funny and smart) to develop social stories that your social media marketers can convert into tweets, Facebook posts, LinkedIn posts, and more.

Image:

STATE OF THE INTERNET 3RD QUARTER 2013 **FAST FACT**

MOBILE AVERAGE PEAK CONNECTION SPEEDS

DOWN 2.4 MBPS OVER Q2 2013

Content: In the fourth quarter of 2013, South Korea had the highest average connection speed...at 21.9 Mbps.

Learn more about the State of the Internet here: <http://bit.ly/q3internet>

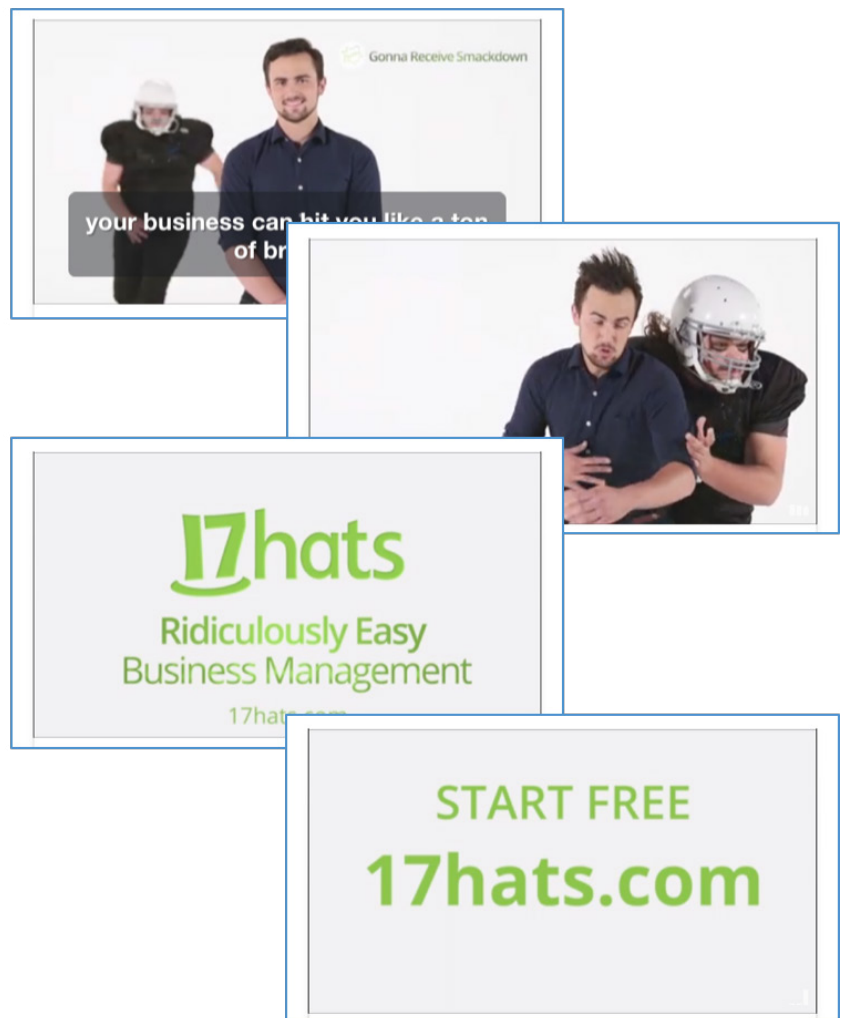
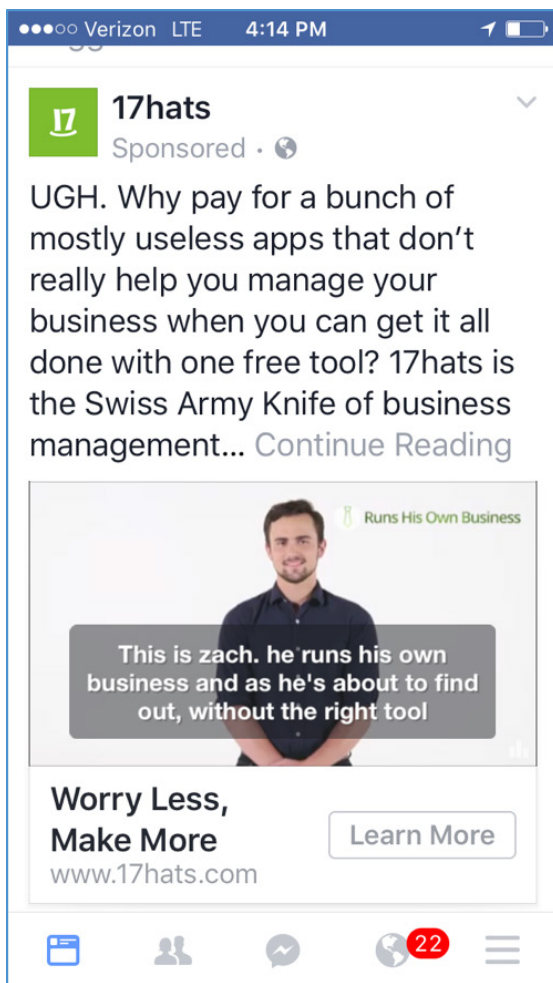
Tue Jul 8 [New Post](#) [Expand Posts](#)

	Preview Edit	Posted At: 3:32 AM ET Status: Approved Added By: Bob Cargill	At #FasterForward 2014, we'll take deep dives into the topics that can get businesses moving #FasterForward . Register: http://bit.ly/q3internet
	Preview Edit	Posted At: 7:12 AM ET Status: Approved Added By: Bob Cargill	The global high broadband adoption rate saw a 9.4% increase in the first quarter of 2014. This increase marked the first time that the adoption rate reached over 20%. Download the State of the Internet report to see the latest broadband trends: http://bit.ly/q3internet
	Preview Edit	Posted At: 9:42 AM ET Status: Approved Added By: Bob Cargill	Virginia was the top state for avg. connection speed and avg. peak connection speed in Q1 '14. See more: http://bit.ly/q3internet
	Preview Edit	Posted At: 10:22 AM ET Status: Approved Added By: Stefanie Malzone	Don't miss your chance to enter our #KickingAndStreaming Photo Contest! Enter now through July 13th and you could win an iPad Mini http://bit.ly/q3internet
	Preview Edit	Posted At: 10:32 AM ET Status: Approved Added By: Bob Cargill	Check out which #WorldCup games have gotten the most live web traffic: http://bit.ly/q3internet
	Preview Edit	Posted At: 10:36 AM ET Status: Approved Added By: Stefanie Malzone	Don't miss your chance to enter our #KickingAndStreaming Photo Contest! Enter now through July 13th and you could win an iPad Mini http://bit.ly/q3internet

7. Social Videos Are Silent Videos

Most social sites automatically play videos without sound when their users are scrolling through their newsfeeds. We used to think about starter images that got people to hit the play button; we now have to think about starter sequences that retain people's attention and even get them to activate or unmute the video. Still, because people often check their newsfeeds in public, where unmuting videos would be a disturbance, they often watch entire videos in silence. In fact, *Digiday* reported that 85% of video views happened with the sound off.* Therefore, it is critical to use imagery, text, and subtitles to communicate, entice, and retain people's attention without the use of sound.

Best practices for social video include using captions, compelling action sequences, image-based offers, and pay-offs. Other best practices include keeping your video short and infusing it with value (knowledge, humor, etc.) so people will want to share it.



17hats did a great job with its promoted Facebook post. The video was optimized with captions, attention-grabbing action sequences, and text-based offers that all communicated flawlessly without sound.

* [85 Percent of Facebook Video Is Watched Without Sound](#). *Digiday*, May 17, 2016

8. Activate Your Employees

Where does the expertise in your company live? With your employees! Therefore, successful companies encourage and help employees produce thought leadership content and social expression. You can encourage employees by rewarding them for blog posts or assigning them content development projects. You may also want to consider making thought leadership content production and social expression a part of the employee job description. You can have employees come to their reviews with examples of their corporate social media participation. In other words, have them show examples of social content they have developed for your company's social platform.



9. Launch a Social Media Sales Enablement Program

You might have 1 salesperson, 5, or 500. Imagine the power of your 500 salespeople (or other employees) injecting interesting, thought provoking, valuable content into the LinkedIn newsfeed of their industry contacts.

Create interesting social content that you can feed to your sales team so that they can post the content on LinkedIn, Twitter, and Facebook. Send them a weekly social posting newsletter with content they can use to get on the LinkedIn radar screen of their prospects. Help your sales team engage in the social media world, and improve your organization's sales and marketing alignment. Posts can be interesting industry news, best practices, and, of course, your own company's offers and thought leadership content.

Below is a simple sample of a social post newsletter that could be delivered to a sales team on a weekly basis. It is low tech but effective – everyone knows how to cut and paste! However, if you want to go high tech, tools that enable this include [LinkedIn Elevate](#), [GaggleAMP](#), and [DrumUp](#).

Weekly Social Posts Newsletter

Here's some interesting thought leadership articles you can share on LinkedIn and other channels:

Post by: End of week

Copy: Facebook announced algorithm updates yesterday. Here's how they'll affect your brand or company page

Link: <http://www.ovrdrv.com/3-takeaways-from-the-facebook-algorithm-update/>

Image:



Post by: End of month

Copy: Google is rolling out green "Ad" label globally

Link: <http://searchengineland.com/official-google-green-ad-label-global-251958>

Image:



Post by: Anytime

Copy: 5 Steps to Recovering from Low Landing Page Conversions

Link: <https://blog.kissmetrics.com/recover-from-low-landing-page-conversions>

Image:



Post by: End of Month

Copy: 50% of internet using adults DON'T recognize ads within Google search results. Search Engine Watch looks at the surprising results from Ofcom's Media Use report here: [link]

Link: <https://searchenginewatch.com/2016/04/27/do-50-of-adults-really-not-recognise-ads-in-search-results/>

Image:



Post by: Anytime

Copy: Internal site search is key to a positive user experience. Have you optimized your internal site search design?

Link: <http://www.ovrdrv.com/how-to-optimize-your-internal-site-search-design/>

Image:



Post by:

Copy: Read the CMO's Guide to Live Video for information on how and why brands are going live across social media channels:

Link: <http://adage.com/article/media/cmo-s-guide-live-video/304978/>

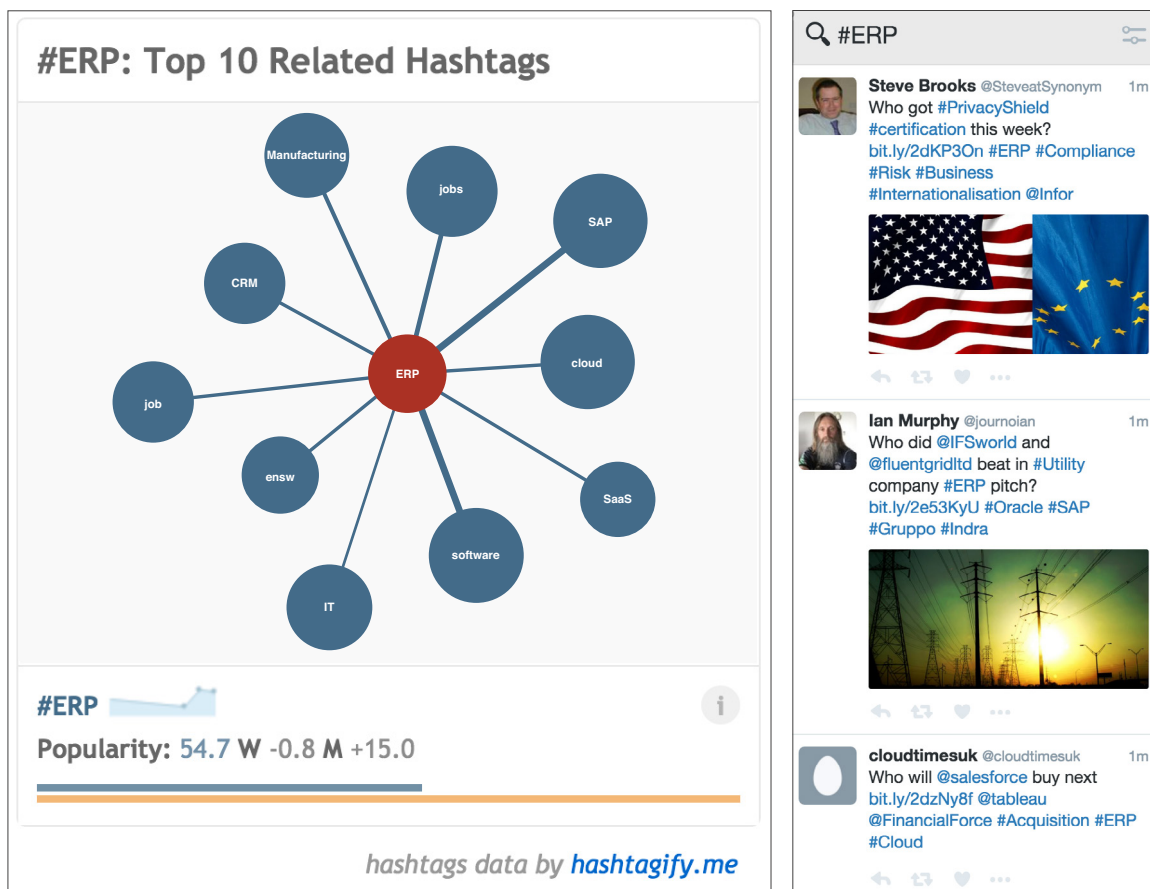
Image:



10. Join Existing Conversations

Coming up with your own hashtags is fine, but getting people to use or search them is highly unlikely. Instead, identify the hashtags that are already being used by your industry and join the conversation. This may not apply to live events and conversations that have specific groups of people participating. However, if you want to reach people engaged in social searches or specific topic monitoring, use [Hashtagify](#) or other social media listening tools to understand existing popular keywords and hashtags. Of course you can always simply do your own social searches in Twitter around certain topics to spot popular hashtags that are already used by several different participants.

On the left is Hashtagify showing related hashtags for “ERP.” Next to this graphic is a screengrab from [TweetDeck](#) where those conversations can be tracked.



A number of free tools track trending hashtags, and certain tools can generate suggestions of relevant hashtags to a particular industry or term, including

- [Tagboard](#)
- [Hashtags.org](#)
- [RiteTag](#) (paid tool)

11. Know Your Keywords

SEO and social media marketing are attached at the hip, so make sure your social media manager knows the keywords you use in your SEO program. Create a hotsheet of keywords, hashtags, and links for the social media team so your social media publishing is infused with the keywords that matter the most. It is also important to link to the pages you want traffic and rankings for.

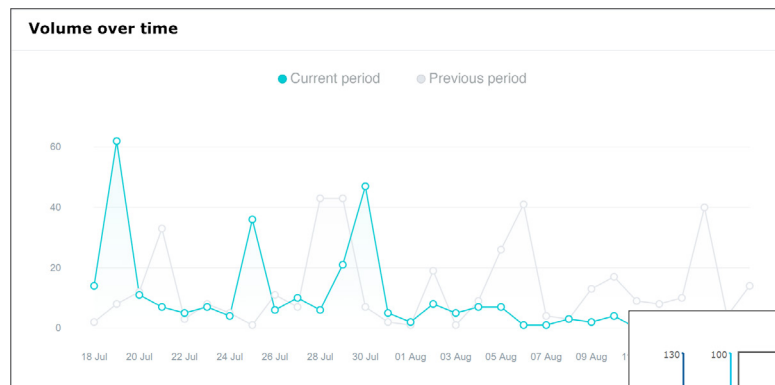
Below is an example of a hotsheet you might distribute to your social media team showing keywords, relevant hashtags, estimated annual search frequency of the keywords on Google, and links to use in social posts and blog posts.

TARGET TERMS	HASHTAGS	AVG. YEARLY SEARCHES	TARGET URLS
ERP	#erp	8,076,000	https://www.microsoft.com/en-us/dynamics/erp.aspx
Enterprise Resource Planning	#enterpriseresourceplanning	8,076,000	https://www.microsoft.com/en-us/dynamics/erp.aspx
ERP software	#erpsoftware	594,000	https://www.microsoft.com/en-us/dynamics/erp.aspx
ERP solutions	#erpsolution	52,800	https://www.microsoft.com/en-us/dynamics/erp.aspx
Online ERP	#onlineerp	8,640	https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx
ERP online	#onlineerp	22,800	https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx
cloud ERP solution	#clouderp	5,760	https://www.microsoft.com/en-us/dynamics/erp-small-midsize-business.aspx
ERP systems	#erpystems	1,086,000	https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx
ERP tools	#erptools	15,600	https://www.microsoft.com/en-us/dynamics/what-is-erp.aspx
small business ERP	#smbizerp	5,760	https://www.microsoft.com/en-us/dynamics/erp-small-midsize-business.aspx

12. Measure Groundswell and Engagement

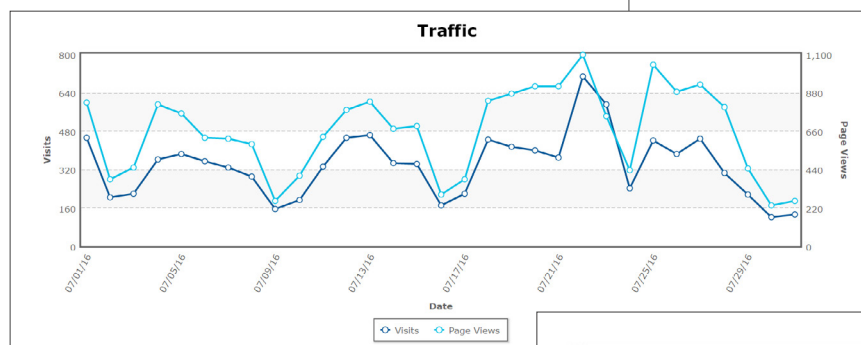
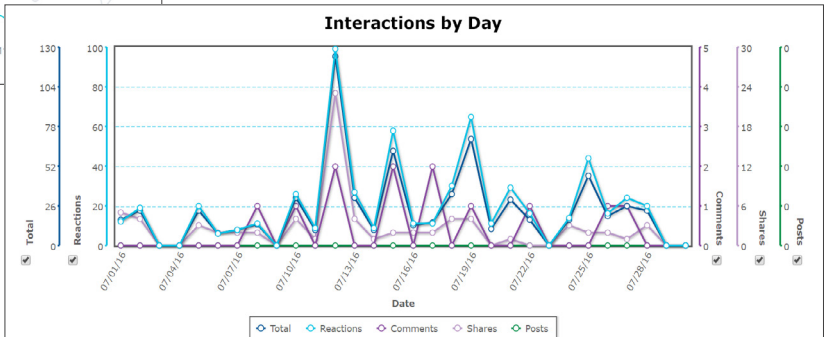
Social media success can be measured by a wide variety of metrics. Brands should look for metrics that show increased levels of chatter and engagement, as well as more traditional marketing key performance indicators, such as web traffic and leads.

Below are screengrabs from applications [Mention](#) and [SocialEye](#) showing social media levels of chatter and engagement, as well as socially referred web traffic and leads.



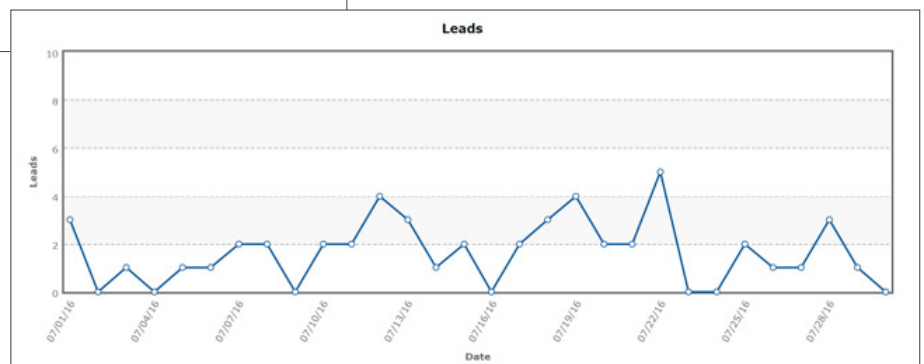
Levels of social chatter within Mention

Levels of Facebook engagement, specifically calling out posts that get high levels of likes, comments, and shares within SocialEye



Socially referred traffic shown in SocialEye

Socially referred leads shown in SocialEye




See SocialEye demo at <http://www.socialeye.com>.

13. Give Yourself a Boost

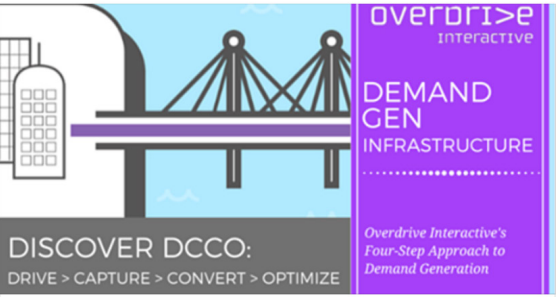
We all know that Facebook blocks commercial posts and personalizes people's newsfeed. You should have a companion boost budget (even if it's small) to promote your important and interesting posts to your social community and the targeted people outside of it. When coupled with interesting offers and landing pages, you will generate leads.

For example, below is the Facebook boost option that offers a boost for just \$5. Promoting interesting and valuable offers across Facebook, Twitter, and LinkedIn will generate leads!


Post Details

 **Overdrive Interactive**
Published by SocialEye [?] · July 6 ·

Get the Demand Gen Infrastructure Infographic! Discover the DCCO: Drive, Capture, Convert, Optimize; Overdrive's four-step process for #demandgeneration! Learn more: <http://bit.ly/20BXfST>




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 **Get More Likes, Comments and Shares**
Boost this post for \$5 to reach up to 1,700 people.

19 people reached


Boost Post



Like

Comment

Share


Your customers are on Facebook.
Boost your post so they **know about your business.**

AUDIENCE

☒ People who like your Page [Edit](#)

Location - Living In: United States: Massachusetts
Age: 18 - 65+

☐ People who like your Page and their friends

☐ Default Audience

[Create New Audience](#)

BUDGET AND DURATION

Total budget ⓘ

\$5.00

Estimated People Reached ⓘ

110 - 290 people of 440

14. It's OK to Be Human

Social media is the right place to show the human side of your company. It is where you can show that you not only operate products but employ great and likable people. Recognizing your employees' professional and personal achievements (artwork, bands, charities) and participating in current social and pop culture conversations is a great way for you to engage with your audience and to actually socialize with them. Remember, socializing is about making friends.

For example, the images below show posts from Samsonite. When Samsonite features an innovative new product, such as the laptop bag with a solar panel to charge your devices, it only gets shared five times. However, when Samsonite strikes an emotional chord by saying "Take me to the ocean," the same community shared it 563 times. The Samsonite brand was able to piggyback on this relevant and human message that appealed to its community's desire to travel. While not a B2B example, this is the kind of thinking that B2B brands should adopt. You don't always have to be "getting down to business" with your community. At the same time, don't tell them what you had for lunch. Appeal to what's important to them in both their professional and personal lives.



About Overdrive

Overdrive Interactive is a digital marketing agency based in Boston that helps clients grow their businesses with highly creative and measurable digital marketing programs. We specialize in eliminating the blurry line between online media, search engine marketing, and cutting-edge technology to create social media marketing platforms and campaigns that encourage engaging experiences, create lasting consumer connections, and drive profitable customer relationships.

DIGITAL MARKETING SERVICES

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- + Search Engine Optimization (SEO)
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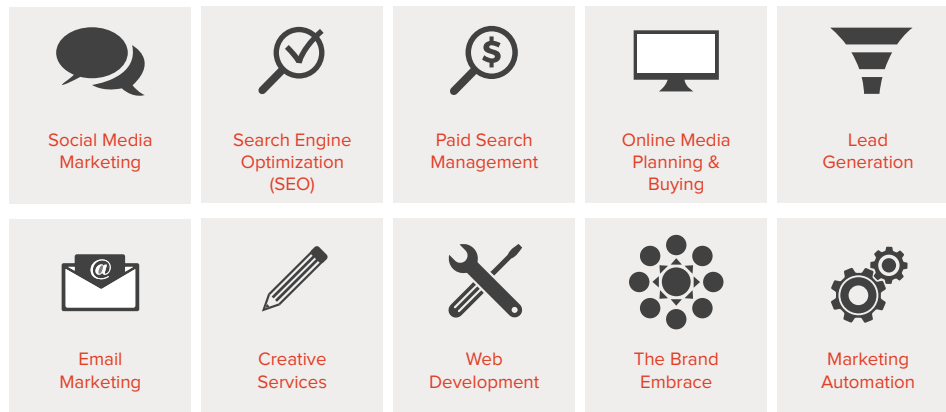
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The Links in This PDF Are Live – Click and Explore.

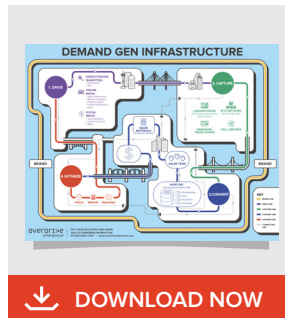


EXPLORE OUR SERVICES

Search Marketing Map



Demand Gen Infrastructure



16 Ways to Integrate Social & SEO in 2016



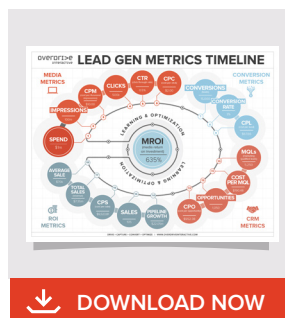
Account Based Marketing Roadmap



Social Media Map



Lead Gen Metrics Timeline



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**OUR SITE
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