

## Why should my B2B company use social media?

In case you've been living under a rock for the past decade, social media is not a new marketing tactic. It has proven to be effective for B2B brands. There are hundreds of B2B case studies that prove the effectiveness of well-executed social media marketing strategies and their return on investment.

But, if you're getting started, why should your B2B consider a social media effort?

Below is my top-ten list for why you should include it. [Download/view it as a graphic too.](#)



Click to enlarge.

1. 84 percent of C-level and VP-level buyers are influenced by social media when purchasing.
2. It's the most popular B2B marketing tactic, with 83 percent of marketers using it.
3. Social media platforms allow your business to establish a dialogue with current and potential clients.
4. Social media marketing is cost-effective and aids in marketing cost reduction.
5. 58 percent of marketers using social media saw an increase in lead generation.
6. Social media is the top source of website referral traffic, accounting for 34 percent of

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total referral traffic.

7. Utilizing social media platforms to raise exposure and to establish industry trust will guide the right customers to your website.
8. 75 percent of B2B buyers use social media to support their purchase decision.
9. 62 percent of B2B buyers say they can make a purchase selection based solely on digital content.
10. 55 percent of B2B buyers say they search for product/vendor information on social media.

If those aren't good enough reasons to begin a social media effort, here are some other considerations.

- 65% of salespeople who use social selling fill their pipeline, compared to 47% of reps who do not. [[Hubspot](#)]
- 4/10 reps have recently closed two to five deals due to social media. [[Hubspot](#)]
- B2B buyers love to do research before they buy. 55% of say they look for information on social media. [[Articulate Marketing](#)]
- Content marketing generates 3X as many leads for 62% less money than traditional marketing. [[Televerde](#)]

You could be missing a huge opportunity if you aren't leveraging social media to help increase brand awareness, search ranking, or leads.

### Additional Resources

- [How To Craft a Profitable LinkedIn InMail Message](#)
- [How to Post Content on Your Facebook Company Page](#)
- [What's the easiest way for a small business to manage social media?](#)
- [Social Media Cover Photos That Generate Leads](#)

### List Sources:

<https://svmsolutions.com/blog/6-key-benefits-successful-b2b-social-media-marketing-initiatives/>, <https://www.bluecorona.com/blog/b2b-marketing-statistics/>,  
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