

**EFFECTIVE USE OF SOCIAL MEDIA MARKETING FOR B2B IT
COMPANIES**



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This Bachelor thesis explores the effective use of social media marketing for B2B IT companies. The purpose of this study is to discover how B2B IT agencies can successfully use social media to enhance their advertising efforts, entice new clients and enhance client retention. Research methods consist of literature reviews, surveys, and interviews with professionals in the field.

The literature study gives an overview of B2B social media marketing and explores the value of social media for B2B IT organizations. According to the study findings, B2B IT firms utilize social media mostly for brand exposure and lead generation, with LinkedIn being the most preferred social media site among B2B IT organizations. The interviews provide insights into how B2B IT companies can effectively use social media for marketing purposes, including the importance of content strategy and engagement.

Overall, the findings suggest that B2B IT companies can benefit from incorporating social media into their marketing strategy. The results show that companies should develop a solid content strategy, define clear goals, and prioritize interactions with target groups.

Future research could examine how companies measure the efficiency of their social media marketing efforts and the impact of social media on customer retention in the context of B2B IT. The study concludes that B2B IT companies that effectively use social media marketing can gain a competitive advantage and improve their overall marketing performance.

Keywords Social-media, digital marketing, business to business, IT consulting company.

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Appendix 1 Interview Questions

1 Introduction

Social media marketing has become an integral part of companies of all sizes and industries. For B2B (business-to-business) IT firms, social media presents unique opportunities and challenges. With the development of digital marketing, social media is becoming an increasingly important channel for B2B IT companies to connect with the target audience, increase brand awareness and attract potential customers. However, many B2B IT companies still face the problems of effective use of social media.

First thing first, with digitalization and rapidly growing social media enterprises had to change their old marketing strategies and take them to a new level to get closer to consumers and meet their needs. (Fomicheva, 2015) Initially, social networks were used to provide information about the company or brand, but over time they have gained more opportunities and today enterprises use social media for their marketing purposes and strategies to increase consumer engagement, improve customer relations and get useful information about the target audience and potential customers. (Alalwan, Rana, Dwivedi, & Algharabat, 2017) Thus, they were able to survive among competitors by providing more modern and convenient ways of service. It is also worth mentioning that an IT company with outdated technologies and lack of information on social networks would raise many questions from potential customers. Customers trust more companies that make them more knowledgeable about product selection and more influential in the relationship between buyer and seller. (Dwivedi, Ismagilova, Rana, & Raman, Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review, 2021)

Even though the trends and popularity of social media marketing, there are difficulties in actually putting it into action. The specific approach and timeline for integrating social media into an organization's marketing plan will vary based on a variety of factors, such as the organization's size, level of innovation, management style, available budget, the organization's overall style, and its positioning within the market. (Fomicheva, 2015)

The main problem B2B companies facing today is lack of strategies by social media implementation and a limited understanding of what changes B2B companies must undergo in order to adopt the latest technological innovations and how this can lead to business

transformation in general. (Fomicheva, 2015) This is where IT companies always win. They have information about the latest technologies, networking trends, as well as independently develop these technologies. Despite extensive knowledge of the latest technologies, social media algorithms and networking, IT companies still have problems in marketing and a better approach to their clients through social networks, as well as targeting, increasing audience involvement in content, and attracting new customers.

1.1 Research questions

This thesis is done in the purpose to help B2B IT companies figure out how to use social media for marketing in the most effective way. The main research question presents to answer thesis aims and is:

1. How do IT business-to-business companies utilize social media in their marketing?

More to add, some supplementary questions were added to the research and those are:

2. What are the reasons for choosing a specific channel?
3. How to increase company search appearance and interactions on social media?

1.2 Thesis objectives

The objective of this thesis is to offer insights on how IT business-to-business companies (B2B) utilize social media in their marketing. More precisely, the thesis attempts to outline what social media channels companies are using, and what are the reasons to choose specific channels. The purpose of the thesis is to increase social media knowledge and give practical development proposals to target companies. They can use this study as a guide for further social media marketing strategy.

1.3 Theoretical and Practical Segments

This work was divided into two parts: theoretical and practical. The theoretical part consists of a sound view of various sources of a scientific nature such as scientific research and articles, books, and blogs. The author also considered the year when the literature used was written or last amended. This was done to avoid the use of false information. It will not be unimportant to mention that social media marketing is a relatively young direction that continues to develop actively with the advent of new applications and technologies. This also applies to business as a whole, especially to IT companies, as they are most susceptible to changes in innovation and technology. (Polischuk & Rospopchuk, 2021)

The practical part was done through analyzing social media usage among B2B IT-, innovation- and technology companies. For this work was decided to use qualitative research method as a fundamental approach to collecting basic information. In addition, during this part an interview with B2B social media marketing specialist was done, list of questions can be found in encloser, and the results and conclusions were presented in a specially designated part. The aim of splitting the thesis into two segments is to evaluate the theory against actual occurrences and draw pertinent deductions.

Companies that were taken for the practical part are CS GmbH and InfluenceME GmbH. CS GmbH is a German firm that specializes in the development and implementation of insurance software solutions. Policy management systems, claims management systems, and business process management solutions are among their software offerings. CS GmbH also provides consultancy services to customers to assist them streamline their business processes and enhance their operations. InfluenceME GmbH is a German influencer marketing service that links clients with social media influencers to develop effective and engaging advertising campaigns. The firm specializes in influencer marketing tactics and provides services such as influencer identification, campaign planning, influencer management, and reporting.

The information required for this thesis is available in limited quantities, as well as narrowly focused directly on B2B companies in the field of IT and technology, which also makes it difficult to find the necessary literature. The purpose of this work was to understand the basics

of social media marketing for B2B IT companies and answer research questions, and objectives.

2 Literature review

2.1 Overview of Social Media Marketing

Social media marketing is a form of digital marketing that includes the creation and distribution of content on social media platforms to achieve marketing and branding goals. (Helén, 2022) In the process of social media marketing developing, it has firmly established an association with B2C business. However, digital marketing is not limited by B2C and B2B companies have also actively begun to develop their social media channels. (Cartwright, Liu, & Raddats, Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review, 2021)

The purpose of the theoretical part is to review social media marketing for B2B companies. Specifically, this work will consider the advantages and problems of social media marketing for B2B IT companies, as well as strategies and best practices that those companies can use to effectively use social networks to achieve their marketing goals.

The first chapter of this thesis will provide an introduction to social media marketing and its evolution. The second chapter will delve into the specific context of B2B marketing and the unique challenges and opportunities that social media presents for B2B businesses. The third chapter will focus on the strategies and tactics that B2B companies can use to achieve success in social media marketing, including content marketing, social media advertising, influencer marketing, and more.

2.1.1 Social Media Marketing in B2B IT companies

B2B IT firms worldwide utilize social media to engage with customers and draw in potential clients. These days, social networks are not merely channels for personal communication but have evolved into a crucial marketing tool for businesses. Statista predicts that by 2025, global

social media users will reach 4.41 billion, offering a massive opportunity for B2B IT companies to connect with their intended audience on social media (Dixon, 2023).

Social media marketing for B2B IT firms refers to utilizing social media platforms to advertise a product, service, or brand. This can boost brand recognition, attract customers, and create leads. (Iankova, Davies, Archer-Brown, Marder, & Yau, 2019) Studies have demonstrated that social media marketing can have a favorable effect on customer engagement and satisfaction, resulting in enhanced customer loyalty. (Arora, Singh, Bhatt, & Sharma, 2021) It can also expand brand awareness by reaching a larger audience, creating leads, and giving B2B IT firms the chance to engage with potential clients and promote their offerings. (Ziyadin, Doszhan, Borodin, Omarova, & Ilyas, 2019) Ultimately, social media marketing is a significant aspect of the marketing mix for B2B IT firms.

Business-to-business enterprises have the option of utilizing various social media platforms such as LinkedIn, Twitter, Facebook, YouTube, and Instagram to connect with their intended audience and actively involve them. These platforms possess exclusive attributes and advantages that B2B companies can take advantage of to advertise their offerings. In order to make the most of their marketing initiatives, B2B companies should thoughtfully select the social media channels that correspond best with their marketing objectives and target audience. (Cartwright, Liu, & Raddats, Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review, 2021)

While several social media marketing platforms have comparable features such as content sharing, consumer targeting, and engagement, certain platforms are more suitable for types of communication. (Iankova, Davies, Archer-Brown, Marder, & Yau, 2019) For instance, Facebook is the most effective for customer relationship management. (Lopes & Casais, 2022), Twitter is popular for conveying brand messages and analyzing consumer feedback instantly (Cripps, Singh, Mejtoft, & Salo, 2020), Instagram is mostly utilized for sharing image-based content (Yaghtin, Safarzadeh, & Zand, 2020), and YouTube is primarily used for videos, as stated in the example (Lopes & Casais, 2022). Nevertheless, Ilaria Dalla Pozza from European Journal of Marketing (2014) contends that offering several channels is vital for enhancing the customer experience. (Iankova, Davies, Archer-Brown, Marder, & Yau, 2019)

It is commonly assumed that there is a difference in social media usage between B2B and B2C organizations, the available empirical evidence for this difference is limited. (Silva, Duarte, & Almeida, 2020) However, it is known that B2B organizations tend to be earlier adopters of social media. Moore et al. (2013) were the first to investigate these differences in social media usage, with a focus on selling activities. They found that B2B organizations prefer to use professional social networks like LinkedIn, while B2C organizations prefer mass-consumption social media like Facebook. (Iankova, Davies, Archer-Brown, Marder, & Yau, 2019) Additionally, B2B organizations use social media more for dyadic relationship building in the sales process than B2C organizations. (Itani, Agnihotri, & Dingus, 2017) Swani et al. also discovered specific differences in the content of B2B and B2C social media marketing on Twitter and Facebook, respectively. (Iankova, Davies, Archer-Brown, Marder, & Yau, 2019) Notably, B2B firms tend to provide more links and cues to product information and emphasize emotional messaging less than their B2C counterparts. (Dwivedi, Ismagilova, Rana, & Raman, Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review, 2021)

2.1.2 Objectives of Social Media Marketing in B2B IT Companies

Social media marketing has become an essential method for B2B IT companies to connect with their desired audience in a meaningful way. Nevertheless, while there is substantial documentation on social media advertising's purpose and impact within the B2C domain, research into its objectives and effectiveness remains lacking when it comes to its application across enterprises engaged in business-to-business activities. (The Editors of Encyclopaedia Britannica, 2023) The goal of this piece is thus founded upon bridging that gap by exploring these objectives through thorough literature analysis, to highlight what outcomes businesses aim to achieve from employing social medial marketing techniques amidst such market contexts. (Dissertation Center, 2023)

In the field of B2B IT marketing, increasing brand awareness is a key goal of any social media strategy. Social platforms allow companies to present their offers and make a name for themselves in different target groups. This reach increases awareness and fosters a positive perception of how potential customers feel about these brands. (Mangold & Faulds, 2009)

Another objective of social media marketing in the B2B IT sector is to generate excitement. (Mou, 2020) Through customized promotions and craft materials, these businesses can leverage social media to expand their reach and attract potential customers. Companies that create relevant and compelling content succeed in capturing the attention of the people they choose to interact with. (Zimmerman & Ng, 2015)

Social media networks offer B2B IT businesses the chance to establish connections with prospective clients. By interacting with users on these platforms, these companies can cultivate trust and authenticity that may result in lasting bonds. Maintaining strong relationships also allows to develop a deep understanding of our customers' preferences and needs, which helps to create laser-focused advertising campaigns. (Sarker, 2019)

B2B IT companies can boost their website visitors with the help of social media marketing. Sharing content on these platforms stimulates traffic to websites, leading to better performance in sales and revenue. (Aravindakshan, 2021) B2B IT businesses are also able to establish backlinks by leveraging social media's capabilities for higher search engine rankings purposes. (Nguyen, 2022)

In the realm of B2B IT firms, utilizing social media marketing is an advantageous tool for examining and evaluating customer feedback as well as fostering engagement. Through monitoring consumer activity on social platforms, these companies can attain knowledge regarding client preferences and necessities, which permits them to ameliorate their goods or services while devising purposeful promotional initiatives. (Li, Larimo, & Leonidou, 2020)

B2B IT firms have distinct goals for social media marketing that set them apart from B2C companies. Through means like establishing brand recognition, engendering leads and connections, augmenting web traffic figures while also overseeing feedback and engagement rates among customers, these objectives become attainable by making diligent use of the tools at their disposal in a way unique to this sector. (Makrides, Vrontis, & Christofi, 2019)

2.1.3 Challenges of Social Media Marketing in B2B IT Companies

Organizations engaged in B2B IT transactions vend goods or services to other businesses. These businesses rely heavily on social media advertising as a key tool to connect with

potential customers. Despite its profound importance, marketing through these medium encounters numerous challenges for businesses operating within the realm of B2B IT commerce. Frustrated by various hurdles and obstacles, promotion via social media channels proves to be no easy feat for these enterprises. (Fraccastoro, Gabrielsson, & Pullins, 2021) Within this paper's pages, will be examined some hurdles encountered by business-to-business organizations of the IT sector and propose plausible solutions to them.

An obstacle that many B2B IT companies encounter is the difficulty in comprehending social media platforms. Online networks are continuously adapting, integrating new elements and features into their services on a regular basis. It's crucial for B2B IT firms to remain updated with these developments if they want their marketing tactics on social media to be triumphant. (Das, Trisha, Sener, & Walk, 2022) Furthermore, it can also prove challenging to determine which platform would suit the needs of a specific business the best, as they may not know enough about individual benefits offered by each one. Additionally, it can be difficult to determine which platform best suits each business requires, as it is not fully understandable the individual merits of each platform. This inadequacy can lead businesses to failure when planning or implementing inefficient approaches to running advertising through various digital means. (Helén, 2022)

Another obstacle many B2B IT companies face is the difficulty of understanding social media platforms. (Helén, 2022) The online network is constantly adapting, adding new elements and features to the service on a regular basis. Keeping abreast of these developments is very important if a B2B IT company wants to have a successful social media marketing strategy. (Veldeman, Praet, & Mechant, 2015) Additionally, it can be difficult to determine which platform best suits specific company business needs, as it is not fully understandable the individual merits of each platform. This inadequacy can lead businesses to failure when planning or implementing inefficient approaches to running advertising through various digital means. (Mou, 2020)

The task of measuring the benefits that social media marketing can bring to B2B IT companies requires great effort. Its methodology differs greatly from traditional approaches, making it complex to assess its impact on profits. Consequently, justifying an investment in this type of advertising may prove a daunting challenge for professionals. (Cartwright, Liu, & Raddats,

Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review, 2021)

In order to confront this hurdle, B2B technology corporations must establish distinct aspirations and aims for their social media advertising initiatives. This will facilitate the evaluation of social media marketing's influence on a company's financial success. Moreover, these corporations have the potential to employ bespoke analytical instruments tailored towards social networking sites as a means of tracking their advertising endeavors on digital channels. (Silva, Duarte, & Almeida, 2020)

Organizations specializing in B2B IT products might find it arduous to co compete against larger enterprises that allocate more resources towards social media marketing. Such companies may have budgetary constraints, limiting their capacity to develop and execute successful strategies on various social networking sites. (Cripps, Singh, Mejtoft, & Salo, 2020)

In order to tackle this obstacle, B2B technology firms may consider directing their efforts towards devising a specialized social media promotional approach that concentrates on their distinct market segment. Doing so would enable them to rival larger organizations with more substantial financial resources at hand. As an added measure, they can also utilize cost-efficient techniques for promoting via the Internet by crafting and broadcasting noteworthy material over various social networking channels. (Helén, 2022)

The key to triumph in social media marketing is maintaining an unwavering path. For B2B technology companies, it's essential that they make frequent and beneficial content on diverse platforms for their audience to remain attracted and involved. This can be a difficult feat because executing efficacious social media strategies requires much consistency, which seems challenging at times (Iankova, Davies, Archer-Brown, Marder, & Yau, 2019)

One viable approach to overcoming this predicament would be for companies that specialize in B2B IT solutions and services to devise an elaborate schedule outlining the precise nature of their intended posts across various social media platforms. This methodical strategy could effectively streamline and optimize these businesses' online presence, enabling them to reach a wider audience with more compelling content. Moreover, utilizing scheduling tools designed specifically for social media could help companies organize their posts well ahead of time and

guarantee uniformity throughout all of their marketing endeavors. (Miftakhova & Lutovinova, 2019)

B2B IT companies have found social media marketing to be a valuable tool for reaching out to prospective clients. However, using this approach in a business-to-business context can pose various challenges and obstacles. To overcome such hurdles, these firms should consider implementing measures like conducting employee training programs focused on Social Media Marketing, setting clear objectives and goals specific to their targets, developing tailored strategies that prioritize focus regularity as well while executing activities across multiple platforms within the SMM arena.

2.2 Content Creation and Distribution

Establishing and delivering quality content is an essential pillar of a successful advertising approach for B2B IT companies. Today, online channels have become essential platforms for businesses looking to reach more in their desired market segments while generating leads and increasing brand awareness. Therefore, there is an urgent need for such companies to create top-notch materials that can attract potential customers. Leading thinking and ultimately increasing sales. (Dencheva, 2020)

When it comes to content creation, B2B IT companies should prioritize creating insightful and educational materials that address audience issues and barriers. There are many ways in which this content can appear. This includes blog posts, white papers, and visual representations of graphs/charts/diagrams designed to facilitate understanding of examples of success stories or problems (case studies) that have been solved by the product/service, especially with respect to the statistics they represent. (Unnava & Aravindakshan, 2021) Includes compelling representations (infographics), webinars (online virtual seminars) and other videos. (Mou, 2020)

To ensure that their content is effective, B2B IT companies must tailor it to the specifications and desires of their target audience. This includes understanding what drives them, what encourages them, and how they interact, if included. Then content needs to include data-

backed details in your content while maintaining delivery accuracy. (Veldeman, Praet, & Mechant, 2015)

Once content creation is complete, B2B IT companies should turn their attention to promotion and distribution. This process involves driving traffic to a website using a variety of channels targeted to a desired demographic. Promotional techniques such as social media platforms, email marketing campaigns, search engine optimization (SEO) strategies, paid advertising in various mediums, and syndication techniques are all common exposure methods. However, it is essential to consider the behavioral tendencies of the company's target audience when determining an ideal delivery channel. (Lopes & Casais, 2022)

If a company target audience spends a lot of time browsing LinkedIn, it would be wise for B2B IT companies to turn their attention to creating a comprehensive foothold on this platform by sharing quality content. (Iankova, Davies, Archer-Brown, Marder, & Yau, 2019) Conversely, when turn to search engines to find solutions to problems, these people may be facing. For B2B IT companies, it is desirable and indeed beneficial to consider in-depth optimization for phrases that are relevant enough to improve Google rankings. (Silva, Duarte, & Almeida, 2020)

For business-to-business information technology companies, the process of creating and distributing materials is paramount because it allows them to stay ahead of the industry, generate leads, and increase revenue. B2B IT companies can grow and become more capable in their respective sectors by using multiple channels to spread their media while creating clearly beneficial content targeted only at specific demographics. B2B IT companies are able to successfully target those chosen groups they wish to interact with in order to position themselves more proficiently within their respective sectors. (Dwivedi, Ismagilova, Rana, & Raman, Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review, 2021)

2.2.1 Engaging with customers on social media for B2B IT companies

For companies providing B2B IT services, customer engagement via social media has become an essential element of advertising concepts. Social networking sites provide an opportunity

to connect with customers, increase brand awareness and form connections that can lead to increased sales and customer loyalty. (Li, Larimo, & Leonidou, 2020)

To engage with customers on social media effectively, B2B IT companies must first identify the platforms that their customers use most frequently. For instance, LinkedIn is a popular platform for B2B companies to engage with their customers and partners. (Nguyen, 2022)

After discovering the platform, companies focused on B2B information technology need to create and distribute rich materials that connect with their desired audience. The data should be insightful, educational, and relevant to the company's area of expertise or engineering methodology. (Makrides, Vrontis, & Christofi, 2019) Online entries called blogs, graphic representations that explain a topic called infographics, comprehensive reports for experts called white papers, and documents that explain specific topics related to the performance of individual companies called case studies, etc. resources are examples of useful content. (Moses, Peter, & Peter, 2019)

One must certainly consider interacting with clientele on social platforms by replying to their comments, messages, and posts. This communication shows patrons that the establishment values their opinions and contributions. This gesture can result in a strong bond between the customer and the company, which can lead to unwavering loyalty. (Lopes & Casais, 2022) In addition, corporations involved in business-to-business information technology have found online outlets advantageous for dealing with issues or disputes. With the help of online outlets, companies can provide excellent service while solving all the problems that arise from interactions and need to be resolved quickly. (Veldeman, Praet, & Mechant, 2015)

In addition, IT firms that cater to other businesses should assess the efficiency of their social media interactions. They have access to analytical tools which can monitor factors such as engagement percentages, extent, and conversion ratios; these metrics are used to comprehend what type of content appeals best towards their intended demographic audience and platforms responsible for generating noteworthy traffic flow along with sales revenue. (Rao, 2020)

In summary, it is imperative for B2B IT companies to engage with their customers through social media. This helps build brand awareness, build connections, and ultimately increase

sales and customer retention. To succeed in this competitive field, such companies need to identify suitable and relevant platforms. Create meaningful content that resonates with your customers. Proactively connect with your patrons. Determine how effectively and accurately these engagements are measured while building relationships with the people who have the most influence in these media.

2.2.2 Developing a social media marketing strategy for B2B IT companies

Developing an effective marketing plan for a B2B IT company on social media can prove difficult due to the uniqueness of their products and services. (Veldeman, Praet, & Mechant, 2015) The purpose of this section is to highlight factors to consider when developing a successful social media marketing strategy aimed at reaching and engaging the target audience of the business in question.

Companies specializing in B2B IT tend to direct their marketing towards other companies and professionals in the information technology field. Therefore, social media posts should primarily provide these groups with valuable industry knowledge, disseminate relevant content, and help establish themselves as key voices within their industry. (Arora, Singh, Bhatt, & Sharma, 2021)

Upon determining the intended audience, the subsequent undertaking is to discover which social media channels they regularly utilize. One frequently used platform for B2B advertising on such venue would be LinkedIn due to it being a network site specifically made for professionals and businesses alike; where one can link, exchange ideas or articles while participating in debates online. Other alternative choices that an IT-oriented company could take advantage of are Twitter, Facebook as well as YouTube, but well-designed materials should be designed separately and focused on the audience preferences and structure of each of the above channels is needed. (Arora, Singh, Bhatt, & Sharma, 2021)

Compelling content is essential to the success of any social media marketing plan. (Ziyadin, Doszhan, Borodin, Omarova, & Ilyas, 2019) As a B2B IT company, it should focus on creating valuable information and educational materials for a target audience. It is also important that this output is aligned with business goals. Especially if the goal is to generate leads, increase

site traffic, or increase brand awareness. A variety of vehicles such as white papers, e-books, webinars, and infographics all serve as ideal channels through which these companies can create impactful materials in line with these goals. (Yaghtin, Safarzadeh, & Zand, 2020)

An essential component of an effective social media marketing strategy is audience engagement. B2B IT companies should be proactive in commenting, answering questions, and responding harmoniously to whatever their followers say on their platform. This method helps build important bonds on behalf of potential clients and helps promote leadership status in all sorts of niche companies in this industry. In addition, encourage the company's employees by encouraging them to participate by sharing posts, commenting together, and more. (Silva, Duarte, & Almeida, 2020)

To make the necessary adjustments, enterprises need to analyze and measure the success of their social media marketing strategy. B2B IT companies have several metrics they can monitor, such as visitor retention rates, website traffic trends, leads generated during interactions with visitors and customers on digital platforms, and conversion rates. Scoring against these metrics helps companies understand areas of strong performance and gaps that need to be addressed by refining existing strategies. (Das, Trisha, Sener, & Walk, 2022)

In order for B2B IT companies to create an efficacious social media promotion plan, it is imperative that they have a profound comprehension of their customer base, the various online networks available and marketing objectives. Crafting thought-provoking content whilst participating in discussions with followers on these platforms as well as evaluating important metrics enables firms to be perceived as industry experts, thus creating opportunities for potential leads, and enhancing brand recognition.

2.2.3 Monitoring and analyzing social media metrics for B2B IT companies

Businesses need to use social media platforms to promote their products and services, connect with customers and increase brand awareness. B2B IT companies especially benefit from this medium due to its unique ability to establish communication channels between stakeholders. Leading them to his leadership of sorts within the industry. (Lopes & Casais, 2022) To maximize the value generated by social media campaigns (through engagement of

specific target groups), companies monitor/analyze metrics associated with each campaign to make informed decisions about future strategy execution. It's important to make smart, data-driven decisions. (Dwivedi, Ismagilova, Rana, & Raman, Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review, 2021)

In the world of B2B IT business, there is always intense competition. Separation from competitors is essential for these organizations to succeed. (Sarker, 2019) For this reason, social media has become a critical success factor. It allows companies specializing in B2B IT to demonstrate their capabilities while building real relationships with potential clients/customers/partners/peers etc. to build up. However, despite its usefulness as a marketing tool, without proper monitoring and analysis of its own social media impact and audience retention, it will not achieve the intended goals it needs to achieve through its platform. (Lopes & Casais, 2022)

Monitoring social media statistics involves observing and evaluating information about the performance of your social media presence. These metrics may include measuring the number of followers, liking a post, sharing it with others, including comments, or mentioning a particular individual on various online communication platforms. By consistently tracking these numbers, business-to-business technology companies can gain valuable insight into what worked particularly well during their respective campaigns on these digital forums, while also being able to pinpoint weak spots that could use some improvements down the line. (Aravindakshan, 2021)

The act of researching social media analytics includes using data collected through observation to make decisions. For example, if a company that provides IT services to other companies sees more engagement with posts on LinkedIn than on Twitter, allocate more resources to creating content specifically optimized for that platform can improve reaches to interested people. (Helén, 2022)

By monitoring and analyzing social media metrics, B2B IT companies can:

1. The performance of their social media efforts can be assessed by observing the metrics associated with them. B2B IT companies have the opportunity to assess whether goals

such as building brand awareness, stimulating website traffic, and generating leads are being achieved by tracking such data. (Mou, 2020)

2. By examining social media data, B2B technology companies can identify key areas to focus on in their online advertising efforts. This includes, for example, increasing the level of interaction and improving the quality of output. (Makrides, Vrontis, & Christofi, 2019)
3. Metrics from social media can help B2B IT companies understand their intended audience and their tendencies, allowing them to modify their online materials to better serve them. (Sundström, Alm, Larsson, & Dahlin, 2020)

In summary, B2B IT companies should monitor and evaluate social media metrics to make practical decisions about their business goals. Leveraging social media metrics will serve as a measure of the success of your marketing campaigns, driving improvements and winning audiences where necessary. This method allows all target industries in this category to build an impressive digital reputation that differentiates them from other competitors in similar markets.

2.3 Comparison of social media marketing to traditional marketing for B2B IT companies

The emergence of social media platforms has drastically altered the approach businesses take to interact with their consumer base. In present times, companies increasingly make use of social media marketing as a novel means for outreach purposes. B2B IT ventures have also embraced this tactic and begun utilizing these online forums for promoting their respective products or services. This following segment will compare traditional marketing techniques employed by B2B IT firms against that of its more modern counterpart social media marketing. (Mou, 2020)

2.3.1 Effectiveness of Social Media Marketing

B2B IT companies can create and publish content to engage with target audiences and increase website awareness through social media. There is evidence that SMM is an efficient

lead generation tool, as it helps businesses reach large audiences while building connections with inbound customers. In addition, the tool provides organizations with critical knowledge about what drives public interest and the decisions and actions they can use to properly coordinate their marketing efforts. (Sundström, Alm, Larsson, & Dahlin, 2020)

2.3.2 Limitations of Social Media Marketing

Even though social media platforms have many advantages, they also have certain limitations. A notable limitation of SMM is the difficulty in accurately assessing the effectiveness of the various campaigns launched. Quantitative data such as likes, shares, and comments may not always indicate revenue or conversions generated by this content (Use of social media by b2b companies: systematic literature review and suggestions for future research). Another limitation is how cumbersome it can be to design compelling posts for your audience and engage wholeheartedly while regularly checking her performance indicators. (Itani, Agnihotri, & Dingus, 2017)

2.4 Effectiveness of Traditional Marketing

Print advertising, direct mail, and trade fair-based marketing techniques fall under traditional marketing. The power of social media platforms outperforms traditional methods in terms of reach, but it's important to note that B2B IT companies can benefit greatly from these traditional methods. An industry-specific, targeted approach to decision makers greatly improves the quality of lead generation using such classic tactics. (Mangold & Faulds, 2009) Additionally, the physical space provides companies with an opportunity to demonstrate their products, resulting in better brand recognition, which takes place through this old school technique. (Fraccastoro, Gabrielsson, & Pullins, 2021)

2.4.1 Limitations of Traditional Marketing

A major obstacle to traditional advertising is that it is expensive, especially for small businesses. Print advertising, mail and trade fairs require significant investments. This is not always affordable for all business owners. Additionally, established marketing techniques may

be less specific and customizable compared to online network-based campaigns, lowering potential conversion rates technique. (Fraccastoro, Gabrielsson, & Pullins, 2021)

2.4.2 Conclusion

Overall, social media marketing and more general methods each have their strengths and weaknesses. B2B IT companies should consider their goals in terms of their development efforts and target users to determine which approach will yield greater results. While social media platforms offer businesses the opportunity to connect with a wider audience while building relationships with potential customers, traditional marketing strategies focus on specific industries along with the decision makers themselves. By comprehending what both ways do best, B2B IT firms can create ideal solutions that cater solely towards fulfilling whatever unique needs surface concerning promotion of products or services offered by such establishments.

2.5 The role of influencers in social media marketing for B2B IT companies

The existence of influencers on social media has been a game-changer as they have the power to influence audience purchasing preferences through well-crafted content and recommendations (Influencer marketing within business-to-business organisations). These individuals own a sizable cohort, comparable in size to traditional celebrities, and are a powerful force in terms of marketing benefits for companies seeking to increase their visibility through their online networks. (Harshitha, University, Shetty, & Sairam, 2021)

The prevalence of influencers in B2B IT firms is increasingly discussed within academia and industry. Those who have expertise on the subject highlight their remarkable talent for interacting with crucial decision-makers, which makes them ideal partners to work with in this sector. (Mou, 2020)

Utilizing influential figures in social media marketing has benefits stemming from their unique ability to generate authentic and customized advertising. These individuals are often considered experts in their fields and are a valuable resource for providing authentic reviews and recommendations regarding the products and services featured. This is especially

beneficial for IT companies involved in business-to-business transactions involving complex technical elements that require high-level proficiency skills. (Cartwright, Liu, & Raddats, Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review, 2021)

B2B IT corporations can gain numerous advantages when utilizing social media influencers in their marketing strategies. The most significant advantage is the opportunity for a broader audience reach. Influencers usually have countless followers on different networks, which could improve brand awareness and increase visibility within targeted demographics significantly. Traditional advertising channels do not prove effective while promoting products or services that are specifically designed to cater to niche B2B markets such as those found in technology sectors; therefore, influencer campaigns represent an increasingly popular approach towards enhancing market penetration beyond endemic viewer groups. (Mangold & Faulds, 2009)

It is important to note that B2B IT companies may face certain disadvantages when using influencers in social media marketing. While this can be a powerful resource, the costs associated with this approach and evaluating ROI can be a hurdle for businesses. Additionally, credibility and relevance are key considerations when identifying the right influencer partnership. Oversight by such companies can have potentially negative consequences. (Nguyen, 2022)

It is of utmost importance to thoroughly investigate the influence of social media influencers on his B2B IT marketing. Partnerships with these individuals can be beneficial, but it is imperative that business-to-business organizations assess their goals and potential risks when considering such partnerships. Additionally, it will be compelling to observe how influencer engagement is evolving with the ever-changing social media technology landscape.

2.6 Social media advertising for B2B IT companies: best practices and challenges

The rise of social media platforms such as LinkedIn, Twitter, and Facebook has provided B2B IT companies with a cost-effective way to reach their target audience and build brand

awareness. However, implementing an effective social media advertising strategy for B2B IT companies comes with its own set of challenges. (Lopes & Casais, 2022)

It is tough for B2B IT businesses to decide their target market whilst marketing through social media. (Helén, 2022) While a huge variety of human beings can gain from objects advertised via way of means of B2C firms, this cannot always be stated within side the case of organizations focusing on services or products for other enterprises. As such, people who run those companies want an elaborate cognizance concerning which people maintain impact inside precise industries and corporations to connect to them successfully. The seek necessitates gaining deeper perception into what motivates their potential customers – the lot from sore spots they are seeking to overcome, needs now no longer being met – all even as taking word on how all people operates throughout distinct structures online; simple demographics on my own are inadequate signs whether or not content material will resonate properly enough. (Bilgin, 2018) That's why it calls for significant studies efforts committed totally toward figuring out possibilities related to habitually used applications/websites whereupon powerful advert campaigns may want to exert effect long-term success is predicated closely upon crafting relatable messaging tailor-made mainly round precise styles located at some point of exploration segment itself. Composing captivating content that strikes a chord with B2B IT firms' targeted audience is yet another uphill battle they face in social media advertising. Given the intricacy of their products and services, it becomes strenuous to develop simplistic and profound content. (Arora, Singh, Bhatt, & Sharma, 2021) Furthermore, it is imperative for such material to be harmonious with brand values and messaging; therefore, achieving equilibrium between disseminating valuable information while steering clear from sounding overly salesy proves cardinal. (Raed Hanandeh, Hanandeh, Hanandeh, Al-Najdawi, & Barakat, 2021)

To effectively target their audience, B2B IT organizations must utilize suitable social media channels. For instance, LinkedIn is the leading platform for such firms due to its professional approach. Nevertheless, depending on a company's aims and type of customers targeted Facebook or Twitter may prove useful as well. (Lopes & Casais, 2022)

Determining the success of social media ads for B2B IT businesses can prove difficult. (Veldeman, Praet, & Mechant, 2015) As opposed to their B2C counterparts who have access

to sales and revenue data, these companies undergo more complicated buying processes with extended cycles. Thus, it is pivotal that unambiguous measuring tools are established in order to assess ad campaign profits which include lead generation metrics, website traffic analytics as well as engagement evaluations. (Rao, 2020)

In conclusion, there is a great opportunity for B2B IT companies to engage with desired customers and get better reviews through social media advertising. Nonetheless, these companies in the industry use the right platforms on social networking sites to find the right demographics, write provocative thematic material, and measure the success of their campaigns alike. By integrating leading methodologies developed by various relevant sectors, B2B trading companies can leverage various online channels and design effective outreach programs that ensure business success across the board.

2.7 The future of social media marketing for B2B IT companies.

The interaction between businesses and their customers has been transformed by social media platforms, which have expanded beyond personal communication to offer a means for companies to access target audiences. (Drummond, O'Toole, & McGrath, 2020) Several B2B IT enterprises recognize that social media marketing can be an excellent tool for increasing brand visibility, generating leads, and augmenting sales. In this section is explored potential trends and strategies in future social media marketing exploration geared toward technology enterprises with focuses on probable industry changes over the next years. (Unnava & Aravindakshan, 2021)

2.7.1 Increased Emphasis on Personalization

One noticeable market trend for B2B IT companies is the emphasis on personalization. In order to be successful in this field, it is essential that businesses tailor their messaging and content according to individual needs of target audiences using abundant data available today. This requires investment into technologies and tools with analytical capabilities to generate insights on customer preferences which will ultimately drive creation of personalized experiences suited for each one's requirements. (Lopes & Casais, 2022)

2.7.2 The Rise of Video Marketing

One trend that is set to have a lasting impact on B2B IT companies' social media marketing strategies is the growing importance of video marketing. Compared to other forms of content, videos are more memorable and engaging, making them an essential tool for businesses looking to convey their message effectively. Through strategic use of videos, it's possible for these enterprises not only showcase their products or services but also establish themselves as experts in the field – all while building stronger relationships with target audiences through interactive engagement techniques. (Raed Hanandeh, Hanandeh, Hanandeh, Al-Najdawi, & Barakat, 2021)

2.7.3 Integration with AI and Machine Learning

A new trend that determines the future of social media marketing for B2B IT companies is integration with AI and machine learning. Integration helps automate social media marketing efforts, analyze data more efficiently and generate insights to inform their strategy through these algorithms. This would optimize businesses' time effectively by saving resources while also improving proficiency in carrying out campaigns on different platforms. (Lee & Lee, 2019)

2.7.3.1 Invest in Social Listening and Monitoring

One method to make the most out of social media marketing is spent on Social Listening and Monitoring. B2B IT companies have a requirement to invest in various tools for monitoring conversations about their products or services online, observe brand reputation fluctuations and identify opportunities where they can interact with potential buyers efficiently. By keeping track of what their target audience wants through listening skills, these businesses will be able to create content that better resonates with them while effectively addressing possible pain points. (Dwivedi, Ismagilova, Rana, & Weerakkody, Use of social media by b2b companies: systematic literature review and suggestions for future research, 2019)

2.7.3.2 Develop a Content Strategy

One critical methodology for B2B IT enterprises thriving in social media marketing is to cultivate a content strategy, which involves producing relevant, compelling, and informative material that appeals to their desired audience. To communicate effectively and exhibit proficiency within the industry field of operation, various formats such as podcasts, videos blogs or infographics can be utilized by these companies. (Bilgin, 2018)

2.7.3.3 Embrace Influencer Marketing

Influencer marketing is another strategy that B2B IT companies can leverage to enhance their social media marketing efforts. IT businesses that cater to B2B buyers can resort to influencer advertising and augment their promotion on social media platforms. Coalescing with vital influencers who have a broad audience base and whom others heed in the industry, such companies can enlarge brand publicity, appeal fresh viewership, and develop trustworthiness among customers. By doing so they enhance the chances of offering an original and exclusive encounter for prospective clients interested in purchasing goods or services from them. (Cartwright, Liu, & Davies, Influencer marketing within business-to-business organisations, 2022)

2.7.4 Conclusion

In finality, the use of social networking as a marketing tool has become an essential aspect for companies that operate business-to-business in information technology. Companies looking to thrive within this environment will be required to adapt their approach along with current advances and policies, while also prioritizing customized experiences directed towards intended demographic groups. Utilizing instruments such as monitoring tools on social media platforms, strategized content creation plans alongside involving influencers would allow B2B IT-based organizations maximum utilization of these resources and ultimately lead them toward achieving business expansion in upcoming years.

2.8 The impact of social media marketing on lead generation for B2B IT companies

It is essential to examine the influence of utilizing social media marketing on lead generation for B2B IT firms, since this platform's use remains novel and quickly adapting. By comprehending how social media impacts generating leads for these companies, it can disclose valuable information regarding enhancing their promotional approaches and accomplishing company objectives. (Cartwright, Liu, & Davies, Influencer marketing within business-to-business organisations, 2022)

The appeal of social media marketing as a top lead generation tool for B2B IT companies stems from its multiple benefits. First, it provides a way for businesses to interact directly with their target audience. By reaching potential customers through this medium, businesses can create meaningful connections that foster trust and loyalty, ultimately leading to increased conversions (Bilgin, 2018)

Second, the use of social media marketing allows B2B IT entities to demonstrate their competence and intellectual competence in a particular sector. By distributing relevant and insightful content such as case studies, blog posts, along with whitepapers, these companies have established themselves as major players, thereby attracting an increase in potential customers. (Miftakhova & Lutovinova, 2019)

Social media sites offer B2B IT companies an opportunity to display advertisements tailored to their target audience. This is done through highly precise targeting, which is highly beneficial in generating potential leads. Businesses can choose who to display ads to on their social media platforms based on certain criteria such as job, industry, or hobbies. (Makrides, Vrontis, & Christofi, 2019)

Social media marketing offers many advantages in the field of lead generation. However, implementing these strategies presents a number of hurdles for IT companies serving enterprise customers. One such obstacle is that these companies must create new content on a regular basis while answering questions from their followers and examining performance metrics, which requires a significant investment of time and resources (Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review). On the other hand, it is tricky to keep up with current trends, not only by using effective methods,

but also by consistently developing frameworks across all social platforms. Maintaining a competitive advantage requires this constant attention. (Raed Hanandeh, Hanandeh, Hanandeh, Al-Najdawi, & Barakat, 2021)

The diverse and complex topic of the impact of social media marketing on lead generation for B2B IT companies requires additional research. By understanding the benefits and difficulties involved with this form of marketing, these companies can develop effective approaches to generate leads, drive expansion, and achieve commercial goals. (Cartwright, Liu, & Raddats, Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review, 2021)

3 Methodology

3.1 Introduction

The objective of this approach is to offer a comprehensive summary of the blueprint for research, as well as the means of data collection and analyzing data integrated within this Bachelor thesis. (Helén, 2022) The purpose of this study is to find out how B2B IT companies use social media effectively and how they can use social media to improve their marketing efforts.

3.2 Study design

The survey design of this study is exploratory. In other words, it is conducted to better understand how B2B IT companies use social media effectively. (Cartwright, Liu, & Davies, Influencer marketing within business-to-business organisations, 2022) A case study approach is used to achieve this. The case study will be a study of a couple B2B IT-companies, which will be selected based on their social media activity and marketing efforts. Data is collected from both primary and secondary sources.

3.3 Data collection

Data collection for this study consists of both primary and secondary data. Primary data is collected through interviews with the marketing teams of IT companies of choice and through partner organizations. Interviews are conducted using a semi-structured interview guide, recorded, and transcribed for analysis. (Cartwright, Liu, & Raddats, Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review, 2021) Interviews were conducted on April 27th through Word documents sent by email.

Secondary data is collected through literature reviews, case studies, and online sources. Literature research helps B2B IT companies to better understand how to use social media effectively. A case study is used to compare the selected IT company's social media activities. Online sources are used to collect data about the latest social media trends and best practices. (Cartwright, Liu, & Raddats, Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review, 2021)

3.4 Data analysis

Data collected from interviews is analyzed using thematic analysis. Thematic analysis is a method of analyzing qualitative data by identifying patterns, themes, and categories in the data. (Helén, 2022) Data collected from literature surveys, case studies, and online sources are analyzed using content analysis. Content analysis is a method of analyzing qualitative data by identifying patterns, themes, and categories within text. (Dwivedi, Ismagilova, Rana, & Weerakkody, Use of social media by b2b companies: systematic literature review and suggestions for future research, 2019)

3.5 Conclusion

The above research methods are used to research the effective use of social media by B2B IT companies. By using a case study approach and collecting primary and secondary data, this research aims to better understand how social media can be used to improve the marketing efforts of B2B IT companies. (Shahzad & Elenurm, 2020) The collected data is analyzed using thematic and content analytics, and the results are used to make recommendations to

selected IT companies and other B2B IT companies that want to improve their social media activities to increase.

4 Results

The results of the interviews conducted as part of this Bachelor's thesis provided valuable insight into the research topic. Individuals were chosen by virtue of their proficiency and knowledge in the area, with insights offered onto various significant topics through their replies. After conducting data collection, an analysis was performed to pinpoint the salient discoveries. Throughout this process of investigation and evaluation, a determination was made on which information held precedence in terms of significance. The results of the interviews contributed to answering research questions, drawing conclusions, and provided significant information used to make recommendations for future research or practical application. Overall, the interview results helped to understand the topic comprehensively and added great value to this research project.

A total of two individuals underwent an interview process consisting of 10 carefully crafted and targeted questions. While the first four questions were intended to provide answers to the main research question “How do IT business-to-business companies utilize social media in their marketing?” of this study, questions five through seven were intended to clarify relevant information related to the second, supplementary question was intended “What are the reasons for choosing a specific channel?”. Finally, the remaining eight through ten questions were formulated to answer a third supplemental survey question “How to increase company search appearance and interactions on social media?”.

The next section of this research provides a rigorous thematic analysis of each of these questions to derive comprehensive and informative insights.

4.1 An Examination of Platform Selection, Usage and The Role B2B IT Companies' Digital Marketing

Digital marketing relies heavily on social media platforms due to their unique ability to target and engage specific audiences. Each platform serves a distinct purpose in achieving this goal,

emphasizing the importance of strategically selecting which channels to utilize for maximum impact. (Cartwright, Liu, & Raddats, Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review, 2021) “Specifically, LinkedIn is a network where many entrepreneurs are present. LinkedIn has many features, including the LinkedIn Navigator, which makes it easy to identify new leads and find the right contact person” (interview #1). “In the B2B sector, the LinkedIn platform is primarily used to address and target companies with similar success goals. The Facebook/Instagram combination is also important for generating awareness and targeting the right target group with the help of the Business Manager” (interview #2).

Insights gleaned from the interviews confirm that social media platforms play an important role in digital marketing by providing an effective means of targeting and retaining specific audiences. This result highlights the importance of carefully choosing the right channels for maximum effectiveness, as each platform serves a specific purpose. LinkedIn, in particular, serves as an excellent way for innovators to connect with prospects through a helpful feature known as the “LinkedIn Navigator.” This helps you identify new prospects and new acquaintances. It is the preferred platform in the B2B sector for serving companies with goals. In addition, the combination of Facebook and Instagram is also essential for gaining attention and specifically addressing your desired target group using the Business Manager feature. The findings highlight the critical role of social media platforms in digital marketing and the need to identify and secure the best channels to leverage your advertising efforts.

4.2 Incorporating Social Media into B2B Marketing Strategy

Social media has revolutionized the way companies approach their marketing strategies. In the technology age of modern society, social networks have become an important tool used by businesses to engage with their followers and increase brand awareness. (Dixon, 2023)

“As a digital company, we regularly post the latest news on current topics to achieve visibility. But we also post pictures of events we attend, and we ask questions on social media to involve our customers more in the development steps of the software” (interview #1). “Social media is an essential part of my marketing strategy, and I would recommend it to all my clients.

Whether B2B or B2C - it is essential for your visibility. The aim is to post at least one feed post a week and upload stories daily - tailored to planned blogs and campaigns” (interview #2).

Both interviewees 1 and 2 confirmed the importance of social media in building awareness and building brand awareness. In addition, interviewee 1 said that his company posted the latest news on hot topics to raise awareness, and posted images and questions from events he attended to help customers get more involved in the software development process. The Interviewee 2, on the other hand, recommended posting at least one feed post per week and uploading daily stories that align with his scheduled blogs and campaigns. This result highlights the importance of B2B marketing leveraging social media in his campaigns to increase awareness and engagement with the target audience. Therefore, businesses must integrate social media into their marketing strategy to effectively reach their intended audience and achieve their marketing goals.

4.3 The Impact of a Successful B2B Social Media Campaign on Business Growth

B2B social media campaigns are becoming increasingly important as they allow businesses to connect with other businesses and decision makers in a more personal and engaging way. (Dwivedi, Ismagilova, Rana, & Raman, Social Media Adoption, Usage And Impact In Business-To-Business (B2B) Context: A State-Of-The-Art Literature Review, 2021) Therefore, this paper aims to study his successful B2B social media campaign and its impact on business growth. The question that arises in this context is whether a social media campaign can bring positive results to his B2B customers.

“We generated a monthly turnover of €100,000 for a medium-sized customer through a LinkedIn campaign using a mixture of video ads, retargeting, and marketing automation” (interview #1). “Unfortunately, no. My marketing focus for customers is 100% B2C” (interview #2).

The effectiveness of social media campaigns in driving positive outcomes for B2B customers remains a matter of debate. One respondent reported a successful campaign that generated €100,000 in monthly sales to mid-market clients via LinkedIn, while another focused solely on her B2C marketing and B2B social media failed to provide an example of his campaign. Still,

this case study highlights the potential of social media campaigns for her B2B clients using a combination of video advertising, retargeting, and marketing automation when done right. Given these results, B2B companies are encouraged to explore the potential of social media campaigns to reach and engage their target audience more effectively.

4.4 Measuring the Effectiveness of Social Media Efforts for B2B Clients

Measuring the effectiveness of social media efforts can be difficult, as businesses must develop specific metrics to assess the impact of social media campaigns. (Das, Trisha, Sener, & Walk, 2022)

“We create specific landing pages for each campaign, which makes it easy to determine the effectiveness of each campaign” (interview #1). “We measure with the help of tracking links, UTM parameters, Facebook Business Manager, Google Analytics and other tools and aids such as influencer insights in order to then create meaningful reports” (interview #2).

The results of this study show that companies are using a variety of techniques to measure the effectiveness of their social media crusade on their B2B customers. These methods include creating specific landing pages per campaign, tracking links, UTM parameters, Facebook Business Manager, Google Analytics, and influencer insights. Key metrics that businesses focus on include engagement rates, website traffic, leads generated, and conversion rates. While there is no universal approach to measuring the effectiveness of social media use, it is clear that institutions should develop performance indicators that reflect their unique goals and aspirations. By carefully curating and closely monitoring these behaviors, agencies can more fully understand the effectiveness of their social media manipulation. They are then empowered to refine and improve their tactics to increase efficiency.

4.5 Factors to Consider When Selecting the Channel for Message or Content Delivery

Choosing the right channels to deliver your message and content has emerged as an integral part of effective communication. Given the large number of channels available to us, it is imperative to consider the variables that influence a person's cognitive processes. (Cartwright,

Liu, & Raddats, Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review, 2021)

“The number of registered users, user activities, and relevant topics” (interview #1). “First and foremost, I always ask myself the question, where am I most likely to meet my target group and what does it want to see and hear? How can I awaken the interest of my target group and is this channel suitable for this” (interview #2).

Choosing the right channels to deliver your message and content is very important in today's digital age. The factors considered when selecting a channel may vary depending on the target audience and the message to be conveyed. Findings from interviews conducted with two experts indicate that the number of registered users, user activity, relevant topics, and target user interests are essential considerations. In summary, understanding your audience and the message being conveyed is critical when selecting the right channel for effective content delivery.

4.6 Measuring Channel Effectiveness for Audience Engagement and Conversion Rates

Businesses can use a variety of media to connect and reach their target audience. Measuring the effectiveness of these channels using parameters such as audience participation and conversion rates is paramount to fully optimizing your revenue. (Iankova, Davies, Archer-Brown, Marder, & Yau, 2019)

“We measure effectiveness using evaluation options in the software used to create landing pages, and sometimes with other tools such as Google Analytics for some clients” (interview #1). “Depending on the goal of the campaign, conversions are sometimes more or less important. If it's a conversion campaign, I don't ask myself whether the platform makes sense, but whether I could optimize the content and the boosting. Each platform has its advantages, and you only must develop a suitable strategy to use them skillfully. In the special case of influencer marketing, we check the engagement rate in advance and only select influencers with at least 2% in order to achieve the desired effect” (interview #2).

Interviews with marketers have shown that measuring channel effectiveness is critical to achieving desired results. The data used to make channel investment decisions depends on your campaign goals. Analytics options in landing page builder software are commonly used with tools like Google Analytics to measure audience engagement and conversion rates. In influencer marketing, engagement rate is an important factor when choosing influencers. We also know that optimizing and boosting content is essential to improve channel effectiveness. In summary, businesses should use the right tools and strategies to measure channel effectiveness and make informed decisions about channel investments.

4.7 Overcoming Obstacles in Social Media Marketing

Businesses are continuously searching for new approaches to attain their goal audience. A famous method is through social media channels, which includes Instagram and Facebook. The act of executing a successful social media promotion plan presents itself with its own unique array of hindrances and difficulties. Although the obstacles that arise can be formidable, they remain surmountable with effort. (Fraccastoro, Gabrielsson, & Pullins, 2021)

“The biggest obstacle was setting up the ad correctly to target the right audience and increase the ad's effectiveness. However, this is not specific to this channel, but applies to all others as well” (interview #1). “I mostly work with Instagram and the Facebook Business Manager has often caused us problems because certain motifs were not recognized but were requested and approved by the respective customer. As a result, we had to contact Facebook to have the motifs activated manually” (interview #2).

Interviews with experts in the field identified some of the key challenges and barriers companies face when using social media channels. Despite their ubiquity, the obstacles that appear on social media channels are not unique to them but pervade all advertising channels. Both companies maintain mutually beneficial partnerships with their respective online platforms to authorize and execute marketing campaigns for their products. They are constantly reviewing and improving their delivery schedules through these platforms to better achieve the desired results. Despite the hurdles and difficulties that arise, social media platforms remain a valuable resource for businesses to connect with their audiences and engage with them in new and creative ways.

4.8 Enhancing Social Media Search Appearance and Interactions for Businesses

In today's modern age controlled by advanced machinery, it is crucial for enterprises to possess a sturdy online presence so as not to lag behind. To widen their online presence, businesses employ diverse strategies, ranging from search engine algorithms tweaking to social media ads. (Alalwan, Rana, Dwivedi, & Algharabat, 2017)

“Regular posting to become visible” (interview #1). “In the B2C area, I'm still a fan of posting promotions and competitions as well as personal insights, because the followers appreciate the personal connection and react specifically to this type of posting” (interview #2).

The interviews conducted in this study provide valuable insight into companies' strategies for improving their search presence and interactions on social media platforms. One respondent emphasized the importance of regular posting, while another of hers emphasized the effectiveness of promotional and personal content. Combining both strategies is clearly beneficial for businesses in terms of increasing their online presence and engaging with their audience. As technological advancements persist and innovate, corporations must remain flexible and abreast of current developments to sustain competitiveness within the digital sphere.

4.9 Measuring Social Media Marketing Success

The proliferation of social networking sites has resulted in an obligation for commercial organizations to engage in online marketing endeavors that are intended to heighten their digital discernibility and achieve profitable demographics. The success of your social media marketing efforts depends on many factors, including the metrics you use to track progress. (Veldeman, Praet, & Mechant, 2015)

“Cost-per-click (CPC) Return on Investment (ROI) Impressions Interactions” (interview #1). “The business tools of the respective social media channels are very revealing. I also monitor the engagement and click rates of various posts” (interview #2).

Interviews conducted with two social media marketing professionals reveal that companies use a variety of metrics to track the success of their social media marketing efforts. Cost Per

Click (CPC), Return on Investment (ROI), Impressions, and Interactions are some of the key metrics used. Business tools for each social media channel are also important for uncovering valuable insights. Engagement and click-through rates for various posts are closely monitored to evaluate the performance of social media campaigns.

Overall, a prudent selection of metrics for tracking social media marketing success in businesses must be made given their unique goals and objectives. As there is no universal solution to this issue, it's imperative that an understanding of viable tools and metric interpretation methods are grasped. This will enable you to maximize results from various social media campaigns tailored around specific business needs.

4.10 Social Media Marketing Trends for B2B Companies to Boost Visibility and Engagement

Numerous B2B companies have incorporated social media marketing into their promotional ploys as an indispensable facet. The proliferation of various social media channels has paved the way for myriad avenues through which organizations can establish meaningful bonds with their target groups, foster brand recognition and identity, as well as yield potential clients. As social media platforms evolve, B2B businesses must stay abreast of the latest trends and best practices to improve their search presence and engagement.

“Video ads and video podcasts, as well as live sessions, are the latest trend in B2B marketing. People don't just want to see images or text, they want videos. User generated content is also currently very popular” (interview #1). “Influencer marketing (especially for dry topics such as insurance, financing, etc.), TikTok appearance, from now on focus on pictures instead of reels (Instagram message) and constant presence” (interview #2).

B2B companies can reap significant benefits by incorporating the latest trends and best practices in social media marketing into their strategy. Video ads, video podcasts, live sessions, user-generated content, influencer marketing, TikTok exposure, and image-focused content are just some of the latest trends and best practices B2B businesses can leverage to improve search visibility and engagement. By employing these tactics, enterprises that operate in a business-to-business capacity can engage with their target markets proficiently. Not only does

this increase the recognition of their brand, but it also produces lucrative opportunities and fosters expansion and prosperity for the organization. It is of the utmost importance that enterprises prudently deliberate upon their target audience, industry (in which they operate) and marketing goals while discerning their strategy.

5 Recommendations for future works

Research on the effective use of social media marketing for B2B IT companies provides useful insight into the strengths and limitations of a marketing strategy. However, there are important unexplored research opportunities in this area. Despite previous attempts to examine these topics, much remains to be discovered. Despite previous scientific research in this area, considerable untapped potential for further research remains.

Although exploration has taken place on these issues, many opportunities remain unexplored. Despite previous efforts to examine reported subjects, a significant proportion of research findings continue to be concealed. There is still a great deal of underdeveloped investigative perspective despite extensive research being conducted on this topic before. Future research may dig deeper into the impact of social media marketing on customer engagement and loyalty. While this study shows that social media marketing has a positive effect on brand exposure and lead generation, it remains unclear if this translates into consumer loyalty and loyalty.

Another topic worth exploring is the function of social media influencers in B2B IT marketing. While this research has mainly focused on the use of social media sites like LinkedIn and Twitter, there is an increasing trend towards leveraging influencers to market B2B IT goods and services. Future research could investigate the effectiveness of influencer marketing in B2B IT and identify best practices for interacting with influencers.

Finally, an upcoming study may look at the influence of upcoming technologies like AI and machine learning on B2B IT social media marketing. These technologies are expected to have a major impact on how B2B IT companies handle social media marketing as they grow rapidly in the IT industry. For businesses trying to stay ahead, it's important to understand the potential benefits and challenges brought by new technology.

Methodologically, future research could benefit from a more diverse and comprehensive sample of B2B IT companies. Although interviews with two organizations provided useful information for this study, a larger and more diverse sample may provide more insight into the benefits and limitations of marketing.

Overall, this study provides insight into the effective use of social media marketing for B2B IT companies. Despite the existing in-depth knowledge on the subject, there are still many opportunities for further exploration to better understand its effects, both positive and negative. Further investigation into this marketing strategy can certainly provide the information needed to help become more aware of its potential benefits and the possible negative effects that follow.

6 Conclusion

In conclusion, B2B IT firms looking to expand their reach, engagement, and eventually revenue may find that efficient social media marketing may alter the game. It is found essential tactics for utilizing social media sites like LinkedIn, Twitter, and YouTube to increase brand recognition, generate leads, and strengthen customer connections through the review of recent literature and conversations with sector experts.

According to this study, a social media marketing campaign's success depends on having a firm grasp of the target demographic, producing interesting and pertinent content, and adopting a regular and methodical posting and interaction strategy. It may be prudent for enterprises to contemplate the utilization of social media marketing alongside statistical measures in order to evaluate the efficiency and efficacy of their undertakings.

This study's approach included a thorough analysis of pertinent literature and the collecting of primary data through in-depth interviews with specialists in the field. Our grasp of the subject and the determination of best practices were greatly influenced by the revelations obtained from these conversations.

Overall, our research shows that B2B IT businesses should use social media marketing as a potent tool for attaining their company objectives and dominating a crowded market. It may

create a strong online presence, interact with consumers, and promote development and success in their business by putting the techniques and suggestions presented in this research into practice.

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Appendix 1: Interview Questions

1. What specific social media platforms do B2B IT companies use to promote their products or services, and why do they choose those platforms?
2. How do you currently incorporate social media into your B2B marketing strategy?
3. Can you give an example of a successful social media campaign that you've executed for a B2B client?
4. How do you measure the effectiveness of your social media efforts for B2B clients, and what metrics do you focus on?
5. What factors did you consider when selecting the channel for your message or content?
6. How do you measure the effectiveness of this channel in terms of audience engagement and conversion rates, and what data do you use to make decisions about continuing to invest in it?
7. Can you describe any challenges or obstacles you faced in utilizing this channel, and how you overcame them?
8. What strategies have you employed in the past to increase your company's search appearance and interactions on social media platforms?
9. How do you measure the success of your social media marketing efforts, and what metrics do you use to track progress?
10. In your opinion, what are some of the latest trends and best practices in social media marketing that B2B companies can utilize to improve their search appearance and engagement levels?