























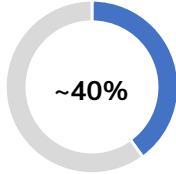
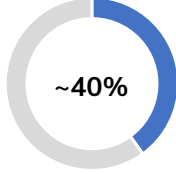
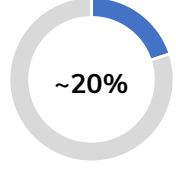


# 2024 B2B Social Media Playbook



  
vendedigital

# 2024 Digital Marketing Strategy

Funnel Stage	Goal	LinkedIn	Twitter	FB/Insta	YT	Other
Awareness Problem Unaware	ICP knows the problem you solve, Content Consumption	 YES Paid  YES Organic	 MAYBE Paid  MAYBE Organic	 NO Paid  MAYBE Organic	 MAYBE Paid  MAYBE Organic	Reddit, Podcasts, TikTok, Communities
Evaluation Problem Aware	Educate & Inform	 YES Paid  YES Organic	 YES Paid  MAYBE Organic	 YES Paid  MAYBE Organic	 YES Paid  YES Organic	Review Sites, Sponsorships, Communities, Podcasts
Decision Solution Aware	We're the right tool for the job, Validation, Proof	 YES Paid  YES Organic	 MAYBE Paid  MAYBE Organic	 MAYBE Paid  NO Organic	 MAYBE Paid  YES Organic	Review Sites
Funnel Stage	Goal	Content/ Offer	Channel	Tactic	Outcome	Budget Allocation
Awareness Problem Unaware	ICP knows the problem you solve, Content Consumption	POV, Challenge norms, Blogs, social post, stats, video, infographics, case studies	Social, Search, Podcasts, Influencers, Employees, Partners	Zero Click Content Promotion, ABM/Intent Ads Organic Social, Employee Amplification, Social selling, Thought Leader Ads, Document Ads	Impressions, Engagement, Traffic to Site	
Evaluation Problem Aware	Educate & Inform	Tips, Guides, Playbooks, Reports, Events, Assessments, Calculators, Customer Testimonials	Social, Search, Podcasts, Influencers, Sales, Partners, Email	Content Promotion, Organic Social, Social selling, <b>Social Retargeting (Content, Conversation Ads, Document Ads, Event Ads), Sponsorships</b>	Traffic to Site, Opt-in, Registrations	
Decision Solution Aware	We're the right tool for the job, Validation, Proof	Consultation, Analysis, Demo, Trial, Customer Testimonials	Social, Search, Sales, Marketing Automation, Email	<b>Intent Retargeting (Content, Conversation Ads, Conversation Ads, Event Ads), Social Selling</b>	Traffic to Site, Opt-ins, Appointments, Demos	

# Checklist for Your B2B Social Media Content Strategy

Use this checklist to ensure a well-rounded mix of content that attracts and engages your target audience on social media. Create at least one piece of content in each category per quarter.

**Awareness & Attraction**

**Engagement & Education**

**Conversion & Retention**

## Top of the Funnel: Awareness and Attraction

	<b>Zero-Click Content</b>	Posts offer value and engage users directly on the platform, providing information and insights without the need to click away. Examples include long-form posts, carousels, infographics, and listicles.
	<b>Social Media Videos:</b>	Use webinar clips or create introductory videos that explain your POV, what your company does, and the problems it solves.
	<b>Industry News and Trends</b>	Post about the latest industry developments (your industry or your audience's industry) and your company's perspective on these changes.
	<b>Infographics and Data Visualizations</b>	Use these to simplify complex data, making it easily understandable and shareable.
	<b>Curated Content from Trusted Sources</b>	Share expert content from outside your company, adding your insights to establish thought leadership. Examples: Third-party industry trends or reports.
	<b>Employee Advocacy and Thought Leadership</b>	Encourage employees to share their insights and experiences with your products, enhancing credibility and relatability.

**Awareness &  
Attraction**

**Engagement &  
Education**

**Conversion &  
Retention**

## Checklist for Your B2B Social Media Content Strategy

Engage and educate your prospects with content that answers their questions and positions your solutions as a necessity. This stage is crucial for building trust and nurturing leads toward a purchasing decision.

### Middle of the Funnel: Engagement and Education

	<b>How-To Articles and Videos</b>	Provide content that helps solve common problems or demonstrates how to use your products.
	<b>Thought Leadership Content</b>	Share deep-dive POV pieces and interviews that reflect your brand's expertise.
	<b>Promote Events/ Webinars</b>	Events/Webinars play a crucial role in the middle of the sales funnel, targeting prospects actively learning but not yet ready to purchase. Focus on topics that resonate with your audience and demonstrate your expertise.
	<b>Quick Tips and Best Practices</b>	Offer concise, actionable advice your audience can quickly understand and implement.
	<b>Content Upgrades</b>	Promote guides, checklists, tools, or reports to enhance productivity and efficiency. You can drive users to a landing page or have them DM you or comment on your post to receive the asset.

# Checklist for Your B2B Social Media Content Strategy

Validate that you are qualified to solve your prospect's problem and maximize conversion opportunities with targeted content designed to demonstrate the tangible benefits of your solutions. At this critical juncture, your content should empower prospects to make informed, confident purchasing decisions.



## Bottom of the Funnel: Conversion and Retention

	<b>Case Studies/Customer Stories</b>	Highlight how your products or services have helped other businesses.
	<b>Engaging Videos</b>	Develop detailed videos that showcase your solutions' benefits or customer testimonials.
	<b>Sales Enablement Articles</b>	Share content directly supporting your sales team in closing deals, such as detailed product benefits or ROI analyses.
	<b>Landing Pages</b>	Direct followers to optimized landing pages designed for conversion.

# Implementing the Strategy

## Establish Brand Voice and Guidelines

Define your brand's tone, personality, and content style guidelines. Maintaining a unified voice across all platforms cultivates brand recognition and trust.

1

## Content Repurposing

Transform your long-form content into channel-specific posts tailored for each social media platform.

2

3

## Feedback Incorporation

Utilize social media interactions and feedback to shape future content strategies.

4

5

6

## Develop a Content Calendar

Craft a detailed content calendar outlining what you'll post, when, and on which platforms. This ensures a consistent flow of content and prevents gaps in posting.

## Performance Tracking

Monitor engagement metrics for each content type and funnel stage to continually refine your approach.

## Leverage Paid and Organic Distribution

Harness paid and organic distribution to broaden your content's reach, engage the right audience at each funnel stage, and drive optimal conversion rates by balancing reach, relevance, and ROI.

# Tips for Running LinkedIn Ads

1

Run “always-on” brand awareness ads (i.e., posts) that deliver value in the feed. A mix of video views, impressions, and website visits.

## WHY?

Guaranteed consumption of your content + the Best value for ICP attention.

2

Run traffic ads to landing pages vs. native lead gen forms for content download. These are great for retargeting audiences.

## PRO TIP:

Call out the job title in the heading. Ex: CEO's Ultimate Guide to Kubernetes Optimization.

3

Run multiple posts in a single campaign (at least 4). Budget at least \$100/Day. This seems to trigger the LI algorithm for best performance.

## PRO TIP:

Shoot for a frequency of 3-4.

4

Pulse in/out new posts regularly—test different creative and long/short from copy.

## PRO TIP:

Don't pulse out anything until a post starts to wain. So start with 4 posts and then keep adding new content weekly but only pulse out when it slows down.

5

Write your ads like organic posts. Play with emotion, and don't get to caught up on brand guidelines. You want them to catch the attention of your audience. The less they look like ads, the better.

## PRO TIP:

Make sure your post makes sense even if they look at your creative or read your headline.

6

Leverage the LinkedIn insight tag and Custom Conversions. This will show how your content performs even if the user doesn't engage with the ad but goes to your site later.

## PRO TIP:

Monitor what companies are visiting your website and add them back into your “always on” campaign in Tip 1.

7

Build audiences by targeting Function vs. Title. Use as few selections as possible to keep the cost down.

## PRO TIP:

Also, upload target account lists, contacts lists, and intent lists.

# The Anatomy of an Offer Post

