

The Future of B2B Social Media Marketing

Presented by Luan Wise
September 2023

About Us

- The Direct Marketing Association of Northern California was formed to educate, inform and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.
- We have evolved to offering best-in-class live online education worldwide through our workshops and certification program, taught by world-renowned instructors. More than 2,500 professionals take advantage of over 100 workshops dates and times offered per year.
- Workshop topics include:
 - AI for Digital Marketing.
 - SEO.
 - Google Ads.
 - Google Analytics 4.0/Looker Studio.
 - Email Marketing.
 - Social Media (Organic and Paid Advertising).
 - Content Marketing.
 - Podcasting and YouTube Marketing.
 - Influencer Marketing.
 - Copywriting.
 - Video Production for Social Media.
 - Product Marketing and Account Based Marketing (ABM).
 - Sustainable Marketing.

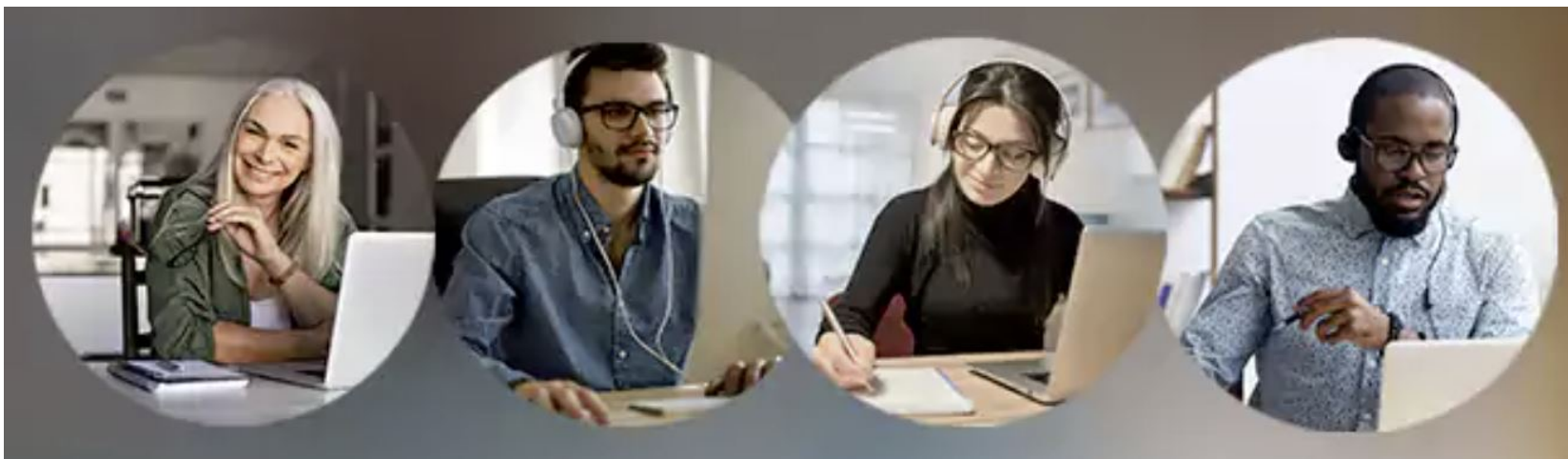
- Earn a certificate in by completing any eight modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Students who complete a certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- If a certificate isn't in your plan, you can take as few or as many of the courses as you'd like.
- <https://dmanc.org/certified-digital-marketer-cdm-requirements/>



- Earn a Certified Sustainable Marketer (CSM) certificate by completing the 3-module series.
- Take classes live online or recorded, or a hybrid of both.
- Students who complete the CSM certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- This Certificate also qualifies as 3 classes toward the Certified Digital Marketer (CDM) program.
- <https://dmanc.org/certified-sustainable-marketer-csm-requirements/>



- The video recording of this webinar will be sent tomorrow.
- It will be sent from the email no-reply@zoom.us.
- If you don't receive it, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you still don't receive it, please fill out the Contact Us form at DMAnc.org and we'll be sure to get it to you some other way.





The Direct Marketing Association
of Northern California

The Future of B2B Social Media Marketing

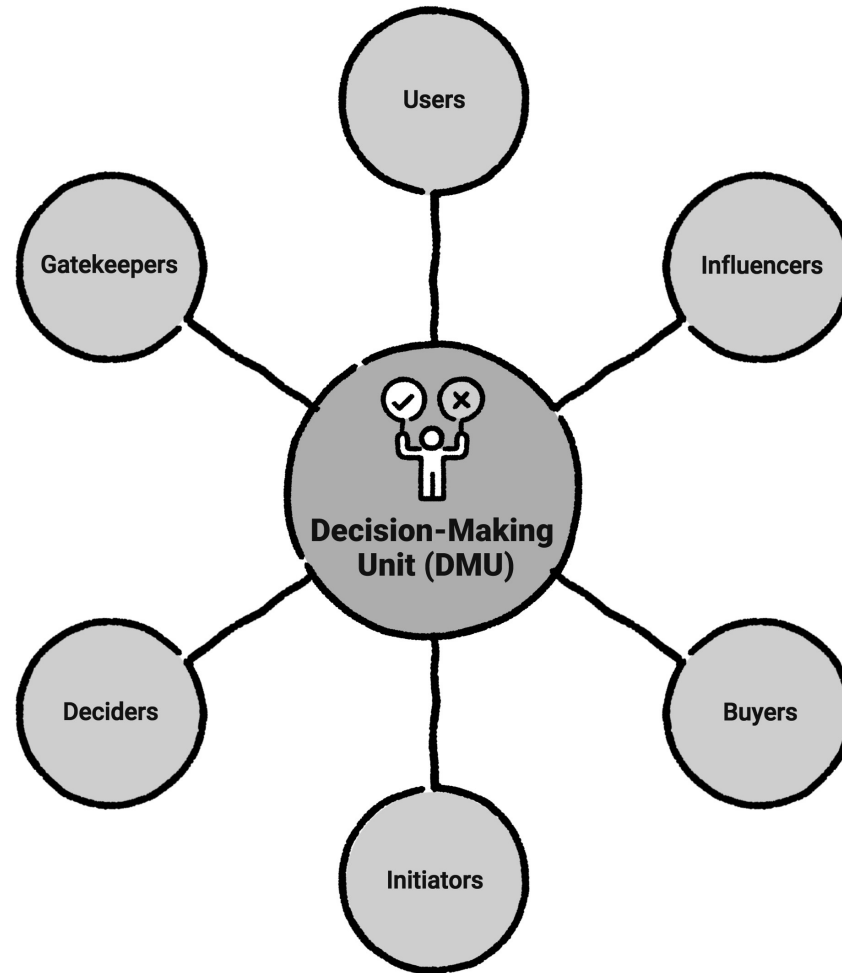
Presented by Luan Wise

- Chartered Marketer, Fellow of the Chartered Institute of Marketing (FCIM)
- LinkedIn Learning Course Instructor, Meta Lead Trainer, Google Digital Garage Coach
- Author of *Relax! It's Only Social Media*. Three new books coming soon!
- LinkedIn Advertising Masterclass Instructor, DMAnc.org

In this session, we will dive into:

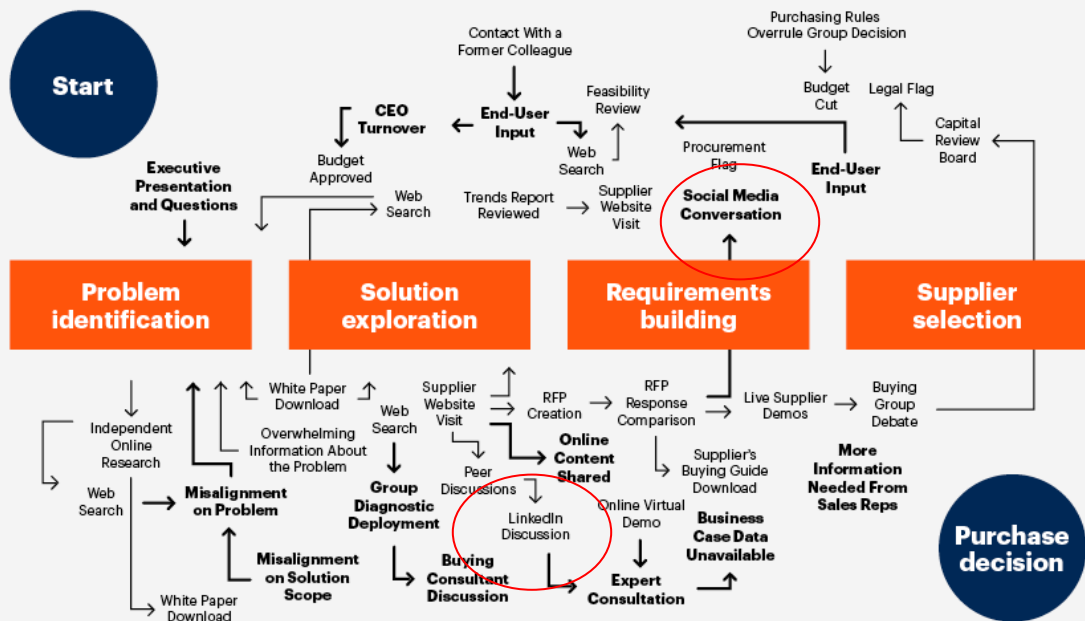
- How B2B interactions on social media are evolving and what platforms are leading the way
- Engaging content strategies that captivate B2B decision-makers and drive results
- The latest trends in paid advertising and how to leverage them for maximum impact

B2C Marketing	B2B Marketing
Purchase products/services to meet individual or family needs	Purchase products/services to meet specific business needs
Buy on impulse	Lengthy purchasing policies and processes
Do not involve anyone else in a buying decision	Multiple people involved in a buying decision
Purchase via intermediaries	Purchase direct from suppliers
Mass media	Personal selling



B2B buying journey

Illustrative



Source: Gartner
© 2019 Gartner, Inc. and/or its affiliates. All rights reserved.



**JUL
2023**

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



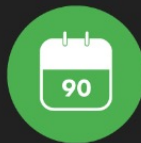
GLOBAL OVERVIEW

NUMBER OF SOCIAL
MEDIA USER IDENTITIES



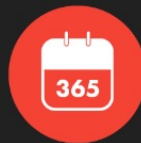
4.88
BILLION

QUARTER-ON-QUARTER CHANGE
IN SOCIAL MEDIA USER IDENTITIES



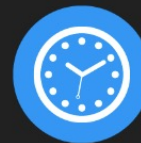
+1.5%
+71 MILLION

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA USER IDENTITIES



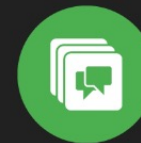
+3.7%
+173 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 26M
YOY: -2.0% (-3 MINS)

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



6.7

SOCIAL MEDIA
USER IDENTITIES vs.
TOTAL POPULATION



60.6%

SOCIAL MEDIA USER
IDENTITIES AGED 18+ vs.
POPULATION AGED 18+



78.8%

SOCIAL MEDIA USER
IDENTITIES vs. INDIVIDUALS
USING THE INTERNET



93.9%

FEMALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



46.4%

MALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



53.6%

145

SOURCES: KEPIOS ANALYSIS, COMPANY ADVERTISING RESOURCES, CNNIC, BETA RESEARCH CENTER, OCDH, U.N., GWI (Q1 2023) **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.



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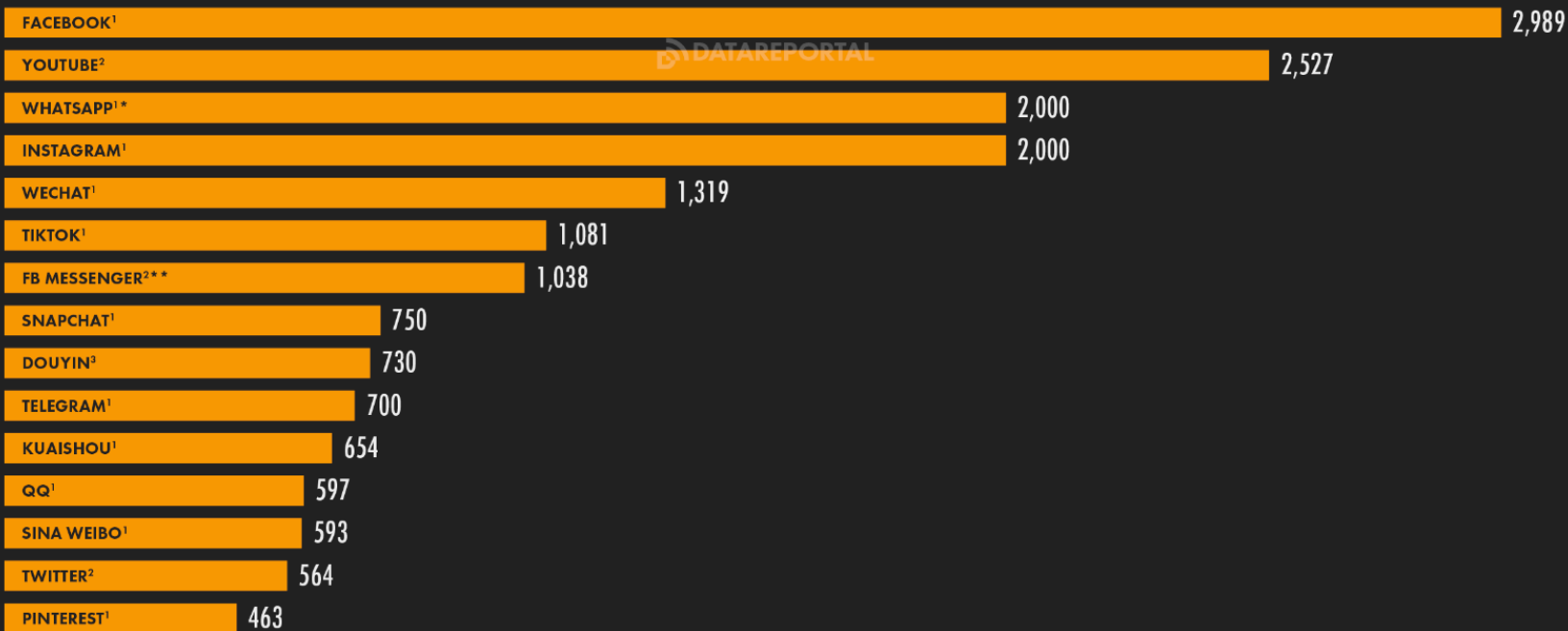
THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: SIGNIFICANT ANOMALIES IN THE DATA PUBLISHED IN TWITTER'S OWN AD TOOLS MEAN WE ARE CURRENTLY UNABLE TO REPORT A RELIABLE FIGURE FOR TWITTER USE, SO IT DOES NOT APPEAR IN THIS RANKING



GLOBAL OVERVIEW



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SOURCES: KEIPOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) MOONFOX. ADVISORY: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: (*) THESE PLATFORMS HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS REPRESENTATIVE. (**) SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN AUSTRALIA, CANADA, FRANCE, AND THE UNITED STATES, SO THE FIGURE SHOWN HERE MAY UNDER-REPRESENT FACEBOOK MESSENGER'S ACTUAL AUDIENCE. BASE CHANGES AND METHODOLOGY CHANGES IN SOURCE DATA MEAN THAT FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.



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SOCIAL MEDIA ACTIVITIES BY PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH SOCIAL MEDIA PLATFORM AGED 16 TO 64 WHO SAY THEY USE THAT PLATFORM FOR EACH KIND OF ACTIVITY

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK ¹	54.8%	54.6%	58.9%	70.8%	63.6%
INSTAGRAM	62.9%	62.2%	51.2%	52.2%	70.1%
LINKEDIN	9.6%	24.1%	27.4%	11.4%	13.8%
PINTEREST	21.2%	36.8%	13.2%	5.9%	13.9%
REDDIT	34.4%	27.9%	30.9%	8.4%	13.8%
SNAPCHAT	34.5%	21.8%	20.9%	36.6%	41.5%
TIKTOK	79.6%	40.2%	35.5%	16.1%	36.7%
TWITTER	35.0%	36.3%	61.2%	19.8%	27.8%

GWI.

GWI.

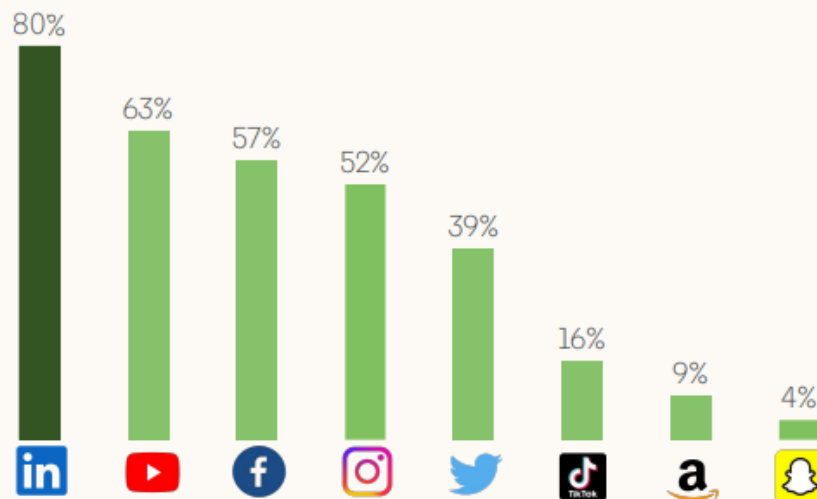
GWI.

GWI.

SOURCE: GWI (Q1 2023). SEE GWI.COM FOR FULL DETAILS. **NOTES:** DOES NOT INCLUDE DATA FOR USERS IN CHINA. FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE USED THE SOCIAL MEDIA PLATFORM DETAILED IN THE LEFTMOST COLUMN OF EACH ROW AT LEAST ONCE IN THE PAST MONTH, AND WHO ALSO SAY THAT THEY USE THAT PLATFORM FOR THE ACTIVITY DETAILED IN THE ROW AT THE TOP OF EACH COLUMN. TABLE VALUES IN **BOLD ORANGE TEXT** IDENTIFY THE TOP VALUE IN EACH ROW, AND DENOTE THE MOST POPULAR ACTIVITY AMONGST USERS OF EACH PLATFORM. (1) FIGURES FOR FACEBOOK INCLUDE FACEBOOK MESSENGER. **COMPARABILITY:** REVISED SURVEY METHODOLOGY. VALUES MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

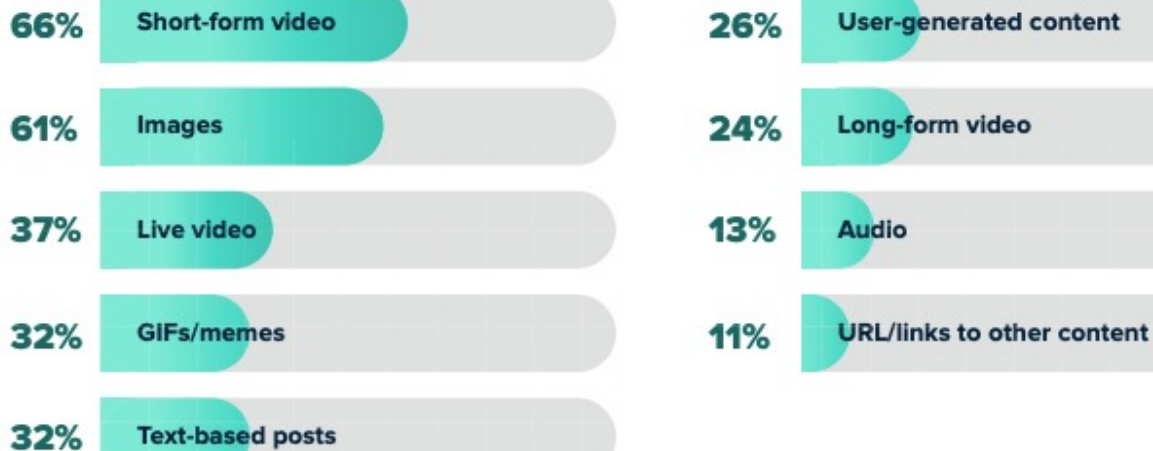
And LinkedIn is the 'go-to source' for B2B marketers; leading as the most used social platform in the past year.

Social Platforms Used for B2B Marketing in the Past Year



Base size: n=1577
SOCIALPLATFORM. Which of the following social media platforms have (your top client) used for B2B marketing in the past year?
Research conducted by Ipsos, March 2023 to May 2023.

The most engaging types of in-feed social content



Source: SproutSocial – The 2023 Content Benchmark Report



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Thought leadership is one of the most effective tools an organization can use to demonstrate its value to customers during a tough economy

– even more so than traditional advertising or product marketing, according to B2B buyers.

Source: 2022 B2B Thought Leadership Impact Report (Edelman)



LinkedIn Changed Its Algorithms — Here's How Your Posts Will Get More Attention Now

To maximize your reach, it's time to share "knowledge and advice."

BY [JASON FEIFER](#) • JUN 26, 2023

Share



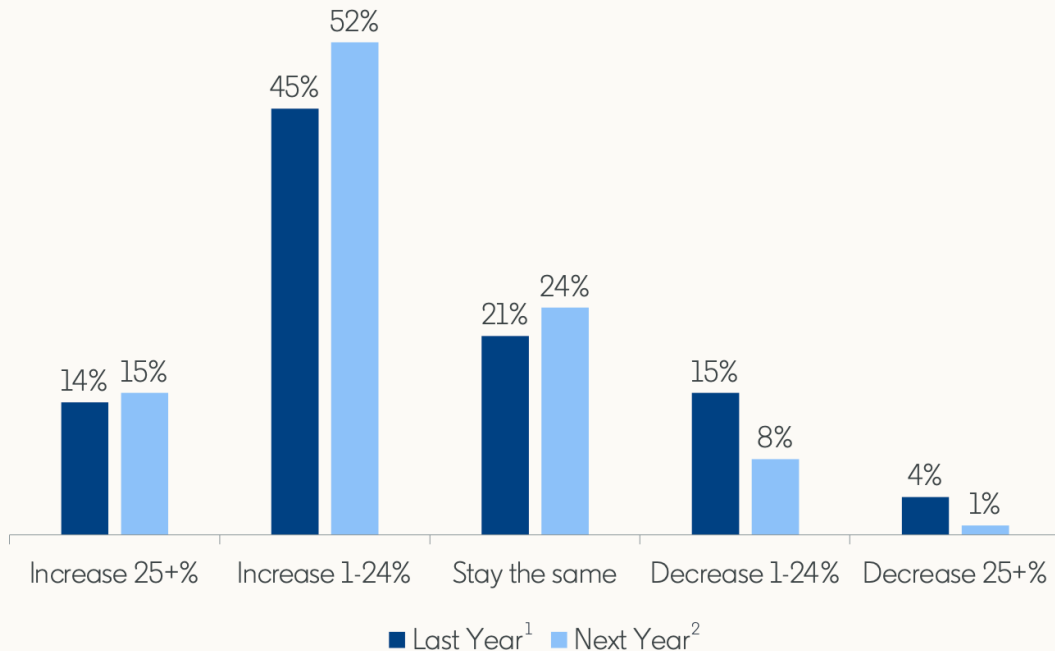
Source:

<https://www.entrepreneur.com/science-technology/linkedin-changed-its-algorithms-heres-how-your-posts/454728>

“LinkedIn and Twitter have been the mainstay channels of B2B content creators over the past 10 years. YouTube, Podcasts, Instagram have become more and more popular over the last 5 years and TikTok has exploded over the past year. This represents an amazing opportunity for brands to leverage external experts across multiple channels to build awareness, credibility, and trust.”

TIM WILLIAMS, CEO OF ONALYTICA

Global B2B Budget Changes



1. Base size: n=1954
 BUDGETCHANGE PAST: How would you describe the change in your company's / your top client's B2B marketing budget compared to one year ago?

2. Base size: n=1954
 BUDGETCHANGE FUTURE: How do you predict your company's / your top client's B2B marketing budget will change one year from now?

Research conducted by Ipsos, March 2023 to May 2023.



Global advertising spend forecast to surpass \$1trn in 2024

Social media in general will be the fastest growing channel for ad spend in the next couple of years, according to Warc's projections. Next year social media will soak up over a fifth of total ad spend, worth \$227.2bn (£179.7bn). Meta alone controls almost two-thirds (64.6%) of the social media ad market.

TikTok parent company ByteDance is the next biggest social media player, with an estimated \$39.6bn (£31.3bn) ad revenue income in 2024; however, it is around three and a half times smaller than Meta.

Source: Marketing Week. <https://www.marketingweek.com/global-advertising-spend-1trn-2024/>

Marketers who use paid social are getting the best results with LinkedIn advertising.

Facebook and Instagram had the lowest effectiveness ratings.

How Effective Are These Paid Social Media Platforms in Helping Your Organization Reach Its Content Marketing Goals?

	Extremely Effective	Very Effective	Somewhat Effective	Not Very Effective	Not At All Effective
LinkedIn	13%	36%	40%	9%	2%
Facebook	9%	30%	45%	12%	5%
Twitter	10%	33%	45%	13%	0%
YouTube	11%	32%	44%	11%	1%
Instagram	10%	29%	45%	14%	3%

Content Marketing Institute/MarketingProfs

Base: Content marketers who used the paid social media platforms in the last 12 months.

13th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2022

**LinkedIn
Advertising
Masterclass
starts
21 September**

The Future of B2B Social Media Marketing

- Buyers and the buying journey have changed
- The economic environment is challenging, but budgets are not impacted
- LinkedIn is the 'go to source' for B2B marketers
- The role of thought leadership content and importance of external influencers
- A new generation of decision-makers is coming

Other factors to consider...

- Ongoing algorithm and platform changes
- Changing data regulations
- Growing use of AI

- See a full list of upcoming live online and all recorded workshops
- <https://dmanc.org/certification-masterclasses/>

Certification Masterclasses



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