

SOCIAL MEDIA ADVERTISING FOR B2B COMPANIES

Did you know? **83% of B2B marketers practice social media advertising.** When employed within the scope of an integrated marketing program, social media advertising can be an effective way to increase leads, drive conversions, and boost sales. **Explore the different types of social media advertising and learn how to get started in this helpful infographic.**

BY THE NUMBERS

With billions of users worldwide, social media networks provide a valuable platform to build your brand, expand your reach, and grow your audience.



**OVER
2.85
BILLION
USERS**



**OVER
1 BILLION
USERS**



**OVER
190
MILLION
USERS**



**OVER
2 BILLION
USERS**

TOP ADVANTAGES OF ADVERTISING ON SOCIAL MEDIA

Advertising on social media has a wide range of benefits for B2B companies, including:



Increase brand awareness & recognition



Acquire & retain customers



Easily reach target audiences



Generate leads & sales



Establish thought leadership



Boost website traffic

TYPES OF AD FORMATS

- Text ads
- Photo ads
- Video ads
- Lead ads
- Sponsored content
- Story ads
- Carousel ads
- Message ads
- And many others

TIPS FOR GETTING STARTED WITH SOCIAL MEDIA ADVERTISING

Getting started with social media advertising can be overwhelming when there are so many different platforms and ad formats available. But with organic reach becoming increasingly challenging to achieve, investing some of your marketing budget in social media advertising can go a long way towards helping you reach your target audience.

1

Understand Your Business Goals

When you know what your primary objectives are, choosing the appropriate social media platform to advertise on is a no-brainer. Understanding your business goals also streamlines the process of choosing an ad format.

2

Know Your Target Audience

Social media advertising makes it easy to serve your ads to the users you want to appeal to most. Keep this in mind when building out your ads, and you can achieve maximum reach for your budget. Not sure who to target? Consider developing buyer personas.

3

Develop a Comprehensive Strategy

Strategy is the key to advertising success. Having a social media advertising strategy in place helps you keep both expectations and spend in line.

4

Create Engaging Content

If you're ready to dive into social media advertising, you're probably already posting on a few channels. Examine each channel and discover which types of posts are performing the best. Then, capitalize on high-performing messages and utilize them in your first ad campaign.

5

Test Your Ads

To ensure optimal ad performance, try A/B testing a few ads with small audiences to start. Testing your ads will allow you to determine which ad is performing the best, so you can use it in a larger campaign.

6

Track KPIs

Tracking KPIs like reach, impressions, comments, conversions, and click-through rates will tell you whether you've achieved your goals. **All of the major social platforms we've covered here provide analytics so you can easily track your results.** Measuring and reporting on your results also demonstrates the value of social, which can make it easier to calculate your return on investment (ROI).

Accelerate Your Social Success

Need help getting started with social media advertising? Work with the experts!
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1. Social Media Marketing Course, HubSpot
2. 25 YouTube Statistics that May Surprise You: 2021 Edition, Hootsuite
3. 10 Twitter Statistics Every Marketer Should Know in 2021, Oberlo
4. B2B Content Marketing Benchmarks, Budgets, and Trends: Insights for 2021, Content Marketing Institute
5. Number of Daily Active Facebook Users Worldwide as of 2nd Quarter 2021, Statista
6. 10 Instagram Stats Every Marketer Should Know in 2021, Oberlo