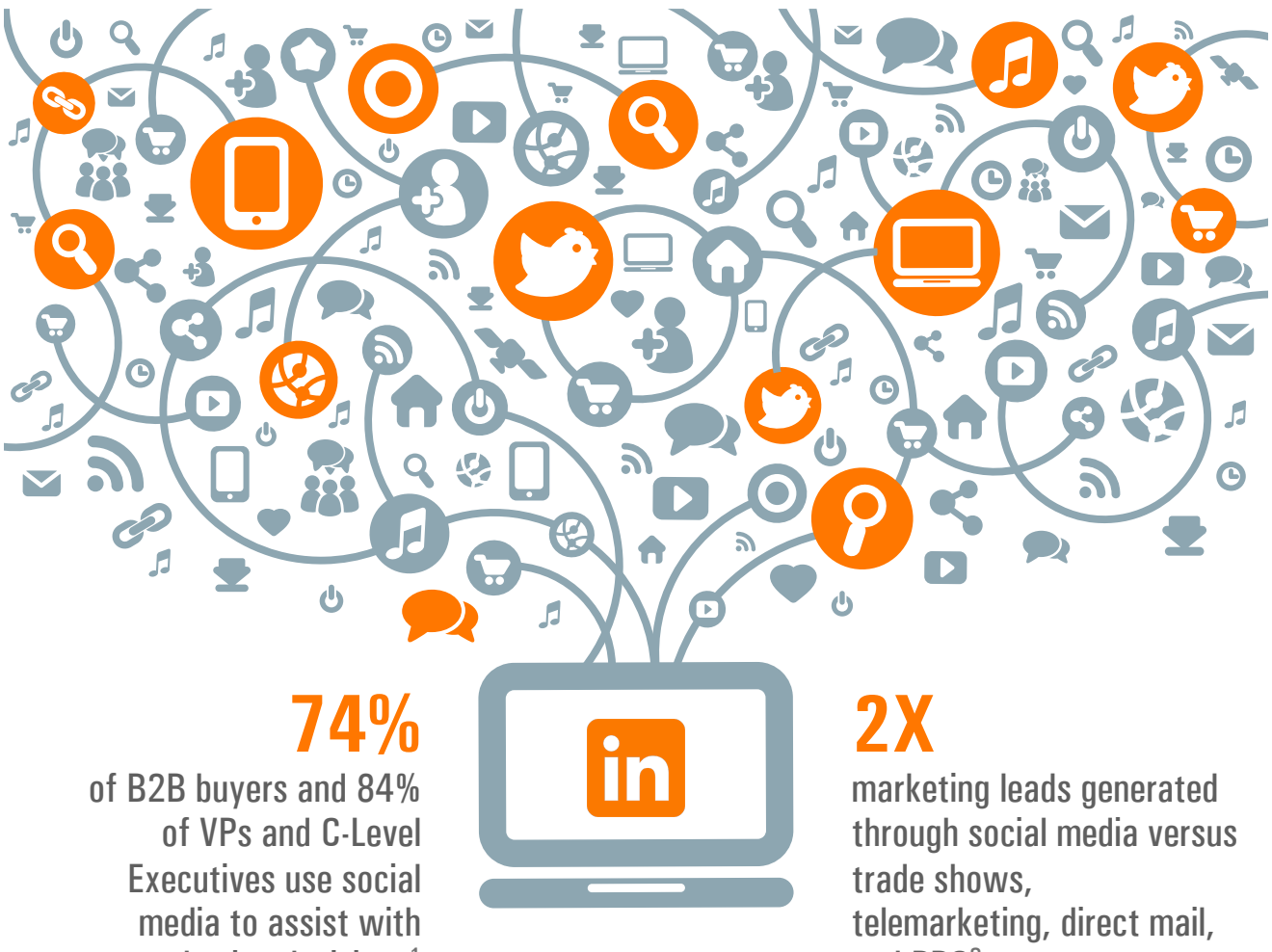
Social Strategy for Modern B2B Marketers

Leverage social media as part of your B2B marketing strategy

Modern B2B Companies Use Social Media to Grow



74%
of B2B buyers and 84% of VPs and C-Level Executives use social media to assist with purchasing decisions[1]

2X
marketing leads generated through social media versus trade shows, telemarketing, direct mail, and PPC[2]

43%
of B2B companies have acquired customers through Facebook[3]

60%
of LinkedIn users have clicked on an ad on the site[4]

What are you doing to leverage social media to grow your B2B business?

Unique Challenges using Social Media for B2B Marketing

Content not effective. 91% of B2B marketers use content marketing. But just 36% say they are effective at it.[5]

Customers split among multiple channels. 6 is the average number of social networking platforms B2B marketers use.[6]

New customers hard to find. 39% of B2B online advertisers say that their biggest obstacle is their inability to reach the right target at the right time.[7]

ROI of social difficult to prove. 42% of B2B marketing executives say they can calculate ROI of their marketing spend some of the time, rarely, or not at all.[8]

Does this sound familiar to you?

Oracle Eloqua + Social Cloud Delivers

1. **The Right Message:** Create effective content that engages your audience
2. **In The Right Place:** Deliver content to multiple digital and social channels in one place
3. **To The Right People:** Use custom audiences, lookalike audiences, and paid media to reach hyper-targeted prospects
4. **With Real ROI:** Capture and view campaign metrics from all channels in a single dashboard

Start modernizing today: www.oracle.com/social

1. IDC, "Social Buying Meets Social Selling: How Trusted Networks Improve the Purchase Experience," 2014
2. Digital Insights, "Indian Social Media and Digital News, Trends, Stats, and Insights," 2014.
3. Digital Insights, "Indian Social Media and Digital News, Trends, Stats, and Insights," 2014.
4. Lab42, "The LinkedIn Profile," 2014
5. Content Marketing Institute, "B2B Content Marketing, 2014 Bencharks, Budgets, and Trends," 2013
6. Content Marketing Institute, "B2B Content Marketing, 2014 Bencharks, Budgets, and Trends," 2013
7. eMarketer, "Behavioral Data Is Key to B2B Marketing Automation," 2013
8. B2B Marketing, "B2B Leaders Report," 2013

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