

Marketing Channel Analysis

LEAD GENERATION STRATEGY FOR B2B TECH CONSULTANCY

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Executive Summary

This document presents a comprehensive analysis of marketing channels for ENTER Konsult, a B2B technology consultancy targeting corporate refugees, established SMEs, and change-makers in South Africa and globally.

Based on deep research across LinkedIn, Reddit, Facebook, Instagram, and B2B directories, the following prioritised channel strategy is recommended for maximum conversion potential.

Key Finding: LinkedIn generates 80% of B2B leads from social media channels with conversion rates 3x higher than other platforms. However, 68% of Reddit users are not on LinkedIn, representing an untapped market segment.

Tier 1: High Conversion (Primary Focus)

LinkedIn (Mandatory)

Why: 7 million South African professionals, 85% B2B engagement rate, 40% of B2B marketers report it delivers highest-quality leads.

KEY STATISTICS

METRIC	VALUE	SIGNIFICANCE
B2B social leads from LinkedIn	80%	Dominant platform
More effective than FB/Twitter	277%	Lead generation superiority
Decision-makers globally	65M	Direct access to buyers
InMail vs email response rate	300% higher	Superior outreach channel
SA professionals	7M	Strong local presence

RECOMMENDED ACTIONS

1. **Personal brand focus** - Laurie's profile outperforms company page for engagement
2. **Content mix** - Carousels, native video under 60 seconds, data-driven graphics, thought leadership
3. **Sales Navigator** - Target decision-makers by title, industry, company size
4. **Posting cadence** - 3-4x per week minimum
5. **Engagement strategy** - Comment on posts by corporate refugees and SME owners

South Africa Specific: LinkedIn is THE platform for SA B2B. No alternative comes close. The platform demonstrates an impressive 85% engagement rate for B2B marketing in South Africa.

B2B Directories (Passive Lead Generation)

Directories offer compounding discoverability: invest upfront effort once, then let systematic buyer comparison behaviour handle selling for months or years.

PLATFORM	COST	STRENGTH	PRIORITY
Clutch.co	Free + paid tiers	Most credible, 92.4% buyer preference	High
GoodFirms	Free listing	Broad reach, multiple industries	Medium
DesignRush	\$1,500+/year	Design/creative focused	Lower

Action: Create profiles on all three. Prioritise Clutch for review collection from existing clients.

Tier 2: Feedback + Brand Awareness

Reddit (Emerging B2B Channel)

Why: 90 million daily active users (up 51% YoY), with 68% NOT on LinkedIn. Community trust is high when brands demonstrate authentic value and respect community norms.

FOR WEBSITE FEEDBACK

SUBREDDIT	PURPOSE	BEST DAY
r/ design_critiques	Design feedback from experienced designers	Anytime
r/webdesign	Web critique and UX feedback	Fridays (critique day)
r/webdev	Developer feedback	Showoff Saturday only
r/UI_design	UI/mobile design feedback	Anytime

FOR LEAD GENERATION

SUBREDDIT	MEMBERS	TARGET AUDIENCE
r/Entrepreneur	4.9M	Your ideal clients - founders, business owners
r/smallbusiness	2.2M	SME owners with real problems
r/startups	~1M	Founders seeking tech partners
r/SaaS	Growing	SaaS founders needing dev support

Critical Rule: NO direct promotion. Answer questions helpfully. Build reputation over time. Link in bio only. Reddit users are 46% more likely to trust brands that respect community norms.

Tier 3: Secondary Channels

Facebook

Use for: Retargeting only. Run retargeting ads to LinkedIn/website visitors promoting case studies and webinars.

NOT for: Cold outreach or primary lead generation. B2B conversion is weak compared to LinkedIn.

Instagram

Use for: Brand personality, behind-the-scenes content, visual portfolio. 76% of B2B companies have an Instagram strategy.

Stats: 0.43% engagement rate (higher than Facebook's 0.06%) but lower B2B intent. Conversion is indirect.

PLATFORM	ENGAGEMENT RATE	B2B EFFECTIVENESS	RECOMMENDED USE
LinkedIn	High (varies)	Primary	Lead generation, thought leadership
Instagram	0.43%	Secondary	Brand awareness, retargeting
Facebook	0.06%	Low	Retargeting only
Twitter/X	0.029%	Minimal	Skip for now

Tier 4: South Africa Specific

WhatsApp Business

Emerging channel in SA with strong engagement. One implementation became the top channel for customer engagement within the same month of launch.

Use for: Follow-up after initial contact, not cold outreach.

Local Networks

Chambers of Commerce, Business Improvement Districts, and startup incubators remain effective for reaching SME clients. Traditional networking still matters in South Africa.

Action Plan

Immediate Actions (Today)

1. Post ENTER Konsult website to [r/design_critiques](#) for instant feedback
2. Post to [r/webdesign](#) (Fridays are critique day)

This Week

1. LinkedIn content plan: 3 posts about Swiss Nihilist design philosophy and "We speak business not code" narrative
2. Create Clutch.co profile
3. Begin lurking in r/Entrepreneur and r/smallbusiness to understand community norms

Skip Entirely

- Instagram (for now) - low ROI for B2B consultancy
 - TikTok - wrong audience
 - General Facebook posting - use only for retargeting later
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Priority Matrix

PRIORITY	CHANNEL	ACTION	EFFORT
1	LinkedIn	Optimise profile, post 3x/week, engage daily	High
2	Reddit (Feedback)	Post site to r/design_critiques + r/webdesign	Low
3	Clutch.co	Create profile, request client reviews	Medium
4	Reddit (Leads)	Lurk + answer questions in entrepreneur subs	Medium
5	Facebook	Retargeting ads only (later phase)	Low

Key Takeaways

1. **LinkedIn is non-negotiable** - 80% of B2B leads, 7M SA professionals, 85% engagement rate
2. **Reddit is your secret weapon** - 68% of users not on LinkedIn, high trust when authentic
3. **Directories compound over time** - Set up once, generate passive leads for years
4. **Facebook/Instagram are secondary** - Retargeting only, not primary lead gen
5. **Personal brand outperforms company page** - Invest in Laurie's profile first

Sources

- B2B Marketing in South Africa: Key Growth Patterns for 2025 (Ladybugz)
- LinkedIn B2B Marketing Guide 2025 (B2B Growth Co)
- Reddit B2B Marketing Services 2025 (SingleGrain)

- Top B2B Social Media Stats and Trends 2025 (OrangeOwl)
- Best Subreddits for Entrepreneurs (Startup Savant)
- Clutch Lead Generation Case Study (Belkins)
- Digital Marketing in South Africa Guide (MO Agency)