

# 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

- Personal brand focus** - Laurie's profile outperforms company page for engagement
- Content mix** - Carousels, native video under 60 seconds, data-driven graphics, thought leadership
- Sales Navigator** - Target decision-makers by title, industry, company size
- Posting cadence** - 3-4x per week minimum
- 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
<b>Clutch.co</b>	Free + paid tiers	Most credible, 92.4% buyer preference	High
<b>GoodFirms</b>	Free listing	Broad reach, multiple industries	Medium
<b>DesignRush</b>	\$1,500+/year	Design/creative focused	Lower

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

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## Tier 2: Feedback + Brand Awareness

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### 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

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### 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

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## Tier 4: South Africa Specific

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### 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.

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## Action Plan

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### 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)