

Social Media Marketing in B2B Industries

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Education

- BS, Broadcast Journalism from University of Illinois, Urbana-Champaign
- Executive Education, Strategic Marketing Management from University of Chicago Booth School of Business

Companies

- Marmon Holdings (Feb 2022 present)
- The Northridge Group, Inc.

Expertise

Marketing (Digital and Strategic), Data Analytics, Customer Experience, Business Transformation, Program Management

Hobbies

Time with family, traveling, fitness





Marmon Holdings, Inc.

A Berkshire Hathaway Company

Marmon Holdings is a global industrial organization comprising 11 diverse business groups and more than 100 autonomous manufacturing and service businesses.













Electrical

Foodservice Technologies









Industrial Products

Medical

Plumbing & Refrigeration







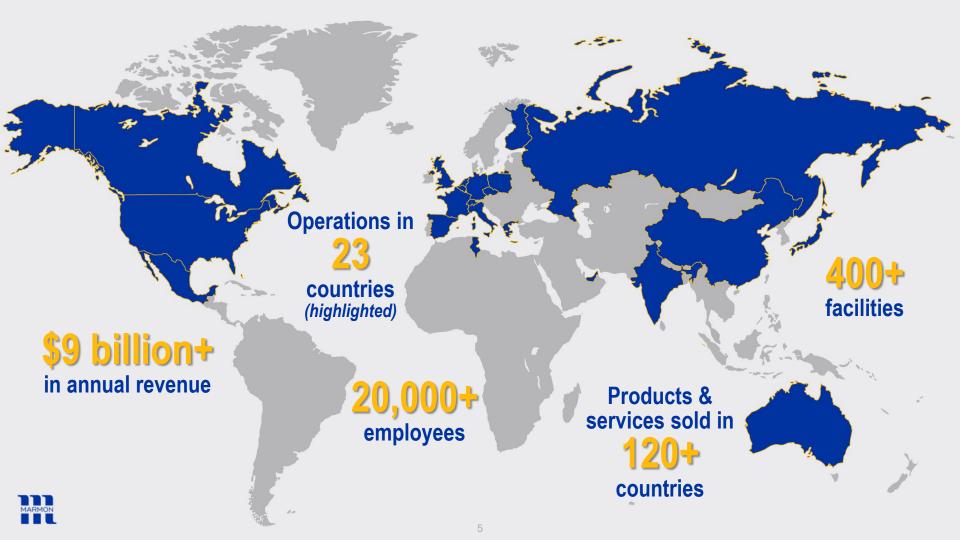


Rail & Leasing

Retail Solutions

Transportation Products

Water Technologies



What is B2B Social Media Marketing?

The use of social media channels to market products or services to business clients and prospects





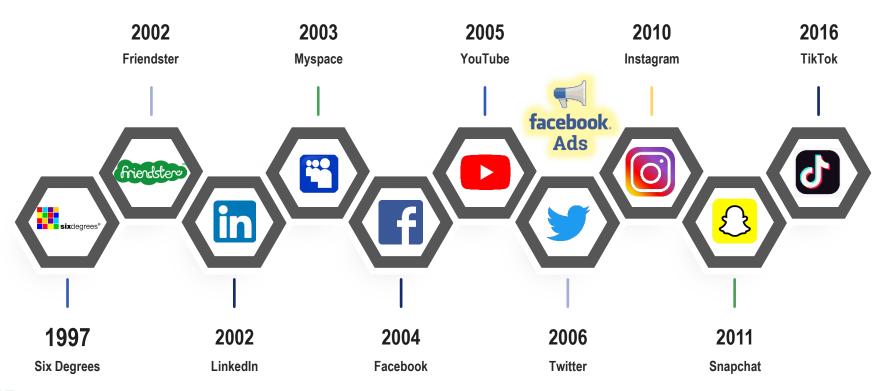
What is B2B Social Media Marketing?

The use of social media channels to market products or services to business clients and prospects, build community with a target audience, and drive traffic to a brand's website.



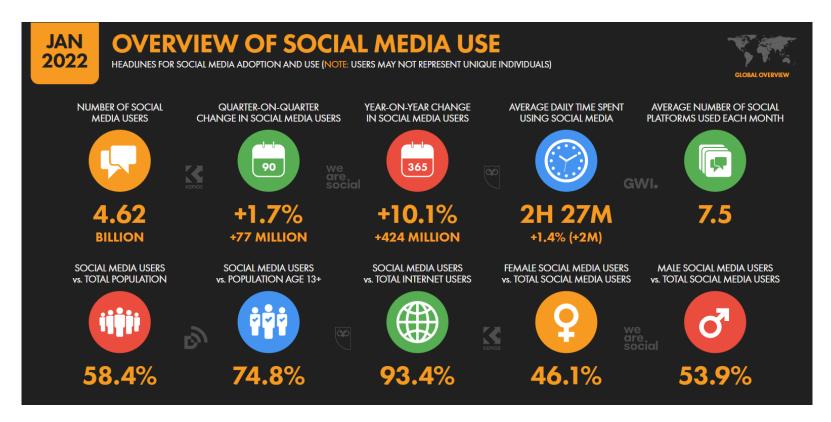


The Evolution of Social Media Marketing



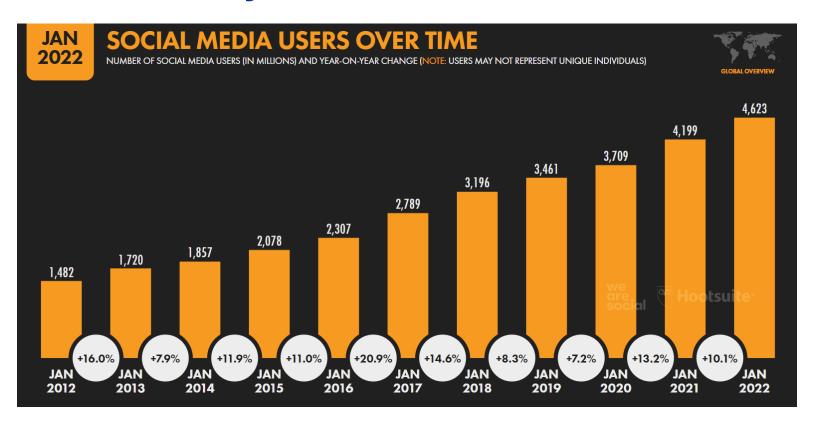


Social Media by The Numbers





Social Media by The Numbers





BUT DESPITE DOUBLE-DIGIT SOCIAL GROWTH, WHY HAVE B2B BUSINESSES BEEN SLOW TO ADOPT?



Social media is more of a B2C thing.

We don't have time.

Social media is a passing fad.

We don't have marketing expertise.

Our products are too boring for social media.

We don't have resources.

Social media just doesn't have the same influence in our industry.

We don't have executive buy-in.

Our target clients aren't on social media.

THERE'S NEVER BEEN A BETTER TIME.

Pandemic Accelerated Digital Transformation



B2B companies were already following in the footsteps of B2C moving more online, but at a slower pace.



Customers now more accepting of "Virtual Selling" due to ease of scheduling, cost and safety

92% of B2B buyers prefer virtual sales interactions (Bain & Company)



Customers prefer educating themselves online before purchasing – "Consumerization of B2B Buying"

B2B buyers are 50%+ done with their buying research before contacting a sales rep. (Worldwide Business Research)

Pre-Pandemic



Why B2B Social Media Marketing?



Social is becoming a go-to information source for businesses and stakeholders.

90% of social media users have already connected with a business or brand through their preferred platform. *Hootsuite*

84% of C-level and VP-level buyers are influenced by social media when purchasing.

71% of small-to-mid-sized businesses now use social media to market themselves. *Hootsuite*



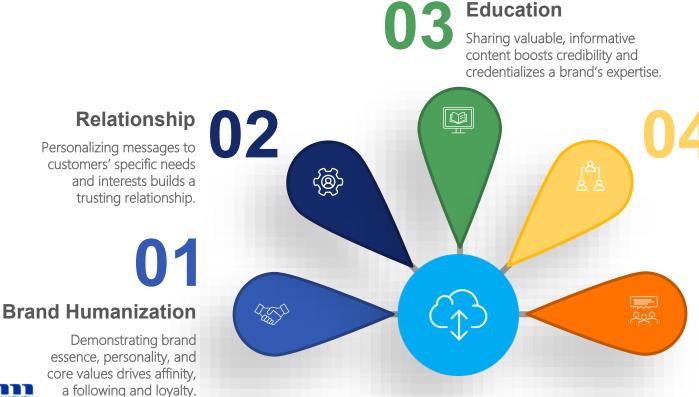
It's Also Where B2B Firms Will Find...

customers competitors job applicants insights





Benefits of Social Media Marketing For B2B Firms



Social media is social. Posting about products and services allows brands to reach decision-makers at scale.

Brand Awareness

05

Lead Generation

Maintaining a social presence drives traffic to a brand's website and enables social proofing.

MARMON

B2B Example of Social Media Marketing



Fontaine, a Marmon business, is the #1 flatbed trailer manufacturer in North America.

Actively marketing on the following social media platforms:

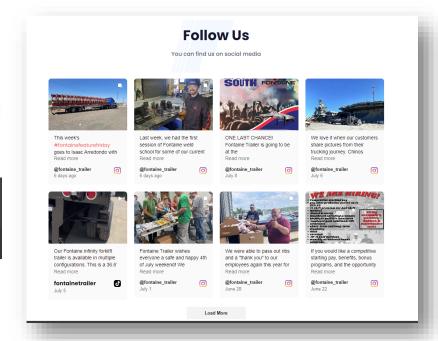






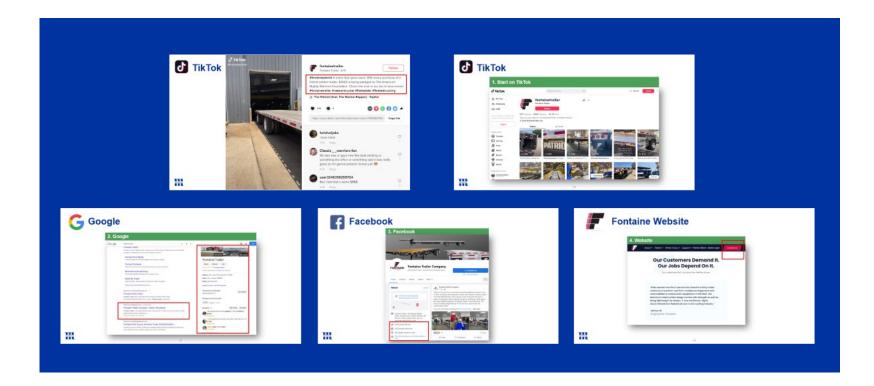






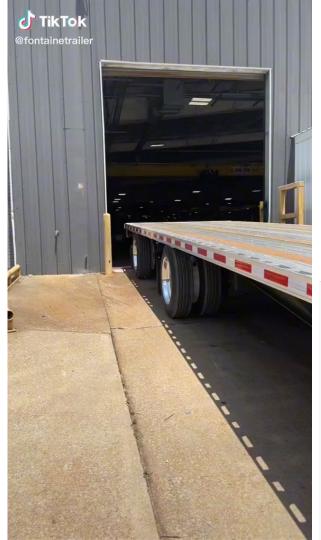


Fontaine Trailer – Digital Journey Example











fontainetrailer

Fontaine Trailer - 6-15

Follow

#fontainepatriot A trailer that gives back. With every purchase of a Patriot edition trailer, \$1000 is being pledged to The America's Mighty Warriors Foundation. Check the Link in our bio to learn more! #fontainetrailer #veterantrucker #flatbedder #flatbedtrucking















https://www.tiktok.com/@fontainetrailer/video/7109556756...

Copy link



hotshotjake

I love mine!

7-16 Reply







Classic__warriors fan

My dad was ur guys new like best welding or something the office or something said it was really good so I'm ganna pretend I know y'all 💝

Reply



user3246358259724

Boy I bet that is some \$\$\$\$

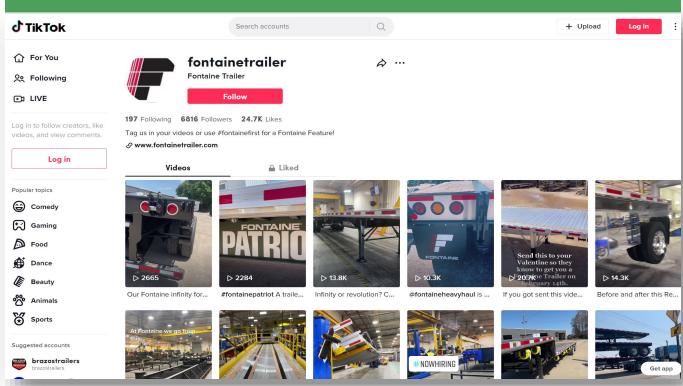
Reply







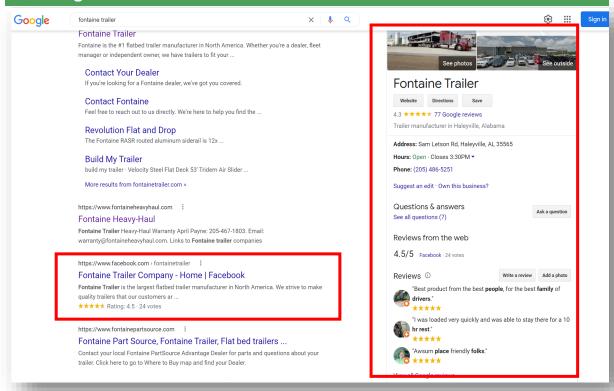
1. Start on TikTok





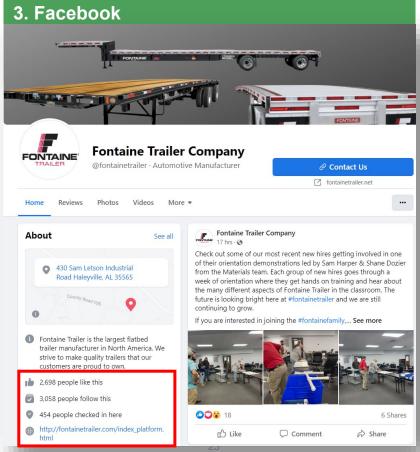


2. Google





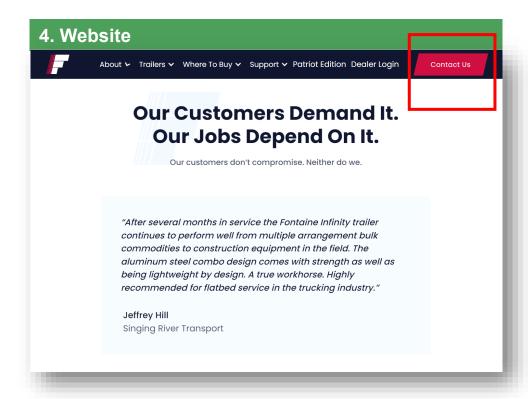








Fontaine Website





The Digital Journey is Not Linear



The # of digital paths is infinite.

Businesses cannot afford to be absent.

Setting a Strong Foundation for Success



Develop a Strategy

- · Crystalize your brand voice
- Determine KPIs and SMART goals aligned with corporate objectives
- Gain cross-functional input to identify target audience/personas



Select Right Platforms

- Know where your audience is today and where they might be headed tomorrow.
- Optimize company profiles on those platforms



Create Content

Content should be:

- · Educational, visual and engaging.
- Targeted at specific buyer personas.
- · Highlight employees, leadership, culture.
- Consistent create a content calendar; schedule posts.



Measure Results & Refine

- Strategy should be data-driven and aligned to defined goals.
- Google Analytics, social platforms and thirdparty tools all offer robust ROI tracking.
- Knowledge is power refine based on results.



Businesses Can't Afford to Ignore Social Media

CONNECT

with customers, prospects, job seekers where they are

BUILD

relationships and trust with customers thru education & insights

DISCOVER

target audience's behaviors, interests and preferences

LEARN

about competitors –what they're posting, who they're engaging

STRENGTHEN

online presence –traffic to website, lead gen, SERP ranking

GENERATE

client testimonials, online endorsements for social proofing

MEASURE

customer engagement, share of voice, conversions

PARTICIPATE

in the conversation; be top of mind... and on newsfeeds



Keys Actions for a Marketing Job Seeker



Acquire experience.

- Intern with corporate or local businesses
- Participate in local charities
- Seek opportunities to generate personal portfolio



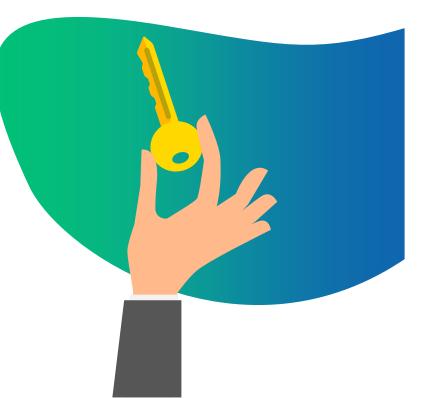
Explore certifications.

- Google Analytics Individual Qualification
- Hootsuite Academy Marketing Certification
- Google Ads Marketing Certification
- HubSpot Content Marketing Certification

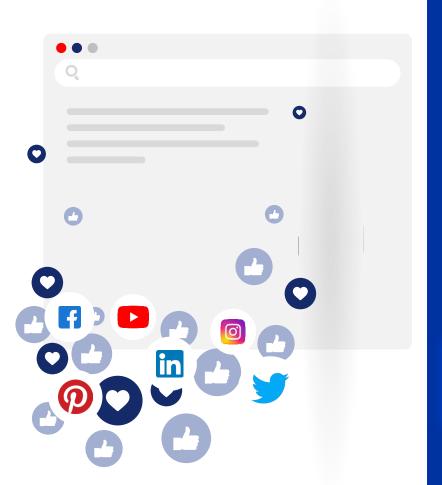


Network.

- People you already know friends, family
- Participate in career fairs
- Engage online through LinkedIn
- Join social media business groups







THANK YOU



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https://www.linkedin.com/in/katherine -francis-0536954/

Check out Careers at Marmon: https://www.marmon.com/your-career-pa