

LinkedIn V/S Facebook, What's A Better Platform For B2B Business?



Today's increasingly competitive market requires an active social media presence. Also, B2B marketers must follow the correct procedure according to which their products or services are on the right and appropriate platform. Therefore, it is important to use social media in a correct manner.

But how do you know who to talk to, when, how, or what is the perfect platform to advertise your business? We have it covered for you; take this opportunity to gain critical insight into the best social media platforms you should use for your B2B business.

LINKEDIN



It was founded in 2009. It encourages to build a professional network & allows exposure to analyse & target the required designations of working professionals. Here the target audience is entrepreneurs or small business owners. Approx 875 million users use LinkedIn from 200 countries worldwide. Video posts, interactive polls, inspiring content can be seen on LinkedIn. We can even track relevant audience and performance. The minimum daily budget to run ads on LinkedIn is INR 500. The ad depends upon the motive of the content such as Sponsored Ads, Single Image ad, Carousal ads etc.

FACEBOOK



It was founded in 2004. It is mainly used for brand awareness, as it helps convey the mission & goals to marketers through content. Here the target audience is middle aged professionals. Approx 200 million users use Facebook. Informative, educative content can be seen on Facebook. We can even track business insights through Facebook page Insights, pixels & Facebook analytics. The minimum daily budget to run ads on Facebook is INR 83.07. Different types of ads consist of Lead generation, Image & Video Ads as well as carousal ads.

Key Points To Remember For B2B Marketers

- Not all social media channels are right for your business.
- Keep a close monitoring control of your business progress in one social media platform.
- Your goal is not just to reach everyone, but to reach the right person.
- Adapts to trends and social media platforms and creates content accordingly.

We work on creating content that works the right way for our readers to help them solve their digital marketing problems with simple and easy solutions. At Impulse Digital, a digital marketing agency in Navi Mumbai, we work with a team of experts to bring you the right solutions.



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Credits

Thank you!