





# Introduction

The impact of social media transcends almost every aspect of our daily lives—work, politics, breaking news, and more. It's almost universally used by both consumers and brands alike and is one of the most effective channels to connect with your audience.

Social media gives marketers a golden opportunity to engage with their buyers across the entire customer lifecycle and on the platforms they actively follow for information. As a marketer, it's critical to know how to leverage social media marketing to build your brand, drive demand, and engage your buyers. Here are Marketo Engage's tips for getting started.



# Understand your audience

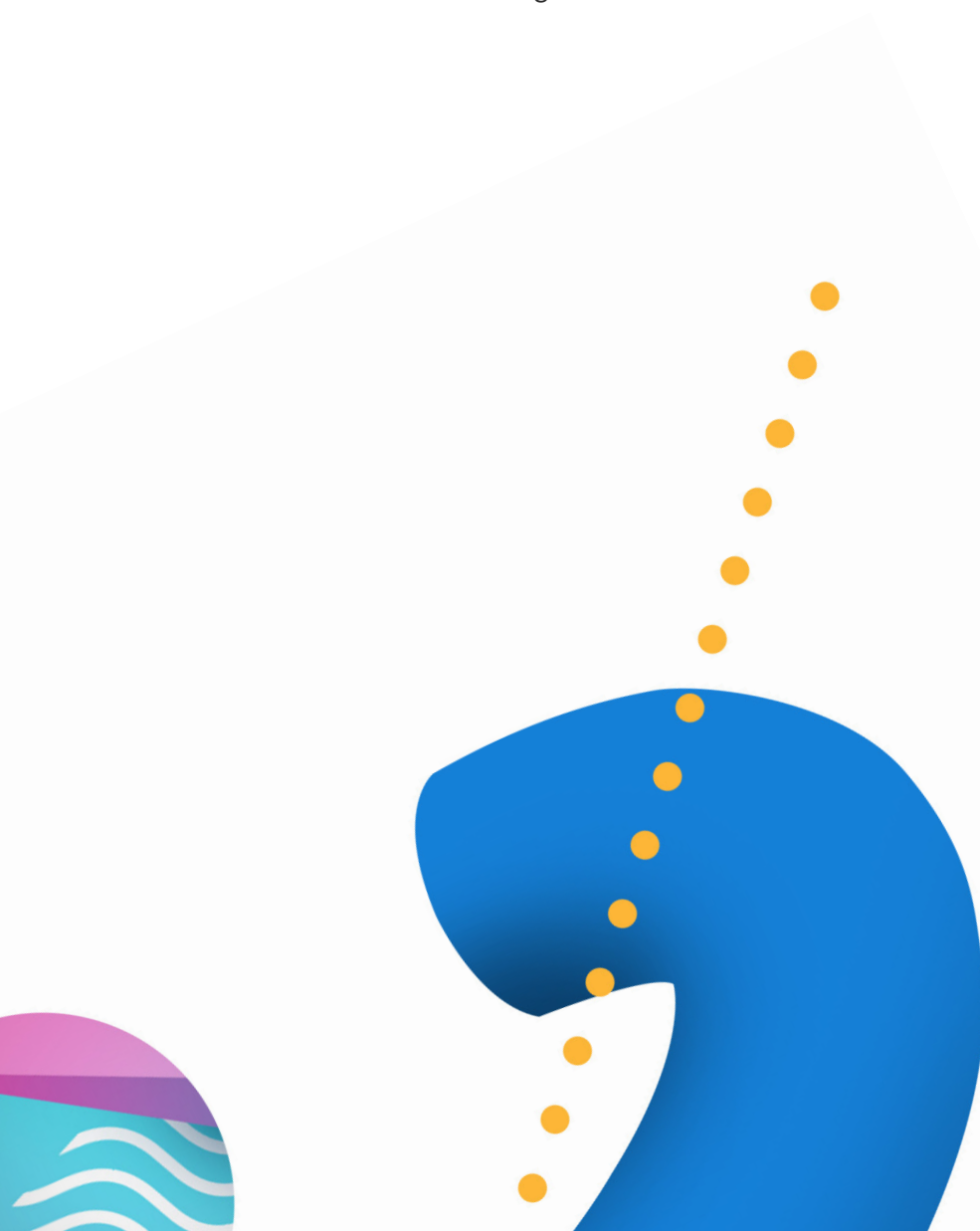
Before you jump into the tactical details of your social media plan, it's critical to take the time to understand your audience.

Start with the who—where they work and what they do, their business goals, challenges, and pain points (and how you can help), and their role in the purchasing process. Then figure out what they care about, from the types of content they enjoy to their topic and product interests, and what messaging speaks to them.

Lastly, determine where they spend their time, as their preferred social networks, forums, and login times will determine when you post.

Doing your due diligence helps determine the kind of content you will need, along with its tone and delivery strategy, guides you toward target topics, and tells you where buyers are getting their information and how they consume it.

There's no reason to speculate about your audience's needs when you can ask them directly or conduct research. This upfront investment pays off during the customer lifecycle, not just on social but across all marketing efforts.



# Optimizing by channel

There is no one-size-fits-all approach for social media marketing, so you'll have to tailor your approach to each network.

## Twitter

This is an excellent channel to use for highlighting who you are and showing that you are “in the know.” It's a fast-paced network, so you must move quickly to stay top of mind. A great way to do this is through live tweeting and polls, which get fantastic engagement in real time. Twitter is also an ideal place for influencer engagement.

## Facebook

Use this platform to give a broader perspective of your brand, and to present more extended content. Despite being underutilized, video content gets three times more engagement over other posts, so you should think about your video strategy. Facebook's events tab is useful for keeping your community updated with everything that's coming up while engaging them in a fun way.

## LinkedIn

Think visual when on LinkedIn, as posts with an image receive 200 percent more engagement than their text-only counterparts. Tips and tricks and other quick takeaways work well. You can also bolster your recruiting efforts by sharing company culture content as well as posts from executive leadership.

## Instagram

The previous networks may be the top three for B2B, but Instagram cannot be ignored. According to Sprout Social, it has the highest per post engagement of any social network. We've seen high engagement with quote templates, sourced from blogs, interviews, and other content. This is also a great channel for behind-the-scenes footage of your company culture or your corporate social responsibility efforts. Consider sharing event highlights both in posts and as stories.



# Listen and learn

One of the most important parts of social media—one that is often overlooked—is having a platform in place for active listening. People use social media to air grievances and seek customer support, so you need to be there when it happens and have a strategy in place for how to respond quickly.

At Marketo Engage, we've seen a significant uptick in support requests on Facebook and Twitter, so we developed a process in which our support team receives immediate notifications for swift replies. By using social media as a customer service tool, we add transparency and provide real-time responses to customers.

Remember that these comments are highly visible, so you need to have a plan in place for how quickly and with what messages you will respond. Address concerns head-on, and you'll be able to turn a negative into a positive.

You can also use social media to address common questions, cutting down on the volume of the customer service team's emails, phone calls, and chat. Doing this is especially useful during service outages, product releases, and other events where you want to get the word out quickly to many people.

Lastly, listen for product feedback, and find ways to incorporate the best of what you hear into your roadmap. At the end of the day, you're trying to please your customers—and there is no better way to do that than by hearing and acting on their feedback.



# The four R's of social media

Doing these following things will help you most efficiently craft your social media content.

## Reorganize

Use sections of a larger asset to create smaller breakout pieces. For instance, you can pull stats and key figures from an infographic and repurpose them for new posts. By doing this, you can expand the length of a campaign and highlight relevant sections by channel audience.

## Rewrite

Create new content from existing content. Take a look at your content library to see where you can pull tidbits of information. Even older assets may still contain relevant takeaways or quotes that your audience might find valuable. This also helps extend the life of your content.

## Retire

Remove posts that are outdated. Social media is instantaneous, so the last thing you want is to have your brand appear out of touch. Since you still want to be able to reference old social content from time to time, create archive folders to keep the content alive but less visible.

## Redesign

Make an old piece feel new again. Sometimes an asset just needs refreshed branding to feel new again, and there's really no reason to reinvent the wheel. Consider taking an existing asset and designing it for different audiences or personas.

# Measuring ROI

Like with any marketing activity, social media marketing isn't complete without measurement. When it comes to metrics, remember to map your goals to business objectives. Followers and engagement stats are nice, but what really matter are pipeline and revenue attribution.

For this, you will need to invest in marketing automation, which allows you to track and score the leads that come in through social channels, along with the revenue generated by your campaigns. Use a marketing automation platform to measure pipeline-to-spend ratios to figure out your most productive channels and invest accordingly.



# Resources

Marketo Engage, part of Adobe Marketing Cloud, offers the solution of choice for lead management and B2B marketing professionals seeking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both lead and account-based marketing strategies, Marketo Engage brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond.

To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and Marketo Engage's robust partner ecosystem, visit [marketo.com](https://marketo.com).

Check out other Adobe resources:

[The Definitive Guide to Social Media Marketing](#)

[Social Media for Lead Generation](#)

[Webinar: Marketo Engage's Secrets to Social Media Marketing](#)

[Marketo Engage's Social Media Marketing blog posts](#)



© 2020 Adobe. All rights reserved.

Adobe, the Adobe logo, and Marketo Engage are either registered trademarks or trademarks of Adobe in the United States and/or other countries.