

OVERVIEW OF SOCIAL CHANNELS

FOR IT VARS & MSPS

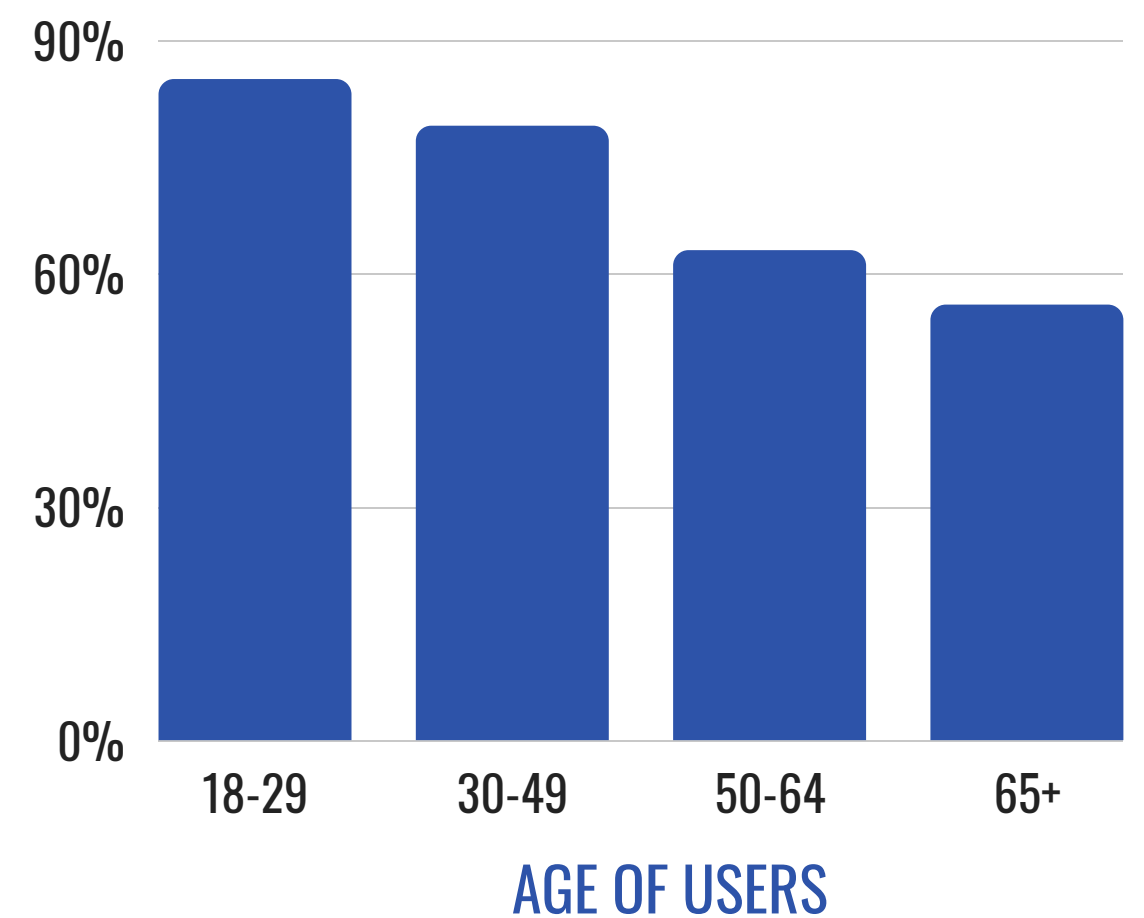




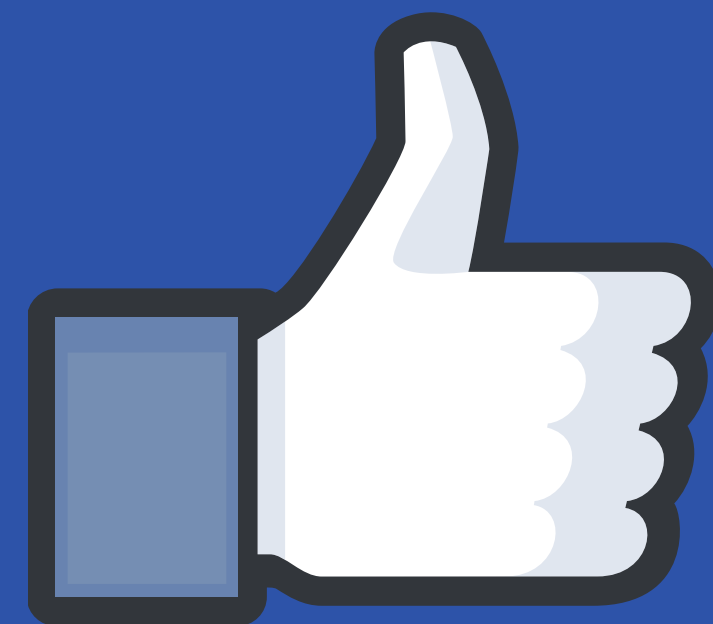
facebook



**2.01 BILLION
ACTIVE ACCOUNTS**



With the most active accounts by far, Facebook is the best platform for maximizing your reach as a business. Interaction with brands comes in the form of likes, shares, comments, and tagging. The native FB advertising management platform makes sponsored posts easy to create and target to a specific audience. For best engagement, posts on FB should include some variety of multimedia (photo or video) in addition to a link or content with the post body.



HOW VARS & MSPS CAN LEVERAGE THIS PLATFORM:



Facebook gives you the ability to place your brand and content directly into a targeted individual's news feed. Many individuals make the mistake of thinking that LinkedIn should be the primary focus for B2B. While this is the case as it relates to networking and engaging with other individuals, it's not necessarily true for campaigns and sponsored content.

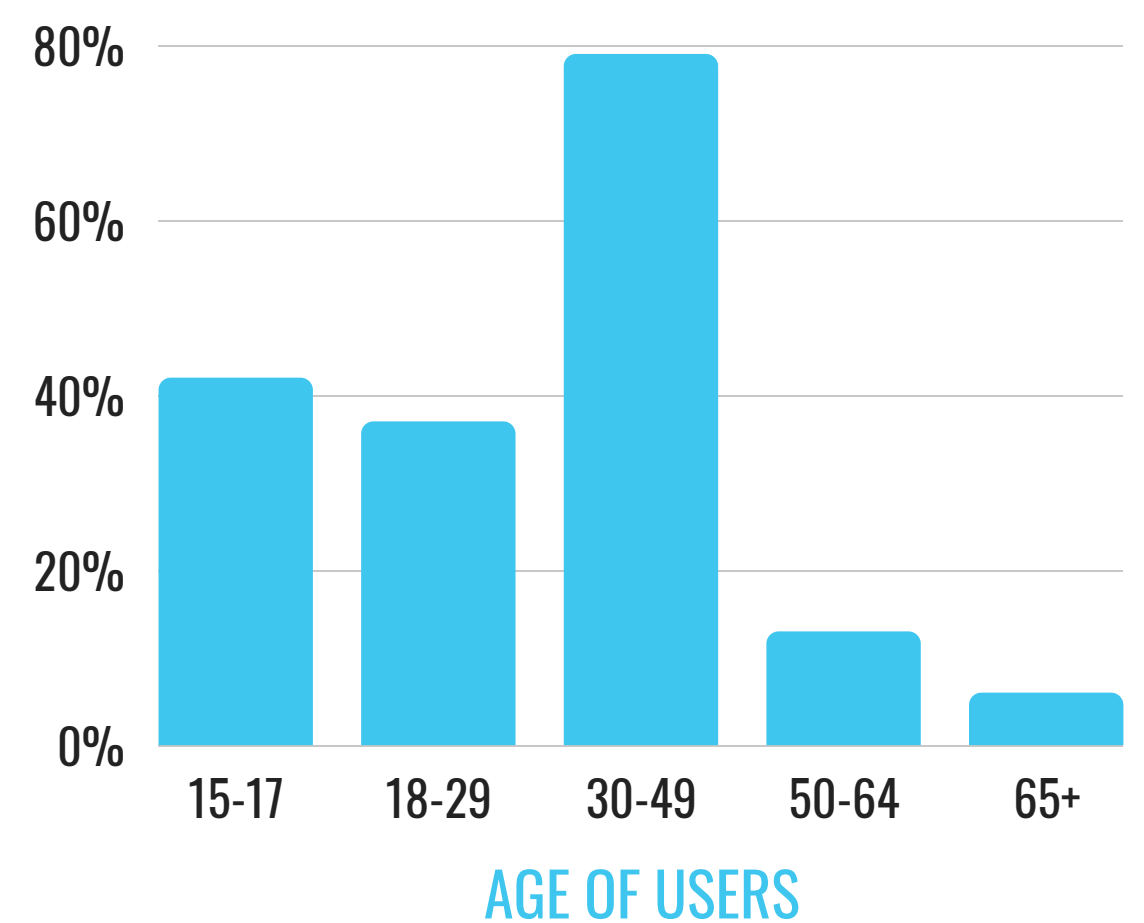
From a cost perspective alone, Facebook is one of the cheapest platforms to advertise through as it relates to cost per impression and action (i.e. click or like). In addition to this, Facebook's ad platform (Facebook Ad Manager) allows you to target specific organizations and titles, making it an extremely effective platform for B2B marketing. You can even upload a customer list or campaign target list directly into Facebook Ad Manager in order to target only those individuals with your campaign.



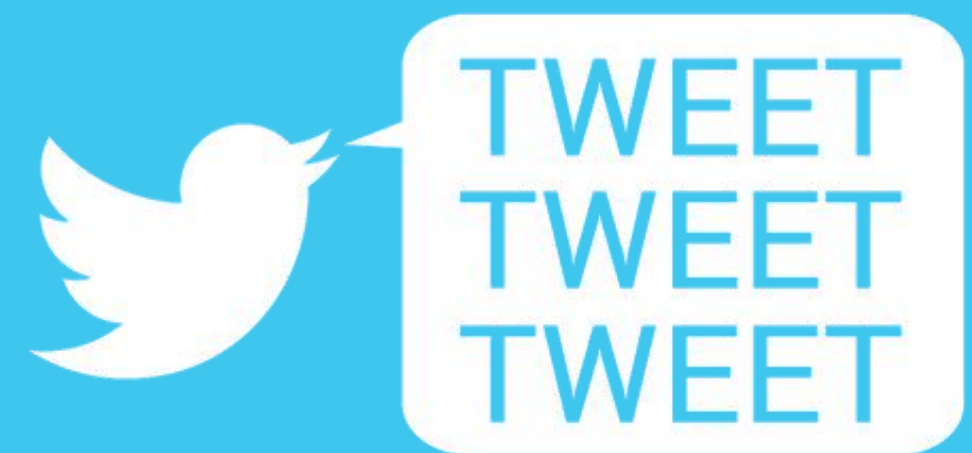
twitter



328 MILLION ACTIVE ACCOUNTS



Twitter is a great place to spark conversations and engagement with your audience. As a brand, Twitter gives you a platform to ask questions, conduct polls, and participate in industry discussions. Most people scroll through their news feed quickly, so to grab someone's attention, consider tagging larger accounts, using quotes, and definitely incorporate hashtags to join in larger conversations and communities. Advertising on Twitter is about 88% mobile-focused ads, so be sure all of your links and content are optimized for a mobile experience.



HOW VARS & MSPS CAN LEVERAGE THIS PLATFORM:

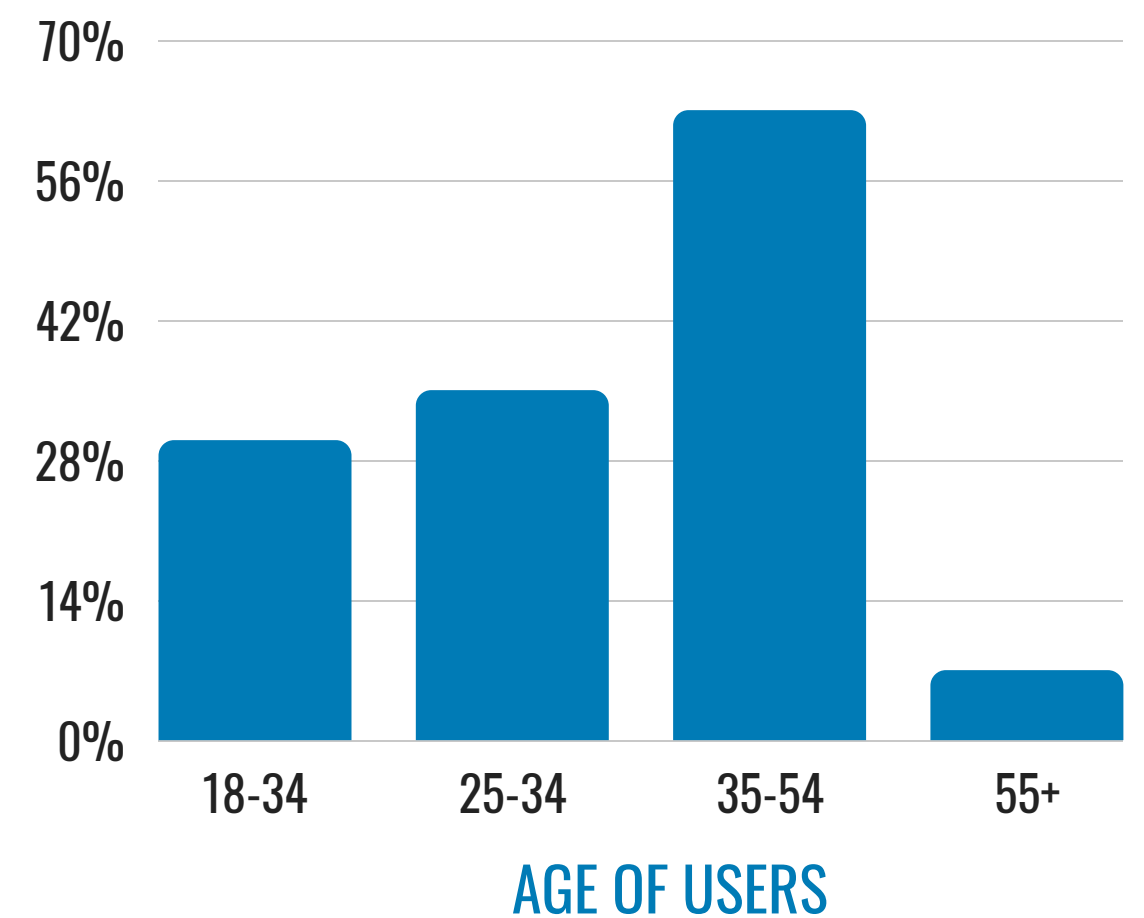


Twitter is all about engagement and being authentic. Brands who perform well on Twitter have humanized themselves, and are focused on helping others. Companies who struggle with Twitter use it simply as a media platform to shout out their message and hope it sticks. IT VARs & MSPs can search by keywords and hashtags to find people who are talking about solutions and services they offer. Instead of pitching your services, find a way to help out and add value to the conversation.

In addition to having a brand account, VARs & MSPs should leverage their team members and include them in the conversation as well. An example of a company that does this well is Cisco. Many of their key executives have their own account and are very active in responding to inquiries, as well as publishing their own thought leadership articles. People want to know more about the people behind the brand versus the brand itself.



467 MILLION
ACTIVE ACCOUNTS



LinkedIn is a great tool for B2B since nearly every user initially creates their account to showcase their professional experience. Joining groups are a great way to start and join relevant industry conversations, as not a lot of direct communication occurs directly on LinkedIn profile pages. LinkedIn is a great channel to share content that can position you as a thought leader in your industry. From a marketing standpoint, you can organically sell-in your services, message select individuals, or choose to pay for sponsored content pieces.



HOW VARS & MSPS CAN LEVERAGE THIS PLATFORM:

LinkedIn is often viewed as the premier B2B platform given everyone on there is signed up for professional reasons. From a data standpoint alone, LinkedIn stands above the rest of the pack given users are more likely to update their LinkedIn profile to reflect career changes when compared to other platforms. It's also generally acceptable to cold message prospects about work related topics, where as it may be ignored and looked down upon on other social channels.

LinkedIn's ad platform, campaign manager, is somewhat limited as to the type of campaigns you can implement. As of September 2017, the only type of ads available are sponsored content ads, text only ads, and lead form ads. Sponsored content ads have proven to be effective when built into a larger integrated campaign across multiple channels. The audience targeting capabilities are more powerful than Facebook's Ad Manager for B2B, as there are many filters and built in rule structures such as position level (i.e. Director-level titles are all grouped together vs. inputting them one by one).

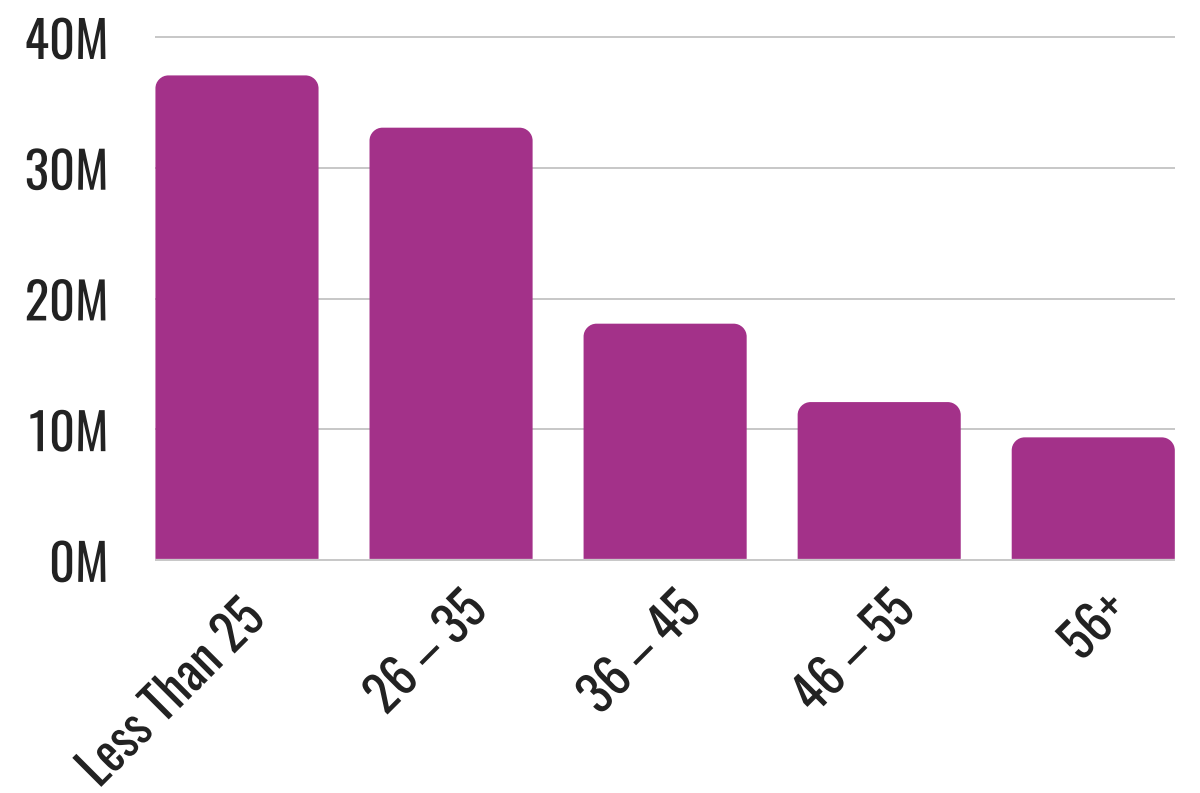




Instagram



700 MILLION
ACTIVE ACCOUNTS



AGE OF USERS IN THE UNITED STATES

Instagram has become a staple in the B2C e-commerce space, particularly in fashion and retail verticals. However, Instagram has yet to become a major player in the B2B space, let alone the technology sector. That said, hashtags power Instagram similar to Twitter, so finding an actively engaged audience having conversations around specific topics is relatively easy. Posting relevant content can generate engagement and build a follower basis for brands. However, image and video captions do not include live hyperlinks so the content is forced to be almost 100% focused on visual aesthetics.



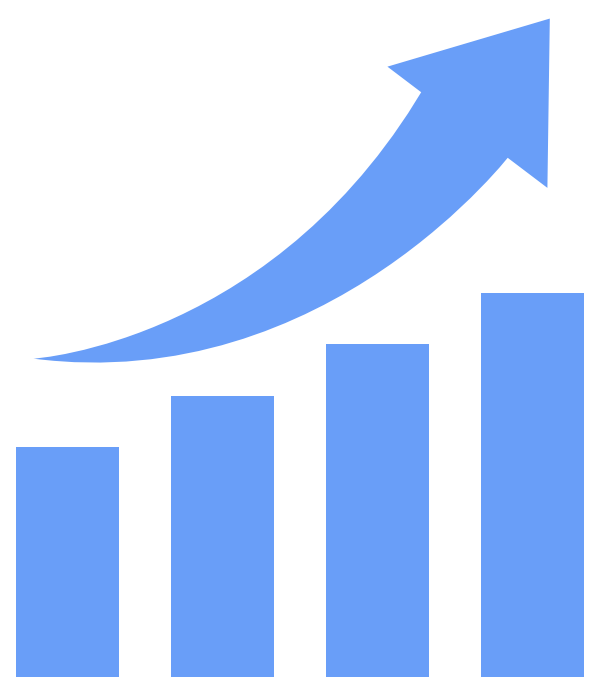
HOW VARS & MSPS CAN LEVERAGE THIS PLATFORM:

Instagram is the fastest growing social channel in the United States both in terms of users and daily usage. Instagram has often been thought of as a B2C platform, given how well it caters to both the fashion and travel industry. While many B2B firms who excel at storytelling through content have capitalized on Instagram, the rest of the B2B space is still far behind Instagram.

Many IT VARs & MSPs forget that Instagram campaigns are launched via Facebook Ad Manager, and therefore leverage the same data that is made available through Facebook. With this much user attention currently in Instagram's platform, B2B companies must begin to develop strategies for Instagram in order to not fall behind.



Google My Business



19-25%

INCREASE IN RANKING PERFORMANCE SIGNALS FROM 2017-2018

Google My Business is extremely prevalent in today's search patterns. Google My Business is what drives the local business spotlights and snippets that appear at the top of a Google search. The listings source information from several sources to include a business's website, photos, reviews, hours of operation and more. Customers value this as a quick way to get a snapshot of local businesses.



HOW VARS & MSPS CAN LEVERAGE THIS PLATFORM:

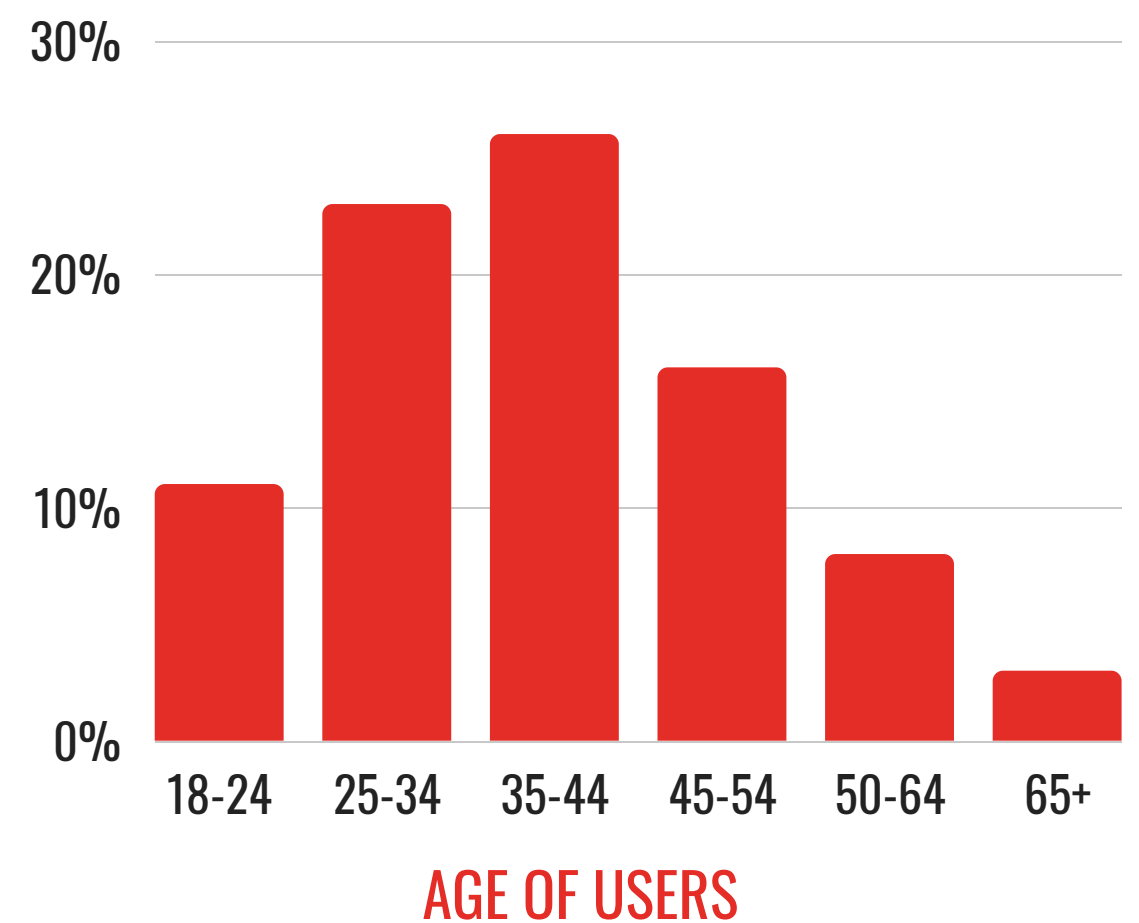


First, make sure your business's information is complete, updated and correct. Will you be closed on Memorial Day? Open early on Mondays? Let Google know. Accurate information will improve customers' experience with your brand. Further, put your business's best face forward with quality photos, a compelling description, interaction with reviews (both good and bad) and more. And when it comes to reviews, more is better. Companies with more reviews tend to rank higher, so consider a promotion or campaign encouraging customers to submit a review on Google.

Finally, make sure the information on your Google My Business listing aligns with your website, social media, general messaging and other outlets. Inaccuracies can set off red flags that may hurt your ranking in searches.



1.3 BILLION
ACTIVE ACCOUNTS



Success on youtube doesn't discriminate between brands, consumers, enterprises, or individuals. Great content is the only qualification for generating comments, subscribers, and viral attention. For brands with creative resources at their disposal, video content is a smart investment and Youtube is a great medium for distribution. Youtube also provides direct links to share content, embed on websites, and much more. Advertising on youtube can also generate significant returns. Preroll ads on popular channels can garner hundreds of thousands of views. With clear calls to action and proper tracking, brands with larger budgets have seen exponential ROAS using native video.



HOW VARS & MSPS CAN LEVERAGE THIS PLATFORM:



YouTube can be the single biggest benefit from an SEO standpoint if done correctly. It also can provide value for your users (i.e. educational videos), allows for prospects to see the faces behind the brand, and much more. The issue is many organizations never get started in the first place. Writing copy and using pictures is much less intimidating and easier to do.

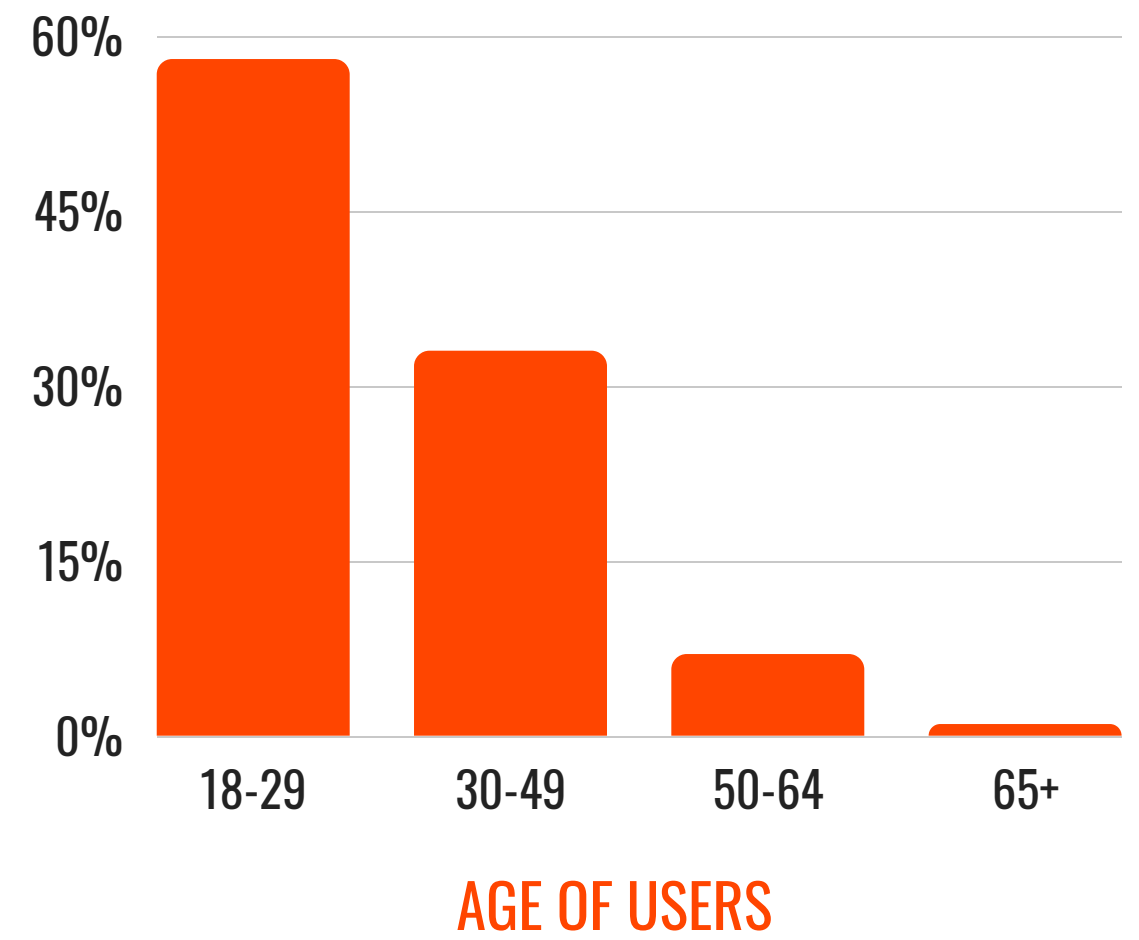
Many organizations are already shifting away from text and focusing heavily on video. Creating videos on a YouTube channel allow for many different pieces of content stem from those videos. Snippets can be used for social media. Company overview or case study videos can be used for your website. More than anything, IT VARs & MSPs need to just get started.



reddit



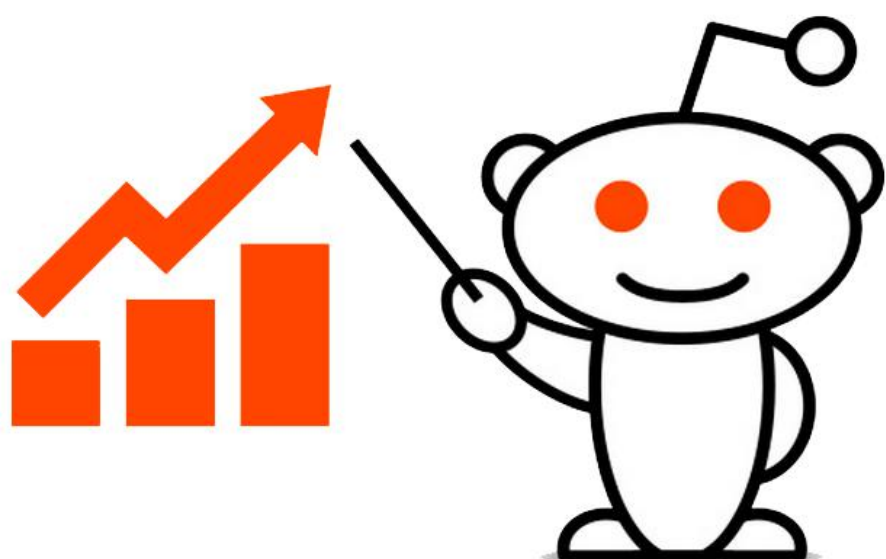
250 MILLION
ACTIVE ACCOUNTS



The nature of Reddit is to function as a discussion board, often featuring controversial hot topics. Over 62% of all posts uploaded by users on Reddit contain links to other websites. So from an SEO and brand building perspective, Reddit does provide an opportunity for a mass amount of people to view your site, product, or service. By joining the right conversations and providing insightful, NON-opinionated content at the right times, brands can position themselves as subject-matter experts and begin building a potential B2B strategy, especially if your target demographic is small businesses and startups who often turn to digital forums like Reddit for recommendations, reviews, and referrals.



HOW VARS & MSPS CAN LEVERAGE THIS PLATFORM:



Reddit is exploding in popularity and being used by more and more users everyday, currently being listed as the 4th most visited site on the web. The vast amount of posts and replies on Reddit can make it seem overwhelming. The key to get involved on Reddit is to be active in specific subreddits that are likely leveraged by the prospects you work with.

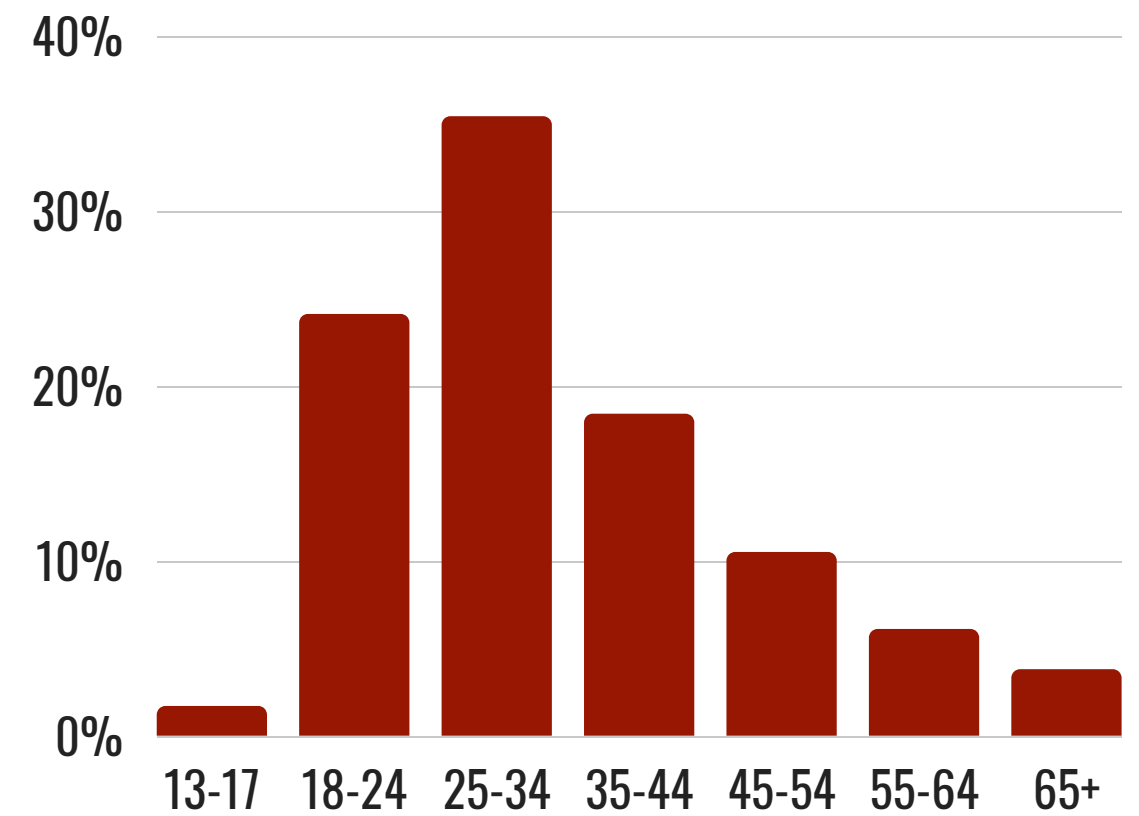
As with all social platforms, it's important to offer value instead of selling. Many people use Reddit as a way to ask questions or get feedback on something they have done. It's very difficult to engage with users as a brand, and you will likely need to leverage key employees that act as a "face" of the brand to engage with users. Additionally, linking back to blogs or articles as a response to someone's question works well as a high-ranking backlink for your site which helps with SEO.



Quora

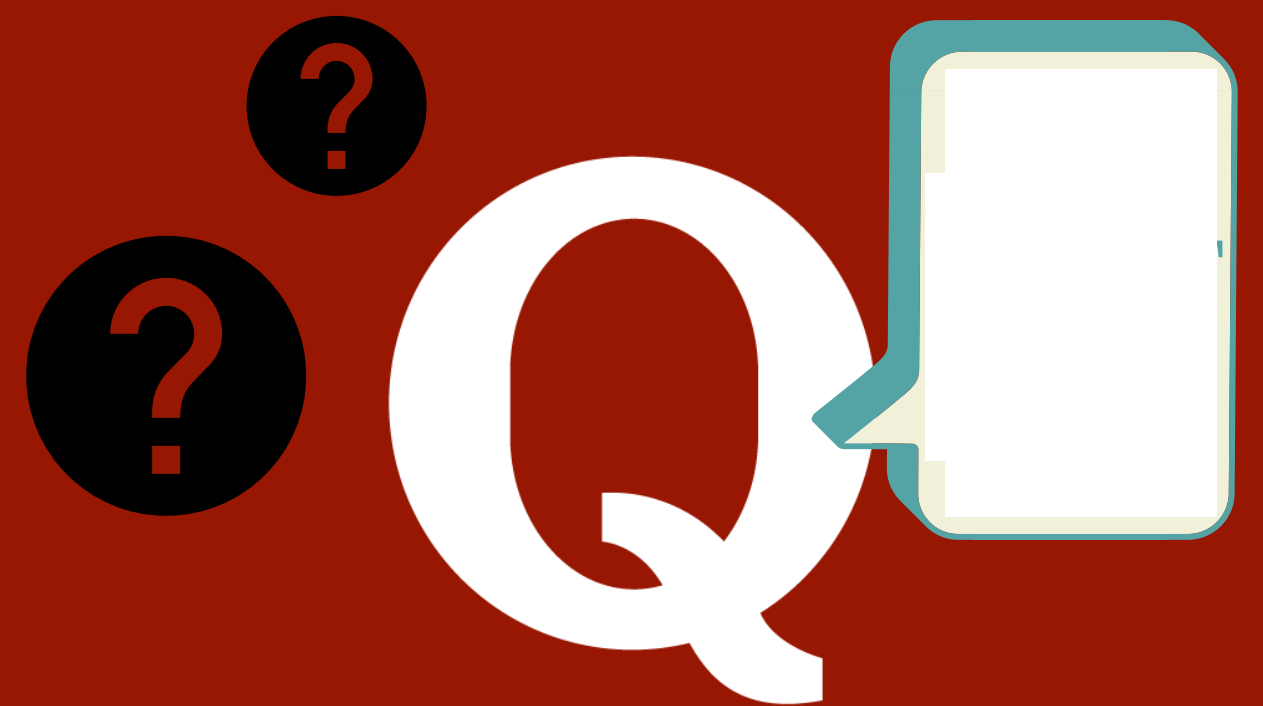


100 MILLION
ACTIVE ACCOUNTS



AGE OF USERS

The go-to question and answer site, categorized by topical tags, Quora has established itself as a viable platform for industry thought leaders to have their voice heard and position themselves as subject-matter experts. Businesses in the B2B space can answer relevant questions and offer links to their website directly. For example, if a sales manager at a business is asking about alternative technologies for a given solution, this would be a perfect instance where a business could join in the conversation to provide their expertise and offer consulting services.



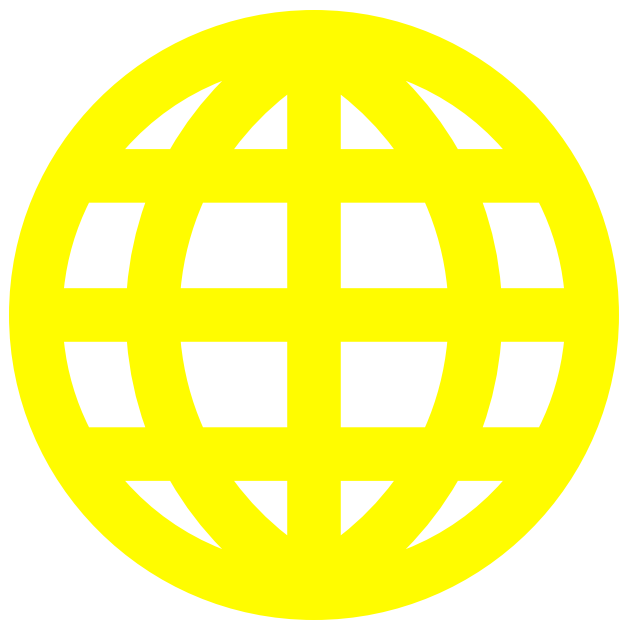
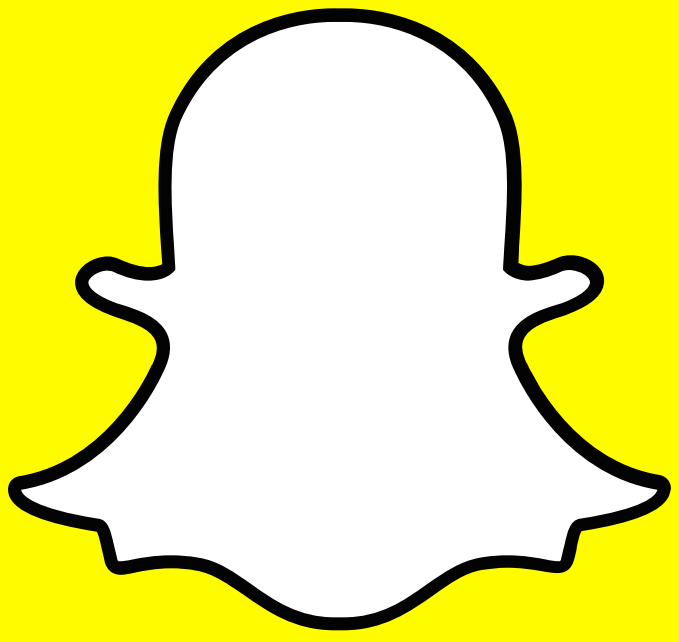
HOW VARS & MSPS CAN LEVERAGE THIS PLATFORM:

Quora is a natural fit for the IT space given its question and answer model. Quora is becoming a search engine marketing powerhouse, often showing up as the first spot for many questions that are asked to Google. The key to finding the right questions is tied to your account setup. When setting up a Quora account, you list out topics that you are a subject matter expert in. While some general topics are okay, it's better to get more specific on technical topics where you can offer assistance.

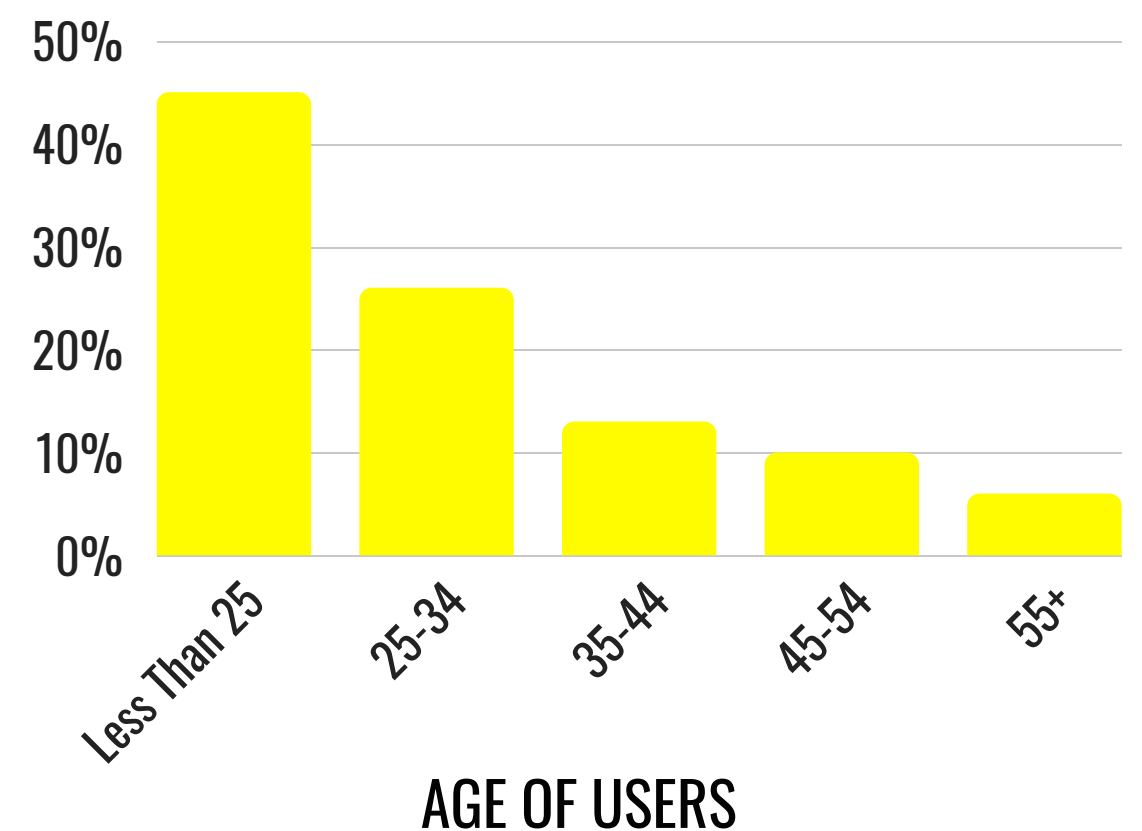
Similar to Reddit, an individual must answer the questions as opposed to the brand. It's looked down upon in linking back to your site as the answer, so there are not as many SEO benefits when leveraging Quora. Quora and their users expect the question to be answered in full within their platform.



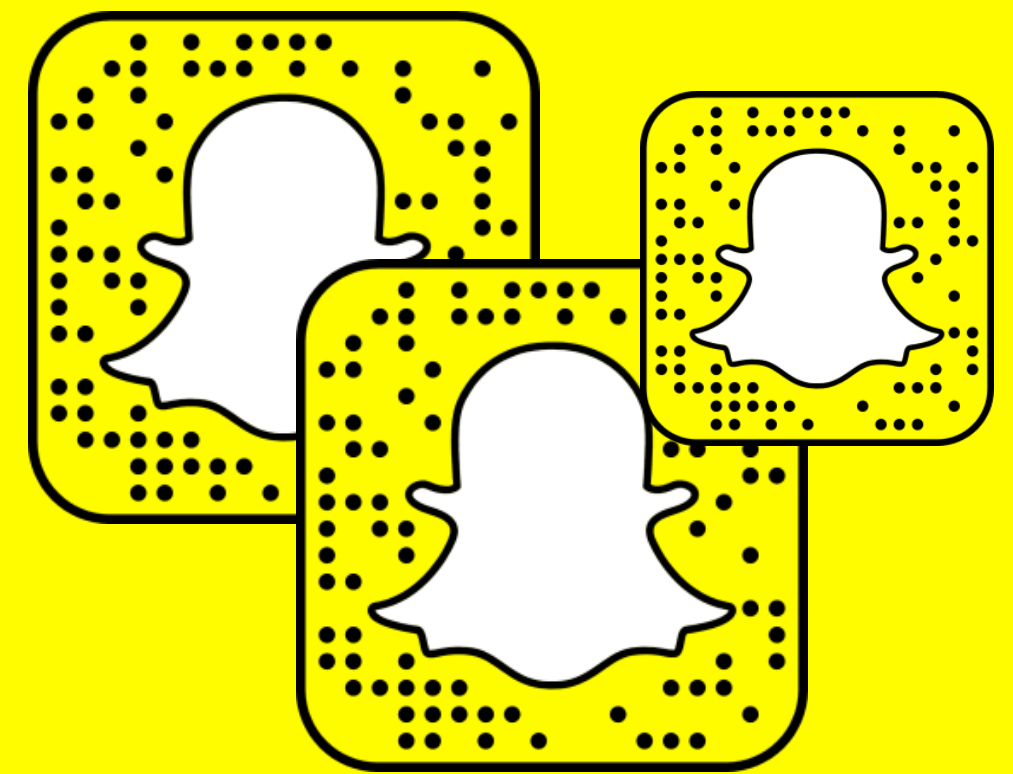
snapchat



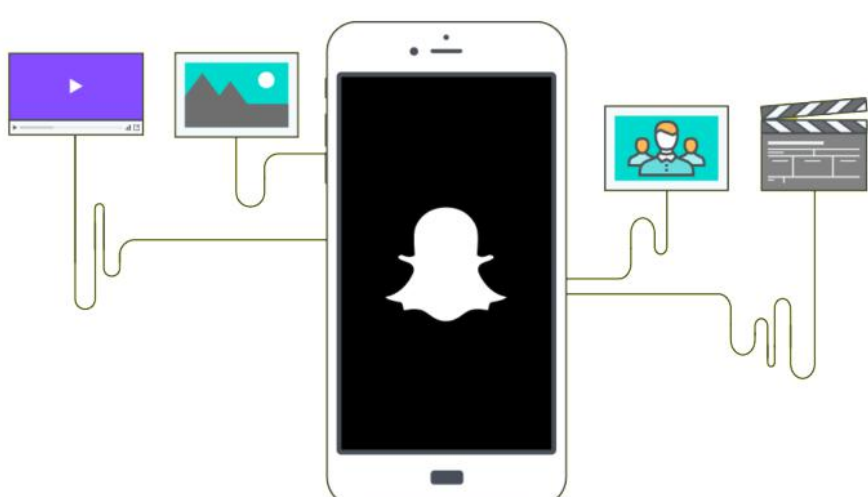
300 MILLION
ACTIVE ACCOUNTS



Although some brands steer clear of Snapchat because of the younger demographic, some brands are seeing big returns by engaging daily with fans and posting regular stories, or short video clips. Content usually provides behind-the-scenes footage for brand loyalists – additional material than can be accessed on more mainstream platforms like FB and Twitter. There aren't many examples of B2B Snapchat applications, though some brands including Hubspot, IBM, and Cisco are leading the charge to show the world their company culture, physical office space, and even an extension of their hiring and HR efforts.



HOW VARS & MSPS CAN LEVERAGE THIS PLATFORM:



Snapchat's primary demographic makes many B2B firms stay away from this social channel. Additionally, it is very difficult to grow an audience organically as there is no find feature. This recently changed when Snapchat rolled out their maps feature, allowing users to explore 'snaps' from users at a certain location or event. This may prove to be a powerful tool for B2B events and conferences in the future, but it has yet to fully gain traction.

Similar to Instagram, IT VARs & MSPs should get involved early before their primary demographic starts to fully adopt the platform. With the competition between Instagram & Snapchat heating up in an effort to capture ad dollars, we can expect to see Snapchat make their platform more B2B friendly shortly.

www.preshmarketingsolutions.com

