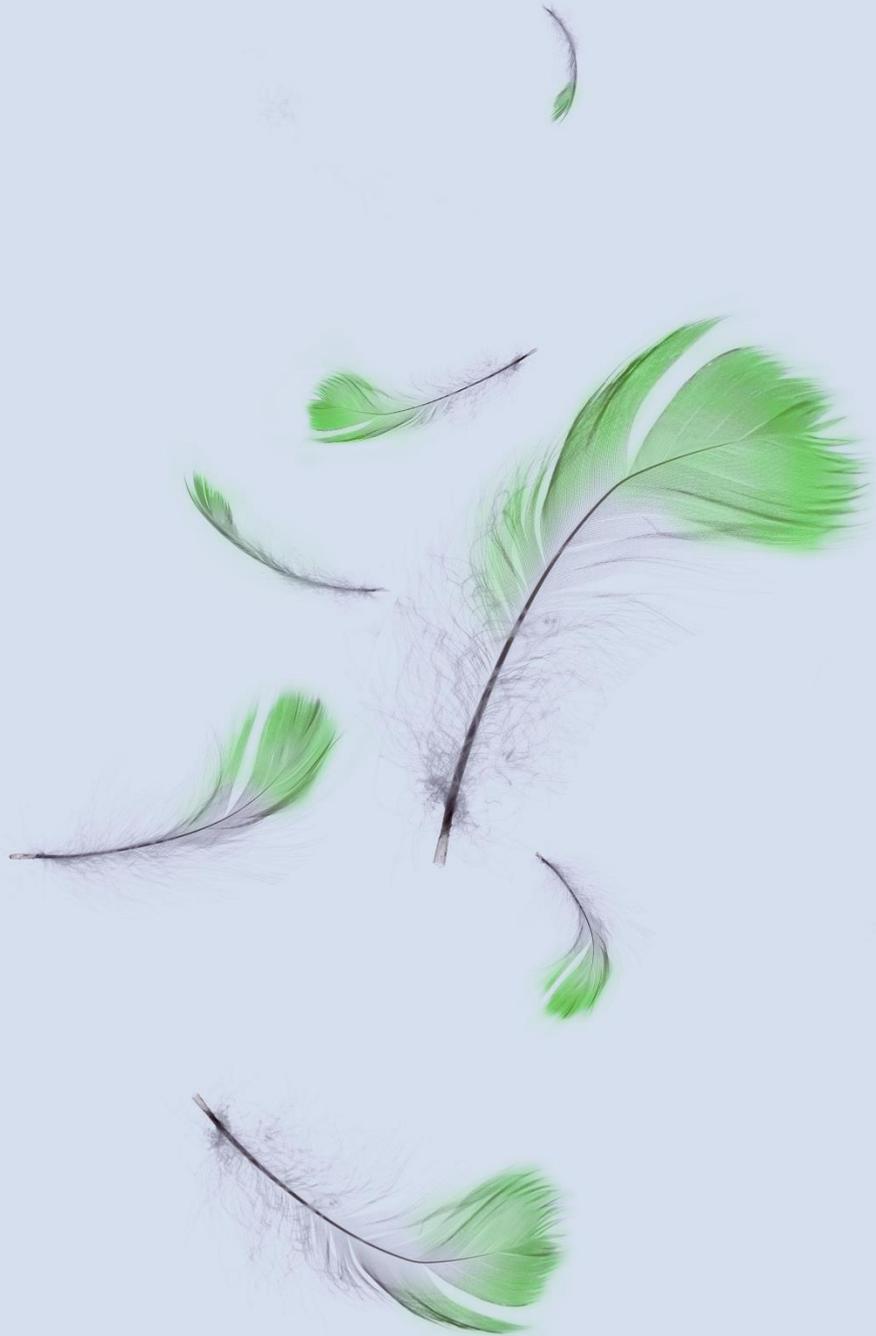


The B2B Marketers Guide To:

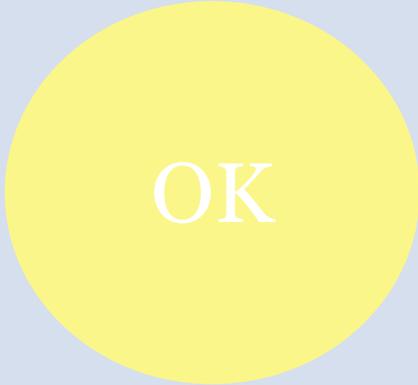
The Social Landscape



We've created a guide to all aspects social media helping you to gain information about the most effective forms of social engagement for you business.

A solid green circle containing the word "GOOD" in black, uppercase, serif font.

GOOD

A solid yellow circle containing the word "OK" in white, uppercase, serif font.

OK

A solid red circle containing the word "BAD" in white, uppercase, serif font.

BAD

G

O

B

woO's B2B Ranking

#1



LinkedIn

Customer Delight and Evangelism

Often harder to engage customers, but great for responding to relevant industry questions or posts

Raising Awareness

An effective platform for company branding and publishing thought leadership posts

Lead Generation

Less likely to drive a high volume of traffic to your website but more likely engagement from like-minded readers

Content Optimisation in Search

LinkedIn is a good site for SEO, with most pages ranking in a search engine's top 10 results.

#2



Twitter

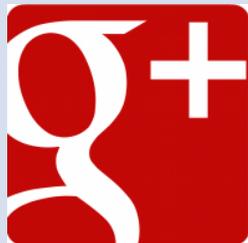
Using Hubspot will help you to coordinate content and interactions with your account to engage with customers

Using relevant hashtags will help to spread your content and make it discoverable.

Finding a balance between promotion and over-promotion is key to engaging leads

Links in tweets provide little value to SEO as they do not show up in Google search results

#3



Google+

Great platform for communication, especially via google hangouts and group based interactions.

Besides the vast number of users, Google+ is ranked near the top for brand searches so worth getting involved

Google+ content is shared the more +1s you achieve, so compelling content is crucial for engaging leads.

Receiving +1s on a page increases search engine rankings, so Google+ is excellent for SEO purposes

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woO's B2B
Ranking

#4



Customer Delight and Evangelism

Companies can upload and share interesting presentations to share with and educate your customers

Raising Awareness

A useful platform to raise awareness. Putting a URL to the presentation within the slides will encourage users to share

Lead Generation

Traffic usually stays on SlideShare, though slides can be embedded on a website to increase views and shares

Content Optimisation in Search

Links on Slideshare are nofollow, however, Slideshare accounts rank well for brand names

#5



YouTube is a powerful tool for visually engaging your customers – perfect for creating memorable content via video

High quality videos will position your company as professional and differentiated.

By adding external links to your website in the 'description' section you can drive traffic to your website, as well as the video itself

The more popular the video, the more links back to your website you can use. Highly popular videos will rank the best

#6



Facebook

One of the top tools for engaging people, sharing content and becoming a visible presence to your target audience

Make use of Facebook Ads for targeted messages to key audiences or grow your followers organically

The perfect median between your website and customers. 'Share' buttons creates easy navigation to social platforms

The impact of liking or sharing on search results is inconclusive in the long term but can help gain insight or user intent

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woO's B2B Ranking

#7



Pinterest

Customer Delight and Evangelism

Not suitable for engaging in conversation with customers

Raising Awareness

Organic traffic created from users sharing 'pins' of your brand. Inspiring visuals will help boost engagement

Lead Generation

Adding a 'Pin It' button to your pages will encourage sharing amongst followers generating lead engagement

Content Optimisation in Search

Little SEO on Pinterest as its links have been 'nofollowed' (don't influence the ranking in search engines)

#8



Quora

Great for communicating with high level customers. For those sharing expertise, Quora is the platform of choice

Not as suitable for corporate branding as other platforms

Again, most traffic will remain with Quora rather than your website. Links can be found in answers, delivering traffic.

While links are nofollow, questions and answers can be used for content ideas for social media.

#9



Instagram

No communication exists within the site

For showcasing products and services in a visual way, Instagram is excellent

This will not generate links to your website but may cause curiosity from the user to visit the site

Doesn't improve search rankings as most of the images will not be on Instagram, not on your website

Social Media is such a vital part of the Inbound Methodology, but there are plenty of other opportunities within Inbound to improve the profitability of your marketing.

Here's a handy download to help you understand more about Inbound: Statistics and Benchmarks.



woO's Guide to Inbound:
Statistics and Benchmarks

woO

Find out all the essential statistics and benchmarks for Inbound Marketing

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