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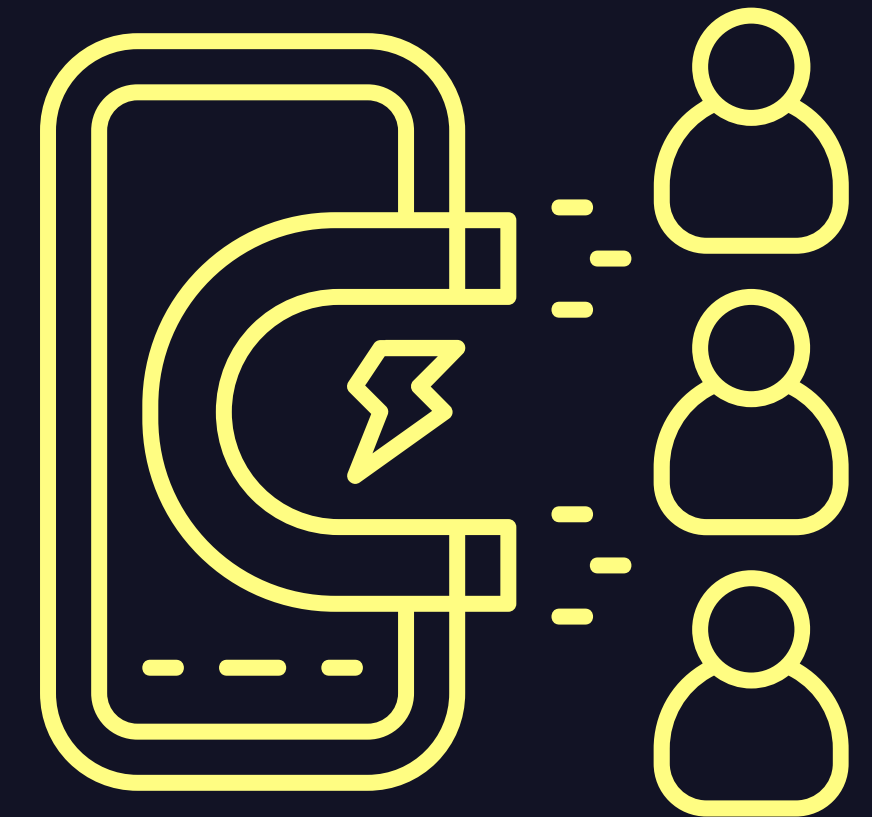
8 THINGS YOU'RE DOING WRONG WITH SOCIAL MEDIA B2B LEAD GENERATION

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Wondering why your social media B2B lead generation is sluggish? See if you're guilty of these 8 mistakes that could be holding back your potential.

Many B2B organizations start to question the value of social media at some point. The time commitment required to publish content and stay on top of managing the channels is large, and yet many companies see little return on investment.

That doesn't mean you should abandon social media. **Instead,** evaluate whether you're guilty of these mistakes when it comes to social media B2B lead generation.



1

Failing to Pay for Social Media Ads

While organic social media posts are essential, potential customers are unlikely to search for your social pages without prompting. Current customers might follow you to stay in touch about developments with your company or new product offerings. But chances are, they aren't going to share your content with their followers like B2C companies can take advantage of.



That leaves you with running ads to get in front of the right customers. The key to running successful B2B social media ads is to be picky about your target audience. Limiting your audience to the most likely to need your products or services will ensure that you see ROI from your ads to have the finances to expand the ads to a broader audience once you've established a strong paying customer base.

In some cases, that means limiting geography to closer to your headquarters where prospects might have heard something about you or already have some baseline of awareness for what you do. And as you grow, you can increase the geography of your ads.

2

Not Using Facebook and LinkedIn Lead Forms



Collecting leads on Facebook and LinkedIn is simple using the platforms' built-in lead generation forms. If you're running ads, every click and interaction with your business matters.

Lead forms help make it simple for potential customers to take the next step in getting to know you. When ads are well-targeted and companies provide an incentive to complete the form, they see an average of a **10 percent conversion rate**.

So while you must run ads to expand your audience, you also need to consider the format for those ads.



3

You Aren't Offering Premium Content to Encourage Conversion

Social media posts and ads that simply explain who your company is and about the products it offers are unlikely to convert to leads. The follower has no motivation to take the next step with your

organization. So they just stay there, a dormant follower likely not even seeing your organic posts in their news feed.

Early in the relationship, you need to give the follower or ad viewer a reason to convert. This requires premium content, such as an eBook, case study or how-to guide. It should be content they can't find elsewhere without sharing their contact information.

Premium content helps consumers feel like they are getting something in exchange for giving something – their contact information. And now you have an opportunity to interact with them on a more personal basis.



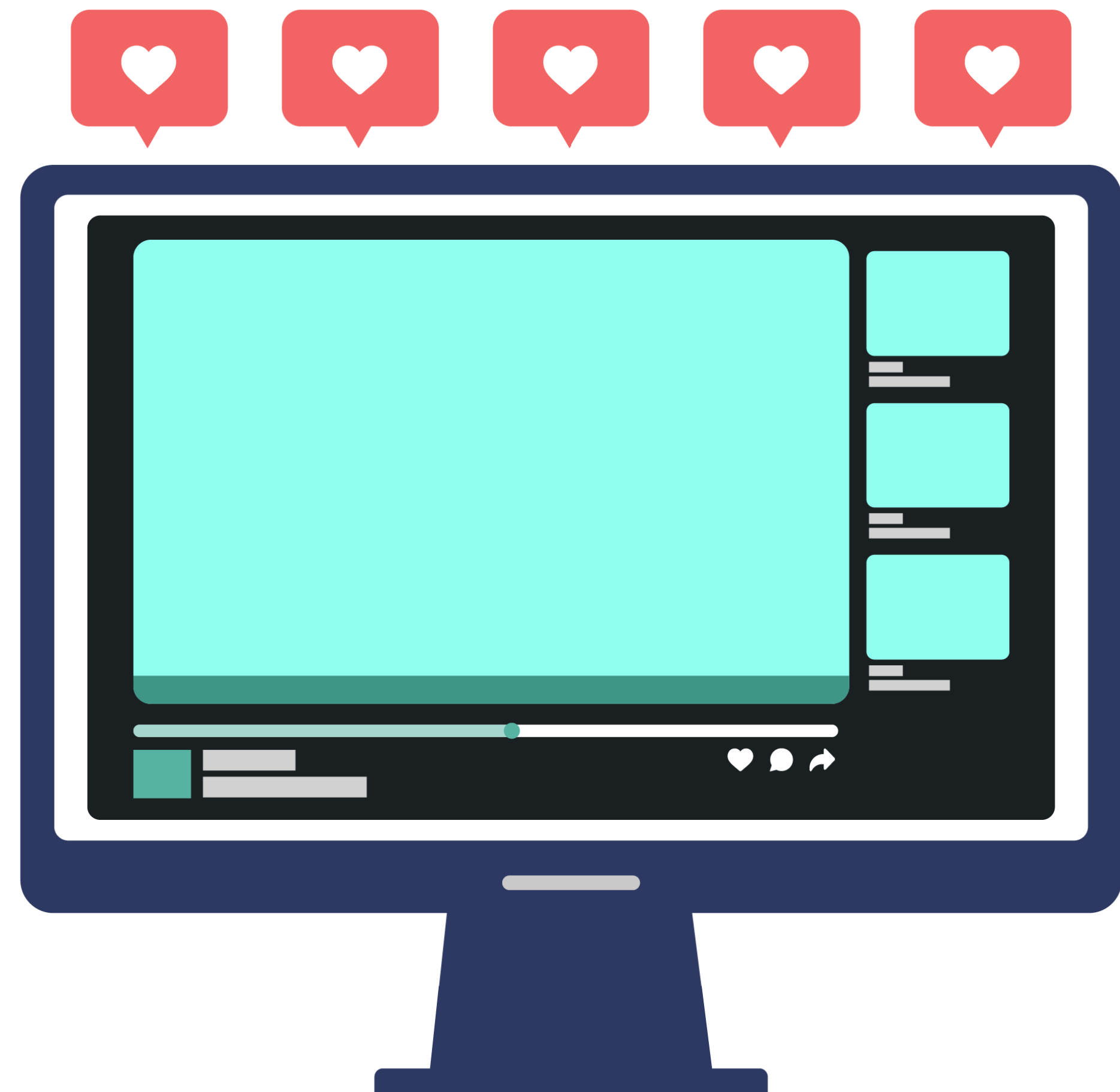
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Failing to Engage Followers with Video Content

Video content is more emotional than written content. And video reigns supreme in today's social media content. Using video can **improve conversion rates by up to 86 percent.**

The key is in knowing the best videos to record and post to your social media platforms. Showing how others use your products or services can demonstrate how prospects might use your products as well.

Use video to answer questions and address pain points prospects face that make them turn to your products or services.



5

Not Taking Advantage of Retargeting Ads

Retargeting ads help you take advantage of an audience you already know needs your products and services. Perhaps they stumbled on your website because they aren't happy with a competitor's offering. Or they might be in the early phases of researching solutions and they've checked out your products as well as many of your competitors' products.

Retargeting ads help you remind prospects about what they found when they visited your website. Facebook has a strong retargeting platform to help drive leads. You can target these customers with content that speaks directly to their needs based on the web pages they visited and where they are in the buying journey.



6

Not Taking Advantage of LinkedIn LIONs (The Influencers of LinkedIn)

Influencer marketing looks a bit different for B2B businesses. Instead of looking for Instagrammers who share their daily lives, you'll likely be seeking LinkedIn LIONs (LinkedIn Open Networkers). These individuals are more willing to open their network to a variety of people and use their network to

spread the word about products or topics that interest them.

These individuals are constantly expanding their LinkedIn network, making them an asset for reaching volumes of people quickly. Generally, professionals who list themselves as LIONs accept all requests from others, which helps expand their network.

The one risk to this form of social media marketing is that LIONs aren't super picky about who they connect with, which might mean their audience isn't made up of decision-makers ideal for your product. Research collaborations carefully and see if these opportunities come with valuable backlinks to high-quality blogs so you can improve your SEO alongside your social media strategy.

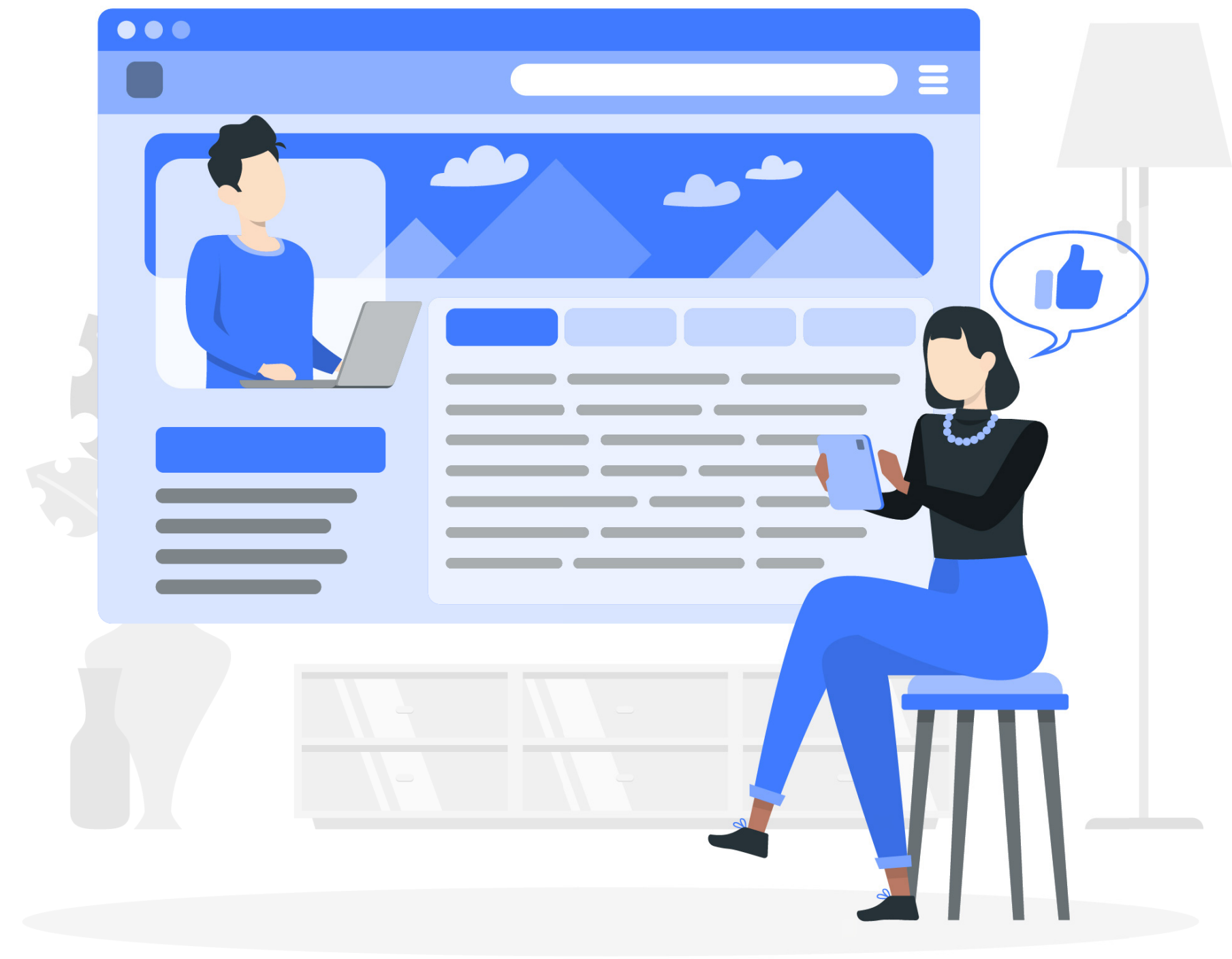


7

Only Sharing Content You've Written/produced

The voice of your customers should come through in your social media content. If you're only sharing content you've produced or written, the customer's voice will be missing.

Testimonials and user-generated content are powerful ways to help prospects see how your organization impacts companies just like theirs. Invite customers to share their thoughts with you after they've completed a purchase. Make sure your website is listed on sites like TrustPilot and Google My Business.





You Are Sending Followers to General Website Pages Instead of Targeted Landing Pages



Your website offers general information to help attract a variety of people. But when you're running targeted campaigns on social media, your landing pages should be targeted as well.

Landing pages help keep the visitor focused on the content you want them to look at. That means that they are more likely to convert instead of getting lost deep in your website and just closing the window without giving your company another thought.



Bonus: You Aren't Properly Nurturing the Leads You Are Generating Through Social Media

Perhaps you aren't making any of the above mistakes. Instead, you're lacking in what comes after a customer gives up their contact information. Perhaps you haven't subscribed to a marketing automation system or given thought to the customer buying journey and what content goes along with each phase of that journey.

Follow-up for new leads is just as important to consider as the process you'll use to generate those leads. In fact, it might even be more important. You want your lead nurturing to be well-planned and speak to the prospect's needs.

B2B buying journeys tend to be longer and involve more decision-makers than B2C buying journeys. You should be prepared for that with ongoing content and new opportunities to touch base with the potential buyer throughout that long journey.

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