

B2B Marketing: LinkedIn vs. Facebook?



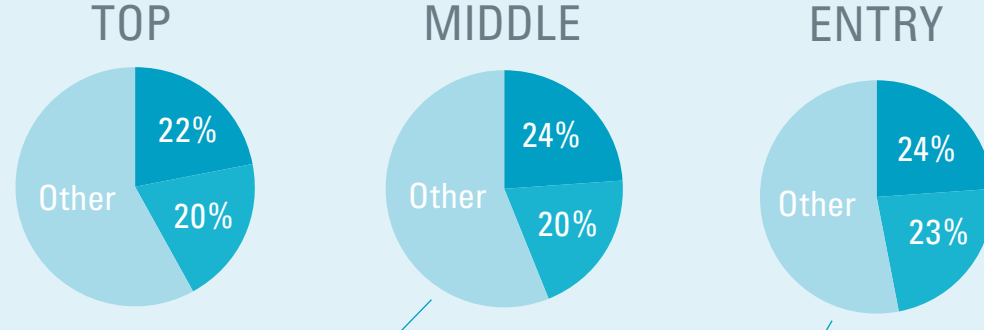
For B2B marketers, conventional wisdom says that LinkedIn is the best social media platform to reach business decision makers. It's built for business networking so you would think LinkedIn would be better for marketing to B2B customers. Let's look at some stats...

LinkedIn:

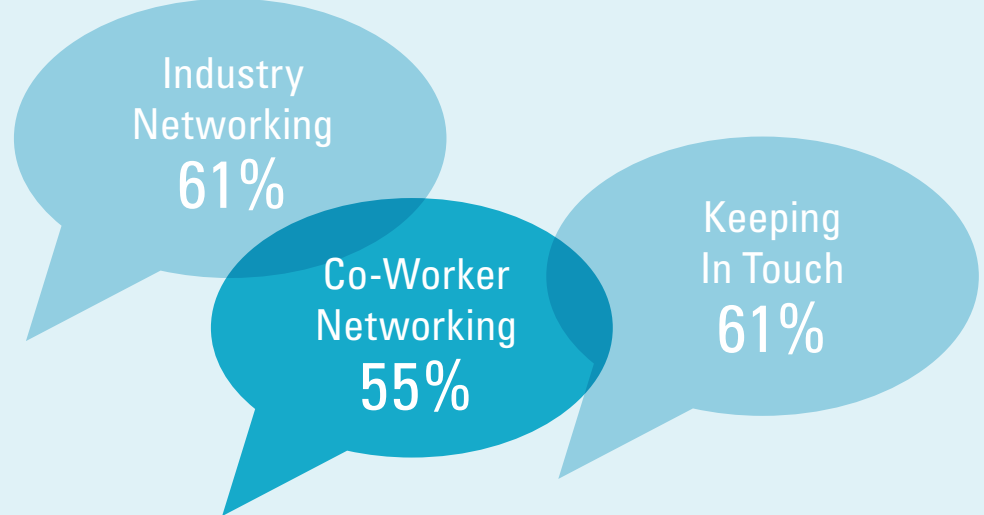
TOP LEVEL EXECUTIVES primarily use LinkedIn for industry networking (22%) and promoting their businesses (20%).

MIDDLE MANAGEMENT professionals primarily use LinkedIn to keep in touch with other people (24%) and industry networking (20%).

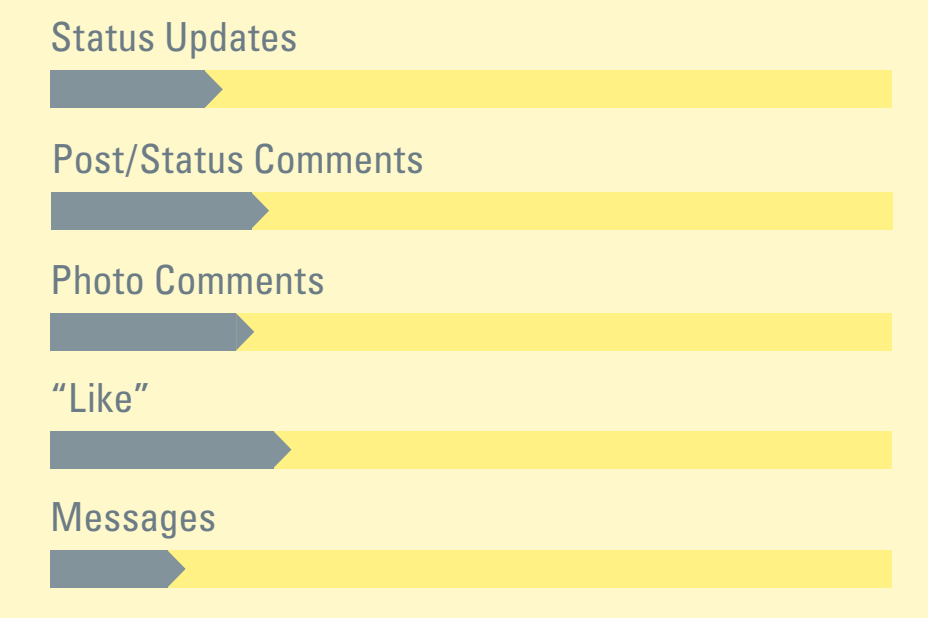
ENTRY LEVEL EMPLOYEES primarily use LinkedIn for job searches (24%) and co-worker networking (23%).



Overall, the top activities on LinkedIn are industry networking (61%), keeping in touch (61%), and co-worker networking (55%). As a social networking site for professionals, LinkedIn seems to be delivering on its brand promise.



(Forbes-<http://www.forbes.com/sites/work-in-progress/2011/08/09/study-reveals-how-professionals-use-linkedin/>)



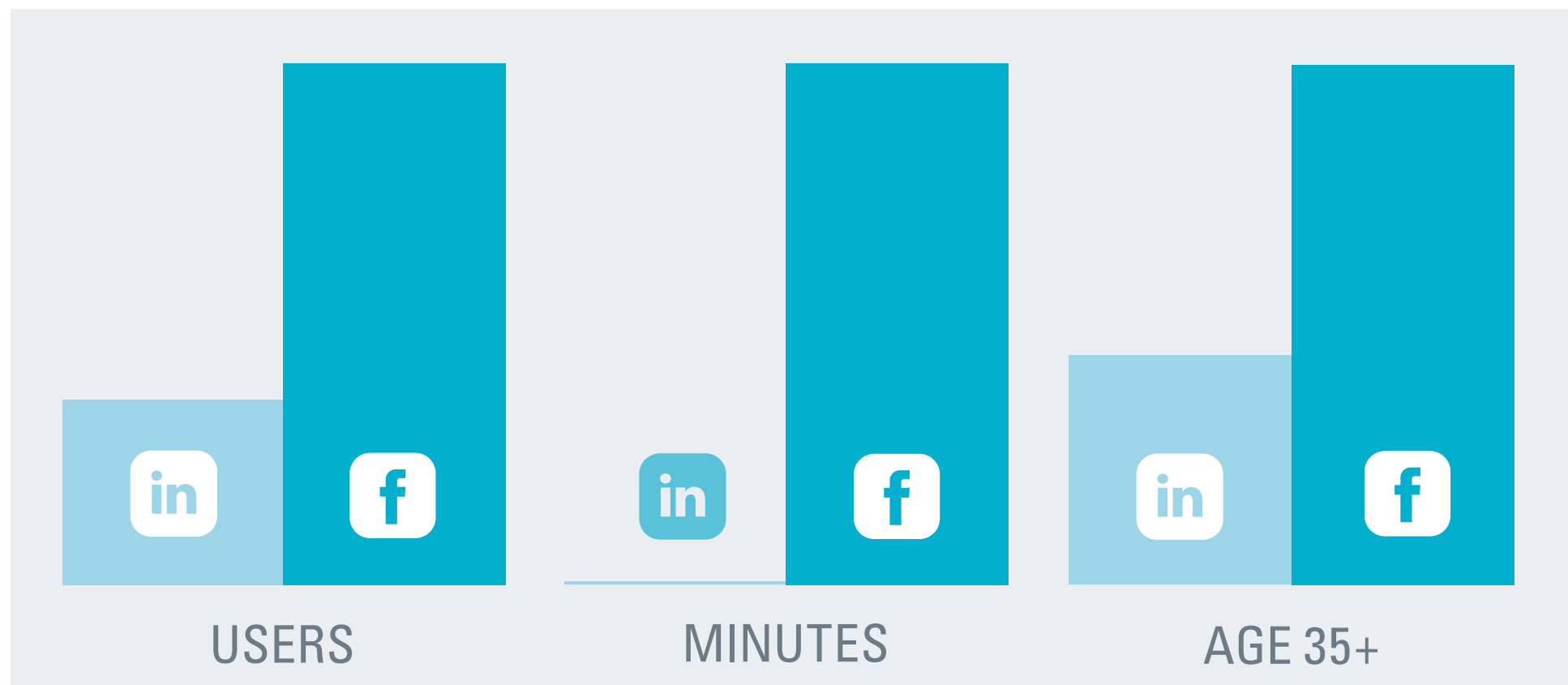
Facebook:

On an average day, 15% of Facebook users update their own status. 22% comment on another's post or status. 20% comment on another user's photos. 26% "Like" another user's content. 10% send another user a private message.

(Pew Research Center)

Differences In Usage

People do not shut off business thinking when on Facebook. The best reason to consider Facebook over LinkedIn for B2B marketing is that business people spend more time on it. Business decision makers are typically older and there are almost twice as many on Facebook...



55 million LinkedIn users in the United States. (www.linkedin.com)

155 million Facebook users in the United States. (www.checkfacebook.com)

326 billion minutes spent monthly on LinkedIn in the United States. (www.linkedin.com)

53.5 billion minutes spent monthly on Facebook in the United States. (www.checkfacebook.com)

22.5 million LinkedIn users in the United States age 35+ (www.linkedin.com)

51 million Facebook users in the United States ages 35-64. (www.checkfacebook.com)

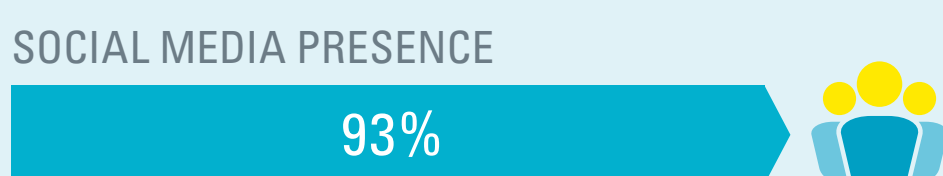
Why Facebook Should Not Be Overlooked

B2B companies need to market their firm on Facebook.

41% of B2B companies that use Facebook for marketing have acquired a customer through this channel. (source: HubSpot State of Inbound Marketing Report 2011)



93% of business buyers believe all companies should have a social media presence. (Buzz Marketing)

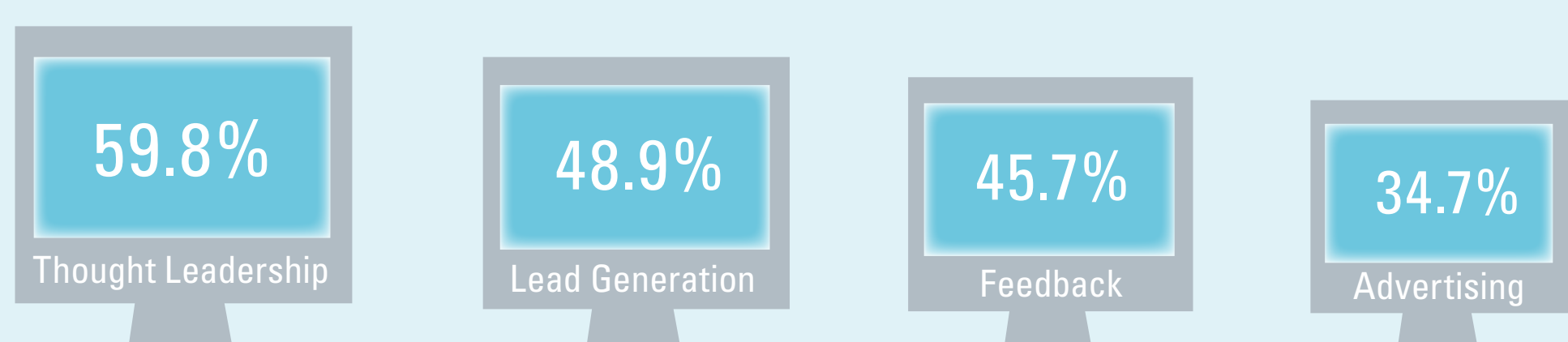


85% of business buyers believe companies shouldn't just present information via social media – they should also interact and engage with them. (Buzz Marketing)



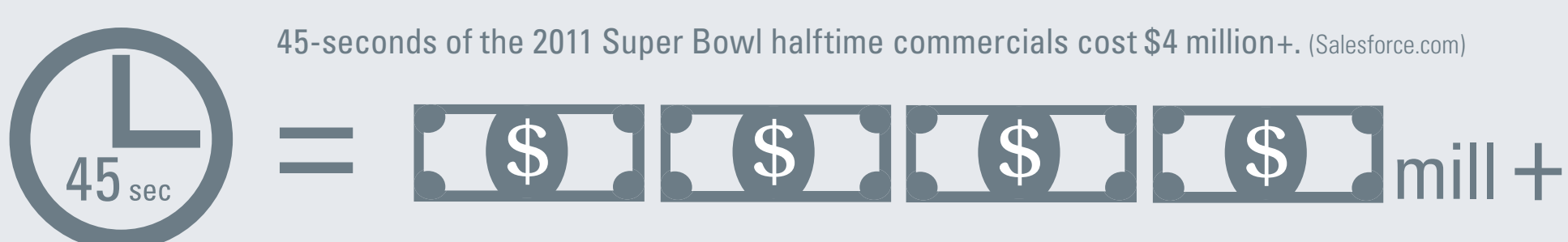
If my business is on Facebook, what should we be doing?

The top applications for the use of social media for B2B marketers are thought leadership (59.8%), lead generation (48.9%), customer feedback (45.7%) and advertising on sites (34.7%). (www.btobonline.com)



Example

Why is the focus solely on the buyer's mindset? If mindset is so important, why do B2B companies advertise during sporting events?



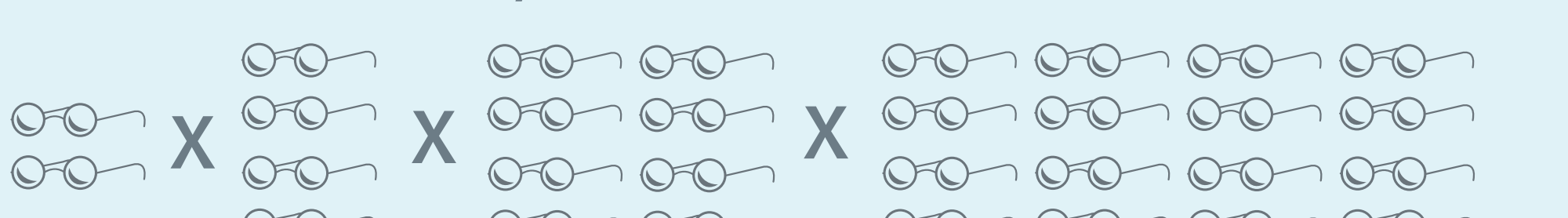
B2B marketers such as Southwest Airlines, Sprint Nextel and United Parcel Service of America are major advertisers on NFL programming.

Why?

In 2011, there were approximately 111 million Super Bowl viewers, breaking the US record two years running. (<http://www.guardian.co.uk/media/2011/feb/08/super-bowl-highest-ever-audience>)

"From a marketing mix standpoint, we are using the whole gamut," said John Kennedy, IBM's VP-corporate marketing. "We advertise on television in an important way. Our advertising plan is built around major sponsorships with the Masters, the U.S. Open, the NFL playoffs and large anchor TV buys."

Increase Visibility



Television sporting events are where the viewers are, where these companies can optimize visibility and gain new business. When it comes to online social media marketing, Facebook is like the 2011 Super Bowl, it's where the people are.

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