



10 Practical Social Media Lessons for B2B Marketers

Table of Contents

- Introduction 3
- Monitoring and Maintaining Your Brand's Social Presence 4
- Increasing Your Social Media Following 6
- Social Media Mistakes to Avoid 8
- Curating Content for Social Channels 10
- Making Social Advocacy Your Best Sales Tool 12
- Utilizing Hashtags Effectively 14
- Handling a Social Media Crisis 16
- Best Practices for Creating a Social Advertising Strategy 18
- Increasing Engagement with Your Social Media Followers 20
- Learning from Celebrities for B2B Social Media Success 22
- About ClickDimensions and the ClickDimensions Social Engagement Platform 23

Introduction

Sometimes in social media marketing, you need big ideas, inspiration and creativity. Other times, you simply need to get down to business. Here at ClickDimensions, we understand both of those scenarios well, but we created this guide for the latter.

The 10 lessons you will find in this guide are filled with actionable, practical tips and tricks for B2B marketers looking to get more out of their social media presence. Whether you utilize the advice from one of these lessons, all of them or somewhere in between, we are confident that they can help you succeed in the ever-changing world of B2B social media marketing.



Monitoring and Maintaining Your Brand's Social Presence

There's not enough time in the day. That statement is ubiquitous in today's busy, overbooked society. It also mirrors how many marketers feel about managing their brand's social media presence. It often feels like there isn't enough time in the day to effectively and impactfully monitor and manage across social channels. Fortunately, there are some things you can do to help improve your social media processes, productivity and results.

1. Define and document your strategy.

Savvy social media marketers today know that you can't post the same thing across all channels. While taking an individualized approach to your social channels can be more time-consuming, it can also be very worthwhile, thanks to the positive impact on engagement. To help reduce the time spent on pondering and planning your social posts, create a strategy for what gets posted where and why, and then be sure to document it. This will help ensure that as new post content arises, you can act quickly to post it exactly where it needs to go to align with your social strategy.

2. Emphasize quality.

Social media has been the subject of a robust quality versus quantity debate for some time now. While both certainly have their place and quantity is very important, quality should be your focus. You want to ensure that your posts are good enough to encourage engagement, drive shares and increase conversions. This focus on quality will result in posts that are more enduring and garner more engagement over time rather than only attracting attention shortly after posting, thus saving you time in your social efforts and improving your results. Keep in mind that some experimentation may be required to find the types of posts that your audience considers high-quality.

3. Dig into data to determine quantity.

Now that we have touched on quality, let's talk quantity. There is no set rule for frequency of posts on social media. Instead, turn to data to determine what makes most sense for your audience. By experimenting with the volume of posts and examining data over time, you should be able to find your sweet spot for the number of posts. You may find that at a certain frequency engagement either plummets or skyrockets, and adjust posting accordingly.

4. Create a social media editorial calendar.

An editorial calendar is a must for social media marketing today. This will help you stay organized in your social efforts and ensure that you're posting with optimal frequency across all channels. A social media editorial calendar is especially helpful for easily identifying any gaps that might exist in your schedule and can ensure variety in the types of posts you have planned.

5. Utilize technology.

Technology can help with so many aspects of marketing today, and social media is no exception. From posting to listening to engaging to analyzing and more, social media technology can streamline your processes. Imagine, for example, being able to schedule, listen and analyze results from one platform rather than going to each social channel. The result is increased productivity and improved results.



The average person
spends nearly
two hours on social
media every day

- Mediakix

Increasing Your Social Media Following

Quality or quantity – which is better? While the answer to that question often depends on the situation, it's frequently a case of both. Social media is one such area, particularly when it comes to follower counts. It's true that you want high-quality followers that engage with your brand, but you also want a large enough quantity of followers that you can maximize the reach and impact of your messaging. So, here are some of our top tips for growing your social media following:

1. Go where your audience is.

Have you ever wanted to tweet at a company only to find that they don't have a Twitter account? It's frustrating, right? For that reason, your organization should have a presence on all the top social networks, but prioritize your efforts based on where your audience spends their time. So, if LinkedIn suits your audience more than Twitter – as LinkedIn often does for B2B businesses – dedicate more time to your efforts on LinkedIn. Also, in addition to the larger social networks, don't forget to consider smaller or more niche networks that might be a good fit with your business and your audience.

2. Make sure people can find you.

Before someone can follow your organization's social media accounts, they must know that they exist. You can promote your company's social presence on your website and blog, in employee email signatures, in advertisements, in email blasts and more. Cross-promotion of accounts can also be an effective way of boosting your follower count, particularly if one of your accounts has a sizable following. For example, if your company has a significant following on Facebook and you just launched an Instagram account, you can promote your new Instagram presence on your Facebook page to help boost your Instagram following.



The three most popular social platforms for B2B marketers are Facebook (91%), LinkedIn (79%) and Twitter (70%)

– Social Media Examiner

3. Consistently share quality content.

You want to be sure that you post frequently enough that visitors to your pages always encounter fresh content, not the most recent post dating back weeks or even months. These posts should also be useful and engaging. While there is room on social for salesy posts, the amount of educational and helpful posts should outweigh those that are product-focused. Word spreads and people share, so if you give your followers something of value, you are sure to gain more of them.

4. Interact with others.

Put the “social” in “social media” on every social network where your organization has a presence. Respond to comments, participate in discussions and share posts from others, rather than simply putting your own content out there. This shows that your company is a fully engaged member of a given social platform and it can help drive followers. Following influencers in your industry can also lead to these individuals following you and sharing your content with their sizable networks.

5. Use hashtags.

Using hashtags can be an effective way for brands to increase their reach, follow trends and create conversations on social. Keep in mind, however, that hashtags aren't used the same way on every social network. Hashtags are most effective and almost expected on Twitter and Instagram. While you can use hashtags on Facebook and they are linkable to the broader conversation, hashtags aren't as commonly used on Facebook and it can be difficult to see the full conversation associated with a hashtag due to privacy settings. LinkedIn now allows for linkable hashtags in posts, though as of the publishing date of this guide, they are not used as frequently as on Twitter or Instagram.

Social Media Mistakes to Avoid

There are dos and don'ts in every aspect of marketing, and social media marketing is no exception. While every B2B brand is bound to have their fair share of snafus and slip-ups on social, here are some top tips for avoiding common social media mistakes that businesses often make:

1. Manage negativity.

People say negative things on social media. It's just the nature of the beast, and it's only a matter of time before angry, disappointed or even downright insulting comments are directed at your brand. How you react to those public comments can make all the difference. When you receive negative feedback on your social profiles, make sure you act quickly to resolve the issue. Don't delete the comment (unless it is inappropriate), but instead, keep your cool and respond with an apology and a solution. Other followers will respect the tone and timeliness of your response, and you can use these moments to build your brand image.

2. Don't be too salesy.

Today, people often respond best to marketing that doesn't feel like marketing. In most situations, we prefer to be educated or entertained – or both – than to be sold to. This is increasingly true on social media. Avoid the mistake of being too salesy on social by ensuring you strike a balance in the content you post. Many experts recommend an 80/20 ratio for your content, with 80 percent being helpful and 20 percent promotional. You may find, however, that this mix still may be too salesy for your audience. Experiment to find what works best for your brand, and keep in mind that it may vary across social platforms.

3. Listen.

When you think of managing your company's social media presence, posting content is likely the first thing that comes to mind. While publishing is an essential part of your social media efforts, listening should be too. Social media provides you a direct, always-on line to your customers and to sentiment about your brand. Listening can help you spot whether overall sentiment is trending positive or negative, and can help you promote the good or put out fires, depending on what you are hearing.

4. Be timely in responses.

You might expect to wait a day to have a company respond to your email or return a phone call, but the expectations for social media are far more immediate. Many companies fail to see just how much a slow response can erode confidence in and increase frustration with their brand. Be sure your team is prepared to monitor and respond in a timely manner to any messages or comments you may receive. Some issues may need to be directed to other departments, particularly in B2B where the sales cycle and support process are more complex. So, have a plan in place for what goes where and for telling people who contact you via social what they can expect next.

5. Check everything.

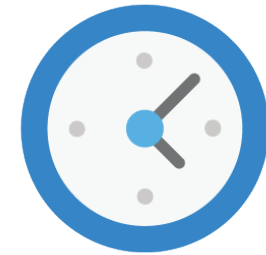
Scroll through just about any social channel today, and you will see that misspellings and typos are rampant. While social is more casual than other communication platforms, businesses shouldn't use that as an opportunity to lower their standards. In addition, typos have been known to cause embarrassment for brands of all sizes. Be sure to check everything before posting, including links. Yes, you can edit posts on certain platforms and delete and repost on others, but a little quality control upfront can help you make a good impression from the start.

6. Make room for improvement.

Social media isn't something you can just set and forget. As you can see from the points above, it requires quite a bit of engagement and interaction. It also requires an occasional makeover, even when it's successful. Always be on the lookout for ways you can improve your social media presence. Perhaps experiment with new types of content, a different frequency of posting, new hashtags or using existing content on different platforms to see how it plays to your distinct social audiences. There is always room for improvement, and small tweaks can sometimes bring the biggest results.

7. Don't just measure social metrics.

Likes, shares and comments are the bread and butter of social media metrics. But what do those actions really mean to your business? What impact do they have on the overall success of your company? Be sure that you have goals and metrics in mind for each social channel and that those tie in with your overall marketing and business goals. By not operating in a vacuum, you can achieve more meaningful results from your social media efforts.



78%
of people who
complain to a
brand via Twitter
expect a response
within an hour

- Lithium

Curating Content for Social Channels

One of the most familiar phrases in marketing today is, “content is king.” Time and time again, this statement has proven to be very true in all areas of marketing and can be especially relevant in social media. Social media success requires that you constantly feed the content machine, which can be difficult and time-consuming if you are relying solely on original content. That’s where content curation comes in. By sharing news and topics that are of interest to your audiences from other respected sources, you provide valuable resources for your followers while filling your social media editorial calendar. However, having a content curation plan is essential to its success. Here are five tips for achieving that success:

1. Stick to a strategy.

What do you want your brand to be known for? Before you begin to share content from other sources, you should define your mission and what you want to achieve. Outline specific categories that align with your business such as best practices, industry news or how-to articles. Segmenting content into buckets will make it easier to organize what you share and how often. This method will ultimately become an easy way to create a content calendar for quick publishing.

2. Always put your audience’s interest first.

As with all things marketing, understanding what your audience wants is key. This can be done through research, or even simply monitoring what your audience is clicking, sharing, retweeting and what pages or thought leaders they follow. Looking beyond mainstream sources and branching out to related underground content is another way to attract new followers. Consider using other methods to find content such as a social media technology platform. This will save you time from having to sift through articles looking for related and/or specific topics.

3. Read everything before sharing.

Using content from credible, trustworthy sources is imperative, which is why it is important to read through anything you may be considering sharing. If necessary, involve others on your team to assist with reviewing articles from outside sources. This can help you avoid the embarrassment of sharing content that doesn't align well with your business.

4. Switch it up.

You may not always have lengthy articles to share, and that's perfectly acceptable. It helps ensure variety and promote engagement. Switching up your content formats with infographics, podcasts, videos or images diversifies your curated content while still adding value.

5. Add your voice.

Including your perspective or drawing conclusions from content will elevate your content curation strategy. You could even blend your ideas with curated content to create an original new topic. Adding your opinion and commentary gives you an opportunity to position your business as a thought leader and ignite conversation. People naturally trust those with reputable influence in their industry.

6. Analyze.

Conduct an audit on which curated content performs better than others by pulling reports from unique tracking URLs, clicks, shares, etc. Analyzing the engagement rate can help you optimize content so that it is better resonates with your audience and drives future success.

87%
of marketers rank
more exposure
for their business
as the primary
benefit of their
social media efforts

– Social Media Examiner

Making Social Advocacy Your Best Sales Tool

Social advocacy is a must today when searching for new ways to advance your organization. In case you aren't familiar, social advocacy allows companies to amplify their social marketing reach by providing a platform for their employees to quickly and easily share the company's social media posts with their own individual networks. It can also include an element of gamification to encourage employee participation. In addition to extending brand reach, engaging in social advocacy also increases employee satisfaction, strengthens company-customer relationships and helps achieve organizational goals. There are also three ways that social advocacy can amplify sales:

1. Becoming an industry thought leader through content sharing.

Sharing thought-provoking content that is applicable to your target market can trigger wider engagement with a previously untapped audience and generate new leads. Word-of-mouth marketing has become extremely efficient with social media, especially when a large group of employees can quickly share from their own social platforms to reach a vast audience. Rich content that is consistent, helpful, provides tips or tricks, or general industry topics related to current events can build credibility and attract people who want to know more, which in turn, attracts qualified leads.

2. Building familiarity and relationships.

Old school marketing meant touching many people at once, but with social interaction your marketing is elevated to the next level and even humanized for little to a fraction of the cost. Not only can you let your audiences know what's going on with your business, but you also gain key insights as to what is going on with them. Learning who attends what events or conferences, possible pain points they experience, product updates, news from press releases; all which makes it easier to have those sales conversations when the time comes. Best of all, these efforts are only amplified by your employee social advocates.



Company branded messages reach 561% further when shared by employees versus branded channels

- PostBeyond

3. Embracing your employees to embrace the brand.

Transforming employees into advocates for your company builds your business from within. If you motivate your employees and get them excited about becoming involved across your social platforms, that energy will translate to each sector of your business. Showcasing events employees attended as speakers or highlighting employee contributions such as blog articles or press mentions are a few ways to actively engage your team and make them the star of the show. Social advocacy helps empower your employees to know that their contribution to support the company makes a difference.

Bringing social advocacy to the forefront of your business should be an ongoing priority. As an underutilized sales tool, it could be a powerful channel for enhancing your company's reputation with key stakeholders.

Utilizing Hashtags Effectively

Social media can be a great place to connect with your audiences, especially once you have found the best platforms for your business. However, with algorithm updates on certain platforms and the sheer volume of posts on others, it can sometimes be challenging to effectively and consistently reach that audience.

Enter the hashtag. This symbol helps brands increase their reach on social, follow trends and create conversations. With such important roles in social media, hashtags should be used strategically and carefully. Here are five best practices:

1. Consider the platform.

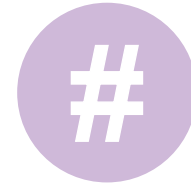
It's important to treat platforms as the unique individuals they are, as hashtags function and are accepted differently by users on different platforms. For example, on Twitter, the birthplace of the hashtag, hashtags are a part of most posts from brands. By contrast, on LinkedIn, hashtags were not linked until fairly recently, so they aren't used as frequently by brands and users alike.

2. Quantity.

File this under #annoying: social posts that have a seemingly endless list of hashtags tacked on to the end of the post. Research shows that the number of hashtags greatly impacts engagement. Most often, engagement decreases as the number of hashtags increases. One or two hashtags per post is the engagement sweet spot on Twitter and Facebook. The notable exception to this "less is more" approach to hashtags is Instagram. Interactions are highest with Instagram posts that have 11 or more hashtags.

3. Limit the length.

#longhashtagsarehardtoreadandconfusing. Did you catch that the first time you read it? If not, you're not alone. While you want to add some detail to your hashtags to make them more targeted – at ClickDimensions, we often use #emailmarketing instead of simply #marketing or #MSDyn365 rather than #CRM, for example – but overly long hashtags are hard to read and confusing. While individuals might use long hashtags on their personal accounts to add humor to posts, brands are better off steering clear to meet their business objectives on social.



71%
of social media
users report using
hashtags

– RhythmOne

4. Use unique hashtags with care.

The internet is filled with stories of hashtag fails from brands of all sizes. To avoid being the subject of the next tragic hashtag tale, use custom hashtags carefully. Be sure to search for your potential hashtag on social platforms or a hashtag search engine like HashAtIt.com to see if it's being used already and, if so, how. Also, to increase engagement, make sure that the hashtag is easy to remember and easy to spell.

5. Quality control.

Checking and re-checking your work is important in all marketing efforts, including using hashtags in your social posts. Be sure that everything is spelled correctly, and that there are no spaces within the hashtag. When using multiple words in a hashtag, use capitalization to eliminate confusion and potentially embarrassing alternative interpretations. It's also always a good idea to run hashtag ideas by multiple other people, in case they catch a meaning that you might not.

Handling a Social Media Crisis

Maybe not today, maybe not tomorrow, but one day, chances are very good that your business will have to deal with a social media crisis. With the continued and increasing popularity of social media as a communications channel for B2B brands, there are more opportunities for both the good and the bad. To weather the storm when bad things happen, consider these tips for handling a social media crisis:

1. Evaluate.

There's a big difference between a crisis and a problem. Before taking any actions, determine whether the events taking place are a minor problem or a major issue. This can avoid wasting time and resources for something that requires a simple solution. For example, a minor customer complaint can be dealt with through a direct and personalized response. However, an accidentally offensive post or a negative situation involving your company that arises outside of social media should necessitate elevating the issue to the status of crisis.

2. Have a plan.

Don't wait until a disaster strikes to plan how you will respond to it. Take the time now to prepare a social media crisis plan, if you don't have one already. To ensure the thoroughness of your crisis plan, brainstorm with other members of your team to flesh out a variety of potential crisis scenarios that could impact your business. Be sure to account for both online and offline threats, then map out a plan for how each should be responded to both internally and externally and who is responsible for executing each part of that plan. Also create a more general crisis plan for any issues that may arise that don't fit into the scenarios you identify so you are prepared for the unknown as much as the known.

3. Respond quickly.

Social media moves in real-time, which can be both beneficial and detrimental. In a crisis, that speed can work against your business if you aren't prepared to respond quickly. According to Edelman, while 28 percent of crises spread internationally within one hour, it takes an average of 21 hours for companies to issue meaningful external responses. The first step in rapid response is realizing that it will often require a tiered approach. First, aim to simply acknowledge the



94%

of all PR crises
either start or
spread on Twitter

- Visibrain

issue and commit to providing more details as soon as you have them. This can help buy your organization time to gather more information about the situation in order to craft more in-depth statements.

4. Don't argue or hide comments.

When a sea of negativity is staring you in the face, it can be tempting to delete negative posts. Resist that temptation because attempting to silence those voices will simply bring more frustration and fury your way. In addition, while it's great to respond to comments or questions in a helpful and positive manner, don't let the interaction dissolve into an argument. Avoid taking comments personally or falling into the trap of going back and forth with trolls. Instead, find a way to take the conversation off social by offering an email address, phone number or other offline avenue for persistent individuals to contact.

5. Educate employees.

Thanks to social media, it's easier than ever to find employees of any given organization. Keep this in mind as you prepare for or work through a crisis. While you may have a point person or multiple people designated to respond to inquiries and provide official responses, there is nothing stopping anyone from reaching out to your employees. Ensure that they know what to do and who to route individuals to when this happens. Also, ensure that transparency prevails in your employee communications – let them know what's going on, what the planned resolution will be and when it should be resolved. You want employees to feel confident in the resolution of any crisis and that they aren't kept in the dark during it.

6. Document lessons learned.

Once the storm clouds have passed and the crisis is over, take time to hold a debriefing session with the key players involved. Talk about what worked and what didn't. What would you do differently next time? Were there people that weren't involved that should have been, or vice versa? Would you use the same or different communication channels the next time around? Be sure to hold this session soon after the crisis has passed so the lessons learned are still fresh on everyone's minds.

Best Practices for Creating a Social Advertising Strategy

As social platforms continue to monetize their offerings and algorithms change, businesses looking to maximize their social media reach and results must look beyond organic opportunities to pay-to-play. Social media advertising can be a smart addition to any marketing mix, but it needs to be done strategically to avoid overspending on underwhelming results. Below are some best practices for creating a social media strategy that works for your business.

1. Define your goals and budget.

What do you hope to accomplish through social advertising? Do you want to generate more leads? Increase engagement? Push more traffic to your website? You can achieve all these things and more with social advertising, but it's essential to determine what is most important to your business. Pick one goal to focus on and let that drive your strategy initially. You can branch out to include multiple goals, but keep in mind that you will need to have a separate strategy to suit each goal. Also take the time to set a budget for each goal or campaign that you have in mind. Social advertising can be very affordable, but it can also quickly get out of hand if you aren't minding your spending.

2. Select platforms.

Once you have a goal in place, focus on selecting social platforms that align with those goals. For B2B marketers, LinkedIn may be the go-to platform for advertising, but don't let that limit you in your selection process. Depending on your goal, industry, audience and a host of other factors, there may be a number of other platforms that make sense for your business. Take a look at your organic performance on each social platform you consider to get an idea of your existing traction on each. Also look at the demographics of each platform and whether your target audience consistently engages there.

66%
of B2B marketers
advertise on
Facebook

– Social Media Examiner

3. Think targeting.

Social ads don't have to be all things to all people. Thanks to audience targeting, you can narrow your focus to a very specific segment of your audience. Targeting options vary by platform, but they all allow you great opportunities to hone your messaging and outreach, as well as experiment with what resonates the most with which groups within your overall audience. Keep in mind, however, that in order to start with even somewhat effective targeting, you will need to know some core demographics of your audience so you aren't taking a total shot in the dark.

4. Look organic.

There are some significant differences between paid and organic content – namely that you pay for one and don't for the other. But when it comes time to create your ads, it's important to take a page out of your organic content's book. While there are several different types of social media ads, remember that people will see your ads in the exact places where they are seeing content from friends, family, colleagues and trusted brands they have chosen to follow. So, to get the most traction, your ads should blend in with this content. While they are still promotional, make them less obviously so. Use the same kinds of images they might see in organic content and offer helpful gated content in your ads instead of overtly promotional messages, for example.

Increasing Engagement with Your Social Media Followers

You've worked hard to attract your social media followers. But now what? How do you keep your social fans engaged so your follower counts are more than just a number and your social media efforts can translate into real business results? Here are some of our top tips for B2B marketers to increase social engagement:

1. Ask questions.

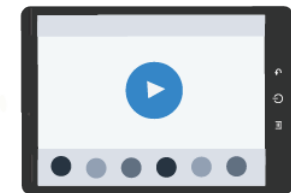
Social media content from brands can often feel like someone is talking at us, rather than to us. Questions are a great way to switch this up and invite conversation and participation. There are also a number of different ways to use questions in your social posts, giving you options for expanding the variety of content that you post. Perhaps the easiest way to get started utilizing questions is to ask for opinions on a blog post or a piece of curated content. For example, "Here are 7 habits of highly successful marketers. What other habits would you add to the list?" Polls, quizzes and contests are other great ways to ask questions to increase engagement.

2. Talk about topics instead of yourself.

Focus more on the subjects at hand, rather than your brand. Identify content themes that you will post about and stick closely to those. If your company makes HR software, for example, some of your topics might be hiring, employee retention and change management. While some of your posts may talk about your product in relation to those issues, only a small percentage of your overall content should be promotional. By being seen as a trusted resource first and a company out to sell something second, you can greatly increase your social engagement.

3. Be visual.

The attention span for the amount of words people will consume online at one time seems to decrease year after year. That's why visuals have become increasingly important on social media. Be sure to provide variety in the types of visuals that you post, rather than simply attaching stock photos to your posts and calling it a day. While stock photography certainly has its



80% of marketers use visual images in their social media marketing and 63% use videos

– Social Media Examiner

place in social posts, branch out to include illustrations, infographics and images of real people or products within your company. And don't forget to include video in your visual mix. With eye-catching movement and visuals, videos are an effective way to communicate information and increase social engagement.

4. Engage in conversations.

Social media gives brands an unprecedented opportunity to connect with their audiences in real-time. Make sure you make the most of this opportunity. While you don't need to respond to every comment that comes your way, take the time to regularly engage with followers. Compliments and complaints are two big opportunities for engagement, but also be sure to weigh in when someone shares their opinion or perspective on content you share. This two-way communication, no matter how simple, speaks volumes about your company's willingness to engage with your audiences and shows a much more human side of your brand.

5. Know what matters to your audience.

Give your audience what they want, and engagement will naturally follow. Of course, in order to do that, you must first figure out what they want. Use social analytics to determine your most popular posts on each platform. This will help you identify trends and uncover what posts resonate most with your audience, so you can give them more of the same. Don't let this prevent you from experimenting, however. Try new things, analyze their performance and repeat where successful.

Learning from Celebrities for B2B Social Media Success

Love them or hate them, you have to admit that celebrities are often social media masters. Although they are musicians, actors, athletes or even former U.S. presidents instead of B2B brands, there are still several significant social media lessons B2B marketers can learn from stars with millions of followers.

1. Defy norms and conventions.

If you haven't already, take a look at what your competition is doing on social. The point of this competitive analysis isn't so you can copy what your competitors are doing, but rather so you can differ from it. How can you make your brand stand out in a positive way? What can you do differently to attract, engage and convert followers? There are countless celebrity examples of this, but Taylor Swift's disappearing act from social before breaking the silence by announcing a new album is a stand-out example of defying norms and conventions. Going dark on social likely isn't an option for your brand, but challenge yourself to think outside of your industry's box.

2. Pull back the curtain.

Providing a look behind the scenes of your business is an easy and effective way to borrow from celebrities for social media success. TV personality, author and model Chrissy Teigen engages her followers by pulling back the curtain into her private life. Alongside glamorous images of her latest TV appearance or modeling gig, there are countless photos of her life at home with her family, making her feel relatable to her followers. You can do the same by giving your followers a behind-the-scenes look at your business, whether that's showing how your product is made, who your support team is or how your team celebrates.

3. Be focused.

Look no further than actor Leonardo DiCaprio for a prime example of a celebrity with social media focus. DiCaprio's Twitter and Instagram bios describe him as an actor and environmentalist, and his posts never fall outside those two categories. In fact, the overwhelming

majority of the posts on his account are dedicated to environmentalism, also showing his focus on using his social presence as a platform for building awareness for issues that matter to him personally. In this way, people that follow his accounts always know what kind of information to expect. You can do the same for your brand's social accounts by picking a handful of topics that are relevant to your business and sticking exclusively to them.

4. Support others.

American television host, actress and activist Ellen DeGeneres illustrates how you can achieve social media success by shining the spotlight on others. DeGeneres' Twitter profile in particular is heavy on shout outs to her celebrity friends and other people she admires. From birthday wishes to promoting a new project, DeGeneres epitomizes supporting others on social. You can put this celebrity social media lesson into action by recognizing others, whether it's your customers, partners or someone else in your industry that you admire. It helps strengthen your relationships with the people you post about and shows your followers that your focus isn't all about your brand.

5. Crowdsourcing ideas.

Singer Jason Mraz asked his fans to give him plotlines for a music video. Kylie Jenner asked hers to help her name a new lipstick. The lead singer of the band Bon Iver asked fans to submit designs for his next tattoo. They all increased their social engagement simply by asking for ideas. Whether you want to know what features you should add to your product next, what you should name your new newsletter or what topic you should explore in a blog post, ask your followers for their input. They will appreciate being asked and can bring ideas to the table that you hadn't thought of, and the crowdsourcing itself can make for an impactful social media campaign.

57%
of B2B marketers
report that social
media marketing has
helped them grow
business partnerships

– Social Media Examiner

About ClickDimensions and the ClickDimensions Social Engagement Platform

ClickDimensions is the leading marketing automation platform for Microsoft Dynamics 365, natively built inside your CRM environment. Our solution brings together email marketing, campaign automation, web intelligence, surveys, web forms and landing pages, social marketing and more to help organizations attract more leads, close more sales and more effectively engage customers – all from the comfort of Dynamics 365.

ClickDimensions allows you to post to Facebook, Twitter, LinkedIn and Google+ directly from Dynamics 365. Posts can be published immediately or conveniently scheduled for any day or time in the future, and interactions with your social posts are tracked inside your CRM.

As the perfect complement to our out-of-the-box social marketing features, the ClickDimensions social engagement platform is a complete social media marketing platform for Microsoft Dynamics 365 users. Powered by Oktopost, an industry leader in B2B social media solutions, the ClickDimensions social engagement platform is designed specifically for B2B marketers who need smart, time-saving solutions that maximize their social media ROI. The robust platform includes:

- Intelligent publishing and smart calendaring that makes scheduling posts across a range of networks simple and efficient
- Automated content curation that makes it easy to find and publish content to your social profiles
- Robust analytics that measure the impact of your social marketing efforts on revenue and the sales pipeline
- Deep integration into Microsoft Dynamics 365 and the ClickDimensions marketing automation solution
- Listening and engagement tools to monitor and participate in social conversations across multiple networks
- Advocacy tools that help your employees and partners amplify your business's social media marketing efforts

Want to learn more about the ClickDimensions social engagement platform?

Complete this [short form](#) and we will be in touch with more details.