

























2025

B2B Social Media Playbook



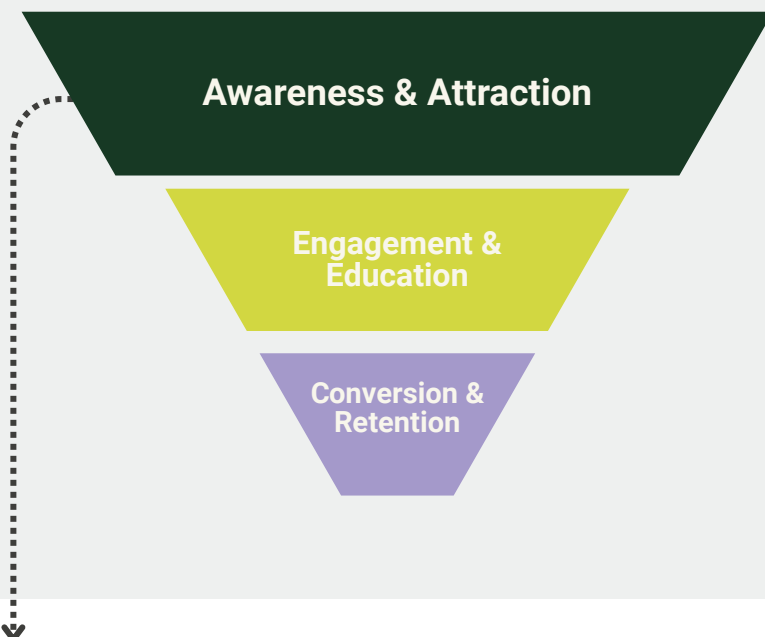
2025 Digital Marketing Strategy

Funnel Stage	Goal	LinkedIn	Twitter	FB/Insta	YT	Other
Awareness Problem Unaware	ICP knows the problem you solve, Content Consumption	 YES PAID  YES ORGANIC	 MAYBE PAID  MAYBE ORGANIC	 NO PAID  MAYBE ORGANIC	 MAYBE PAID  MAYBE ORGANIC	Reddit, Podcasts, TikTok, Communities
Evaluation Problem Aware	Educate & Inform	 YES PAID  YES ORGANIC	 YES PAID  MAYBE ORGANIC	 YES PAID  MAYBE ORGANIC	 YES PAID  YES ORGANIC	Review Sites, Sponsorships, Communities, Podcasts
Decision Solution Aware	We're the right tool for the job, Validation, Proof	 YES PAID  YES ORGANIC	 MAYBE PAID  MAYBE ORGANIC	 MAYBE PAID  NO ORGANIC	 MAYBE PAID  YES ORGANIC	Review Sites

Funnel Stage	Goal	Content/ Offer	Channel	Tactic	Outcome	Budget Allocation
Awareness Problem Unaware	POV, Challenge norms, Blogs, social post, stats, video, infographics, case studies	Social, Search, Podcasts, Influencers, Employees, Partners	Social, Search, Podcasts, Influencers, Employees, Partners	Zero Click Content Promotion, ABM/Intent Ads Organic Social, Employee Amplification, Social selling, Thought Leader Ads, Document Ads	Impressions, Engagement, Traffic to Site	 40%
Evaluation Problem Aware	Tips, Guides, Playbooks, Reports, Events, Assessments, Calculators, Customer Testimonials	Social, Search, Podcasts, Influencers, Sales, Partners, Email	Social, Search, Podcasts, Influencers, Sales, Partners, Email	Content Promotion, Organic Social, Social selling, Social Retargeting (Content, Conversation Ads, Document Ads, Event Ads), Sponsorships	Traffic to Site, Opt-in, Registrations	 40%
Decision Solution Aware	Consultation, Analysis, Demo, Trial, Customer Testimonials	Social, Search, Sales, Marketing Automation, Email	Social, Search, Podcasts, Influencers, Sales, Partners, Email	Intent Retargeting (Content, Conversation Ads, Conversation Ads, Event Ads), Social Selling	Traffic to Site, Opt-ins, Appointments, Demos	 20%

Checklist for Your B2B Social Media Content Strategy

Use this checklist to ensure a well-rounded mix of content that attracts and engages your target audience on social media. Create at least one piece of content in each category per quarter.

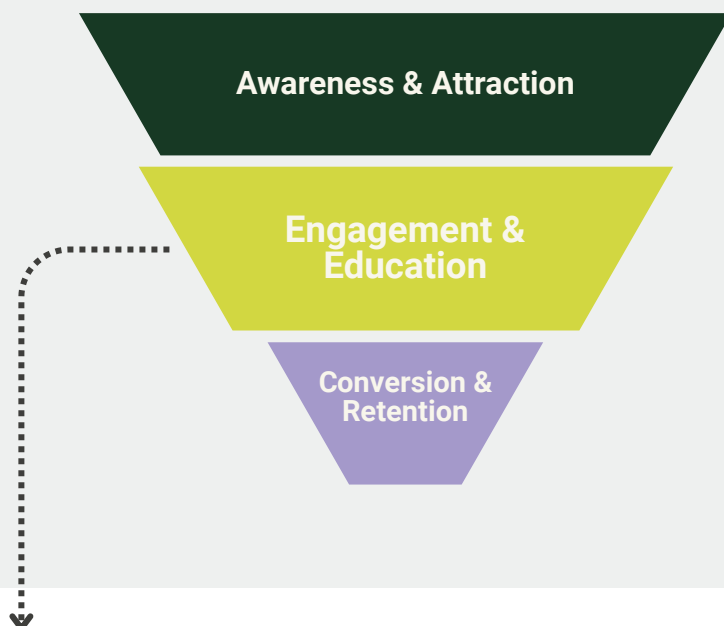


Top of the Funnel: Awareness and Attraction

	Zero-Click Content	Posts offer value and engage users directly on the platform, providing information and insights without the need to click away. Examples include long-form posts, carousels, infographics, and listicles
	Social Media Videos	Use webinar clips or create introductory videos that explain your POV, what your company does, and the problems it solves.
	Industry News and Trends	Post about the latest industry developments (your industry or your audience's industry) and your company's perspective on these changes.
	Infographics and Data Visualizations	Use these to simplify complex data, making it easily understandable and shareable.
	Curated Content from Trusted Sources	Share expert content from outside your company, adding your insights to establish thought leadership. Examples: Third-party industry trends or reports.
	Employee Advocacy and Thought Leadership	Encourage employees to share their insights and experiences with your products, enhancing credibility and relatability.

Checklist for Your B2B Social Media Content Strategy

Engage and educate your prospects with content that answers their questions and positions your solutions as a necessity. This stage is crucial for building trust and nurturing leads toward a purchasing decision.

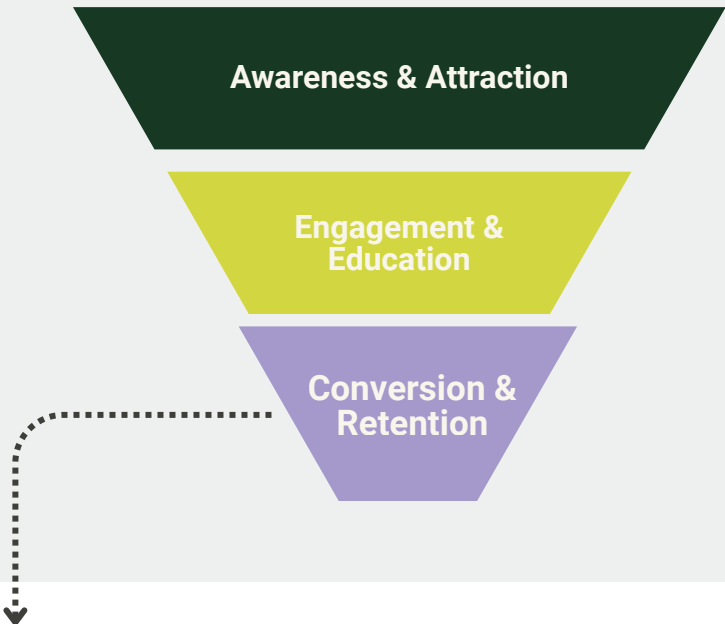






Middle of the Funnel: Engagement and Education

<input type="checkbox"/>	How-To Articles and Videos	Provide content that helps solve common problems or demonstrates how to use your products.
<input type="checkbox"/>	Thought Leadership Content	Share deep-dive POV pieces and interviews that reflect your brand's expertise.
<input type="checkbox"/>	Promote Events/ Webinars	Events/Webinars play a crucial role in the middle of the sales funnel, targeting prospects actively learning but not yet ready to purchase. Focus on topics that resonate with your audience and demonstrate your expertise.
<input type="checkbox"/>	Quick Tips and Best Practices	Offer concise, actionable advice your audience can quickly understand and implement.
<input type="checkbox"/>	Content Upgrades	Promote guides, checklists, tools, or reports to enhance productivity and efficiency. You can drive users to a landing page or have them DM you or comment on your post to receive the asset.

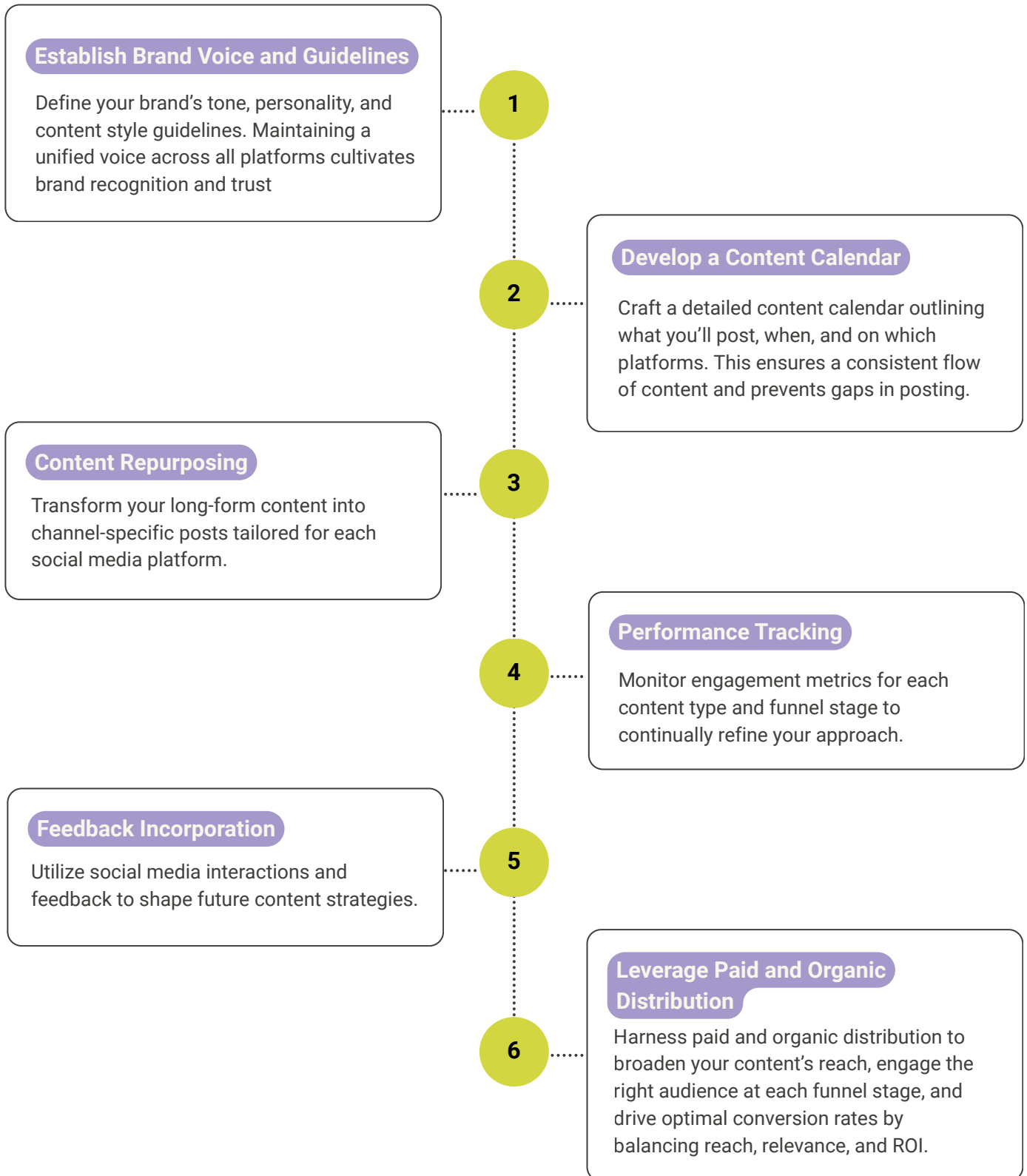
Checklist for Your B2B Social Media Content Strategy

Validate that you are qualified to solve your prospect’s problem and maximize conversion opportunities with targeted content designed to demonstrate the tangible benefits of your solutions. At this critical juncture, your content should empower prospects to make informed, confident purchasing decisions.

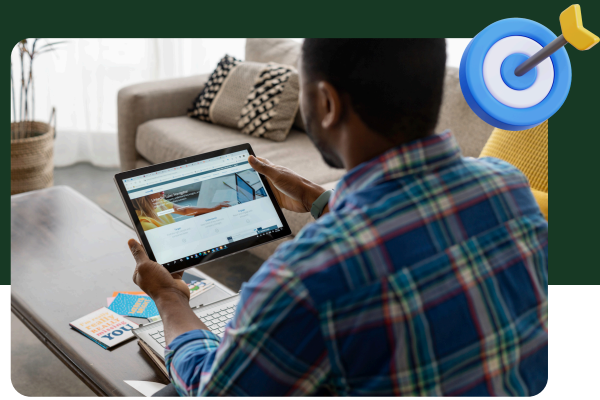


Bottom of the Funnel: Conversion and Retention		
	Case Studies/Customer Stories	Highlight how your products or services have helped other businesses.
	Engaging Videos	Develop detailed videos that showcase your solutions’ benefits or customer testimonials.
	Sales Enablement Articles	Share content directly supporting your sales team in closing deals, such as detailed product benefits or ROI analyses.
	Landing Pages	Direct followers to optimized landing pages designed for conversion.

Implementing the Strategy



Tips for Running LinkedIn Ads



1

Run “always-on” brand awareness ads (i.e., posts) that deliver value in the feed. A mix of video views, impressions, and website visits.

WHY?

Guaranteed consumption of your content + the Best value for ICP attention.

2

Run traffic ads to landing pages vs. native lead gen forms for content download. These are great for retargeting audiences.

PRO TIP:

Call out the job title in the heading. Ex: CEO’s Ultimate Guide to Kubernetes Optimization.

3

Run multiple posts in a single campaign (at least 4). Budget at least \$100/Day. This seems to trigger the LI algorithm for best performance.

PRO TIP:

Shoot for a frequency of 3-4.

4

Pulse in/out new posts regularly—test different creative and long/short from copy.

PRO TIP:

Don’t pulse out anything until a post starts to wain. So start with 4 posts and then keep adding new content weekly but only pulse out when it slows down.

5

Write your ads like organic posts. Play with emotion, and don’t get to caught up on brand guidelines. You want them to catch the attention of your audience. The less they look like ads, the better.

PRO TIP:

Make sure your post makes sense even if they look at your creative or read your headline.

6

Leverage the LinkedIn insight tag and Custom Conversions. This will show how your content performs even if the user doesn’t engage with the ad but goes to your site later.

PRO TIP:

Monitor what companies are visiting your website and add them back into your “always on” campaign in Tip 1.

7

Build audiences by targeting Function vs. Title. Use as few selections as possible to keep the cost down.

PRO TIP:

Also, upload target account lists, contacts lists, and intent lists.

Tips for Running LinkedIn Ads

Promote your category, present a problem, challenge norms, share POV.

Test Long & Short Copy, create content for your different personas and segments, call out your audience.



This is where you connect with your audience by calling them out and engaging them emotionally

Keep it clear and concise, Spark curiosity

Key Point,
Stat, or
Benefit here

Tell a visual story, Smiley, Happy People

RESERVE YOUR SPOT

Headline

Standard CTA

Outcome Based

Compelling Offer