



B2B

Digital Marketing

A Companion Guide To Our Webinar

ntgtraining.co.uk/cymru

The Basics

LET'S BEGIN WITH CUSTOMER ANALYSIS

Before you begin any marketing at all, it's important to understand that your budget will likely be wasted if you don't understand your target market. That's why we recommend starting off by asking yourself these questions:

- Who is my ideal customer? (Age, gender, hobbies, location, education etc.)
- What needs do my customers have, that are fulfilled by my product or service?
- Where do my customers hang out online?
- What are my customer's values and interests?

Remember, ask yourselves these questions for each type of customer - you might have multiple! You may also find it beneficial to create **buyer personas**. This is where you might give each type of buyer a name and an avatar, as below. It can help you build up a strong and thorough profile for that section of your market. The better you know that customer, the better you can sell to them using social media, branding and messaging that directly appeals to them!

Example: Buyer Persona for a Small Business Coach



Jane

Why She Chooses Us:

- We offer simple bite-sized business lessons.
- We're run via social for convenience.

Who is she?

30-45 year old busy parent, owns her own small business. Has been running her business for less than 3 years and is looking for growth opportunities.

Pain Points:

- Too busy for full-time business education.
- Can't find relatable content aimed at people like her.
- Needs flexible learning on her schedule.

How She Finds Us:

- Social media shares of inspirational posts.
- Recommendations from other busy parents via forums and groups.
- Search on Google for business tips for busy parents.

What She Wants To Know:

- How to grow her social media following.
- Simple tutorials for small business accounts management.
- How to grow her network.

The Basics

BRANDING IS YOUR BREAD AND BUTTER

You're here for digital marketing expertise, so why are we teaching you about branding? Well, it's because digital is now **highly visual**, and visual content gains more online engagement.

Professional and well-designed branding is often the reason your brand will stand out from the crowd. If you're still using comic sans in your logo, well, you're in trouble.

With digital marketing, branding isn't just about your logo and colours though - it's about creating a consistent picture of your brand's personality online. You should use the same colours, fonts, and tone of voice across *all* of your online presence. If you neglect this, it can be confusing for your target market, and messy too.

This is why our next piece of advice is to create a branding document, or "brand guidelines". This should be followed by anyone who creates any form of content for you online, or offline - no exceptions!

Use the example below to create your own branding document. (Pro Tip: These are often made into presentation format.)

Branding Document Example: Stratus Marketing Agency

Our Brand

Mission Statement:

To help businesses streamline their marketing and create powerful impact.

Logo

Design and Useage

Main:

Stratus
Digital

Alt:

Stratus
Digital

The Basics

Tagline:

Reaching new heights

Our Brand Colour Palette



#40247B

#194562

#4DDBD2

#7EFFF7

#424242

Our Brand Typography

Evolve Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Lexend Mega

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

The Basics

Icons



Our Brand Voice & Tone

We are:

- Chatty
- Friendly
- Colloquial
- Informal
- Approachable

Hey guys! Check out this awesome new resource we've put together for **you**. Hit us up in the comments with what other resources you'd love to see

DON'T FORGET THOSE PERSONAS

Remember to create branding that specifically appeals to your target personas. There's no point having a chatty informal tone on social media if your target market is "professional Boomers who work in funeral care". That said, do some thorough market research - it might be perceived as standard that your market likes one thing, but actually something dramatically different might be the fresh new thing they're looking for.

It's not impossible to make minor alterations to your online brand image at some point in the future if you find your initial look isn't working, just don't go changing it up every week.

The Basics

THE CUSTOMER JOURNEY

Customer journey is one of the most fundamental digital marketing concepts you need to understand. It's all about mapping out exactly how your target personas go from strangers to customers. Once you get a grasp of this, you can ensure your website, social media, and pretty much everything you do online is geared towards pushing those who engage with you online, further down the sales funnel.

See it's very rare that someone will just hit your website and make a purchase. There are stages in between that involve consideration. You need to understand at what point in the buying journey your potential customer is. Are they just doing research? Are they just browsing because they are bored? Are they comparing prices? Are they ready to buy but not quite sure which product is ideal for them?

There are various ways you can establish this, and it usually involves where they're currently engaging with you - for example, if they're just following you on Instagram for the first time, they're probably just browsing.

However, if someone has specifically typed 'buy red shoes' into Google, they're ready to buy some red shoes!

A DIGITAL MARKETING FUNNEL

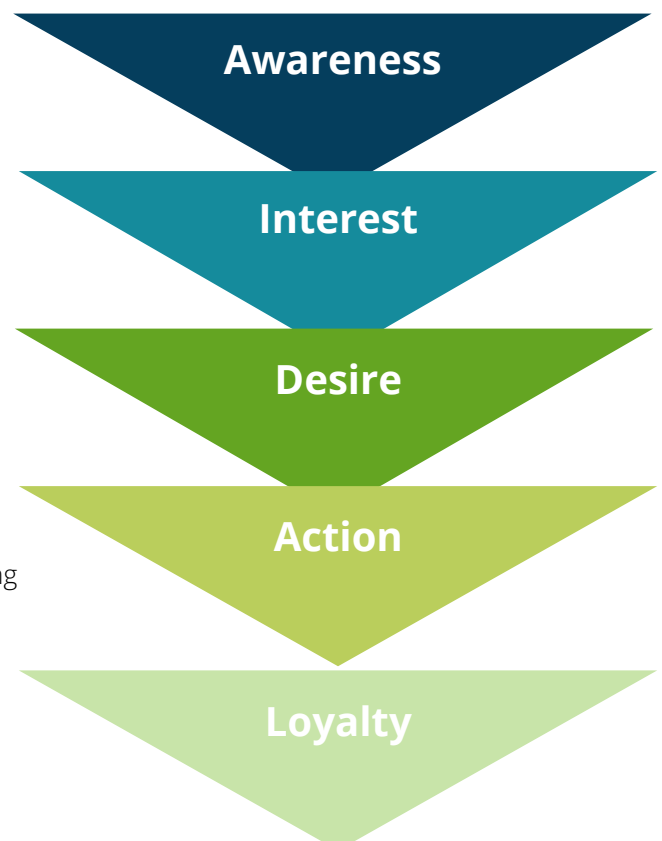
Awareness is how you initially create consumer awareness of your brand, product or service. This might include SEO, blogs, content creation, PR & Influencers.

Interest is the stage where you customers begin to research and investigate products. Here you might create guides, reviews, comparisons and freebies.

Desire is when the customer starts to actively covet the product or service you offer. Here you want to create content that alleviates any remaining barriers to purchase. Compare competitor's disadvantages, or make an offer to incentivise action.

Action is where the customer is actively reaching out to you. They're on your website, calling your sales team, submitting enquiries... Ensure you are providing incredible service and keeping them engaged!

Loyalty - did you know 82% of companies agree that retention is cheaper than acquisition? Reward, spoil and build relationships with your customers. Use loyalty programmes, VIP services, bonuses and referral programs at this stage.



The Beginner's Checklist

SOCIAL MEDIA BASICS

- Claim the same username on every social platform for brand consistency.
- Likewise, upload the same profile picture on every platform.
- Design header images with call to actions.
- Ensure your profile bios contain your website, phone number and email.
- Create a content calendar (or use ours!).
- Create a posting schedule based on times your followers are active.
- Create a master list of content ideas, so you always have something to post.
- Research the most popular hashtags in your industry.
- Make use of lives and videos, they get more engagement.
- Follow influencers in your industry and engage with them regularly.
- Spend a minimum of ten minutes a day liking, following and commenting on other posts from your business account.

OTHER TIPS

- Set up an email capture form for your newsletter.
- Investigate guest blogging opportunities.
- Sign up to regular online networking and events.
- Ensure your social tags and websites are on all paper/physical marketing materials.
- If you have the skills, create Youtube videos!
- Look for keyword opportunities for new landing pages.
- Ensure your website has plenty of contact forms and CTAs.

YOUR WEBSITE BASICS

- Ensure every page has meta data and titles.
- Conduct keyword research so you know the most important keywords for your homepage.
- Make sure there are clear links to your social.
- Add keywords and internal links to your pages. Don't overdo it!
- Set up Google Analytics so you can track and optimise website visits.
- Ensure you have strong content on your pages, and that all that need to rank for SEO have over 500 words.

CONTENT MARKETING

- Research the questions your target audience are asking and answer them in your blog.
- Build an FAQ page and ensure it's marked up with Schema.
- Ask your team if anyone is an expert in a certain subject in your industry, and can write a blog once a month.
- See if there are any resources your target market would love and create downloads they can access.
- Write a thought piece twice a month if you can on your blog. Aim for 10,000 words a month.

Considering taking on a Digital Marketing Apprentice?

www.ntgtraining.co.uk/cymru

Google PPC - Set Up



In our webinar, we'll talk about how you can still make PPC work even if you have a smaller budget.

Often marketing agencies will tell us that you need to be spending multiple £1000s a month before you see any results. This is for two reasons; firstly because a freelance or agency PPC expert will need to take an independent hourly rate from your budget to set up and monitor your ads.

Secondly, because a bigger budget gives a PPC expert more time and space to run experiments, A/B tests and other optimisations to get to know the best way to make your ads perform. A Google Ad can very quickly eat up a budget.

Frankly, this is indeed fair and realistic if you're going to work with an agency or freelancer. However, many businesses will find themselves in a position where they can't invest quite that much in PPC initially. That doesn't mean it isn't a viable strategy, just that it's going to take a bit more personal time and effort.

Of course the middle ground is that you can hire an entry level digital marketing employee. This will work out cheaper than hiring an agency in most cases, and after a couple of months to get to grips with things, they'll be able to manage your ads, as well as other areas of your digital marketing very effectively.

Using this guide, you can experiment by yourself too. We don't recommend setting up Google PPC for the first time if you can't check it every day, however there is a mobile app that's easy to use. Let's get into it...

Google PPC - Set Up: Before You Start



It would be foolhardy to immediately set up a Google Ad without first laying some foundations. Below, we've created a helpful checklist to ensure you can begin your Google Ads journey with some confidence!

Task	Why It's Important
Create and set up a Google Analytics account	Without some sort of analytics tracking on your website you will only be able to access limited data to help you make decisions about your ads. Try our guide if you have a Wordpress website.
Optimise your chosen landing page	Choose where your first ad will link to and ensure the page looks great, works perfectly, uses the marketing funnel and works on mobile. Test any forms too!
Create an email capture form	Use either a pop-up or a form on your website to ensure that you capture as many emails as possible from those who click your ad.
Research Keywords	Keywords are the most fundamental part of Google Ads. Brainstorm search terms, look at Google's recommended searches and use tools like 'Ask The Public'.
Decide a Budget	Since you're reading this guide, you're likely looking at a budget below £1500 a month - decide what you can realistically afford, even if you don't get a return in the first month or two.

Google PPC - Set Up



Head to **<https://ads.google.com/>** and click "Start Now".

From here, either sign in to your existing Google account or create a new one. If your existing account is not linked to your business, I recommend setting up a separate account just for your business.

If there are already other ad account linked, at this stage you can select **+ New Ad Account**.

Google PPC - Set Up



You'll then reach this screen:

What's your main advertising goal?

Get more calls ✓

Get more website sales or sign-ups

Get more visits to your physical location

Get more brand awareness with video views

Next

Are you a professional marketer? [Switch to Expert Mode](#)

If you continue with the standard form Google presents at this point, you will be guided through setting up a 'Smart Campaign'. This is a beginner-friendly version of Google Ads, and it uses Google's algorithms to optimise your ad spend for you.

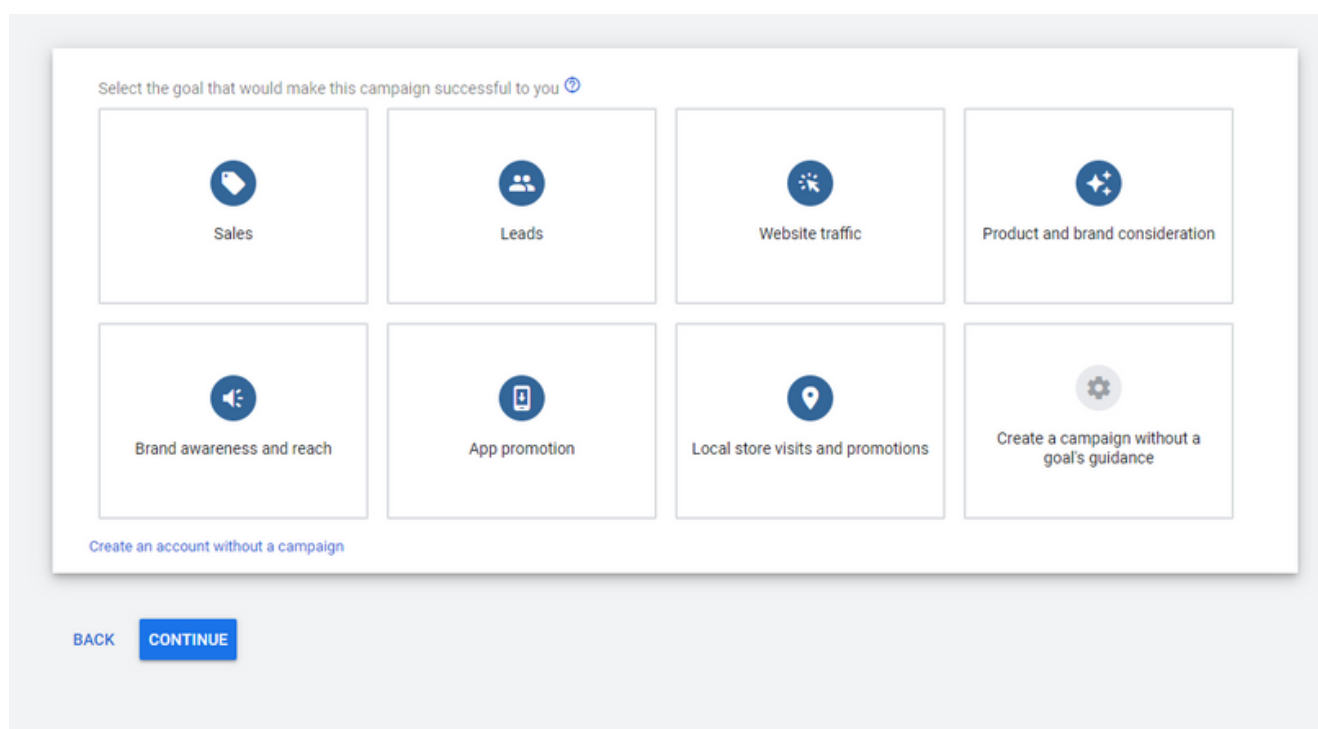
Unfortunately this can be very limiting. Although it's easy to use, it won't allow you to implement the recommendations we have in this guide.

We welcome you however, to try it out if you wish. It's a great way to get an idea of how Google Ads works if you've never worked with any sort of PPC.

Google PPC - Set Up

If you're happy to continue, then instead click **Switch to Expert Mode** which we have highlighted in the above image.

Google will now take you to this screen instead:

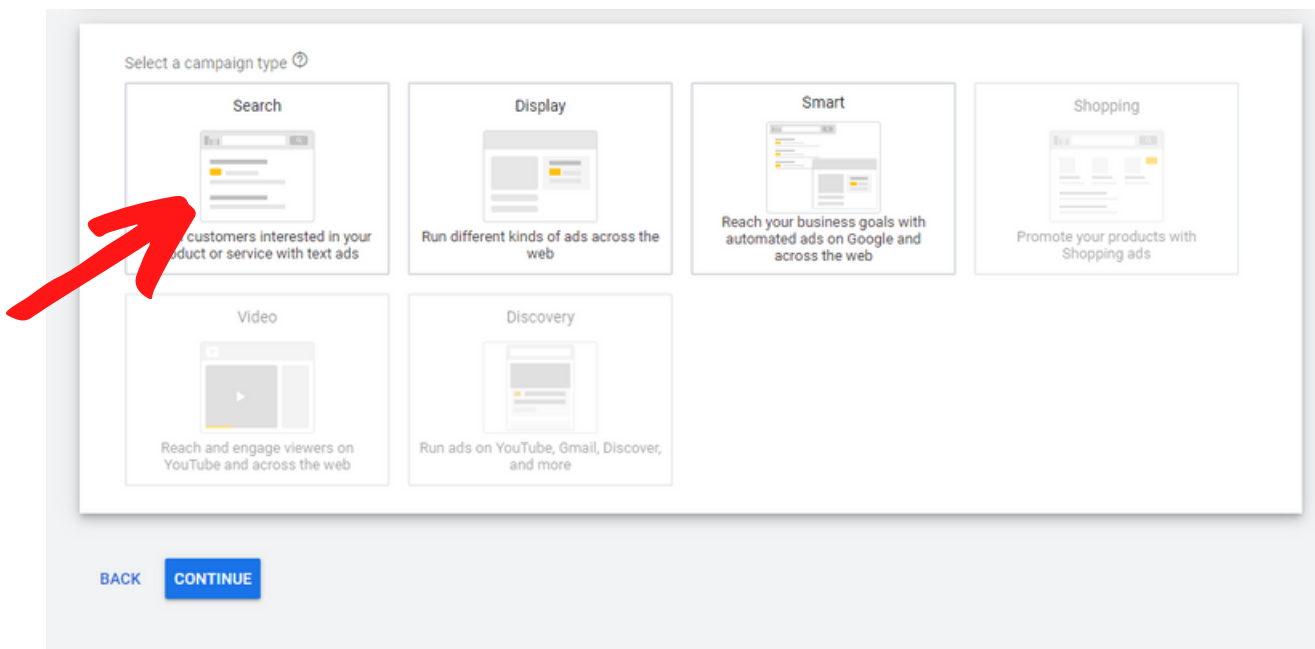


We'll discuss these options in detail during the webinar, but they're fairly self-explanatory.

Choose the option which meets your campaign goals, then press **continue**.

Google PPC - Set Up

You'll then be asked to select the types of ads you'd like to work with. For this tutorial, we'll be using **search ads** only.



You'll then be asked for the ways you'd like to reach your goal. For this demonstration, please select **website visits** and enter the address of the **landing page** you'd like people to be taken to when they click on your ad.

This could be your homepage, a product or category page, a special offer, or a persuasive page with a lead form that you've created specifically for this ad. Just ensure it is relevant to the search keywords you will later select.

If the ad is irrelevant, Google will stop showing the ad for those keywords.

You can also choose **phone calls** at this stage if calls are a primary way you make sales. Simply input your business number.

Google PPC - Set Up

On this page you can also set up **conversion tracking**. Although this is incredibly useful, if you're not confident working with the code on your website, this can be tricky to set up.

It's not essential, and you should be able to track the success of your ad manually or by using Google Analytics instead for now. Remember, this is a beginner's guide, but if you choose to hire a digital marketing team member, they'll be confident setting this kind of thing up for you.

The final thing to do on this page is to **give your campaign a name**.

Click **next** when you are ready.

Google PPC - Set Up

The screenshot shows the 'Campaign name' field set to 'Leads-Search-1'. Below this, the 'Networks' section is expanded, showing two options: 'Search Network' and 'Display Network'. Both are currently checked. The 'Search Network' description states: 'Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords'. The 'Display Network' description states: 'Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.' Below the networks section, there is a 'Hide more settings' button. Underneath, four settings are listed: 'Start and end dates' (Start date: November 8, 2021, End date: Not set), 'Campaign URL options' (No options set), 'Dynamic Search Ads setting' (Get automated search targeting and customized ad headlines based on your website), and 'Ad schedule' (All day).

Networks are an important to configure. Although there are some businesses that may see a benefit from appearing on Google networks, it's unlikely you'll see much success if you're working with a low budget and a small - medium business.

Uncheck both **Search Network** and **Display Network**.

If you toggle the **Show More Settings** tab, you can also set a **Start and End Date** for your ad. This is great for limited time offers, but also a good safety net for beginners. Why not set an end date for in one month's time? This can ensure you don't forget about your ad and leave it running indefinitely!

Google PPC - Set Up

The screenshot shows the 'Targeting and audience segments' interface. It is divided into three main sections: 'Locations', 'Languages', and 'Audience segments'. The 'Locations' section is currently expanded, showing the heading 'Select locations to target' and three radio button options: 'All countries and territories', 'United Kingdom' (which is selected), and 'Enter another location'. Below these options is a 'Location options' dropdown menu. The 'Languages' section is also expanded, showing the heading 'Select the languages that your customers speak' and a search input field with the text 'Start typing or select a language'. Below the search field, the word 'English' is displayed in a pill-shaped button. The 'Audience segments' section is partially visible at the bottom, showing the heading 'Select audience segments to add to your campaign'.

The next section of set up you'll encounter is **Target and Audience Segments**. Here is where you'll meet one of your first major budget wins.

If you've done your target market research correctly, you should have a good understanding of where your audience is based.

You can target locations quite precisely within Google Ads. If you click **Enter Another Location**, you'll be presented with another button: **Advanced Search**.

Tapping on this should bring up an interactive map where you will have two options: **Location** and **Radius**.

Location will allow you to search and select general postcodes (e.g. CH4), counties, countries, cities and towns. This is slightly less precise but can help you hone in on your ideal market.

Radius offers a circular area in miles as the crow flies, from a point you drop onto the map. This is great for local businesses who might want to appear before those 10km from their shop for example.

Radius allows a minimum of 1 mile from the pin point, and Location will be determined by a marked border, but be mindful - this isn't always accurate.

You can use a combination of both Radius and Location to create a list of locations you wish to target.

Don't forget you can also **exclude** locations here. This may be useful for example, if you are targeting the CH4 postcode, but wish to exclude England, as this postcode overlaps countries.

Google PPC - Set Up

^ Location options

Target ?

- Presence or interest: People in, regularly in or who've shown interest in your targeted locations (recommended)
- Presence: People in or regularly in your targeted locations
- Search interest: People searching for your targeted locations

Exclude ?

- Presence: People in your excluded locations (recommended)
- Presence or interest: People in, regularly in or who've shown interest in your excluded locations

Once you're happy with your chosen locations, tap on the **Location Options** drop-down menu.

This is a really important setting to configure. Here you can decide whether you are targeting people who are:

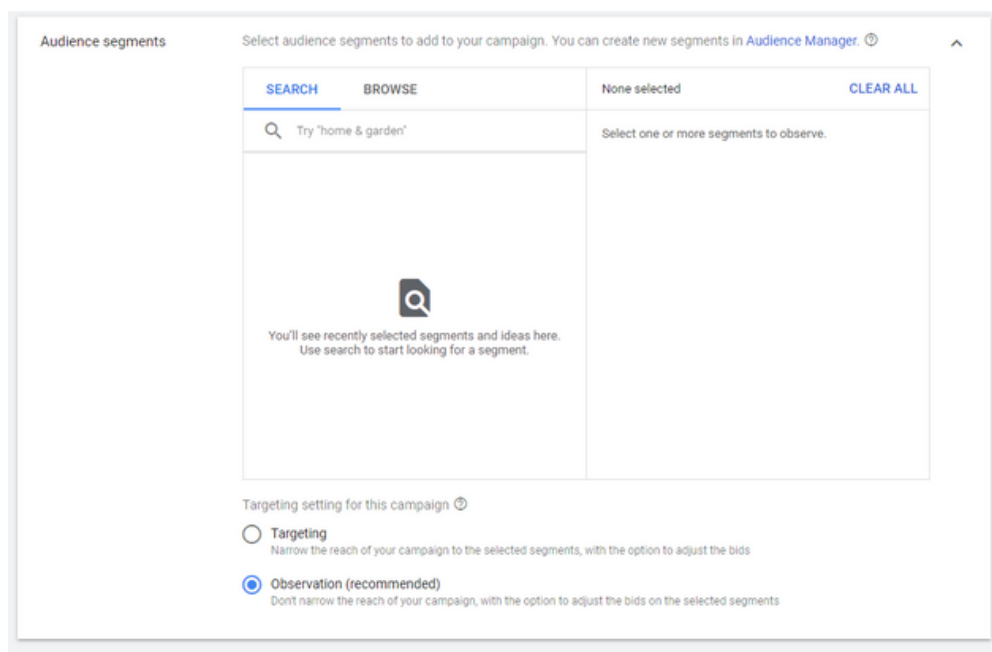
- **Present or Interested In Your Chosen Location** - for example people who may work in a certain city but do not live there, and people who regularly search that location.
- **Present In Your Chosen Location** - People who through Cookie data, are shown to regularly be in the location you've chosen.
- **Searching In Your Chosen Location** - This could be a great option for a holiday cottage, tourism business or hotel if you want to target people researching that location.

You can also choose between these same parameters for the locations you have excluded.

There are many situations where these settings will be crucial for spending your budget accurately. For example, our company NTG cannot provide some of our courses to anyone based outside of certain areas, due to funding criteria. So when we set up our ads, we only choose the **presence** option to avoid spending on leads that we cannot work with.

Google PPC - Set Up

Your next available targeting option is **Language**. Unfortunately you cannot select Welsh, but this option could be useful if your business was targeting local communities.



Now we can optimise our budget even further by using the **Audience Segments** tool. This is another section where we are going to use our buyer personas to work out what our ideal target market's interests are.

Consider what other topics your customer might be interested in and what their online behaviours might be. For example, if you type "coffee" into the search bar here, you'll see we can target people who are **"Coffee Shop Regulars"** or people who are researching and planning to buy Coffee and Espresso Makers.

In terms of B2B business, you could break down your segments even further. Try putting **'Business'** into the search bar.

Here you should be able to see options such as:

Interests and Habits - Target frequent business travellers, social media users or avid investors etc.

Researching and Planning - Target those actively looking for business services, marketing services or jobs etc.

Who They Are - Target by sector such as Education Industry or by how many employees the business they work for has.

Google PPC - Set Up

After you've selected a few segments, you can choose **Targeting** or **Observation**.

Targeting will mean your ads are only shown to people who fall into those specific groups. It will help you optimise your budget, but the sectioning isn't extremely accurate and your ad may miss out on opportunities from those who don't allow tracking, or don't always fit into those segments.

Observation means that Google will keep these segments in mind and show your ad more frequently to those that fall within them, but will still continue to spend on general searches that fall outside of those parameters.

The screenshot shows the 'Budget and bidding' settings in Google Ads. The main heading is 'Budget and bidding' with a sub-heading 'Define how much you want to spend and how you want to spend it'. There are three main sections: 1. 'Budget': A text input field for 'Set your average daily budget for this campaign' with a currency dropdown set to 'British Pound (GBP £)' and '£'. A tooltip on the right explains that the monthly spend can vary from the daily budget. 2. 'Bidding': A dropdown menu for 'What do you want to focus on?' is set to 'Clicks'. Below it is an unchecked checkbox for 'Set a maximum cost per click bid limit'. A green notification box states: 'This campaign will use the Maximise Clicks bid strategy to help you get the most clicks for your budget'. Below this is a link: 'Or, select a bid strategy directly (not recommended)'. 3. 'More settings': A section titled 'Hide more settings' with a dropdown arrow, containing 'Conversions' (Set up conversion tracking for your account to track the actions that matter to you) and 'Ad rotation' (Optimise: Prefer best performing ads).

Now we can select our budget and bidding options.

The first thing to keep in mind here, is that later on we are going to set an **Ad Schedule**. One of our most effective tips for minimising spend and optimising results is to be smart with your schedules.

So, although we are setting an average daily budget, don't assume that this is your monthly budget divided by the number of days in the month.

First, consider when your target audience is most likely to be active.

Google PPC - Set Up

As a B2B business, it's quite likely you're going to want to start with general office hours, so 9-5, Monday - Friday. Different industries may fluctuate around these times however.

If you did use this schedule, you could optimise your budget. So instead of spending £1000 over 28 days, you may be spending £1000 over 20 days, as you've removed weekends.

This will give you a daily budget of £50, rather than £35.

This higher daily budget will give your account more bidding power.

See Google Ads work slightly like an auction. If a competitor is bidding on the same search keywords as you, Google will give the top position to the account that bids higher for that spot.

If a keyword has particularly high competition, then your ad might not even be shown if all the available spaces are being taken up by those who are bidding higher than you.

By optimising your ad schedule, you won't be wasting your budget on days where conversions are lower, and you'll be able to spend more to beat your competition and get those lucrative clicks.

It's not a sure fire method, but we've had success with it.

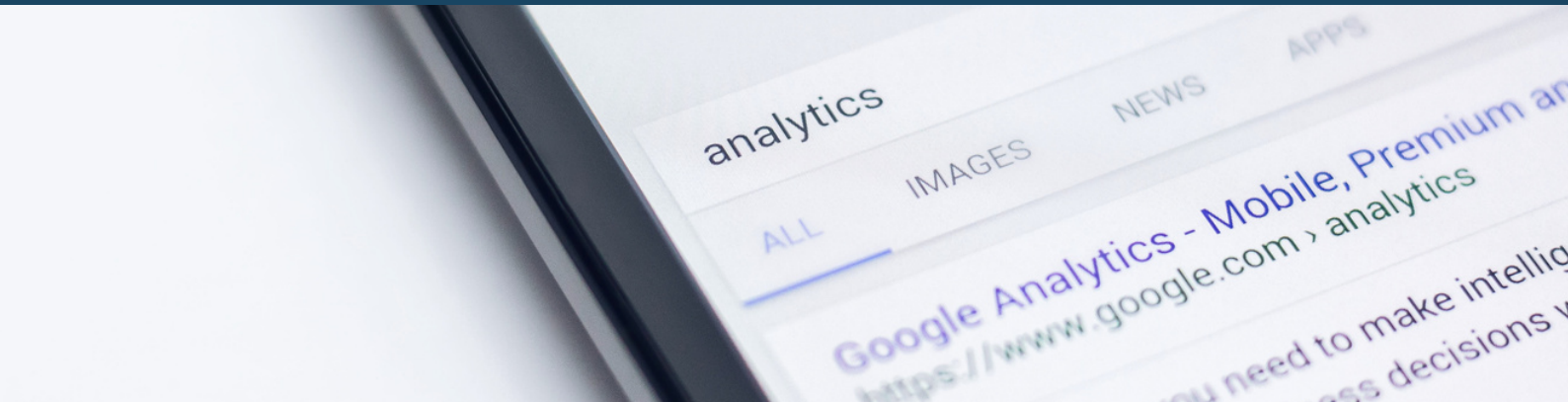
If you're not sure when your audience is most active, then you could try running your ad consistently at a lower budget for the whole month, then at the end of the month, use the data that Google gives you to work out when your ad performs best.

Google Ads are all about constant tweaking and optimisation. The longer you leave your ad running, the more valuable data you'll have to help you make it perform better.

So, once you've decided what your actual average daily budget will be for the days you plan to actually run the ad, you can input a budget.

Just be aware that this is not a limiter. Sometimes Google will slightly overspend, so it's important that you constantly monitor your spend to ensure you're not going over budget.

Google PPC - Set Up



Set your bidding strategy. If you don't have conversion tracking set up, you'll likely want to just select **Clicks**, but you can experiment with other options as you optimise your ad down the line.

Below this section you will be able to set up extensions, these are simply extra parts to your ad such as a phone number, special offer or links to other relevant pages.

We recommend setting these up as the bigger your ad is, the more attention-grabbing it will be.

Over the next few pages of setup you will be able to input your keywords and create copy for your ad, but so that we can stay on the topic of budget optimisation, we'll leave this to you.

Optimising the copy in your ad is really a matter of trial and error. We recommend working with someone who is experienced in producing copy to create something both persuasive and keyword heavy.

There is a fantastic tutorial for this on Youtube [here](#).

Google PPC - Optimisation



Alright! Once you've set up your billing details, you can submit your ad for approval. This usually takes less than a few hours. Now there are a few more key optimisations we'll need to review in order to optimise our spend as effectively as possible.

To access the settings we discuss below, head to your main dashboard, then click **Campaigns** in the left hand side, pale grey menu. On this screen, click on the campaign you have just set up.

Now you will be able to configure specific settings for this campaign. All of the options we discuss below, will be in the pale grey menu on the left of the screen.

Set Up Your Ad Schedule

As we discussed above, your ad schedule can really up your maximum daily spend potential, making your ad more competitive.

If you did set your ad for a whole month so that you could work out when it performs best, you'll be able to access those analytics in this tab.

To edit your ad schedule, simply click the  edit icon.

Add Negative Keywords

Negative keywords are those that Google will **not** show your ads for.

So when you set your keywords, you likely simply put terms in. Google considers these **Broad match keywords** and will use its intelligent algorithm to show your ads to search terms that are related to those.

However, sometimes it gets things wrong. For example, here at NTG we display ads for the keyword **Apprenticeships**, however, Google doesn't instinctively know that we offer a selection of 20 courses, whereas there are over 1500+ different apprenticeships.

Google PPC - Optimisation



We therefore don't want to be wasting our budget by having our ads appear for searches such as 'Hairdressing Apprenticeship' when that isn't a product we offer.

So some of the **negative keywords** we have input into our list are:

- teaching
- hairdressing
- nurse
- electrical

We also add in negative keywords for some longer search terms, so this campaign is aimed at employers, not at young people searching for apprenticeship jobs, so we've also excluded keywords such as:

- 16 year olds
- jobs
- vacancies

We're sure you can think of lots of examples for your industry, but as your ad campaign runs, you'll be able to review the **Search Terms** tab to see what searches your ad has appeared for, and you can use this data to add in further negative keywords as you spot them.

Just be careful not to cancel out some of your ad's main keywords. Not how we excluded the term 'jobs' rather than the full term 'apprenticeship jobs'.

As you grow more experienced with ads, you'll be able to use **Match Types** in your keyword lists. There is a great video explaining these in detail [here](#).

Google PPC - Optimisation



Review Your Search Terms

Search Terms, as we've mentioned above, are the actual searches that have led to your ad.

This list will be updated constantly about Google, and it's your biggest opportunity to teach Google's algorithm exactly when to show your ads.

Set a reminder to review this list at a minimum of weekly. You should select any high-performing keywords using the checkbox and add them to your campaign. Likewise, any that are irrelevant should be checked and added to your negative keyword list.

The more frequently you do this, the more likely you are to appear for highly-engaged potential customers who fall exactly into your target market.


And of course, if you're not wasting your budget on clicks from people who aren't actually going to make a purchase or convert into a lead, then you're spending more on those who will, hopefully leading to a better return on investment ratio.




Google PPC - Optimisation




Edit Your Ad Demographics

Select demographics to add to an ad group

August Campaign - Apprenticeship Incentives Scheme > Ad group 1 

Gender	Age	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown 	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54	<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64	<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+	<input checked="" type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown 	<input checked="" type="checkbox"/> Unknown 

 Note: Household income targeting is only available in select countries. [Learn more](#)

Click on **Audiences** in the left-hand, pale grey menu. This will take you to the demographic breakdown for your ad.

Select **Edit Demographics**, underneath the demographics chart. Once you've selected your ad campaign, you can choose whether to show or not show your ad to certain age groups or genders - if they have this information about the searcher.

So for example, if you're selling business services, you may not want to show your ad to 18 - 24 year olds. Although there are some business owners in this category, it's less likely and will help us to optimise our budget.

B2B Social Media



Can You Really Get Results Using Social Media for B2B Leads?

Absolutely. And we're not just talking about LinkedIn.

LinkedIn is great, but as a social media service that markets itself to professionals, it's oversaturated with B2B businesses using the platform for marketing.

So in this guide, we're going to teach you how to use **Instagram** for your business, and also delve into the world of **TikTok!**

So let's start with some bad habits we need to shake off. Say goodbye to:

- Only posting photos - not videos.
- Only posting feed posts - not Reels, Stories or IGTV posts.
- Posting highly branded, strictly professional, *boring* posts.
- Only posting about your products and services - or worse, about business news that your customer's don't actually care about.
- Posting tired formats like facts, stats and photos of a team member looking unimpressed while holding up their latest certificate / prize.

Oh, we could go on.

It can be a hard pill to swallow, in fact we're definitely guilty of posting some of these things from time to time, but let's work together to make some **incredible, impactful, Instagram content!**

B2B Social Media



Getting an Idea of What Success Looks Like

Before we baffle you with details on techniques and strategies, let's get on the same page.

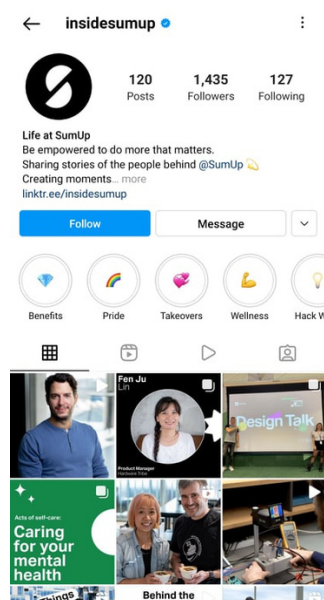
What does *great* business social media look like?

Below we've looked at some examples from some of our favourite business accounts on TikTok and Instagram. (*We're focusing on these two platforms in tandem, as your video content should be formatted to be posted exactly the same way on both*).



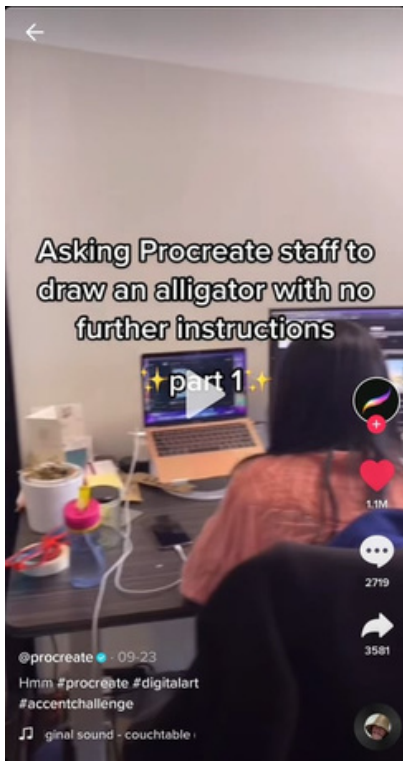
SumUp

On the @Sumup Instagram profile you can find a selection of business tips in their featured reels.



The company also runs a separate account called @insidesumup, which posts more candid content about its team.

B2B Social Media



Procreate

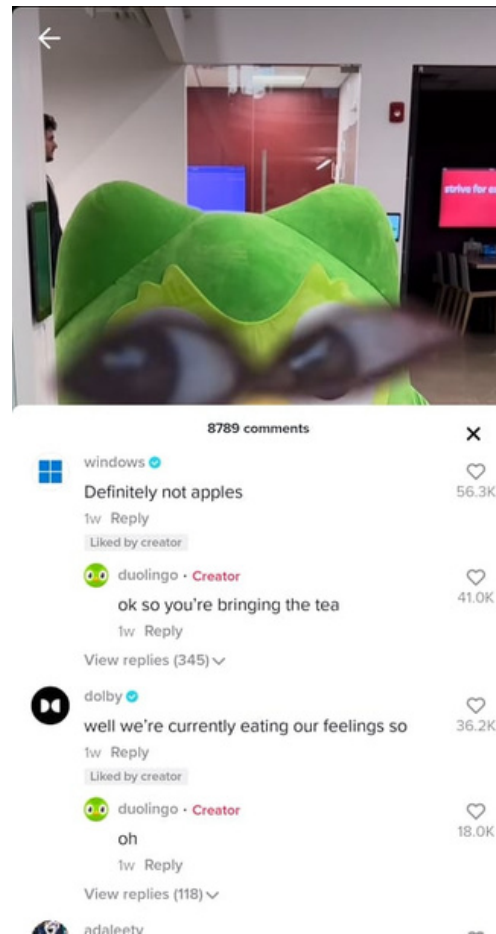
Procreate reached over 4 million users by filming the results of asking their create staff to 'draw an alligator', the humorous results led to some highly viral content. [View It Here.](#)



Later.com

Later used TikTok to relate to their primary user - social media managers. This fake quarterly review hit nearly 10,000 likes. [View It Here.](#)

B2B Social Media



Duolingo

If there's one business account that has conquered TikTok, it's Duolingo. The language app's last 9 posts have all amassed well over a million views each.

Why? Their tactic is simple, create funny, relatable content - but all from their instantly recognisable mascot.

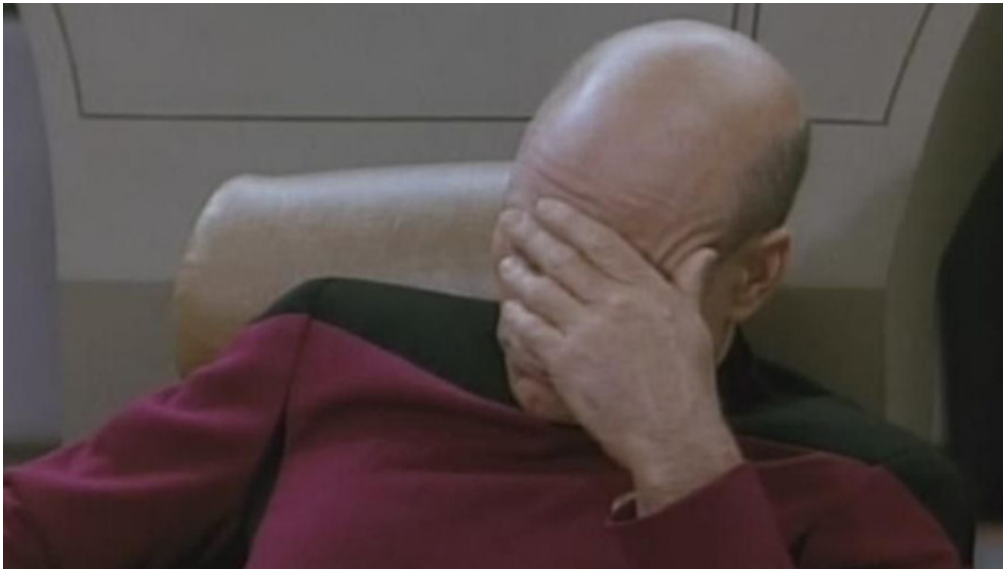
To any traditionally professional business, the content on this account can seem a bit crazy, but Duolingo understands TikTok. The person behind this account truly shows they're a user, they're part of the trends, the viral challenges, the themes and discussions that are current.

In this post, Duolingo has asked other brand accounts to interact - the very human comments resonate with viewers. Social media users aren't impressed with brands who refuse to get involved with the fun in order to protect a very sterile corporate brand image.

You can have a professional business, and still create content that works in a social media context.

B2B Social Media

"My kids are on TikTok and Instagram, not my customers."



Did you say that about Facebook 10 years ago too?

Don't worry, I get it. It's easy to go with the general rhetoric when it comes to social media.

BUT

- TikTok has over 1 Billion Monthly Active Users.
- In 2020, it had 98 million users in Europe alone. That's one in ten people and growing.
- TikTok has been around for 5 years and is still projecting massive growth. Facebook has been around for 17 years and is in *decline*.
- Sure, 26% of users are 18 - 24, but 24.5% are over 25.
- Not only that, business ownership is becoming more popular for younger generations - so why limit yourself to older demographics?
- According to a recent study by Companies House, over half of all new businesses started in 2021 were registered by Millennials. 30.9% of all Instagram users - the largest segment - fall into this age group.
- 46% of the UK population have an Instagram account, and they check it for an average of 36 minutes a day.

And while you absorb those stats, remember your competitors probably aren't going to be early-adopters due to having the same thoughts that you did, before you read this guide. That gives you plenty of time to establish your business there and get ahead of them.

B2B Social Media



B2B Tips and Tricks We Recommend - Instagram

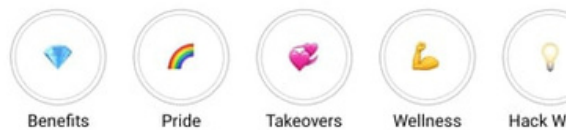
Create 3-5 feed posts a week, but make 2-3 Reels A Day.

Feed posts, the first thing you see when you open and scroll through Instagram, are in decline.

Instagram has recognised the threat from video platforms like TikTok and has subsequently altered its algorithm to favour Reels.

Reels are just like TikTok posts. They're even the same dimensions. Use them regularly, and you'll notice you get significantly more traction than when you just use feed posts.

Wow new visitors with an optimised profile, including Reel Highlights.



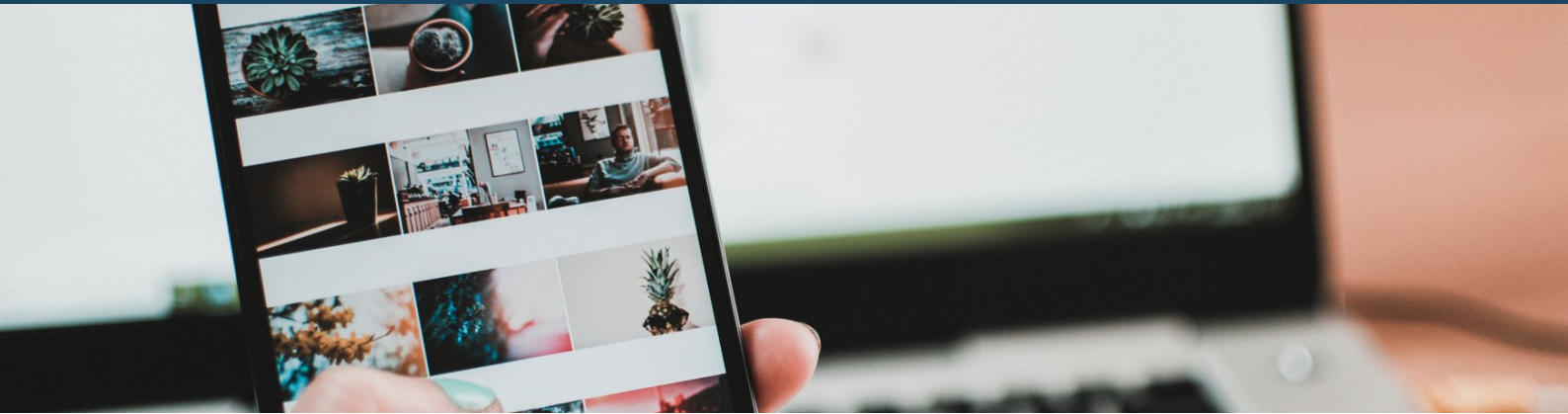
See these icons you see when you tap on someone's instagram profile? Those are reel highlights.

They allow you to curate and select certain reels you have created and put them into playlists.

At the start of this B2B social media guide we looked at how SumUp had used these highlights to share business tips.

You could also use them to show user generated content like reviews and unboxings, staff profiles, interviews, FAQs, takeovers, curated lists of your favourite accounts, tips, insider secrets... the list goes on! Get creative!

B2B Social Media



Create Yourself a Posting & Interaction Schedule

Social media experts always talk about the importance of a posting schedule, but how about an interaction schedule. My social media catchphrase can be summed up as "Social media is *SOCIAL!!!*", so yes - you **have to** be a user and you have to interact with other posts and accounts.

Set yourself an alarm on your phone 3 times a day and get interacting using these tips:

- Spend 5-10 minutes liking and commenting on other posts in your feed.
- Follow 5-10 new accounts daily and leave some likes and comments.
- Make a list of hashtags that accounts in your target market use regularly. For example, #smallbusinessuk #welshbusiness #shopsmall etc. Search each of these hashtags and sort the results by recent. Interact with the posts there.
- Add your post to any interaction groups you are part of. Interaction groups are groups of likeminded businesses on Instagram messages - the idea is, any post shared there, all the users go and interact with it. If you can't find one, create your own.
- If you don't have time to reply instantly when they appear, check for comments on your posts once a day and reply to them all.
- Use the Instagram Lists tool to group together accounts that are your ideal target market / dream customers. The users won't be able to see that they've been added to a list, but you can refer to it daily to quickly check in and interact with their latest posts.

Don't Neglect the Direct Message Function...

...But don't abuse it either. This isn't a way to 'cold message' leads, but you can use direct messages to network, chat, build rapport and share helpful content.

B2B Social Media



Use Instagram Stories and Reels Like a Pro

Here are a few of our favourite tips for making your video content on Instagram look professional:

- **Keep your branding colours consistent** - remember you can use more than just the standard colours provided by tapping and holding down over the colour selector.
- **Utilise all the available assets** for stories, such as Gifs, Location Tags, Polls, Questions, Quizzes and Countdowns to enhance your posts.
- **Extend the life of a Reel** by placing it in your Highlights.
- **Stories auto-play**, and they're at the top of the users feed on both Facebook and Instagram, so they're a great way of pointing users to your latest feed posts or making them aware of events and sales.
- **Don't forget to tag your products** when you've set up Instagram Shopping.
- **Use tools and apps** to create your Reels and Stories such as Storyluxe, Unfold, Pixaloop and Canva.
- **You can make creative layouts** in stories by utilising screenshots. Simply set up a nice background, then tap to add text. Hold down to select paste, to paste your most recent screenshot into your story.
- **Tag people and take part in business challenges** - or challenge others!
- **Create exclusive VIP content** for certain followers by adding them to your 'close friends'. You can choose to share stories only with this group.
- **You can schedule stories in advance** by using Facebook Business Suite - there's an app for this on phones.
- **You can post a series of stories** all at once by tapping the Multi-Capture tool on the left menu.
- **You can add hashtags to your stories**, type out 2-3 per post, then hide them if you wish by placing a photo on top of them or by moving the text to the very edge of the screen.
- **If you want to host a Q&A**, first post a story with the 'questions' sticker. Go live on your stories, then tap the (?) icon at the bottom of your screen. Tap the question you'd like to answer to show it on your screen as you talk through it.
- **Create your own branded filter** for your followers to use by going to <https://sparkar.facebook.com/ar-studio/>.

B2B Social Media



B2B Tips and Tricks We Recommend - TikTok

Use Trends, Challenges and Viral Hashtags To Your Advantage

Keep up to date with trending sounds and hashtags. Trending sounds generally get more reach when used in videos. You can find the latest trending sounds by using a website like Tokboard.com, or better yet, use TikTok yourself and get an idea of the sounds that are trending within your specific niche.

Use 3-5 hashtags per post, head to the **trending hashtags** tab within the app to see what's going viral - just remember, if you take part in a challenge, make sure you understand the concept properly. No one needs the backlash from "doing it wrong"!

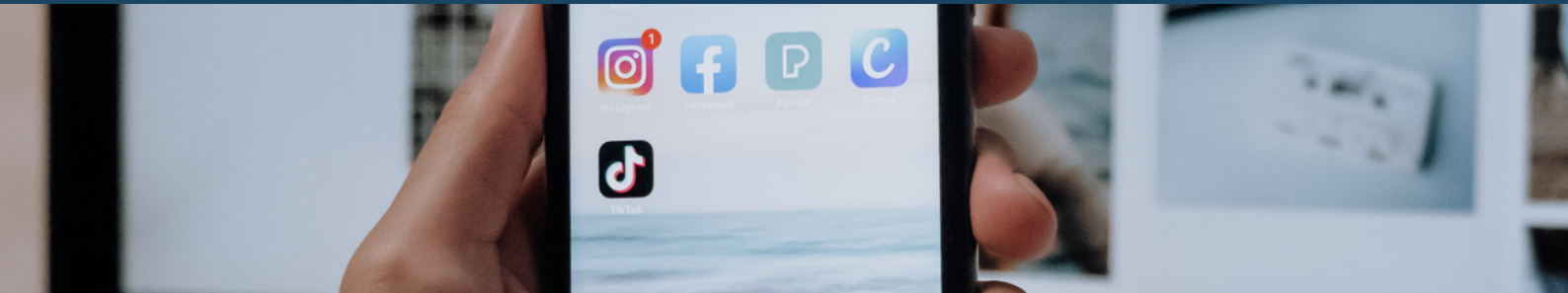
You can also follow plenty of accounts in your industry and see what hashtags perform well for them. Make notes, and record your results.

TikTok On The Clock

Timing seems to be everything with TikTok. You can have a fantastic piece of content, but if you post it at the wrong time, it can flop.

Closely watch the performance of your posts and try out posting them at different times, you'll soon get an idea of what works best - it will be different for everyone. Just think about when your ideal market is most likely to be using the app - is it lunchtime? Before bed? After dinner?

B2B Social Media



The Golden Rules of Video Engagement

Having a great piece of content is all well and good, but are you following these rules to ensure you get peak engagement, follows and comments?

- Remind people at the end of longer videos to "hit the plus button to subscribe".
- Add your Instagram and other social profiles to your bio.
- Don't hide from appearing in your videos, people like to see who is behind the account.
- Interact with other business accounts and even consider swapping items to review each other, your fans will become their fans, and vice versa.
- Don't forget to choose an engaging cover for your video - add a title and make it appealing to click onto.
- Allow your followers to have some influence over your content. Ask them to decide what your next project or post topic is. Use the reply function to tag the person who suggested it.
- Give people an idea for what to comment. Often they'd like to - but we can all be shy, even on the internet! You could say something like: "Comment where you're from!" or "Let me know in the comments how you'll be using this tip."

Beat the Algorithm

Utilise the text to speech feature to explain your videos if you are not narrating them. If you are providing narration, type out short captions to increase your reach for keywords.

TikTok's algorithm works on a 'time watched' basis - so you want people to watch a lot of your video without scrolling on. This is why it's important to be engaging from the offset. Shorter videos have a higher chance of being watched in full and increasing their reach.

Don't Forget to Cross-Post all your TikTok Content to Instagram Reels Too!

B2B Social Media



Your Ultimate Content Ideas List

Thinking of content ideas can be a real pain in the brain. That's why we've done all the work for you:

- Why did you start your business? Tell a story
- Post a 30 second tutorial
- Show your workspace or give a shop tour
- Share your top 5 favourite tools
- Show a behind the scenes of you as a business owner - a day in your life or what it's like to do a certain task or job
- Share your morning routine
- Share your favourite books, podcasts or websites in your industry
- Run a giveaway in exchange for people signing up to your mailing list
- Tag & Share your favourite Instagram accounts (influencers in your industry, local businesses in your town etc.)
- Post some content created by your customers - an unboxing or setup video would do well!
- Troubleshoot a common issue
- Host a livestream where people can 'follow along' (e.g. a food business might host a cook-along, or if you're offering financial advice you could review the latest government announcements as they happen.
- Host a monthly contest where users submit content using your products or services, your followers could vote for their favourite with likes.
- Host a monthly Q&A session on Instagram Live where people can ask any questions, if you set this on the same day every month, your followers will always know when the next one is coming up!
- Host an online makers event where you promote small businesses who use your supplies.

B2B Social Media



Your Ultimate Content Ideas List

- Host a collaborative giveaway with other businesses locally.
- Share your favourite places to go in the local area and tag them. This will help you build relationships and become part of the community.
- Film a day in the life of one of your employees.
- Share a funny anecdote or act out a common problem that your target market faces - make it funny!
- Host an interview with another business person who can offer some knowledge that your target market will find useful. For example, estate agents could host a mortgage advisor, or a shop could bring in a brand expert from one of the most popular brands they stock.
- Use #tuesdaytips #wednesdaywisdom #throwbackthursday
- Visit an industry event and livestream it.
- Ask people what new products / services they'd like to see available from your business.
- Head to Google Trends every morning to see if anything is trending that's relevant to your business. You can use this to create viral content. For example, could you make a funny meme related to your business that is #SquidGame themed?
- Make a 'satisfying video' - show something which is calming or aesthetically pleasing. You'll be surprised how viral these can be.
- Demonstrate the use of a new product that has just hit your store.
- Profile one of your regular customers.

B2B Social Media



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Why Not Hire a Digital Marketing Apprentice?

Hire before the 28th February 2022 and you could get up to £4,000 in grants.

The Apprenticeships Incentive Scheme has been extended, so there's never been a better time to grow your business by hiring a digital marketing apprentice.

With an entry-level wage, constant support from industry experts and a grant of up to £4,000, hiring an apprentice is significantly more affordable than hiring an agency or executive.

Not only that, but the Level 4 (that's the equivalent of a foundation degree) course is fully-funded by the Welsh Government.

Your apprentice can be any age and the qualifications they gain cover the full spectrum of marketing skills. Gain skilled staff with a tiny investment!

In Wales, businesses can claim one of the following grants per apprentice:

- Claim £4,000 for each apprentice hired who is under 25 on a minimum contract of 30 hours a week.
- Claim £2,000 for each apprentice hired who is under 25 and on a contract of less than 30 hours a week.
- Claim £2,000 for each apprentice hired who is over 25 and on a minimum contract of 30 hours a week.
- Claim £1,000 for each apprentice hired who is over 25 and on a contract of less than 30 hours a week.

Up to a maximum of 10 apprentices per business.



NTG
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**There's never been a better time
to hire an apprentice.**

Grow your business post-pandemic with a new expert team member,
or upskill staff in essential new skills.

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discussion.**

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