Bachelor’s Thesis

The use of Social Media in Marketing Management:
- A Multiple Case Study of B2B Companies

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Date: 2018-05-29
Subject: Degree Project on the International Sales and Marketing Program
Level: Bachelor
Course code: 18VT-2FE22E
Abstract

**Importance of the Study:** Over the last decade or so the B2C organizations are making full usage of the social media platform as a tool of their marketing mix. However, the adoption of social media in the marketing activities of the B2B sector has not quite registered the growth which the B2C organizations have. The reason behind this being previous failed experiences of the B2B sector with the social media marketing usage. Furthermore, the B2B firms do not put many efforts in their social media activity as compared to B2C firms. Thus, the study of social media on the marketing management of the B2B firms becomes important. This was done by studying the case of multiple B2B firms and drawing best practices inferences from it.

**Purpose of the study:** The reason why this study has been undertaken is due to the fact the previous studies have focused upon ‘why’ B2B firms have failed to achieve the success which B2C firms have achieved using social media marketing platforms. There is a lack of quality research studies on what techniques the B2B organizations are using currently as there have been rare cases of finding the success with the use of social media for the B2B firms. Thus, the purpose of this study was to research successful marketing techniques used by the organizations which have found success using social media and which can be used by other B2B firms.

**Methods:** The mixed research method was adopted for this study as the study has been divided into two parts qualitative case study method and the quantitative survey method. The cases of five B2B firms namely Huawei, Accenture, Novartis, American Express and Lucid Press was taken to draw inferences about the best marketing techniques for B2B firms on social media. These findings were further validated by the quantitative survey which had 50 B2B marketing professionals randomly selected.

**Major Findings:** Some of the major findings were that the B2B firms use e-books, webinars, case studies and info graphics in order to present top to bottom information about their products and services to their B2B clients. Furthermore, when it comes to social networking websites, it was found that LinkedIn was more popular than the Facebook for the marketing of the B2B firm's products and services.
Acknowledgements

We would like to thank all the teachers and classmates for their help and advice in our learning career. During our study, we learned a lot of professional knowledge, as well as understanding our deficiencies and making progress. Special thanks to our teachers Rana and tutor Tatiana, who gave us lots suggestions in the process of completing the dissertation, pointed out the shortcomings of our papers, and provided us with many suggestions that prompted us to successfully complete the dissertation. At the same time, we also thank our classmates for taking the time to read our papers. In each seminar, you had given us a lot good ideas to help us improve. Finally, we thank all the companies for cooperation and provided us with a lot of information for the successful completion of our paper.

Thank you all.

Ljungby May 2018

Shengyi Zong, Xiyuan Ran& Qin Liao
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1. Introduction

The concept of social media marketing is helping in the growth of the companies. The companies use social media websites like Facebook, LinkedIn YouTube etc. to target customers in order to sell their product or service (Järvinen, et al., 2012). Most companies find the social media as a beneficial and necessary tool to incorporate advancement in their business (Ghannam, 2011). Nowadays, social media is being used by the more than 2.46 billion people in the year 2018 (Statista, 2018). However, there is a huge portion of the companies specially the B2B companies do not want to use social media as a marketing option (Michaelidou, Siamagka and Christodoulides, 2011). The reason behind being so is the previous failure that is experienced by the B2B organizations incorporating social media marketing. Also the target group that the B2B organizations is targeted are the companies which spend a lesser time on social media as compared to the consumers in the case of B2C organizations (Michaelidou, et al., 2011). Hence, there arise a need to praise the social media marketing especially for the B2B companies.

1.1 Background

The topic holds its importance is accounting the number of failures that is happening in the B2B operations. The effectiveness of social media marketing over companies incorporating social media marketing practices is only 50 percent for B2C while for 28 percent for B2B (Stelzner, 2014). These data might seems coherent, but start-ups and the new companies step back by seeing such a response on the social media of their business (Agnihotri, Dingus, Hu and Krush, 2016). They prefer to follow the traditional method of incorporating marketing practices that uses techniques like cold calling and the like cold calling, sales boy or traditional advertisements (Ibid). However, the success rate of the companies those follow social media marketing for B2C incorporations is about 82 percent and only 56 percent of the companies openly accepted that they were benefited in the terms of revising their revenue and sales by the usage of the social media (Stelzner, 2014).

The problem lies in the path of business incorporation that is practiced within the B2B organizations. Whereas B2C companies are seen using social media marketing to reach their target customers who have much of the spare time, they see the advertisements during the spare time in the form of audiovisuals, text or infographics (Saravanakumar, and SuganthaLakshmi, 2012.). B2C organizations practice of social media marketing is more prone to make their reach the right target audience through social media and get orders to deliver their product or services. While, the B2B businesses are less worried about using social media as their marketing technique fails mostly.
because they have a different kind of the target audience (Katona and Sarvary, 2014). Their target audience is the other companies that lie on the other hand (Sood, and Pattinson, 2012). A few of the employees only view the advertisements that are being broadcasted by the B2B organizations and care to put forward their consideration in front of the company which accounts for the positive success rate of the B2B companies that uses social media marketing (Ibid).

1.2 Purpose

The previous researchers had been made over why of the failure of the B2B organizations (Scott, 2015). This included the result that the B2B companies are having the complexity of their integration process, so most of the organizations neglected to work with the companies. Also, the research found that most of the B2B companies do not even bother to think about understanding the marketing techniques and the marketing strategies that the other companies rely upon (Keinänen and Kuivalainen, 2015). So the B2B companies that use social media as a marketing technique have a higher failure rate (Ibid). However, some of rarest B2B organizations got huge success are found to succeed using the social media as a marketing technique for their organizations (Scott, 2015). There is a need for researching the successful marketing techniques used by those organizations to create a foreground for enforcing the use of social media for B2B companies (Ibid).

1.3 Delimitations

There exist several limitations in this study. First the study is based on qualitative study through the use of the case study methods. Qualitative study including the use of case study methods have their own limitations as well such as that not being able to be applicable to the larger population. Similarly, the nature of the research is secondary and does not make the use of primary data and information. Hence, the study focusses on entirely the secondary resources and does not validate the findings or discussion with the help of own primary research which leaves many voids in the entire process. At last, the study does not have a specific time frame on when the organization used the social media marketing and whether they are successful till date. Hence, there is no comparison of social media marketing practices over time. Thus, it is clear that there exist several limitations in this study which much be addressed in the future studies. The key recommendations for the study are as follows. First, it is important to focus on the quantitative side of the research as well as making sure that primary data and information is adequately used to validate the study done in the secondary research. Second, it is recommended to do a longitudinal study which aims to compare the
social media marketing strategies over time and whether the companies or cases continue to be successful in the use of social media. By adopting the above recommendations, the major gaps in the study can be covered and hence the scope of the paper could be developed further. Social media is continuing to evolve and it would continue to serve the B2B and B2C companies to target their target markets. It is how social media is managed and utilized by these organizations would the effectiveness and efficiency of the social media marketing strategy.

1.4 Outline of thesis

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Table 1: Outline of the Dissertation
2. Literature Review

The study aims to explore the marketing techniques used by the successful and rare B2B organizations that seem currently missing in the most of the B2B organizations those fail. This will be carried out by enquiring through the previous researchers that are relevant and conceding. It tends to draw the attention of the readers through the salient features that had been raised in the academic journals and the scholarly articles on the marketing use of the social media. The research and the findings are critically analyzed and discussed to create a sort of benefit for the rest of B2B companies.

2.1 Social media marketing (Conceptual definition)

With the growth of the smartphone users, there had been seen a tremendous increase in the growth of the usage of social media platforms like the Facebook, YouTube and Twitter (Gikas & Grant, 2013). These platforms are often used by major companies to sell their product and services online. The marketing technique of the companies which involves usage of the social media network and social media websites to market their product or service is referred as social media marketing. Social media marketing is also defined as the use of the platform which makes connection between the brand and the consumers while at the same time providing a channel for user-centered networking and social interaction (Chi, 2011). Put simply, it means that using the power and tools available in the social media to connect the brands to the customers and using that power to analyze the performance of the marketing efforts. Furthermore, according to Safko and Brake (2009), the social media can be defined in terms of the behaviours and practices which people adopt while belonging to a community and share relevant opinions and information by assembling on an online platform and using the mode of media which is conversational in nature. Constantinides and Fountain (2008) have defined social media as the platform which incorporates the tools of communication and uses Web 2.0 attributes such as collaborative, participatory and knowledge sharing. According to Stephan (2018, pp-4), social media had become a game-changing technology which impacted the way of the incorporation of the business a lot. Stephan mentioned that the usage of social media for a company is extremely important for the promotions and the growth of a company.

Social media marketing techniques allow ultimate features for the companies that are currently using it to do their branding and promotions. The use of social media in marketing provide the companies numerous ways to reach out a large customer base where they are capable of attracting new customers and interact with the existing customers (Harrysson, Metayer, and Sarrazin, 2012. pp-
The companies use social media to promote their desired mission, culture and tone to the open market. There is a huge range of the marketing strategies and the marketing tactics that are used by the companies that allow them to tailor their information in front of the customers. Hays, Pageand-Buhalis (2013. pp- 224) quoted that the companies interact with the audiences over social media involves practices where the companies are made to choose the demographics, geography and the personal information, which allows the companies to make their interaction more specific. By practicing segmentation of the data obtained, the company realizes their way of incorporation had reached the right target or not.

The use of social media for the marketing and promotion of a company benefits the company in a lot of ways. Arranging marketing campaign, a company is able to attract bulk audiences at once. Shaik and Ritter (2012. pp-88) quoted that the bulk audiences do not only limit to customers but, the companies get chances of attracting stakeholders, the general public, employee, bloggers, media and the prospective customers. The companies get benefitted in all the possible places that the offline sources are responsible to create a sense of benefit for a company (Duberlaar, et al., 2005). The resources over the social media are much broad and wider as compared to the offline sources. A company can also increase or get it self-invested for their personal motive, aims and goals to create a mutual benefit out to the company and the investors (Laroche, Habibi, Richard and Sankaranarayanan 2012. pp-1762). This makes the smaller companies much interested towards creating a good image on the social media among its potential customers and the users of the social media.

The use of the social media marketing does not only create benefits for a company but is responsible for creating obstacles too. Negative promotions of a company can be responsible for the abductive changes to the company (El-Tahan, and Poblete, 2017). The peoples can be often are seen sharing the viral content in which a product or a company is put allegations upon. These negative advertisements over the social media spread at a lightning speed and the company gets humiliated even though the company had done nothing (Keen, 2011). A company needs to get out of these types of practices that happens occasionally for the more famous companies.

The social media marketing is liable to enforce transparency in the organizations. The organizations associated with the social media marketing is forced to attain transparency as the social media marketing attracts a huge crowd to become associated with the company (Sánchez, et. al., 2012). The peoples that are anyhow connected to the organizations want to know each and everything about the company (Lacoste, 2016). This can create a notion of un-pleasance for the stakeholders of
the organizations. Though the advantages of the social media marketing overcome all the negative impacts that are involved in the social media marketing. There is an overall benefit to the organizations that adopt the social media marketing as one of their primary marketing technique.

2.2 Advantages of social media marketing

The social media offers a great range of benefits for the companies. These advantages provide the company with a great insight to use the social media as their key marketing strategy. The advantages offered by the social media are analyzed critically and separately discussed below.

Social media marketing allows the companies to fill the traditional marketing voids (Okazaki & Taylor, 2013). This makes a company eligible for a broader range of sharing. Peoples are out to share anything they like the most on the social media. Companies get huge benefits for sharing the company's product, advertisement etc. on social media sites like Facebook, Twitter, LinkedIn etc. (Caruth, 2016). However, such practice is considered as a void in the traditional marketing as it involves the company to audience engagement only. This feature of the social media provides a unique capability to the potential customers as they indirectly connect with the company while sharing the company generated content (Porter and Kramer, 2019). The company gets a benefit rate of minimum 2x as sharing is a process that involves minimum two persons at a time.

Social media marketing helps a company in bringing loyalty to a brand. The social media marketing allows brand building and interaction with the customers that induces long-term relationships. (Winfield and Richardson, 2016. pp-62) mentioned that the DMA (Data and Marketing Association) show that the brand awareness campaigns are able to drive up to 51 percent of the respondents of the social media. According to Ambassador, the consumers having a positive experience with a brand are 71 percent sure to recommend it to the social media (Cuillierier, 2016). In a mass survey that was conducted among the NY state, the 59 percent of the people accepted that the social media helped them to get a better service (Ibid). Companies those are currently subscribed to the social media usage for their branding and promotions get high loyalty among its target audience and the potential customers.

Marketing through social media provides a company with a huge room for improvement. The social media offers features such as open comments and feedbacks through which the company opens a door for reverse interaction (Ollier-Malaterre, Rothbard, and Berg, 2013. pp- 652). The reverse interaction process tells about the reviews and the experiences that a customer experienced on using
the products or the services of a company (Lemke, et al., 2011). According to Michelini (2012), the responses generated are segmented for a betterment and the improvement of a company and in this way a company can get its product or services improved. The reports show that the 67 percent of customers seek social media for resolving the issues encountered by them using the product or the services of a specific company (Michelini, 2012). More than 20 percent of the customers are about to spend more interacting with the company if the company is using social media in marketing and promotions (Ibid).

2.3 Disadvantages of using social media marketing

There are also a lot of issues related to the social media marketing as well. Things like the engagement of time, cost etc. are related to the disadvantages that are to be considered while taking the company to the social media. The eventual cons are critically discussed and analyzed below.

The social media is ought to kill more time. This involves in creating a digital, editing and improvising the digital content so that it is published on the social media requires much time and resources (Filiciak, et al., 2012). The people who comment on the social media and eager for the responses (Ibid). The companies are responsible for responding to the comments and the maintenance of the pages they created for their branding and promotion on the social media (Hays, et. al., 2013. pp- 225). This process takes much time and expertise which must be considered. Alternatively, there is an option to hire subsidiary companies or experienced freelancers involved in handling the social media marketing for the companies (Ibid).

There is a need for more tangibility in the field of social media marketing. The social media marketing lacks tangibility that is offered by the printed advertisement due to which the print advertisements is still successful for the digital age (Filiciak, et al., 2012). Filiciak mentioned that the printed advertisements can be provided with a better feel or experience by simply investing a few more bucks. The digital advertisements or the social media marketing lacks the optimization of the quality of the feeling attached to the advertisements (Ibid). The tangibility offered by the print media can be responsible for creating a memory that can be attached to customers for a longer time. The advertisement which is liked is kept by a person but in digital content, the tangibility can be created in a rare manner. Nobody knows the method of creating more tangible digital advertisements.
2.4 Social media marketing adoption trend within B2B organizations

The companies are adopting a lot of marketing techniques to develop a connection with its potential customers. Lamberton and Stephen, (2016. pp- 154) The strategies that are used by the companies in the developing connection to the customers involve marketing strategy that focuses relationships like the colleagues, family, brotherhood etc. The company's focus on creating advertisements which are having the potential of being shared with the friends, families and the coworkers (Ibid). The strategy is strongly reliable as it forms the base for a word of mouth which is responsible for providing several numbers of benefits to the company.

Considering social media for marketing and promotion of a B2B organization the scene remains different. Most of the B2B companies rely on LinkedIn and other platforms while the B2C companies follow Facebook for their marketing and promotions over social media. According to Tuten and Solomon (2017), the 89 percent of the B2B companies advertise on the LinkedIn while 76 percent of the B2B companies use Facebook as their marketing platform whereas 89 percent of the B2C companies use Facebook and 66 percent of the B2C companies use LinkedIn for their marketing and promotions (Phan, 2017). Since LinkedIn is a trusted and reliable platform for the companies to create their identity among the social media (Ibid). The smaller B2B companies also get good realization and pace once they market through a platform like LinkedIn.

The social media marketing in B2B companies involves the usage of the search engine optimization. The search engine optimization is a used by a company to increase its search ability. It provides the companies with the ability to optimize their ranking on the various search engines. Nosrati, et al., (2013. pp-61) quoted that the social media marketing provides an ease to the users to search for the company on the search engines like Google, Yahoo, MSN, and Bing. Though, the companies are enrolled in the all aspects of the social media marketing the companies are found to prefer the search engine optimization over the basic social media marketing which involves marketing branding and promotion of their products or services on the platforms like Facebook, YouTube, Twitter, LinkedIn etc. (Saravanakumar and SuganthaLakshmi, 2012. pp- 4448). This is due to the extraordinary features provided by the SEO through which a company can look and arrange their interaction space with the users (Ibid). It provides a descriptive analysis of the data that the users were recorded were to interact with.

The social media marketing technique of B2B companies also involves the social media optimization feature. Companies seem to adopt the social media optimization feature to increase their rank-
ings over the social media platforms in competition to the companies providing the similar type of the services and the products (Durkin, et. al., 2013). The social media optimizations, Search engine optimizations, marketing and promotions on the platforms like LinkedIn, YouTube, Twitter, and Facebook are the marketing techniques trends that the companies are currently following.

2.5 Strategic differences in the application of Social media marketing

The strategic difference in the application of the social media marketing lies within the strategy used by the B2B companies in marketing themselves over the social media. The strategies that are followed by the B2B companies are much different than the B2C companies. The various strategies used by the B2B companies to market themselves that are trending are mentioned below.

The B2B incorporation seems to benefit extremely from the practices such as publishing e-books. The white paper or the e-book is the basic lead generation tool for a company practicing the B2B operations (Varis, 2013). According to Varis (2013), the more in-depth knowledge is published in the e-book of a company practicing B2B incorporation the more it generates the leads from. The e-book should be designed show that it should give a complete sense of the knowledge and information about the company so that the readers are convinced to give their personal information. (Skönnegård, et. al., 2012). It should be designed such that people should be getting interested to read further and out of the interest they are ought to fill their personal information. Thus the lead is generated. The lead generation is extremely important for successful incorporation of a B2B company.

The case studies also are one of the most effective tools that develop a lead generation. A case study develops an insight of investigation in the reader's mind. The readers get to notice about a particular case of a particular customer. The particular case sets as an example for a reader and develops a sense of relation and belief over the particular case mentioned in the case study. The case study had been the best source for the lead generation according to the recent studies. Skönnegård, ET. al., (2012) mentioned that the case study is a proof of setting an exact target for a company since the readers or viewers of a case study is most probably a prospective customer. This provides the ease for the company to target a customer that is already familiar with the company, products or its services.

Arranging webinar sessions also benefits a B2B company. A webinar is able to attract a lot of the media and the bloggers. A webinar is capable of collecting a lot of segmented leads and the
recordings can be used in the promotions and marketing of a company (Järvinen, et. al., 2012). It saves a lot of time for the company and initiates the sales process. The response generation to the webinar session is also getting a hype in these days. Though, webinars stay a costly method for the advertisements the responses and the result generated creates a lot of the revenue (Woodcock, et al., 2011). The webinar sessions arranged by the B2B companies also get to arrange possible stakeholders and the prospective customers (Järvinen, et. al., 2012). The target customer is changed to a customer since the webinars develop quest.

The Infographics are also an important strategy these days that B2B companies are choosing to rely upon. In comparison to B2C companies, the infographics were found a more reliable source for the marketing of a B2B company. Järvinen and Taiminen, (2016. pp-171) quoted that the infographics are more likely to attract the media towards it. The company's internal data and statistics can be used to create a good infographic which should be capable of generating more attraction towards the media. The quality of the infographic attracts most of the bloggers and induces them to write an attractive blog on the company.

2.6 Social media marketing strategy of Accenture

Accenture has been maintaining its position among top B2B companies since 2001 when it got its name changed in the year 2001. The company has been involved in providing services like digital integration and operations (Ottman, 2017). It soon became one of the top B2B companies in the globe. The strategies Accenture uses to market themselves as a B2B company is unique and adaptable to the newer or less successful business to business incorporations. The Accenture seems to focus creating a unique and successful campaign for the customers and showing its unique range of the services (Ibid). In a recent campaign, Accenture seemed to target and find potential talent by game. The company created a game so that it can hire specific candidates, the company recruited those guys who were found to be eligible.

The campaign was launched over Facebook which was launched in more than 56 countries. More than 300,000 employees were hired by the tech giant which engaged an approximate amount of $28.6- billion. Ottman (2017) mentioned that the game was installed on the Accenture Facebook page and a sample quiz was attached to the campaign. The game was alleged to the knowledge within the work culture and the knowledge related to Accenture. It consisted of 4 levels which included the senior executive, mid-level executive, Sr. associate executive and the associate executive. According to Ottman, (2017) the game theme was based on the snake and ladder theme.
upon which a player was ought to roll a dice. The number the dice showed, the player has landed on
the same numbered tile where there were a series of questions that were thrown at the player. As
soon as the player responded with the correct answer, the player was taken to the next level through
a virtual door. At the end of the game, the player was rewarded as a title of the boss in the virtual
game.

The camping remained a huge success and the company the results were beyond the expectations.
The reason behind the success of the organizations remained the fun factor which made the players
an interesting and unique experience. The reviewers and the critics mentioned the step of the tech
giant company as a game-changing technology that can allege and recruit the right people.

2.7 Social media marketing strategy of the Huawei

Huawei created its place among the top companies within no time. In past 5 years, the company
created its brand value and awareness connecting to the regional theme. The company adopted a
strategy which contained the alleged flavors of Malaysia (Van Andel, et. al., 2015). The
advertisement campaigns the company created were targeted to the local Malaysians which did not
be engaged only in the product functionality but were focused on the brand awareness also. The
local flavors were introduced to create hype and embracement among the local market. The
campaign won the gold at the market excellence award in the year 2016 (Ibid). The specialty
offered in the camping was the sense of the locality that connected the targeted audiences to the
company.

The campaign included several attractive features that took the company to the world leader. Top A-
list celebrity’s collaborations, Large-scale showcasing of the newer products were the alleged top
features of the company. The company reached the top position following the strategy that never
included paid media. Though the A-list celebrities were endorsed and the new products were
displayed on the larger platforms (Van Andel, et. al., 2015). The company always had been
following a marketing strategy that involved the usage of the more successful public relation
instead of the paid promotions (Van Dijck, 2013). The celebrities and the larger platforms just were
an instance of the growth that the company engaged them to entertain the public (Van Andel, et. al.,
2015). The campaigns organized by since the social media came into existence and resulted in
extreme benefit for the company.
The company campaign over the social media included the two-way presentation of the company over the social media. The company campaigns over the Facebook and the social media and LinkedIn for their branding and promotion (Van Andel, et. al., 2015). The strategy that the company seems to follow also coincides with its restrictions policy on the paid advertisements (Van Dijck, 2013). Customers are allowed to interact with the company by giving the room of the responses to the products and the services that are offered by Huawei (Van Andel, et. al., 2015). The strategy of the company over social media is a group engaged in responding to the issues and the queries raised by the audiences (Van Dijck, 2013). This helps the company to get constant improvements in their products and the services that are offered by Huawei.

2.8 Social Media Strategy of Lucid Press, Novartis, and American Express

Lucid Press despite not being a B2B company strictly has been serving a large client base of organizations which cannot be overlooked. The software service which Lucid Press offers is used in a variety of organization in a number of contexts. Thus, in order to reach the businesses and get them to try and purchase their product Lucid Press has embraced a wide range of marketing activities which builds up the association with the clients. When it comes to marketing via online methods, the best platform to market their services to B2B and professional buyers is LinkedIn as it is used by the majority of the companies to publicise their products as compared to Facebook which is used for B2C marketing. Thus the majority of the efforts of Lucid Press to market its B2B services has been devoted to LinkedIn (LinkedIn, 2018), on which the posts are made daily to share interesting insights into the design and brand management to other firms in order to convince them to try the products and services offered by Lucid Press.

Secondly, when it comes to Novartis it is one of the world’s most popular pharmaceutical company and is also one of the best in the social media strategies. The company has a huge presence on Facebook (Gupta, et al., 2013), through which it reaches out to the B2B customers through several posts on Facebook which involves spreading awareness about several diseases in the world as well as marketing its products and solutions which help in eliminating such illnesses and diseases from the world.

Lastly, American Express which is a world-renowned financial institution uses social media in order to bridge the gap between the small businesses it functions and the large enterprises which are connected with it. The major platform which American Express utilizes is the Twitter platform which it uses to conduct and expand its B2B marketing efforts as the company actively exploring
3.0 Research Aims and Questions

3.1 Research Aims
The aim of this study is to evaluate and analyze the marketing techniques of B2B organization that proved to be success using the social media marketing. The study comprises of a multiple case study that concentrates over Huawei and Accenture, Lucid Press, Novartis and American Express which are further compared on the basis of the social media marketing techniques they are found to apply through their websites.

3.2 Research Questions
The research questions of the study can be identified as follows:

• What is the role of social media in B2B businesses?
• What are some of the popular tools which B2B sector utilises while conducting marketing over social media platforms?
• What is the application of social media in the case studies of Huawei, Accenture, Lucid Press, Novartis and American Express?
• What is the similarities and differences in the marketing techniques of Huawei, Accenture, Lucid Press, Novartis and American Express in terms of use of social media marketing?
• What can be inferred for other B2B organizations using social media marketing?
4. Research Methodology

The Research Methodology refers to the description of ideas and methods designed for obtaining the objective of the study (Saunders, Lewis and Thornhill, 2009). In the present context, the aim of the study is to review the marketing strategies of the B2B business. The objectives of the study have been to evaluate marketing strategies deployed in the social media platforms successfully by B2B business. In order to fulfill the aim, the present chapter has organized a systematic planning, theoretical development and justification of process of performing the research. The elements covered in the present chapter of methodology includes research philosophy, research design, data collection procedure, data analysis procedure, ethical consideration and quality criteria for the study.

4.1 Research Philosophy

Research Philosophy refers to the theoretical development of the methods utilized in the process of research. The process refers to the development of knowledge theoretical justification of methods and techniques to obtain the aim and objectives (Novikov & Novikov 2013). Among the three types of Research Philosophy, namely, Ontology, Epistemology and Axiology, the present study inherent the type of Epistemology knowledge. Epistemology is the study of knowledge where its development concerns with two important questions. First, about the nature of knowledge and second, about the extent of knowledge (Myers, 1997). Explicitly, Epistemology helps in framing the knowledge of a concept, it's important assumption its extent in fulfilling the aim. Further, the intrinsic elements of Epistemology include Positivism, Interpretivism, and Realism. Realizing that the present study has been equipped with the aim of measuring the potential for social media platforms to materialize the marketing strategies of B2B business, the paradigm of positivism is most appropriate to the case. Positivism refers to philosophy dealing with an observable social reality where generalizations have been made by collecting and analyzing evidence (Sharp et al., 2011). It means that evidence across undertaken company for their accurate measure of marketing on social media has been collected and utilized for framing suitable conclusion. Therefore, the research philosophy guides the development of marketing strategies on social media through collective evidence and logical arguments in the view of past events.

4.2 Research Design

Research Design refers to the strategy employed by the study for the accurate integration of all the components of the study for fulfilling the aim. In order to fulfill the aim of the study regarding re-
view of the role of social media platforms in marketing strategies utilized by the chosen companies, an appropriate mix of components can be achieved through the planning of research methods, research approach, and research strategies. The research design in the present case has been organized as per three important components namely Research Methods, Approach and Strategy described in details in the following section.

4.2.1 Research Methods
Among three types of research methods, Exploratory, Descriptive and Explanatory, the present study has chosen explanatory as a research method. Exploratory research methods involve exploration for the studies that have not been initiated in the past and thus make a contribution towards more conclusive research outcome. In contrast to exploratory research, descriptive research method involves an accurate description of the information of the sample. As guided by Neuman, (2006), explanatory research tends to explore the nature of the relationship between variables. This type of research methods helps in explaining the occurrence of events. Since the present research intends to uncover marketing strategies over social media platform employed by a B2B business in order to successfully advertise their products and services among people. In lieu of the aim of the study, the explanatory research methods have assisted in measuring the effect of key variables towards the phenomena. Further, the present study has undertaken a mix method of research. It is due to the fact that the mixed method of research strategy involves the best features of both the qualitative as well as the quantitative methods. The selection of mixed method of research offers better understanding of a research problem or a situation than what both quantitative and qualitative research alone could have provided (Tashakkori & Teddlie, 2010). The qualitative research in this study will focus upon examining the social media strategy of five selected companies i.e. Huawei, Accenture, Novartis, Lucid Press and American Express in a case study format which will help uncover the social media strategies these companies have employed and which strategies have been beneficial for them. Secondly, the quantitative research method will be providing a support to validate the findings of the qualitative method. This will be done by conducting a small survey by including a sample size of 30 marketing professionals divided amongst the five companies on which the case study focuses upon. The data will be analysed using basic descriptive analysis in order to find the patterns in the data collected and this data will be compared to the findings of the qualitative section. In short, explanatory research has helped in investigating the factors that contribute a successful implementation of marketing strategies and determine the importance of each factor.
4.2.2 Research Approach

Research Approach includes the broad steps towards data extraction and analysis for the study. Research Approach list down the types of approaches to drive the study towards research questions. The research approach can be broadly divided among two kinds, first Inductive research, and second deductive research. The Inductive research involves the observation and formation of patterns within the dataset to frame a suitable theoretical justification to the research question. Where, the deductive approach involves an opposite approach where a hypothesis is framed as per a pre-determined theory, and then data is analyzed to identify the causality among theory and patterns across data (Worster, 2014). In the case of present study, the selected cases of B2B companies have been reviewed for their success of marketing strategies based on the number of real-time orders the company has successfully taken due to an advertisement on social media. In this sense, the company has been taking a deductive approach where a theory/hypothesis in the form of a number of real orders has been stated as a target against which the performance of marketing strategies adopted by two companies will be measured. Therefore, the present study has been undertaken a down top approach to setting the standards and measuring the performance accordingly.

4.2.3 Research Strategy

Research strategy lays out the general plan made by the researcher to be followed to answer the research questions. The research strategy can be classified as per seven different types including experiments, surveys, case studies, ethnography, grounded theory, action research and archival research. For the present study, case study approach and the survey approach has been found to be the most suitable approach for this study as case study format is the format used in qualitative studies to conduct in-depth investigation about a recent phenomenon and the survey method in the quantitative method as it is one of the most cost-effective, flexible and dependable methods of collecting the data and offers the benefits of easily analysing the data. Case study approach allows for an in-depth investigation of a case, to explore the current status, ongoing development, and association with underlining principles to achieve desired results (Fletcher et al., 1997). In the case study approach, the cases for five companies has been undertaken to measure the effectiveness of marketing strategies on social media platforms. The selected companies for the present case are Accenture, Huawei, Novartis, Lucid Press and American Express. The focus of the case study analysis will be towards identifying and analyzing marketing strategies over social media portals for the selected companies. In the survey approach the objective is to identify the usage of the tools for marketing on social media used by the B2B firms and to assess their appropriateness with the tools.
identified in the literature review section. Thus the major aim of the survey will be to answer the second research question and to use the findings to assist in answering other questions as well. The survey method has been used in order to effectively capture the perception of the marketing professionals in the selected companies regarding what tools and strategies are successful for B2B firms to market on social media. It is selected for it cost effectiveness as well as ease in collection and analysis of data.

4.3 Data Collection Procedure
Data Collection procedure can be conducted by two type of sources, first, primary data sources and second secondary data sources. Primary data sources are mostly utilized in the study conducting interviews of surveys to obtain the objective of the research (Hox and Boeije, 2005). Since the present study involves the case study analysis and a univariate quantitative analysis of five companies namely Accenture, Huawei, Novartis, American Express and Lucid Press for their appropriate marketing strategies used at social media platforms, the secondary data sources have been used in this study and the primary data has also been collected using survey method. The secondary data sources like annual reports, news articles, and marketing strategy cases have been used in the case of present study. The method of case study involves utilization of both academic and commercial resources. For academic resources, articles and journal have been utilized to prepare a theoretical development of the case and to provide the justification for the findings of the study. For non-academic resources, annual reports of companies, company’s website, and expositions, press releases and newspaper articles have been utilized. Case study method involves the proper amalgamation of theoretical development of the case and its reflection on company or industry level experience to give real-life implications. For the primary data, a structured questionnaire was created which contained closed-ended questions a total of 30 survey participants which included marketing professionals in the five selected companies. These survey participants were selected equally from each of the five companies, i.e. Huawei, Accenture, Lucid Press, American Express and Novartis. This means that a total of six marketing professionals were selected from each of these companies. Furthermore, these employees were holding middle level positions such as associate digital marketing, assistant marketing manager, senior digital marketing executive etc. The minimum experience of these personnel in their job position at the time of the survey was at least 5 years. In terms of age these, the participants were more than 25 years old. In terms of location, the participants mainly resided in Europe and they were contacted using the LinkedIn platform for getting the survey filled. The method of simple random sampling was utilized in order to select the sample participants
amongst the defined population. The questionnaire was sent via online medium to these marketing professionals due to their time constraints in agreeing for an interview. The questionnaire was made on Google Forms and a link of the questionnaire was sent to each of these professional via email.

4.4 Data Analysis Procedure
The collected data from secondary sources must be analyzed with appropriate tools and techniques to draw out useful insights that help in achieving the research objectives and answers the research questions in best possible ways. One of the most preferred qualitative analysis procedure is case study analysis in which the data analysis techniques include the building of explanations and pattern matching (Seawright and Gerring, 2008). Explanation building is a technique in which an explanation is shaped which for the underlying study is the use of social media in the marketing of the two selected firms Accenture and Huawei. On the other hand pattern matching is the development of meaning full patterns considering a suitable aspect of the firm based on empirical findings from the secondary sources and make a comparison of these patterns with predicted or expected patterns or among different aspects of two or more firms (Yin, 2003). The technique of pattern matching is usually most suitable for the research studies which involve understanding and analysis of different variables linked to the same points and make comparisons. For the underlying study, the pattern matching for the marketing strategies for the two selected firms that are Accenture, Huawei, Novartis, American Express and Lucid Press would be carried out considering the different aspects of social media which are being used for B2B marketing. As the current study focuses on accessing the role of social media on B2B business by discussing its application in marketing by analyzing and comparing the cases of Accenture, Huawei, Novartis, American Express and Lucid Press the techniques of explanation building and pattern matching would be suitable to achieve the research aims and objectives. Furthermore, for the data analysis of the primary data basic descriptive analysis would be conducted using bar diagrams, pie charts and frequency distribution table on Microsoft Excel as well as SPSS was used in order to support the findings regarding the popular social media strategies and tools used in the B2B sector in the qualitative analysis and the comparisons will be made.

4.5 Ethical Considerations
Ethical considerations require affirmation to the privacy, confidentiality, and transparency in the research process. Ethical considerations are important for any research due to its key considerations
towards the research participants (Resnik, 2011). In the context of the present study, case study analysis has been chosen to be applied to two companies namely Accenture, Huawei, Novartis, American Express and Lucid Press. The case study analysis has involved a description of cases regarding the marketing strategies employed on social media platforms to sell their product and services in a B2B process. The analysis involved utilization of company’s reports and important documents regarding the marketing strategies, their annual reports carry the total budget given for advertising and utilization of various social media platforms. In this regard, the key ethical considerations lie in selecting and analyzing authentic sources for company’s information which ought to involve company’s annual report, company’s websites, expositions, media reports, press releases and newspaper articles. Since the analysis involves two real companies, the study further assures no false projection of company’s information and wrong interpretation of any data to cast an inexact image of the company. In short, the careful disclosure of information of companies has been given utmost attention in order to maintain the transparency as well as confidentiality during the process of research. While these considerations are important to be considered during analysis of information, other lies in the area of presenting information in the precise and original content. The present research has an additional objective of keeping the similarity index at a minimum, quoting references for each part of content taken from above mentioned relevant sources and zero tolerance for repetition of idea or theory and description of wrong news or information regarding the company. In a nutshell, important attention has been given to all norms and regulations necessary for conducting the study.

4.6 Quality Criteria
The primary quality criteria for a study revolves around reliability and validity of the study. Assessing the reliability of the study ensures soundness in the analysis and conclusion that is framed as per research questions (Guion, 2002). Since the present study is mixed in nature, the reliability of the study can be maintained through appropriateness of the research involved and a valid conclusion based on a variety of arguments. Qualitative researchers are often being accused of lack of relevant information, lagging transparency in analytical procedures, poor justifications of the methodology and conclusions made on personal opinions (Noble and Smith, 2015). In order to avoid the same, several important steps can be undertaken while conducting case study analysis. Firstly, it was ensured that the data for the case studies of the companies was accessed from the well reputed sources such as the company websites, the peer reviewed journal articles as well as the statistical databases.
from more than one author in order to eliminate the sampling biases. Furthermore, critical reflection was done on the case facts and the findings in order to find any discrepancies which could arise during the interpretation of the data and furthermore ensure that the cases are formed on the basis of study from different perspective. Thus, data triangulation methods as well as the negative case analysis was adopted in order to ensure the reliability of the data and the findings. For the qualitative analysis the statistical analysis was performed on the collected data using the established analysis tool SPSS in order to ensure the results can be consistently compared and contrasted with the other studies of similar nature.

While Reliability concerns with the consistency in the research process, the validity is referred for accuracy and correctness of the findings of the study (Drost, 2011). In order to ensure the validity of the qualitative research, the study should ensure credibility and transferability of the findings. The credibility of the findings can be cross-checked by appropriate use of literature. A critical reflection involves an appraisal of study’s findings in the light of available literature and its ability to ensure if the purpose of the study to fulfill the gap has been achieved. Similarly, transferability ensures the content of the study is easily generalizable. It means the study should be easily transferable as per the context of research and can be used in similar settings. Therefore, the nature of mixed research should be evolving and remains important for each successive study, serving as the basis for further researches in the similar area.
5.0 Data finding and Discussion
The following section of the report would present the data and information findings along with having a discussion on the information. The information has been found from various sources on the internet such as not limited to academic books, journals, company websites and third party websites having up-to-date information on the social media practices of organizations. Furthermore, for the primary study which was conducted by involving 30 marketing professionals from the selected five companies have been conducted using a close-ended Likert scale questionnaire which contained a total of 17 questions based on several findings of the literature review and the quantitative analysis.

5.1 Overview
A number of studies have been conducted in the field of social media marketing and their benefits for B2B companies. With Facebook and LinkedIn being the leading platforms as can be understood from the literature reviewed and the data collected, most of the B2B companies are also targeting their client using the same. The fact that LinkedIn was created keeping B2B objectives in mind and its success comes by no surprise (Linkedin.com, 2018). However, the inclusion of Facebook as the social media platform, which enhances marketing campaigns, needs to be appreciated for the whole criteria of developing Facebook was to enhance social interaction. These two platforms along with Instagram, YouTube, Twitter, and Pinterest have gained popularity in the advanced technological times for promoting business to other businesses and gaining profits through easy marketing channels. The figure given below highlights that there is a growing popularity in the areas and the allocation of investments by the B2B marketers is also done accordingly.

![Figure 1: Using Social Media for Better Output (Statista.com, 2018)](image-url)
There are a number of different tools that can be used for the purpose of social media marketing. Of the tools that can be integrated Facebook and LinkedIn are the most popular. DeMers (2014) has highlighted in his reports that the inclusion of the social media marketing even for B2B purposes holds good value, as it allows for the association of the brand and its logo. The fact that the brand content is easier understood through visualization can be integrated and used for a successful development of the picture. This is also a great way to decrease the cost of marketing and thus, better price can be offered to the clients.

Furthermore, upon reviewing several journal articles it was revealed that several tools were quite popular when it comes to usage by the B2B firms in the social media marketing sphere. Firstly, the B2B firms prefer publishing the E-books in order to convey a complete and visualized information about the products and the offerings to the prospective B2B customers so that the leads can be effectively generated from the information conveyed (Varis, 2013) as well as the persuasive design of the book which prompts the prospective clients to fill out their information before accessing the book (Skönnegård, et. al., 2012). These books are published on several social media accounts of the companies especially LinkedIn.

Secondly, according to Brennan and Croft (2012), the B2B companies also publish the case studies of their successful stories on the social media platforms in order to demonstrate that how their product has been successful in solving problems for their existing clients and how it can be beneficial for the prospective clients. This acts as an assurance to the prospective B2B client regarding the functionality of the product that is being offered and hence can take their take decisions about the product. Thus, familiarity is built amongst the prospective client and the B2B firm which has posted their case and the success stories.

One of the most important tool which the B2B firms can use and leverage the social media platforms for marketing is the use of webinars. According to Habibi et al. (2015), the B2B firms can effectively generate leads and educate a lot of stakeholders by organizing and conducting webinars on the social media channels of the company. Webinars are conducted using the live streaming sessions over the companies official website which is then linked with the social media accounts or the use of live streaming on platforms such as Facebook Live etc. The webinars are able to attract a lot of media attention as well as generate leads for the company as the company professionals are themselves involved in discussing their products and offering with the prospective clients.

Lastly, Bernard (2016) highlighted that the use of infographics for a B2B organisation is crucial on the social media as they are a good medium to provide concise information to the stakeholders. These infographics contain the data and the important statistic regarding the performance of the
company or more generally regarding the performance of a product or service which the company offers. It offers attractive visualized data which can attract the media person as well as the clients who have limited time to read e-books and attend webinars.

There are a number of companies that make use of social media marketing strategies. These are not limited to the ones that market their products and services to the customers but also include the ones that have their marketing dimension for the products and services that are to be marketed to the other businesses. In the works by Smith (2017), it has been found that the number of companies relying on social media has jumped and there is a significant rise in the inbound traffic through the application of the social media channels.

5.2 Case Study of B2B Companies using Social Media for Marketing: Accenture, Huawei, and Lucidpress

Accenture

Accenture has been keeping up its situation among top B2B organizations since 2001 when it got its name changed in the year 2001. The organization has been associated with giving administrations like advanced incorporation and tasks (Ottman, 2017). It turned into the best business-to-business fuse firms. The techniques Accenture uses to showcase themselves as a B2B organization is one of a kind and versatile to the more current or less effective business-to-business consolidations. The Accenture appears to center making a one of a kind and fruitful crusade for the clients and demonstrating its special scope of the administrations (Ottman, 2017). In a current battle, Accenture appeared to target and discover potential ability by diversion. The organization made a diversion with the goal that it could employ particular hopefuls; the organization enlisted those folks who were observed to be qualified.
The crusade was propelled over Facebook, which was promoted in excess of 56 nations. Over, 300,000 representatives were employed by the tech monster, which connected with a surmised measure of $28.6-billion. Ottman said that the diversion was introduced on the Accenture Facebook page and an example test was connected to the crusade. The amusement was asserted to the learning inside the work culture and the information identified with Accenture. It comprised of 4 levels, which incorporated the senior official, mid-level official, Sr. relate official and the partner official. As indicated by Ottman, (2017) the amusement subject depended on the snake and stepping stool topic whereupon a player was should roll a dice. The number of the dice appeared, the player has arrived on the same numbered tile where there was a progression of the inquiries that were tossed at the player. When the player reacted with the right answer, the player was taken to the following level through a virtual entryway. Toward the finish of the diversion, the player was compensated as a title of the supervisor in the virtual amusement. The outdoors remained a gigantic achievement and the organization the outcomes were past the desires. The explanation for the accomplishment of the associations remained the fun factor, which made the players an intriguing and extraordinary experience. The commentators and the pundits specified the progression of the tech monster organization as an amusement changing innovation that can affirm and enlist the ideal individuals.

When it comes to several social media marketing tools used by Accenture, it can be said that Accenture optimizes it’s content over all of its social media accounts through the use of each of the tools highlighted in the previous section. In terms of infographics, Accenture uses infographic content in order to educate the consumers as well as various information seekers regarding the latest trends.
going on in the industry. These infographics summarize the research activity conducted by the firm such as summarizing the Digital Consumer Survey for the other B2B companies (Accenture, 2015). Furthermore, the company complies several case studies regarding its performance as well as the impact of new technologies for the customers and the prospective clients (Accenture, 2018). The company also produces E-books and other PDF documents in order to ensure that information of the company is duly conveyed to the clients and the leads can be generated through it. Lastly, the company is quite famous for conducting the webinars for discussing the opportunities and the challenges new technologies bring up and create for the industry and the B2B participants.

Accenture has been making the use of social media marketing to reach out to its clients and business partners. The company has a good presence when it comes to using social media and social media marketing. Based on the study, the core focus of all the social media marketing efforts is to deliver the company motto i.e. “High Performance: Delivered”. According to the data and insights, Accenture has over 113 social media profiles all across the globe. These include but not limited to the use of Facebook, Twitter handles, Instagram, YouTube, and LinkedIn. Overall, it can be concluded that Accenture has been actively using social media platforms for a variety of reasons. Considering the increased trend in the use of such platforms, it is expected that the interaction, engagement would continue to increase in the near future.

**Huawei**

Huawei made its place among the best organizations inside no time. In recent years, the organization made its image esteem and mindfulness associating with the territorial topic. The organization embraced a system, which contained the charged favors of Malaysia (Van Andel, et. al., 2015). The notice battles the organization made were focused on the nearby Malaysians, which were not locked in just in the item usefulness but rather were centered around the brand mindfulness too. The nearby flavors were acquainted with make buildup and embracement among the neighborhood advertises. The battle won the gold at the market greatness grant in the year 2016 (Van Andel, et. al., 2015. The claim to fame offered in the outdoors was the feeling of the area that associated the focused on gatherings of people to the organization.

The crusade incorporated a few alluring highlights that took the organization to the world pioneer. Top A-rundown big name's coordinated efforts, Large-scale displaying of the more up to date items were the charged best highlights of the organization. The organization achieved the best position
following the system that never included paid media. In spite of the fact that the A-rundown superstars were embraced and the new items were shown on the bigger stages (Van Andel, et. al., 2015). The organization dependably had been following an advertising procedure that included the utilization of the more effective open connection rather than the paid advancements (Van Dijck, 2013). The superstars and the bigger stages simply were an occurrence of the development that the organization connected with them to engage general society (Van Andel, et. al., 2015). The battles composed since the online networking appeared and brought about the outrageous advantage for the organization.

The organization crusade over the online networking incorporated the two-path introduction of the organization over the web-based social networking. The organization battles over the Facebook and the online networking and LinkedIn for their marking and advancement (Van Andel, et. al., 2015). The procedure that the organization appears to take after likewise harmonizes with its confines approach on the paid promotions (Van Dijck, 2013). Clients are permitted to collaborate with the organization by giving the room of the reactions to the items and the administrations that are offered by Huawei (Van Andel, et. al., 2015). The system of the organization over online networking is a gathering occupied with reacting to the issues and the inquiries raised by the groups of onlookers (Van Dijck, 2013). This encourages the organization to get consistent enhancements in their items and the administrations that are offered by Huawei.

In terms of the widely used tools on the social media by the B2B firms for marketing, it was found that other than the guides for its products Huawei does not produce any E-books which cannot be used for marketing purposes as these E-books are for the clients who actually purchase the product. However, the company organizes webinars on a frequent basis in order to conduct discussions regarding various contemporary issues in the tech world such as cloud computing and its applications (Krumdieck & Orchard, 2011). Furthermore, the company also compiles and shares case studies on several topics such as adoption of cloud storage by the firms as well as how Huawei products bring digital transformation to their clients. Lastly, infographics are a big part of the strategy of the firm due to their concise nature of representing the key accomplishments of Huawei.

Over the years, from the continued use of social media channels, it is rather evident that even Huawei is being an emerging player when it comes to using social media marketing. This is due to the fact that brands have recognized that such platforms are ideal to communicate the message to a large pool of audience with better control of the messages and measurement of the results. At the same time, the use of social media platform is cheaper and more controlled than the traditional me-
dia. It is due to such rapid adoption of social media and its marketing, that brands such as Huawei have been successful.

**Lucidpress on LinkedIn**

Though it cannot be classified, as being strictly a B2B brand yet the fact that it serves a large number of enterprise organizations cannot be ignored. The software by Lucid is used in a number of aspects within the enterprises (Lucidpress, 2018). In order to reach the number of business and get them to make the purchase, the brand has found the fact that instead of calling an enterprise to where you exist one should reach out to them where they exist. The organizations are embracing a considerable measure of advertising strategies to build up an association with its potential clients. The methodologies that are utilized by the organizations in the creating association with the clients include showcasing system that concentrations connections like the partners, family, fellowship and so forth. The organization’s attention on making commercials, which are having the capability of being imparted to the companions, families and the associates, is on a rise. The technique is emphatically solid as it shapes the base for a verbal, which is in charge of giving a few quantities of advantages to the organization.

Thinking about online networking for advertising and advancement of a B2B association the scene stays unique. The vast majority of the B2B organizations depend on LinkedIn and different stages while the B2C organizations take after Facebook for their showcasing and advancements in online networking. The 89 percent of the B2B organizations publicize on the LinkedIn (Rynne, 2017) while 76 percent of the B2B organizations utilize Facebook as their showcasing stage through 89 percent of the B2C organizations utilize Facebook and 66 percent of the B2C organizations utilize LinkedIn for their advertising and advancements. Since LinkedIn is a trusted and solid stage for the organizations to make their character among the web-based social networking. The smaller B2B organizations likewise get great acknowledgment and pace once they showcase through a stage like LinkedIn.

Furthermore, being a graphic designing company itself, Lucidpress puts a great deal of attention in using the infographics for the marketing on social media especially LinkedIn. Other than that, the company also involves in organising several webinars in order to educate B2B firms about the power of branding and how Lucidpress can help the firms in achieving their branding goals (Lucidpress, 2018). Thus, out of the tools used on social media for marketing, Lucidpress focuses on using these two tools.

**Novartis on Facebook**
Novartis is one of the largest and one of the most popular pharmaceutical companies. The company has its presence on Facebook as well (Facebook.com, 2018). It is very difficult for a business to express humanity online. The multinational company Novartis spotlights that individual who is working as an intern or has worked as one, to the Facebook page and reaches out to explain the same. The fact that we do the business can promote itself by highlighting the best of employees and doors and have made a difference has been brought forward by the way. The web-based social networking advertising in B2B organizations includes the use of the site design improvement. The website streamlining is a utilized by an organization to expand its accessibility. It furnishes the organizations with the capacity to enhance their positioning on the different web indexes. It has been cited that the online networking promoting gives simplicity to the clients to scan for the organization on the web crawlers like Google, Yahoo, MSN, and Bing. However, the organizations are enlisted in all parts of the online networking advertising the organizations are found to incline toward the site improvement over the fundamental web-based social networking showcasing which includes advertising marking and advancement of their items or administrations on the stages like Facebook, YouTube, Twitter, LinkedIn and so on. This is because of the unprecedented highlights gave by the SEO through which an organization can look and orchestrate their collaboration space with the clients. It gives an elucidating investigation of the information that the clients were recorded were to collaborate with.

**American Express on Twitter**

The company channelizes its resources in promoting the other small business through the support of large enterprises as well as the media channels like Twitter. The company to bring together the two business groups sponsors a special small business strategy Sunday. The web-based social networking advertising system of B2B organizations additionally includes the web-based social networking enhancement highlight. Organizations appear to receive the online networking enhancement highlight to build their rankings over the web-based social networking stages in rivalry to the organizations giving the comparable sort of the administrations and the items (Durkin, et. al., 2013). The online networking advancements, Search motor improvements, showcasing and advancements on the stages like LinkedIn, YouTube, Twitter and Facebook are the promoting methods drifts that the organizations are presently following.

Furthermore, Pulizzi (2012), has highlighted in his research that the tools American Express uses for social media marketing in the B2B industry is quite diverse. The research has highlighted that American Express has been consistently using the webinars in order to interact with the participants.
in the financial industry as well as using infographics to provide key information and numbers to the clients and the stakeholders. Furthermore, the company also compiles case studies in order to highlight various trends and business insights of the industry to the participants and the prospective clients on the social media platforms. Thus, the tools used by American Express are infographics, webinars and the case studies for marketing on social media to B2B organizations.

5.3 Quantitative Analysis: Survey Results Findings and Discussion

The Findings and Discussion section seeks to present the analysis conducted over the surveyed responses gathered during the course of this. Since, the survey questionnaire comprised of Liker based questions, a descriptive as well as Anova and Chi square test has been conducted. The overriding aim of the findings is to identify the number of tools and strategies utilized by companies for B2B marketing purpose. The study has been organized in a way to referring to descriptive analysis, Anova results and Chi square testing, followed the discussion displaying of various secondary researches that have additionally contributed or supported towards the cause of present study.

5.3.1 Descriptive Analysis

On being asked about the value that social media platform creates for B2B marketing purpose, the marketing professional shows tremendous support for these platforms. The responses from the survey are summarised in the table and the graph above which clearly indicates that these marketing professionals in the selected companies recognize the value of social media in B2B marketing. In total, over 77% of these professionals agreed that social media creates value for the B2B firm when used for marketing purposes.

![Figure 3: Social Media use in B2B marketing creates value for the firm](image)
The second further endeavored to ask whether the use of social media marketing in the B2B firms can be as effective as B2C firms. The responses from the survey indicate a huge preference towards the belief amongst the marketing professionals in the selected firms that the use of social media in B2B marketing will be providing similar benefits to the B2B firms as they have provided to the B2C firms. A total of 67% of the marketing professionals agreed to this statement which can be inferred from the graph above. This strengthen the presence of popularity of social media marketing tactics that are easily used for B2B marketing purpose.

![The use of social media in B2B marketing can be as effective as B2C firms](image)

*Figure 4 The use of social media in B2B marketing can be as effective as B2C firms*

Further on being acquainted about the ideology of marketing professionals regarding the use of social media platforms as similar for B2B and B2C firms, the survey further endeavoured to enquire the ways in which the platforms for these two are similar. The marketing professionals for this statement appeared to be somewhat divided as just over 50% of the professionals agreed in total and there were over 33% of the professionals which disagreed. It can be explained by the fact that the strategies used to target end users may not be as effective to target the B2B user. However, the techniques are somewhat converging which can explain the agreement with this statement.
Figure 5 The procedures and techniques used by B2B firms are similar in context to B2C firms in social media marketing

Further, the future prospect of social media as the marketing platform for B2B firms as the marketing professionals were asked whether this method will be adopted more than the traditional methods. The results which can interpreted from the the Figure below reveal that the preferences amongst the marketing professionals regarding the potential of social media is very high in the future as over 75% of the professionals indicated that they would prefer it over traditional methods.

Figure 6 B2B firms are more likely to adopt social media marketing than traditional methods
5.3.2 One Way Anova

Apart from descriptive statistics, the present chapter of findings further intends to present the results of one way Anova regards the tools or marketing strategies utilized by B2B firms at social media platforms. The one way Anova test the differences in the mean perception within the undertaken groups. The present analysis has undertaken 5 different groups, that is, companies namely Accenture, American Express, Huawei, Lucidpress and Novartis. Therefore, the one way Anova test the differences in the opinions of these five companies regarding tools or marketing strategies utilized by B2B firms at social media platforms. As per the below table, the p value describing the significance level has been shown in column second. The null hypothesis for the Anova suggest that there no differences in the opinion across groups. As it can be observed from the below table, p value are significant for only Webinars, Search Engine Optimization and Case study approach, that is, 0.96, 0.00 and 0.049 respectively. This suggest that null hypothesis stating that no differences in the opinion across groups regarding Webinars, Search Engine Optimization and Case study approach can be rejected. In conclusion, it can be suggested that the opinions across companies differs on three strategies for utilizing social media platforms for B2B business.

<table>
<thead>
<tr>
<th>Tools and marketing strategies for utilizing Social Medial Platforms by B2B for marketing purpose</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinars are capable of collecting many segmented leads and the recordings can be used in the promotions and marketing of a company.</td>
<td>.096</td>
</tr>
<tr>
<td>Infographics can be used as an effectively tool to provide a visual form to the information and can attract a lot of media for B2B organizations.</td>
<td>.670</td>
</tr>
<tr>
<td>The use of E-books as a top to bottom information manual helps in B2B consolidation</td>
<td>.983</td>
</tr>
<tr>
<td>LinkedIn is a more popular platform for B2B to market their products and services than Facebook.</td>
<td>.727</td>
</tr>
<tr>
<td>B2B firms prefer using Search Engine Optimization over Social Media Platforms for majority of their marketing activities.</td>
<td>.000</td>
</tr>
<tr>
<td>The popular social media websites are effective platforms for B2B firms to market their products and services</td>
<td>.859</td>
</tr>
<tr>
<td>Optimizing content over different social media platform helps a B2B firms with their overall marketing objectives.</td>
<td>.176</td>
</tr>
</tbody>
</table>
Case Studies as a strategy of social media marketing is successful in promotion as well as profitable for B2B organizations.

### Table 2 Results for One way Anova

<table>
<thead>
<tr>
<th>Tools and Marketing Strategies at Social Media Platform</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross Tabulation</td>
<td>.049</td>
</tr>
</tbody>
</table>

### 5.3.3 Cross Tabulation

In the continuation from the above analysis, the present section has shown the results for Cross tabulation for tools and marketing strategies at social media platform with total experience of respondents in the industry. The motive behind performing the cross tabulation is to reveal the differences in opinions regarding tools and marketing strategies at social media platform across different industry experience. The null hypothesis regarding the cross tabulation that the opinions regarding the strategies is not different across various industrial experience categories that is less than 5 years, 5 to 10 years, 10 to 15 years, 15 to 20 years and 20 years above. The p values has been shown in below table to assess the validity of the null hypothesis. As it can be noticed from the below table, the p values are less only for Infographics and Optimization of Content. That means, the opinion regarding the utilization of Infographics and Optimization of Content are significantly different across various industry experience holders.
5.3.4 Discussion for Quantitative Analysis

The vital distinction in the use of the web-based social networking advertising exists in the technique utilized by the B2B organizations in promoting themselves over the online networking. Although, the belief exist that the procedures and techniques used by B2B firms are similar in context to B2C firms in social media marketing, the procedures that are trailed by the B2B organizations are very different from the B2C organizations. The different systems utilized by the B2B organizations to advertise themselves that are slanting are specified beneath. The assessment of the data gathered from the collection of survey questionnaire from a sample of 30 individuals.

<table>
<thead>
<tr>
<th><strong>Overall experience in the B2B industry</strong></th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinars are capable of collecting many segmented leads and the recordings can be used in the promotions and marketing of a company.</td>
<td>.690</td>
</tr>
<tr>
<td>Infographics can be used as an effectively tool to provide a visual form to the information and can attract many media for B2B organizations.</td>
<td>.043</td>
</tr>
<tr>
<td>The use of E-books as a top to bottom information manual helps in B2B consolidation</td>
<td>.284</td>
</tr>
<tr>
<td>LinkedIn is a more popular platform for B2B to market their products and services than Facebook.</td>
<td>.272</td>
</tr>
<tr>
<td>B2B firms prefer using Search Engine Optimization over Social Media Platforms for majority of their marketing activities.</td>
<td>.275</td>
</tr>
<tr>
<td>The popular social media websites are effective platforms for B2B firms to market their products and services</td>
<td>.172</td>
</tr>
<tr>
<td>Optimizing content over different social media platform helps a B2B firms with their overall marketing objectives.</td>
<td>.059</td>
</tr>
<tr>
<td>Case Studies as a strategy of social media marketing is successful in promotion as well as profitable for B2B organizations.</td>
<td>.705</td>
</tr>
</tbody>
</table>

**Table 3 Results for Cross Tabulation**
The responses collectively suggested that the B2B consolidations appears to utilize varying amount of strategies at social media platform to increase their B2B servicing. Among various popular tools, Webinars, Infographics, Search Engines, Content Optimization, LinkedIn, EBooks and Case studies are found the most preferred strategies by undertaken respondents. Similar results were discussed by the study of Harrysson, Metayer and Sarrazin (2012), where immense focus upon the importance of the social media tools as a form of revenue generating activity for the business organizations under consideration has been given. Further supported by Hays, Page and Buhalis (2013), who presented that the information collected through the social media channels presents the businesses with a window of opportunity for expanding the extent and scope of their businesses. These study has suggested the window of opportunity that social media platforms creates to locate and identify various key stakeholders across these platforms.

In terms of individual account given for identified strategies like Webinars, Infographics, Search Engines, Content Optimization, LinkedIn, EBooks and Case studies, firstly, EBooks can be firstly identified for assessment. The above analysis has shown tremendous amount of agreement over employing EBooks as part of social media marketing strategies. Towards this finding, Oracle, (2011) has stressed that the white paper or the digital book is the essential lead age apparatus for an organization rehearsing the B2B activities. The more top to bottom information is distributed in the digital book of an organization honing B2B consolidation the more it creates the leads from.

Next, popular Social Media websites are further identified as leading source for B2B marketing that these five companies have been undertaking. Towards the same, Saravanakumar and SuganthaLakshmi (2012) in their study presents the results in a similar context wherein they show the incorporation of the social media tools such as Facebook, Twitter, and Linked. In a bid to present the businesses with a competitive edge over the other firms thereby presenting them with an opportunity to enhance the learning capacities as well as educating the consumers with common tools, products, and services being rendered by the firms. Similar results were presented by Varis (2013), who in his study relays the critical nature of the role of social media and the e-books, which in a way relay the critical information of the various aspects of the businesses of the businesses, which is crucial for the B2B firms.

In a similar context, the Infographics are likewise a critical system nowadays that B2B organizations are depending upon. In contrast with B2C organizations, the infographics were discovered a more solid hotspot for the advertising of a B2B organization. The organization's interior information and measurements can be utilized to make a decent infographic, which ought to be a link of producing more fascination towards the media. These results are further substantiated by the study pre-
sented by Järvinen and Taominen (2016), who in their work relay the role of infographics in the context of a business’s success. They present that the nature of simplified information relayed by the infographics relays the facts and figures pertaining to the businesses while presenting the accessor of the information with an ease of accessing and comprehending the information.

Further, indicating towards content optimization option, Hristova and Ag, (2016) shows how content optimization strategies helps building and strengthening the relationship between organization and suppliers. The content optimization helps to show relevant content and focus on product and services information, sharing know-hows and competent demonstrations that helps companies in gaining an upper hand in terms of attractive potential stakeholders. Similarly, the finding regarding Webinars is further supported by the study of Krivonos, (2018), where Companies tends to host an online video-based conference to connect with stakeholders all around the world. Webinars are largely consumers as event marketing strategy for B2B purpose where the targets remains to increase brand awareness, getting valuable contacts, achieving market share and generate leads. In total, while the preferences for the selected social media tools may differ across the B2B and B2C firms, the common factor identified is the relative popularity of the social media channel as a marketing strategy amongst the businesses.

5.4 Discussion

Based on the findings of the qualitative as well as the quantitative analysis the following discussion is being conducted.

The vital distinction in the use of the web-based social networking advertising exists in the technique utilized by the B2B organizations in promoting themselves over the online networking. The procedures that are trailed by the B2B organizations are very different than the B2C organizations. The different systems utilized by the B2B organizations to advertise themselves that are slanting are specified beneath. The assessment of the data gathered from the collection of survey questionnaire from a sample of 30 marketing professionals belonging to the five companies taken as case study. There were a number of themes discussed through the Likert questions asked in the questionnaire in the form of social media marketing, the tools pertaining to online tutoring, infographic use as well as the information services rendered by the firms on their social media platforms.

Throughout the group of responses, the B2B consolidation appears to profit to a great degree from the practices, for example, distributing e-books. The white paper or the digital book is the essential
lead age apparatus for an organization rehearsing the B2B activities. The more top to bottom information is distributed in the digital book of an organization honing B2B consolidation the more it creates the leads from. The digital book ought to be planned demonstrate that it should give a total feeling of the learning and data about the organization with the goal that the pursuers are persuaded to give their own data. It ought to be planned with the end goal that individuals ought to get intrigued to peruse further and out of the intrigue they are should fill their own data. In this way the lead is produced. The lead age is critical for fruitful fuse of a B2B organization. Masterminding and organising webinars additionally benefits a B2B organization. A webinar can fit for gathering a considerable measure of fragmented leads and the chronicles can be utilized as a part of the advancements and advertising of an organization. It spares a ton of time for the organization and starts the business procedure. The reaction age to the webinar session is likewise getting a buildup in nowadays. However, webinars remain an exorbitant strategy for the promotions the reactions and the outcome produced makes a great deal of the income. Similar results were discussed by Harrysson, Metayer and Sarrazin (2012), who in their study stress upon the imminence of the social media tools as a form of revenue generating activity for the business organizations under consideration. Their view is supported by Hays, Page and Buhalis (2013), who presented that the information collected through the social media channels presents the businesses with a window of opportunity for expanding the extent and scope of their businesses. This presents that the business, while incorporating the social media channels in the course of their marketing strategy, tend to instill a specific degree of movement and connect with the general consumers while being able to assess and decipher the movements and interests of the common consumer pool that they tend to have.

In terms of the information rendered through the webinar sessions orchestrated by the B2B organizations, they likewise get the chance to mastermind conceivable partners and the forthcoming clients. The objective client is changed to a client since the webinars create a mission. Saravanakumar and SuganthaLakshmi (2012), in their study present results in a similar context wherein they present that the incorporation of the social media tools such as Facebook, Twitter, and LinkedIn tend to present the businesses with a competitive edge over the other firms thereby presenting them with an opportunity to enhance the learning capacities as well as educating the consumers with common tools, products, and services being rendered by the firms. Similar results were presented by Varis (2013), who in his study relays the critical nature of the role of social media and the e-books, which in a way relay the critical information of the various aspects of the businesses of the businesses, which is crucial for the B2B firms.
In a similar context, the Infographics are likewise a critical system nowadays that B2B organizations are depending upon. In contrast with B2C organizations, the infographics were discovered a more solid hotspot for the advertising of a B2B organization. The infographics will probably pull in the media towards it. The organization's interior information and measurements can be utilized to make a decent infographic, which ought to be a link of producing more fascination towards the media. The nature of the infographic draws in a large portion of the bloggers and initiates them to compose an alluring web journal on the organization. These results are further substantiated by the study presented by Järvinen and Taiminen (2016), who in their work relay the role of infographics in the context of a business’s success. They present that the nature of simplified information relayed by the infographics relays the facts and figures pertaining to the businesses while presenting the accessor of the information with an ease of accessing and comprehending the information.

The online networking showcasing had been a distinct advantage system for the organizations. The online networking showcasing includes advertising by means of the methods for web-based social networking systems and the web-based social networking stages. These stages incorporate different stages like the YouTube, Twitter, and LinkedIn and so on. Different organizations are in an opposition to get their rankings enhanced over the online networking and the web crawlers. The online networking encourages the organizations to set their objective in regards to the geology, socioeconomics and so forth of the groups of onlookers. The procedures that are at present in the patterns for showcasing over the online networking considering particularly the B2B organizations demonstrate a distinction in the joining. The vital contrast includes the utilization of the digital book, webinars, case studies and the infographics. The B2B organizations appear to support showcasing over LinkedIn when contrasted with Facebook. While the preferences for the selected social media tools may differ across the B2B and B2C firms, the common factor identified is the relative popularity of the social media channel as a marketing strategy amongst the businesses.
6.0 Conclusion

Social media is playing a key role in the marketing of products and services to both the B2B clients as well as the B2C clients all across the globe. This has been due to the increasing use of social media all across the globe by people and hence this population serve as a potential target market. The aim of this study was to evaluate and analyze the marketing techniques of the rare and successful B2B organisations that proved to be huge success using the social media marketing. The study comprised of a multiple case study that concentrated over Huawei, Accenture, Novartis, American Express and Lucid Press which are further compared on the basis of the social media marketing techniques they are found to apply through their websites. The key findings of the study are as follows. The social media marketing had been a game changer technique for the companies. Social media marketing is defined in multiple ways and commonly referred to as the use of the platform which makes connection between the brand and the consumers while at the same time providing a channel for user-centered networking and social interaction. Social media marketing includes the use of social media such as Facebook and other platforms for better visibility, better brand building, better sales and better customer service. There are several benefits in the use of social media in marketing. For example, the advantages include the fact that social media marketing allows the companies to fill the traditional marketing voids, it helps a company in bringing loyalty to a brand. At last, marketing through social media provides a company with a huge room for improvement. The social media use has also several disadvantages. For example, it is well known that the social media is ought to kill more time. This involves the time taken in creating a digital, editing and improvement. Furthermore, there is a need for more tangibility in the field of social media marketing. At last, the companies are adopting a lot of marketing techniques to develop a connection with its potential customers.

The social media marketing involves marketing via the means of social media networks and the social media platforms. These platforms include various platforms like the YouTube, Twitter, and LinkedIn etc. Various companies are in a competition to get their rankings improved over the social media and the search engines. The social media helps the companies to set their target regarding the geography, demographics etc. of the audiences. The strategies that are currently in the trends for marketing over the social media considering specifically the B2B companies shows a difference in the incorporation. The strategic difference involves the usage of the e-book, case studies, webinar sessions and the infographics. The B2B companies seem to favor marketing over LinkedIn as
compared to Facebook. The case studies mentioned in the literature review relates to the two most successful and rare companies Huawei, Accenture, Novartis, American Express and Lucid Press. Accenture was found out to develop new and interesting ways to promote their company over social media like arranging recruitment through games. The Huawei seems to follow the traditional method of marketing over social media via LinkedIn. Huawei was seen more concentrating on the public relation making part of the campaigns that helped them to co-relate with the regional customers of Malaysia since the campaign was launched in Malaysia. The campaign was released on the official page of the Facebook that was followed by 44 million people and remained successful. The company was seen following a policy of unpaid advertisements. Though, both the companies show different marketing techniques the commonness in the strategy of the both of the companies show uniqueness in their campaigns conducted.

The procedures that are trailed by the B2B organizations are very different than the B2C organizations and include the use of procedures such as but not limited to B2B consolidation appears, e-books, webinar sessions, case studies and Infographics. Among all the social media platforms which are used by organizations, Facebook and LinkedIn are the most popular. It was also found that the number of companies relying on social media has jumped and there is a significant rise in the inbound traffic through the application of the social media channels. The companies which have been known to implement social media and have been successful include but not limited to Accenture, Huawei, Lucidpress, Novartis on Facebook and American Express.

Furthermore, it was observed that the five selected companies use the tools identified in the literature review in selective manner. For instance, Accenture uses all the four tools such as webinars, infographics, e-books and the case studies in order to promote their products and services as compared to Huawei which does not uses E-books and Lucidpress which uses only infographics and the webinars to showcase the power of branding for the organizations. Lastly, American Express uses the webinars, case studies and infographics to market its product on the social media. Thus, it can be inferred that despite minor differences all the five companies use the same tools for marketing on social media for the B2B activities. Therefore, it can be said that the tools in the B2B industry for social media industry are quite consistent and the social media marketing does create value for the B2B firms just as the case with B2C firms.
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Appendix

Questionnaire for Survey

Q1. What is your age?
   • 18-28 years
   • 29-38 years
   • 39-48
   • 48 and above

Q2. What is your gender?
   • Female
   • Male

Q3. What is your overall experience in the B2B industry?
   • Less than 5 years
   • 5-10 years
   • 10-15 years
   • 15-20 years
   • 20 years and above
Q4. What is your position in the marketing department of your company?
   • Marketing Associate
   • Marketing Assistants
   • Marketing Executives

Q5. What is your experience in your current job position?
   • Less than 5 years
   • 5-10 years
   • 10-15 years
   • 15-20 years
   • 20 years and above

Q6. Social Media use in B2B marketing creates value for the firm
   • Strongly Agree
   • Agree
   • Neutral
   • Disagree
   • Strongly Disagree

Q7. The use of social media in B2B marketing can be as effective as B2C firms
   • Strongly Agree
   • Agree
   • Neutral
   • Disagree
   • Strongly Disagree
Q8. Despite having presence on major social media platforms, the B2B firms prefer using Search Engine Optimisation over Social Media Platforms for majority of their marketing activities.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q9. Optimising content over different social media platform helps a B2B firms with their overall marketing objectives.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q10. LinkedIn is a more popular platform for B2B to market their products and services than Facebook.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q11. The use of E-books as a top to bottom information manual helps in B2B consolidation
• Strongly Agree
• Agree
• Neutral
• Disagree
• Strongly Disagree

Q12. Case Studies as a strategy of social media marketing is successful in promotion as well as profitable for B2B organisations.

• Strongly Agree
• Agree
• Neutral
• Disagree
• Strongly Disagree

Q13. Infographics can be used as an effectively tool to provide a visual form to the information and can attract a lot of media for B2B organisations.

• Strongly Agree
• Agree
• Neutral
• Disagree
• Strongly Disagree

Q14. Webinars are capable of collecting a lot of segmented leads and the recordings can be used in the promotions and marketing of a company.

• Strongly Agree
Q15. The popular social media websites are effective platforms for B2B firms to market their products and services.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q16. The procedures and techniques used by B2B firms are similar in context to B2C firms in social media marketing.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q17. In future the B2B firms are more likely to adopt social media marketing than traditional methods.

- Strongly Agree
- Agree
• Neutral
• Disagree
• Strongly Disagree