

Six fails in B2B

Social Media Selling



1.

Focus too much on selling.

B2B companies can fail at social media selling if they focus solely on promoting their products or services instead of building relationships with their audience. This approach can come across as pushy and turn off potential customers.

2.

Lack of engagement.

Companies can fail at social media selling if they fail to engage with their audience or respond to their comments or messages. This can make their brand seem aloof and discourage potential customers from reaching out.

3.

Inconsistent messaging.

B2B companies can fail at social media selling if they have inconsistent messaging across their social media channels. This can confuse their audience and lead to a lack of trust in their brand.

4. Poor targeting.

B2B companies can fail at social media selling if they are not targeting the right audience for their products or services. This can result in wasted advertising dollars and low conversion rates.

5.

Failure to measure results.

Companies can fail at social media selling by not measuring the results of their social media campaigns. This can make it difficult to understand what is working and what needs improvement.

6.

Ignoring social media best practices.

Companies can fail at social media selling if they ignore social media best practices such as posting consistently, using relevant hashtags, and responding to comments and messages in a timely manner. This can lead to a lack of engagement and reduced visibility on social media platforms.