

THE ROLE OF SOCIAL MEDIA IN THE B2B BUYING PROCESS



By David Verwey,
CCO

Executive Summary

B2B buyers are digital-first, research-driven, and expect seamless, personalised journeys, making social media a vital channel for demand generation and buyer enablement. This article outlines how to utilise B2B social media marketing on social platforms to support discoverability, trust-building, and conversion across every funnel stage using targeted tactics and smart tools.

Discover how to:

Leverage data-backed insights to target prospects through the platforms they frequent most, combining social listening, behavioural tracking, and demographic segmentation

Support each sales funnel stage with channel-specific content strategies, including thought leadership at TOFU, social selling at MOFU, and case studies or decision-support assets at BOFU

Align marketing and sales teams through integrated tech stacks and shared social data, enabling more effective prospect scoring, nurturing, and deal acceleration

Drive post-sale value with onboarding content, referral programs, and CLTV-enhancing tactics focused on community, advocacy, and feedback loops

Explore the full article to discover strategic use cases and actionable guidance for optimising your B2B social media efforts.

B2B social media marketing plays a central role in B2B demand generation, shaping how B2B buyers discover, evaluate, and engage with brands throughout the buying journey. When used effectively, it can:

- **Accelerate brand awareness** through targeted, relevant content
- **Influence decision making** through social proof and engaged communities
- **Enable precise targeting** with behavioural and intent data
- **Drive engagement across all funnel stages**, from initial interest to conversion

At the same time, marketers face ongoing challenges, such as aligning sales and marketing, longer sales cycles, and proving ROI under stricter privacy regulations. To stay competitive, marketers need to focus on cross-functional collaboration, adopt advanced tracking tools, and communicate value through data-driven insights.

Social media content is an important part of the B2B buyer research and decision making process. From following brands to comparing solutions and seeking social proof, these actions are increasingly taking place on social platforms.

This reflects a broader shift in the B2B buying journey, where more independent buyers conduct in-depth research before taking any action. Marketers must ensure the right information is available across the platforms where these buyers are most active.

This article explores how to utilise social media strategically to drive B2B demand and achieve measurable results.

What is social media marketing?

Social media marketing (SMM) is a digital marketing strategy that involves the use of social media platforms, such as Facebook, LinkedIn, and Instagram, to promote a brand. It encompasses activities such as community management, paid advertising, content marketing, and social listening.

This approach centres on the creation and sharing of content to engage with audiences and drive brand awareness and buyer enablement, making social media marketing a core element of demand generation strategies.

[Discover 6 ways to revolutionise your B2B digital experience](#)



B2B social media marketing tactics for each sales funnel stage

Thanks to its immense versatility, social media can be leveraged to support strategies throughout all stages of the sales funnel.

This section explores social media marketing's specific goals in each funnel stage.



Top of funnel (TOFU)

According to the [INFUSE Voice of the Marketer 2026](#) report, the top priority for 64% of marketers is to produce content that establishes brand authority and visibility. As a result, at the Top of the Funnel (TOFU) stage, social media tactics should prioritise brand awareness and [discoverability](#). This can be achieved through a mix of targeted paid advertising, such as boosted posts or demographic-based campaigns, and organic content strategies, including educational posts, engaging visuals, and thought leadership.

Leveraging popular platforms like Instagram, Facebook, and LinkedIn helps maximise reach and visibility. Additionally, using relevant hashtags, partnering with influencers, and participating in trending conversations can amplify exposure to new buyers entering the funnel.

Key TOFU social media tactics include:

- **Run targeted ad campaigns** to reach specific demographics
- **Share valuable, engaging content** to encourage shares and visibility
- **Use hashtags and trends** to increase discoverability
- **Collaborate with influential thought leaders or brand ambassadors** to tap into new communities
- **Focus on consistent branding** to build recognition early in the buying journey

Best practices for using social media marketing for TOFU

Leverage your audience's preferred social media platforms, using behavioural data and platform analytics to ensure maximum reach and relevance from the first interaction, including on Answer Engines.

[Learn how to get started with demand generation for the top of the funnel](#)



Middle of funnel (MOFU)

At the Middle of the Funnel (MOFU), your social media marketing strategy should shift toward education, engagement, and trust-building with already-aware prospects. This is also the right time to multi-thread stakeholders, engaging multiple decision makers or influencers across different roles in the buying process to aid them in their research and consensus-building.

The majority of buyers purchase from a vendor on their day one shortlist. The goal, therefore, is to enable buyers and build trust whilst respecting their preference for independence and self-discovery.

Key MOFU social media tactics include:

- **Segmented content for multiple stakeholders** relevant to each role
- **Educational content** for deeper engagement
- **Prospect generation campaigns**
- **Community engagement**
- **Remarketing and retargeting**
- **Multi-threading through social listening and DMs**

Best practices for using social media marketing for MOFU

Favour a personable tone. Personalised, human-centred (H2H) messaging can build trust and deepen engagement.



Bottom of funnel (BOFU)

At the Bottom of the Funnel (BOFU), social media efforts must shift to conversion support, helping prospects validate their decision, align stakeholders, and commit with confidence. This stage is ideal for reinforcing trust, addressing final objections, and engaging buying committees or champions who need to justify the decision internally.

Key BOFU social media tactics include:

- **Conversion-focused content**
- **Sales-aligned engagement**
- **Personalised social selling**
- **Confidence-boosting signals** to mirror trust and credibility
- **Time-sensitive offers or reminders**
- **Internal enablement tools** that buyers can forward internally to win consensus

Best practices for using social media marketing for BOFU

Utilise a robust and up-to-date tech stack. AI-driven tools can help track high-intent behaviours, score prospects, and optimise offers based on real-time data.

ELEVATE YOUR BRAND WITH DATA-DRIVEN CONTENT EXCELLENCE

Reach out to design content strategies that captivate your audience and amplify your brand's impact across all platforms.

[Get in touch](#)





Post-sale stage

Once a deal is closed, social media can play a powerful role in the post-sale [client journey](#), fostering product adoption, strengthening the relationship, and turning clients into advocates. At this stage, the focus shifts from conversion to engagement, education, and evangelism.

Social media can also be utilised to kickstart upsells or cross-sells for other products or services, enhancing [client lifetime value \(CLTV\)](#).

Key post-sale social media tactics:

- **Onboarding and product education**
- **Client spotlights and recognition**
- **Community activation** to encourage peer-to-peer sharing and feedback in comments or live events
- **Feedback loops**
- **Advocacy and referral programs**
- **Executive and account-based engagement**

Best practices for using social media marketing for post sale

Measure and optimise. Always track performance across funnel stages and adjust demand prospects to stay effective in dynamic markets.

[How to drive CLTV to increase ROI](#)



What are 9 strategic uses of social media marketing?

These are some of the most effective ways to leverage social media marketing in your demand generation strategies:

1 Prospect nurturing

Social media is a powerful tool for prospect nurturing, enabling brands to meet buyers where they are, with the right content at the right time. As platforms evolve, social channels offer scalable ways to deliver [personalised content](#) through both paid and organic means, while facilitating two-way engagement that strengthens trust and brand affinity.

Integrating social media with a broader, [omnichannel nurture strategy](#) helps reduce prospect fatigue by balancing message frequency and format across channels. This gives prospects greater autonomy to shape their own buying journey, ultimately enhancing the client experience and laying the foundation for advanced tactics like unified omnichannel orchestration.

[Read our Definitive Guide to B2B Lead Nurturing to drive conversions with high-performing nurturing cadences](#)



2 Multichannel and omnichannel strategies

As single-channel marketing strategies continue to lose effectiveness, a shift toward multi-platform engagement has become essential. Two core approaches define this evolution: multichannel and [omnichannel marketing](#).

While both strategies involve engaging prospects across various platforms, the structure and intent behind them differ:

- **Multichannel marketing** manages each channel independently, but messaging remains the same
- **Omnichannel marketing** takes a unified, buyer-first approach, delivering personalised, consistent experiences that flow seamlessly across all touchpoints

Social media plays an integral role in both strategies. Its extensive reach and versatility make it a dynamic channel for engagement, while its real-time, interactive nature helps unify the buyer's journey across platforms, making it a key pillar for both diverse and integrated campaign strategies.

Decide on the right strategy for you with our guide: [Omnichannel Marketing vs. Multichannel Marketing](#)



3 Social listening

Social listening is the process of monitoring, analysing, and extracting insights from conversations happening across social media platforms. These conversations may reference your brand, your industry, competitors, and broader topics relevant to your market. Social listening is a core component of any [buyer-centric marketing strategy](#).

To make it effective, start by identifying the right keywords, topics, and hashtags to track. Align these with your buyers' demographics, behaviours, and interests to ensure relevance and context.

When done consistently, social listening helps uncover:

- Brand perception and evolving sentiment
- Buyer preferences, pain points, and concerns
- Trending topics driving engagement in your space
- Optimal content timing, format, and channel selection

Ongoing analysis ensures you stay in tune with shifting behaviours and expectations. It also enables you to adjust content and demand strategies based on current, real-world conversations, keeping your messaging timely, relevant, and impactful.

4 Enabling sales teams

Effective [alignment between marketing and sales](#) remains critical for improving conversion rates and accelerating deal velocity. This collaboration increasingly depends on the smart exchange of insights and content between both teams.

SDRs offer valuable frontline intelligence based on real conversations with prospects. These insights can inform marketing strategies, refine messaging, and help identify emerging needs or objections.

At the same time, marketing teams should use data from social listening and other feedback mechanisms to equip sales teams with timely, relevant content. This includes thought leadership, case studies, competitive positioning, and industry-specific messaging that supports deeper engagement.

When sales teams are consistently supported with targeted assets and strategic insights, they are better positioned to keep prospects engaged, nurture consideration, and guide them through the buying journey.

The rise of social selling

Social selling is a sales strategy in which sales teams leverage social media platforms to build relationships with prospects and clients. As these networks become increasingly ingrained in our daily lives, social selling offers SDRs the ability to reach prospects directly, wherever they may be, while also helping to avoid the complexities associated with buying lead lists, which often fail to deliver ROI due to outdated and unqualified contacts.

In addition, as buyer behaviour continues to evolve, we must consider the undeniable changes in the way we approach buying. Today, brand familiarity is essential for vendor selection. According to [Outlook](#), 33% of buyers see brand familiarity as very influential in their final decision. As a result, we see 60% of marketers prioritising brand awareness.

These factors highlight the importance of leveraging social media networks as channels in all sales strategies, catering to the evolving needs and preferences of buyers. For this reason, social selling has the potential to overcome cold calling as an outreach tactic, making the sales process more personal and convenient.



Mukesh Rajpurohit

VP APAC

5 Community building

Building a community around your brand is a long-term strategy that delivers compounding value. While it requires ongoing effort, strong brand communities help maintain engagement with both clients and prospects, leading to higher-quality leads, increased retention, and expanded referral activity.

A well-established community also contributes to brand visibility, deepens client loyalty, and serves as a valuable source of real-time feedback. This feedback can uncover meaningful insights about buyer preferences, frustrations, and emerging needs.

Social media platforms are ideal for cultivating these communities. Success goes beyond responding to comments and depends on fostering genuine conversations, encouraging peer interaction, and creating shared value.

Tactics that support this include:

- Highlighting and amplifying user-generated content (UGC)
- Encouraging social proof through testimonials or shared experiences
- Launching referral and gifting campaigns that incentivise sharing
- Sharing behind-the-scenes, educational, or interactive content

6 Thought leadership

Thought leadership remains one of the most effective ways to build trust and credibility, especially for emerging brands. Dark funnel buyers trust thought leadership content and lean towards vendors producing quality thought leadership.

LinkedIn is the recommended social media channel for this type of content.

To maximise impact, thought leadership should be shared not only through brand channels but also through the personal profiles of company leaders, salespeople, and subject matter experts. When team members actively develop personal brands and share experience-based content, they reach unique segments of your audience and reinforce their expertise.

This individual amplification helps extend the reach of brand messaging while creating a more authentic and trustworthy presence. It also encourages a culture of collaboration when teams engage with each other's posts and contribute to online conversations.

[Discover how to create and leverage high-performing thought leadership content](#)



7 Partner marketing

Partner marketing involves collaborating with trusted subject matter experts who hold influence within their professional networks, including active social media presence. In B2B, these partners are often respected industry voices known for their unique insights, thought leadership, and ability to engage niche audiences across various social media platforms.

Successful partnerships should be built on a clear understanding of the partner's audience, social media reach, and credibility. It is important to identify individuals who not only have authority in your target industry but also maintain strong, authentic engagement with their communities online.

Once a partnership is in place, provide well-defined expectations and transparent collaboration terms. This includes the content creation process, messaging guidelines, and campaign goals, ensuring alignment with social media strategies. Stay closely aligned throughout the campaign by offering support, updated assets, or strategic feedback as needed to optimise both social media and overall performance.

8 Paid media advertising

Paid media on social platforms remains one of the most efficient ways to reach and convert targeted audiences at scale. Most platforms now offer robust advertising solutions that allow brands to move beyond their existing followers and target new, high-intent users aligned with their [ideal client profile \(ICP\)](#).

With targeting features based on demographics, behaviours, interests, and custom data inputs, brands can serve content designed to engage specific buyer personas, increasing the chances of qualified engagement and conversion.

Paid advertising also plays a strategic role in deep-funnel demand programs. Through tools like tracking pixels and cookies, marketers can retarget users based on where they are in the buying journey, reinforcing messaging with content that addresses their current decision making stage.

Many platforms support programmatic marketing, which uses real-time bidding to dynamically purchase ad placements. These systems evaluate user profiles, match them with appropriate ad inventory, and bid automatically, optimising performance and cost-efficiency.

Programmatic advertising generates detailed performance data, which allows marketers to refine targeting, improve creative, and increase return on ad spend (ROAS). As a result, it pairs especially well with performance marketing strategies that prioritise measurable outcomes like:

- Cost per click (CPC)
- Cost per acquisition (CPA)
- Click-through rate (CTR)
- Conversion rate

[Unlock ROI from your demand programs with predictive scoring](#)



9 Hashtags

Hashtags serve as tools for content categorisation, discoverability, and Answer Engine Optimisation (AEO). When used strategically, they help algorithms and AI-powered search tools accurately interpret the context of your content, increasing its visibility in answer-driven results. This makes hashtags an important factor in helping your content surface when buyers ask natural language questions across platforms.

B2B marketers should focus on using a small set of highly relevant, industry-specific hashtags that align with buyer interests, search behaviours, and campaign themes. Branded hashtags can also be used to organise content and track engagement. To maximise impact, monitor performance regularly and adapt based on what audiences engage with, and what answer engines prioritise.

[Engage buyers with content that is ready to drive interest and awareness](#)



Example B2B social media marketing campaign

WorkSafe, a B2B provider of personal protective equipment (PPE) and facility compliance assessments, aimed to elevate its demand generation efforts through a data-driven social media campaign.

The campaign framework was structured as follows:

Strategy	Description
Audience research	WorkSafe used advanced listening tools to segment audiences and identify trending topics like worker mental health for targeted messaging
Expanding reach	They grew reach with AEO-optimised posts, influencer partnerships, and CSR content across the platforms their audience prefers
Community building	Thought leadership and live sessions fostered meaningful engagement, enabling buyers with content-led conversations
Accurate cadence mapping	Prospect scoring and intent signals powered platform-specific nurture cadences mapped to the buying journey
Sales enablement	Sales teams received account-specific insights and modular content to personalise outreach and drive conversions
Analysis	Post-sale content, feedback loops, and social support optimised onboarding and informed product development
Referrals	A referral program with client testimonials encouraged peer sharing, feeding demand generation through community trust

Key takeaways

Use social media marketing (SMM) strategies to enhance your brand's visibility and engagement throughout the buyer's journey.

- **Conduct buyer persona research** using demographic, behavioural, and social listening insights to shape segmentation and content relevance
- **Distribute content across preferred platforms** to maximise discovery, adoption, and engagement at each stage of the buying journey.
- **Build credibility and trust** through thought leadership, CSR posts, and interactive social communities
- **Enable sales teams** with buyer insights and ready-to-use social content that reflects evolving buyer pain points
- **Deliver targeted ads and retargeting campaigns** to convert high-intent prospects and progress them through the funnel
- **Maintain engagement post-sale** by using social to onboard, educate, gather feedback, and spark referral growth

MAXIMISE DEMAND OUTCOMES WITH PERSONALISED CONTENT STRATEGIES

Contact us to craft B2B content marketing programs that drive unparalleled engagement and demand amongst your key buyers

[Get in touch](#)



B2B Social Media FAQs

What are the best strategies for B2B marketing on Facebook?

Leverage Facebook's robust targeting tools for paid campaigns, especially Lookalike Audiences and behavioural segmentation. For organic efforts, use educational content, client success stories, and event promotions. Community groups and retargeting ads can also support mid-to-late funnel engagement.

What are some best practices for B2B social media marketing?

B2B social media best practices include:

- Aligning content to specific funnel stages (TOFU, MOFU, BOFU, and post-sale)
- Using personalised, relevant content to target decision makers
- Integrating social listening tools to monitor sentiment and improve responsiveness
- Tracking and optimising campaigns using social performance data
- Encouraging both team member advocacy and client referrals

What are the most effective social media strategies for B2B companies?

- Content segmentation tailored by persona and funnel stage
- Thought leadership posts to build authority at TOFU
- Social selling at MOFU through direct engagement and community interaction
- Case studies, demos, and trust-building assets at BOFU
- Post-sale nurturing, including onboarding, client spotlights, and referral programs

How can B2B businesses improve their social media marketing goals?

- Define measurable KPIs tied to funnel stages (e.g., reach, engagement, MQLs, conversions)
- Use behavioural and intent data to refine targeting
- Enable collaboration between marketing and sales teams using shared insights
- Test and iterate creative based on audience engagement
- Focus on delivering consistent value to prospects across the buyer's journey

How important is social media in a business-to-business (B2B) context?

Social media is essential for B2B buyer enablement, trust-building, and discoverability. It allows organisations to meet self-sufficient buyers earlier in the journey and nurture them with relevant, personalised content that shortens the sales cycle and boosts conversions.

What role does a B2B social media strategy play in demand generation?

A B2B social strategy supports every phase of the buyer's journey, from brand awareness to deal closure and retention. It enhances visibility, nurtures intent with engaging content, and creates community-driven advocacy that fuels long-term growth.

Which social media platforms are most effective for B2B marketing?

LinkedIn remains dominant due to its professional network, targeting capabilities, and thought leadership opportunities. Facebook and Instagram are also effective for broader reach and visual storytelling. Platform selection should align with where your buyers actively engage.

What are some examples of post-sale social media strategies for B2B companies?

- Share onboarding resources and how-to guides
- Highlight client success stories and testimonials
- Facilitate community discussions and collect feedback
- Promote advocacy programs and referrals
- Use executive social accounts for high-touch engagement

What metrics should B2B companies track to measure social media success?

Track engagement (likes, shares, comments), lead quality and quantity, funnel progression, conversion rates, client sentiment, and [client lifetime value \(CLTV\)](#). Adjust tactics based on performance at each funnel stage.

Can INFUSE help me with B2B social media marketing?

Yes, INFUSE can support B2B social media marketing by using intent data and buyer personas to inform content strategies, optimise targeting, and generate higher-quality prospects through paid and organic campaigns. [Chat with a member of the team today.](#)

INFUSE



Salisbury House,
29 Finsbury Circus
London EC2M 5SQ

INFUSE.co.uk
info@infuse.com