

*Social*

# HOW TO CHOOSE THE RIGHT B2B SOCIAL MEDIA CHANNEL

## How to Choose the Right B2B Social Media Channel

You need to be in the right place, at the right time to converse with the right people, to take advantage of social media channels. Not every channel may be suitable for your brand or business. The key to successfully using social media channels is to have a focused approach, by using only those channels to engage your audience effectively.

### YOU NEED TO...

Speak the language

In places where people want to listen

Educate and inform

In places where people want to learn more

Entertain and attract

In places where people want to play



## Identify which social media channel works best for you:

Social Media Channel	Popularly Used For	What You Need To Do	Best Used For
LinkedIn	Business networking	<ul style="list-style-type: none"><li>• Share informative content. Thought leadership insights and professional development content resonates best.</li><li>• Connect with business professionals</li></ul>	Building a relevant business network
Facebook	Building a community around brands	<ul style="list-style-type: none"><li>• Provide content that can be liked and shared.</li><li>• Interact with consumers in real time.</li><li>• Use promoted posts and targeted ads for promotion.</li></ul>	Improving customer engagement
Google+	Brand building and gaining exposure	<ul style="list-style-type: none"><li>• Connect Google+ Pages and profiles with your website to widen reach</li><li>• Integrate Google+ with YouTube and Gmail to build credibility</li></ul>	Improving SEO
Twitter	Creating brand awareness and increasing follower base	<ul style="list-style-type: none"><li>• Provide relevant and informative content</li><li>• Interact in real time with consumers</li><li>• Promote tweets and trends</li></ul>	Improving customer engagement
YouTube	Broadcasting content	<ul style="list-style-type: none"><li>• Create a theme</li><li>• Add regular updates</li><li>• Use targeted video ads Social Media</li></ul>	Driving traffic

## Social Media Appending

Besides using the right social media channel, you need to use a social-verified database of your customers to ensure success of your campaigns through various touch points. By using social media appending, you get to update your single-channel customers to valuable multi-channel customers and choose the best social media channel to reach out to your customers and engage them better.

Lake B2B not only provides Social Media Appending on your existing database, we also provide you with social media contacts of your target audience. Drive your social media marketing ROI.

[Get to know how](#)

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Lake B2B has been in business for over 13 years with the objective of providing accurate global B2B database to companies irrespective of their sizes and revenues. Since then, over 450 clients have used our leads to reach prospects, acquire customers, and run marketing campaigns.

Lake B2B is a leading provider of data management services, list solutions, and customer data insights. We provide data centric solutions to a wide range of business-to-business companies. Our focus over the years has been on improving the efficiency of marketing campaigns, driving more revenue, and increasing profitability of sales and marketing teams in organizations.

