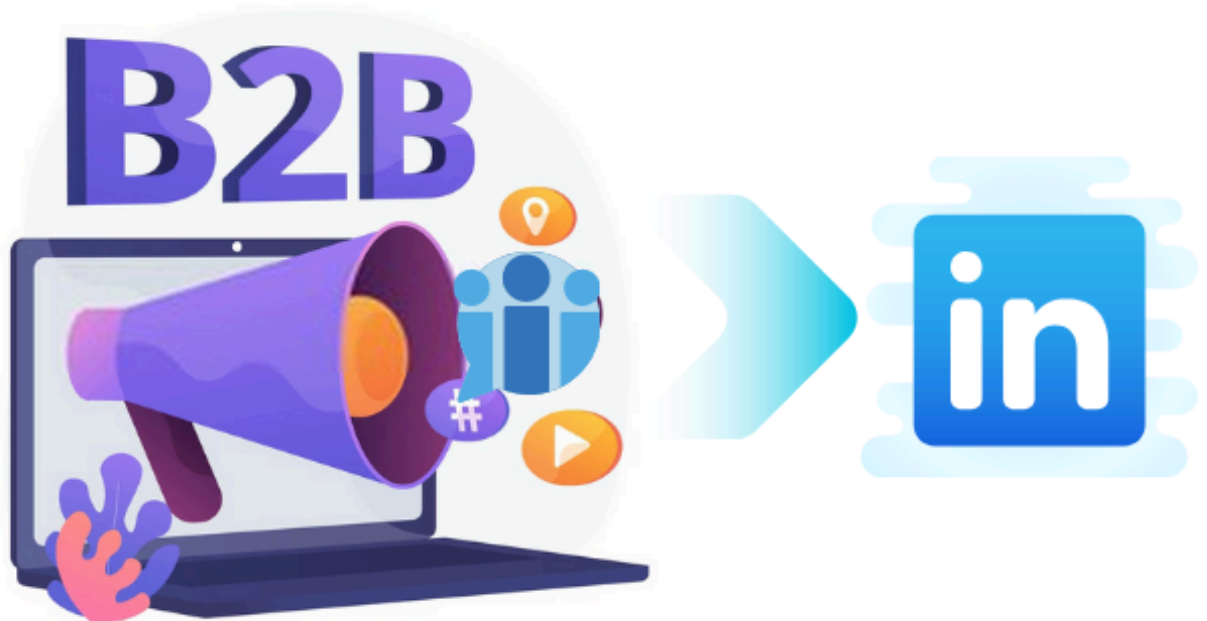




LinkedIn: The latest Social Media Super-hero to B2B Businesses



LinkedIn: The latest Social Media Super-hero to B2B Businesses



Your business is as effective as your marketing strategy. We live in an era where businesses that are able to showcase themselves are thriving. Monopoly and oligopoly are increasingly becoming extinct phenomena. Every business is under cut-throat competition and bracing is the only way out. Marketing strategies are evolving rapidly and constantly. Marketers come up with new terms and tools almost daily. Gone are the days where buyers contacted the sellers

to seal the deals, now is the time of direct outreach with the help of lead generation and [data mining](#). Customers are now treated as supremely as possible and sellers leave no stone unturned to incentivize the buyers in order to convert them.

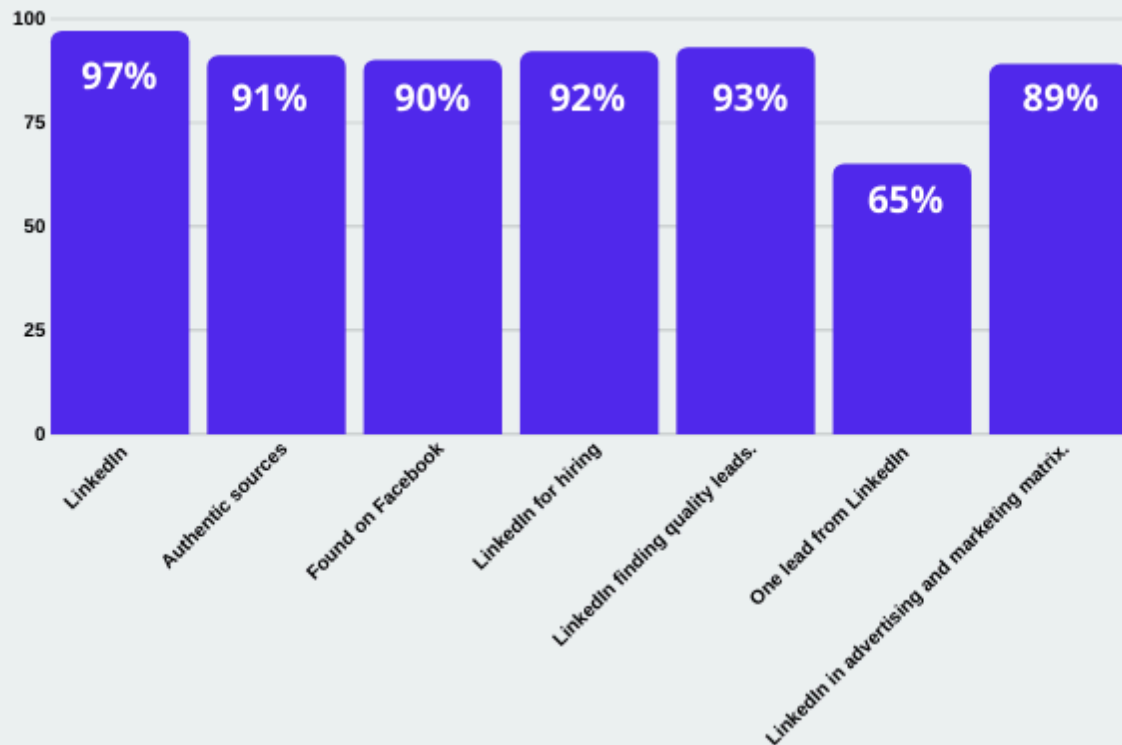
Now the logical question that must be coming into your mind is: what social media has to do with marketing and [lead generation](#)? Well, social media is used by marketers as a prominent tool to generate leads, building brand awareness and direct outreach.

So maybe the purpose of different social media platforms is to connect the people across the globe, it has several other long term implications or usages as well; with lead generation being one of them. Nowadays, people are so “out there” i.e. people are using so many different social media platforms to express their views, ideas and agendas. This led marketers, identify the potential of social media platforms as an excellent tool for lead generation and information gathering.

Also Read: [10 Ways Guaranteed to Help your B2B Lead Generation Efforts](#)

When we talk about the B2B space where the customer band is already very refined and narrow, LinkedIn emerges out as a clear winner in the game of lead generation and social outreach. Thus, we can call Linked-in as the latest social media superhero to B2B Businesses.

Now, before we dwell further into HOWs and WHYs let's get few things straight by looking into these stats:



1. 97% of B2B marketers use LinkedIn for content marketing.
2. According to a recent poll, 91% of marketers claim LinkedIn as one of the authentic sources to find quality content.
3. Out of every 3 professionals in the world, one can be found on LinkedIn.
4. 90% of LinkedIn users can also be found on Facebook.
5. 92% of Fortune 500 companies use LinkedIn for hiring and content marketing.
6. 93% of B2B marketers consider LinkedIn to be the best place for finding quality leads.
7. 65% of B2B companies have acquired a minimum of one lead from LinkedIn so far.
8. LinkedIn generates more leads for B2B marketers than Facebook, Blogging and other social media platforms.
9. LinkedIn is the most trusted among all the other platforms for lead generation for B2B companies.
10. 89% of B2B marketers have included LinkedIn in their advertising and marketing matrix.

Now that's called some number churning. Right?

So why is LinkedIn, the modest and strictly professional social media platform garnering so much attention from the B2B marketers?

LinkedIn is an Excellent tool for Content Sharing:



LinkedIn is a rising star when it comes to content sharing with its popularity only going uphill each day. LinkedIn has over 600 million users and yes we can say that it's a huge audience. LinkedIn is used by professionals and this fact increases the credibility of the content shared on LinkedIn. LinkedIn is thus an excellent tool for content sharing. All large to small scale companies are now using LinkedIn as a medium of sharing content and attract prospects.

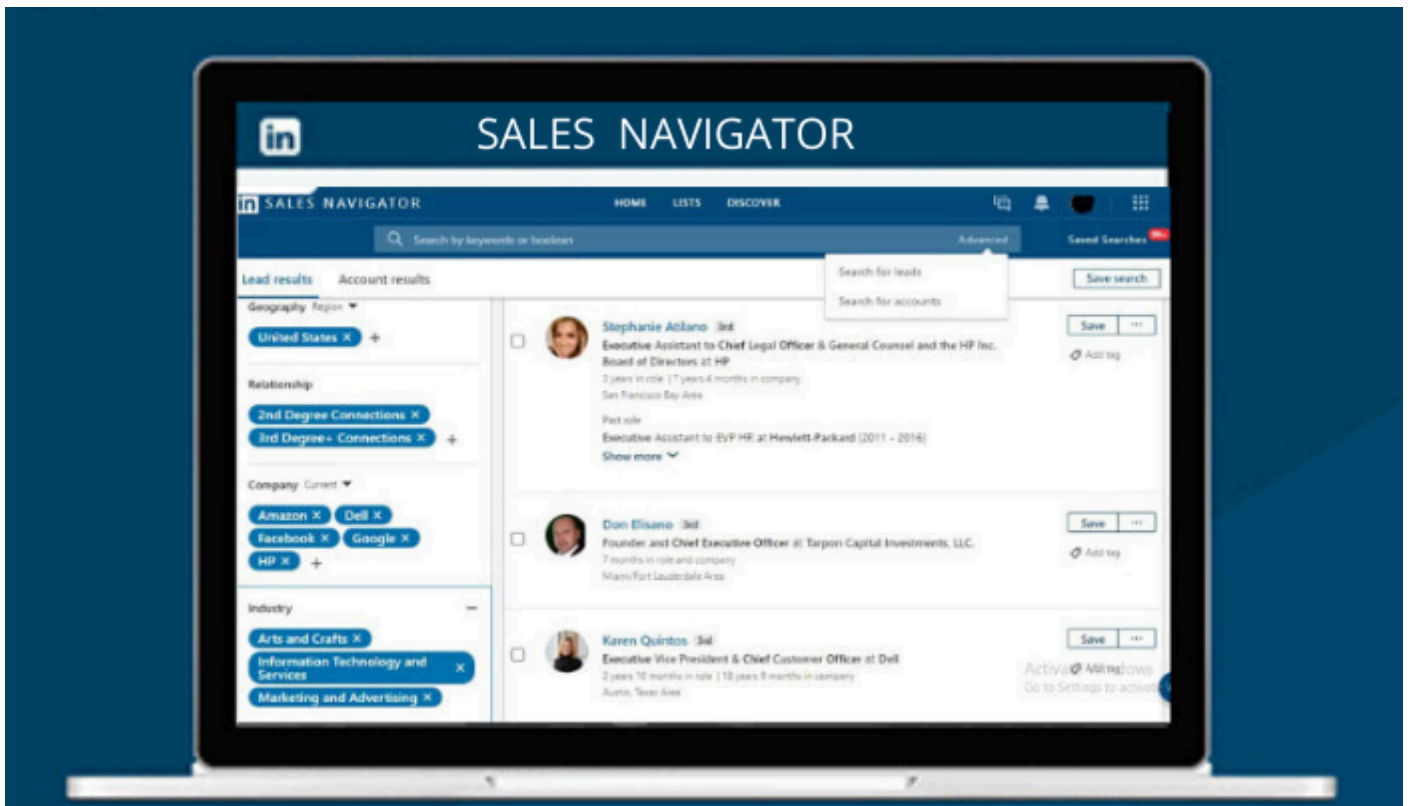
LinkedIn is a complete Ecosphere for all types of industry professionals:



LinkedIn is used by all types of industries irrespective of their domains. We can, therefore, call LinkedIn a complete ecosphere where all types of industry professionals co-exist. Obviously, this makes LinkedIn an ideal platform to share ideas and go beyond the limitations of a particular industry-type. A lot of business professionals share their ideas on LinkedIn, making it a perfect place for a B2B marketer. B2B marketers are always hunting for like-minded people and prospects and LinkedIn makes this task easier and time-efficient.

Also Read: [How B2B sales have evolved in the past 10 years](#)

LinkedIn is the best tool for lead generation:



With LinkedIn's Sales Navigator lead generation task becomes fairly easy and smooth. It's a premium feature offered by LinkedIn where you can find leads by applying various available filters such as industry type, job title etc. LinkedIn is the only social media platform that provides a feature like Sales navigator. B2B marketers find this feature too enticing to be missed out on. So, LinkedIn is quite popular at generating leads with the help of sales navigator.

Also Read: [B2B Lead Generation: A Complete Guide](#)

LinkedIn provides relevant information about leads:



LinkedIn provides relevant information about leads as it contains personal as well as professional information about them. Since LinkedIn is a professional social media platform, leads often showcase their skill sets, job experience and other information which could be crucial for any marketer. Therefore, LinkedIn is an excellent tool for information gathering and lead prospecting.

LinkedIn as a brand-building tool:

We are already in a market full of gold and the only to shine is to become a diamond. Brand building is quite difficult at this time as new companies are born every day, every hour or maybe every minute on a global front. LinkedIn can be used as a brand-building tool because of its wide outreach and professional attitude. LinkedIn restricts unnecessary advertisements and allows the company space to breathe in. Companies use LinkedIn to build a brand name for themselves.

Now that we have answers to our WHYs let's understand:

How does LinkedIn become Social Media Superhero to B2B Businesses?



LinkedIn offers Advanced Search and ad targeting functions:

With LinkedIn's advanced search and ad targeting functions, you can filter leads on the basis of job title, industry type, demographics among others. When you have a premium LinkedIn account, you get to enjoy many salient features offered by LinkedIn to facilitate and grow businesses online. B2B marketers use LinkedIn for a variety of purposes like lead prospecting, lead generation and content sharing.

LinkedIn lets you become part of various Groups:

LinkedIn has a compelling feature called groups. You can join relevant groups in order to remain posted about the latest trends and developments in your business. You might as well create your own group to position yourself in the market and generate leads. LinkedIn's group feature is one of the most widely used by B2B marketers and the best part of this feature is that it is free!

LinkedIn even lets you save your searches!

LinkedIn lets you save your searches and go through it to gain useful insights. Whenever you use the advanced search feature, LinkedIn also allows you to save them for later. Now the

B2B marketers will only have to create an advance search permutation once and then use it again as and when required. So the save searches option saves quite some time and energy of the B2B marketers.

LinkedIn lets you publish Content:

LinkedIn allows you to publish content on their website. Many companies especially the B2B companies use LinkedIn as a content sharing platform. LinkedIn is responsible for driving traffic with the help of content posted on their website. So LinkedIn is used even by the fortune 500 companies as a medium to share content.

LinkedIn offers features like Inmail and Sales Navigator: So why is LinkedIn, the modest and strictly professional social media platform garnering so much attention from the B2B marketers?

A salient feature offered by LinkedIn is the Inmail. Inmail is a premium feature that lets you message people who are not in your contact list. With the help of Inmail, you can directly connect with your prospect without their accepting your invitation to connect. B2B marketers most often use this feature to connect with leads. Along with Inmail, LinkedIn also offers Sales Navigator which is an excellent tool to find and generate leads. Advanced search option is encapsulated in the Sales Navigator feature.

Conclusion

Thus, we can say that LinkedIn is undoubtedly the Superhero to B2B Businesses. LinkedIn provides many features and lets you connect with your targeted leads very easily. The team of data experts at [BizProspex](#) collect B2B leads using online professional platforms such as LinkedIn, CrunchBase, and numerous other trustworthy online platforms. This makes our list building service, [skip tracing services](#), [data appending](#), [data scrubbing](#), [web scraping services](#), [email appending](#), [email data validation](#), [email verification](#), [email address validation](#), [data verification](#), [address search](#), [data mining services](#) much more effective for your purposes. [B2B Lead generation](#) is, therefore, a crucial task. We at BizProspex, let you find quality leads as we are well experienced and qualified for this mammoth of a task. B2B companies use LinkedIn for a myriad of purposes. We let them make a smooth transition when

they are looking for generating leads through LinkedIn. To know more about us and what we do, you can contact us directly.