



Social Insights Report: How B2B Marketers Engage on Twitter

A special report from Leadtail

In collaboration with:



Introduction

Despite all the technology available, your ability to reach, engage, and influence B2B marketers is still limited. While buyer personas, surveys, and search marketing data can get you in the ballpark, we believe social media insights are now a “must-have” for understanding these decision makers in a way that becomes truly actionable.

With that in mind, we developed this report: *“How B2B Marketers Engage on Twitter”*, to provide social media insights into the patterns and behaviors of B2B marketing decision makers. Using Leadtail’s Social Insights technology to analyze data from Twitter, this report reveals insights about B2B marketing executives to help you answer questions such as:

- ▶ How do B2B marketers describe themselves on the Social Web?
- ▶ Which social networks are B2B marketers active on?
- ▶ What topics are they talking about?
- ▶ Which media sources are these marketing professionals consuming and sharing?
- ▶ Who are the most influential vendors and people with B2B marketers?

Armed with these social media insights, you can now take a more informed look at your strategy for reaching, engaging, and influencing B2B marketing professionals, and getting them to take the actions you care about most.

Methodology and Data Set

The methodology the Leadtail team used in analyzing the data is as follows:

1. Identify B2B marketers active on social media based on criteria such as job function, seniority, geography and company type to create the target audience sample.
2. Use the Leadtail Social Insights technology to extract insights around key activities, such as what links are shared, who is mentioned and retweeted, popular hashtags, popular platforms used to share content, etc.
3. Review, analyze, and package these insights into periodic reports.

The specific data set analyzed for this report includes:

- ▶ 500 North American B2B marketers (manager level and above)
- ▶ B2B Marketers working in the areas of: Online marketing, Content Marketing, Demand Gen/Lead Gen, Social Media, Strategy, and Community.
- ▶ Total of 113,039 tweets, and 70,245 shared links.
- ▶ Tweets published between June 1, 2013 – August 31, 2013.
- ▶ Total follower reach: 1,156,532; median # of followers per marketer: 894

Key Takeaways

- ▶ B2B marketers are business leaders focused on curating a social media presence that showcases their skills, relationships, and expertise.
- ▶ Social media, content marketing, big data, and mobile are active, top-of-mind conversation topics for B2B marketers.
- ▶ B2B marketers consume Industry Media to stay up to date and informed, making it a key channel for reaching these decision makers.
- ▶ B2B marketers engage heavily with content from an elite group of vendors, creating both opportunity and challenges for other vendors that want to influence the conversation.
- ▶ B2B marketers actively engage with those they consider thought leaders - whether those are people or vendors.

Who Are These B2B Marketers?

Where Are They Located?

Our B2B marketers data sample comes from North America - primarily the U.S.



Based on the location provided in the B2B marketers' Twitter profiles.

How Do They Describe Themselves?

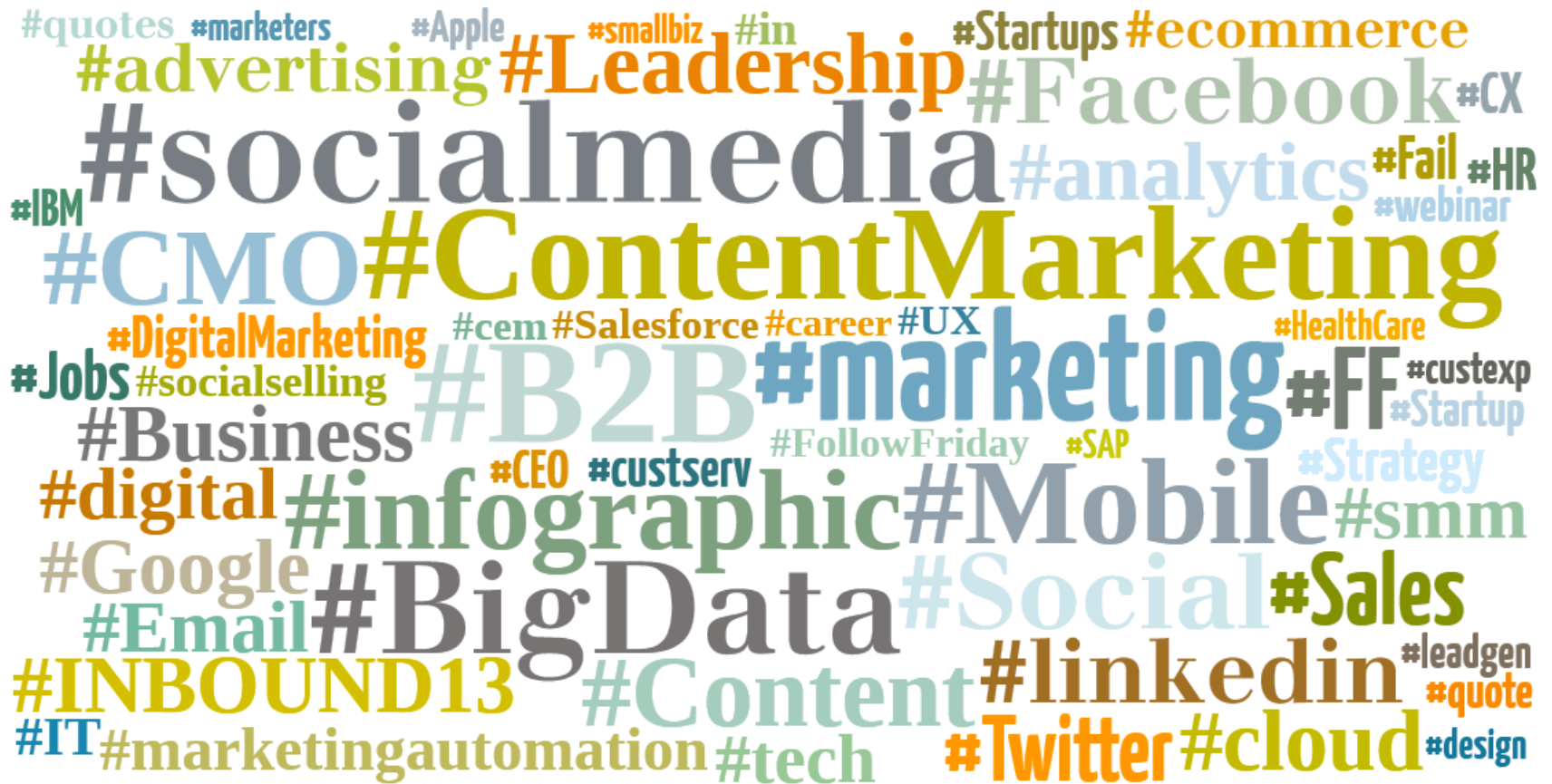
The way these marketing professionals describe themselves on Twitter reveals keywords that can help you reach and engage them across the Social Web.



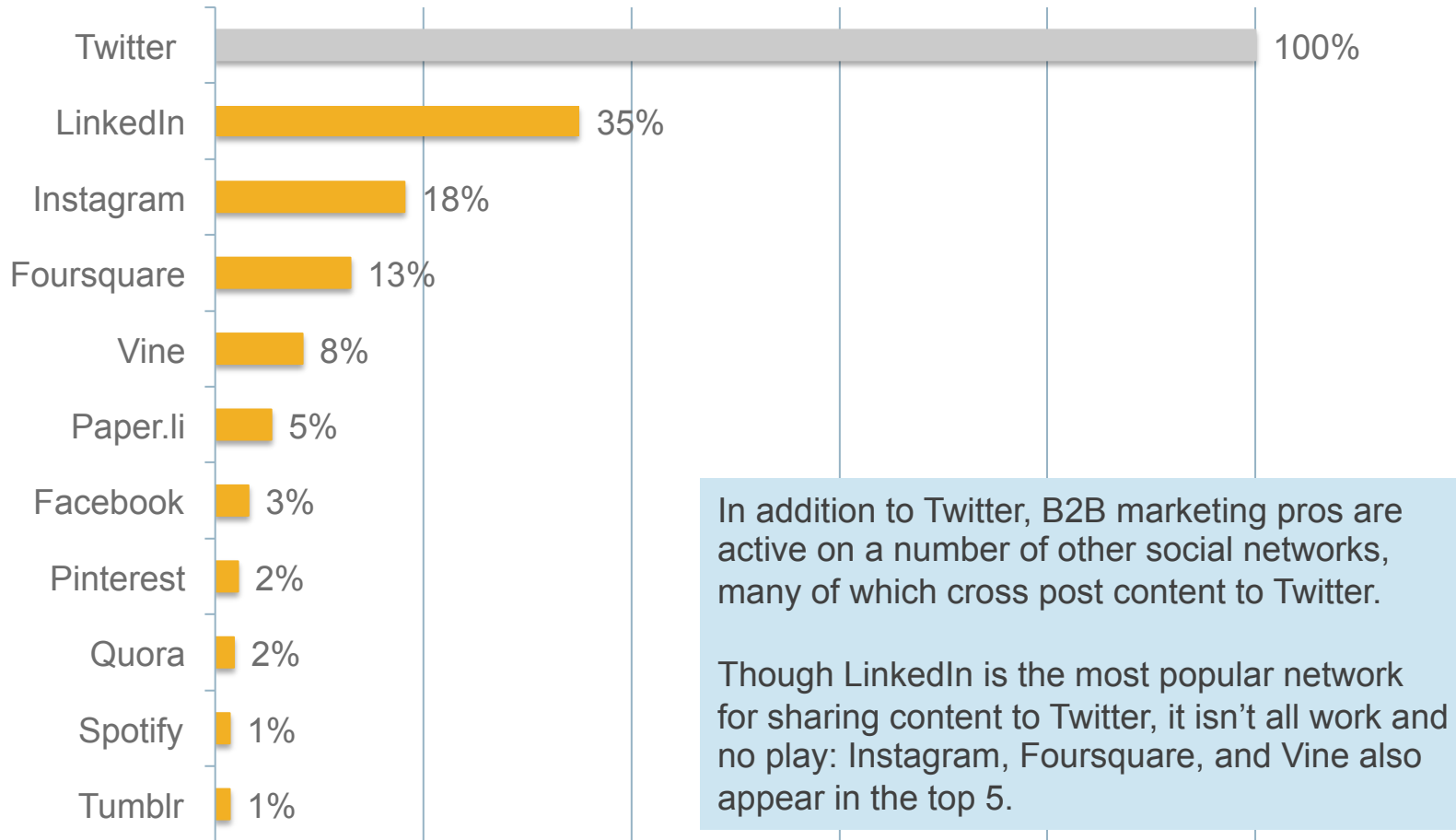
Based on keywords used in the Twitter profile.

What Do They Talk About?

Hashtags reveal the topics and events that captured the attention of, and drove the conversation between, B2B marketers during the report period.



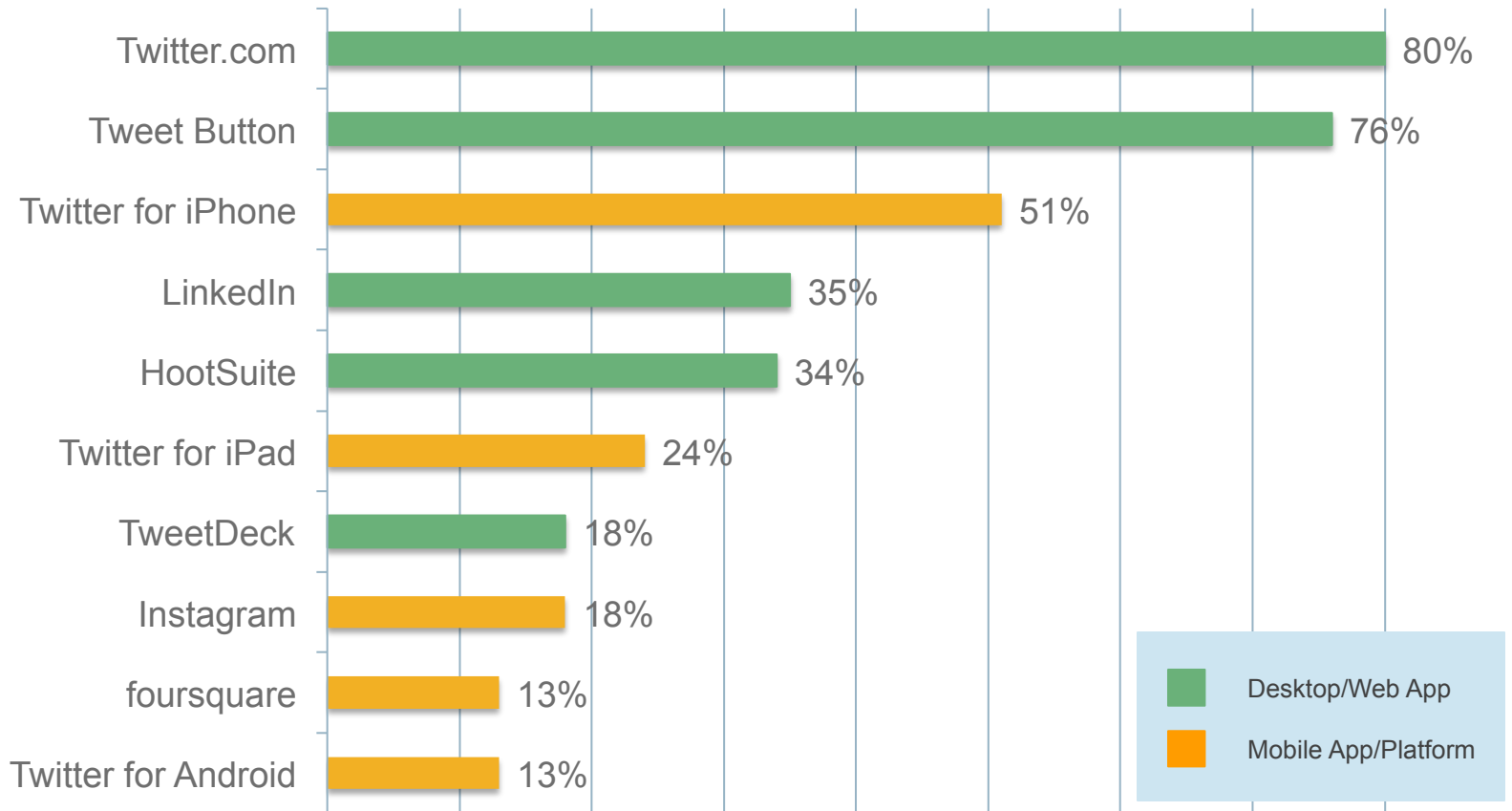
Which Social Networks Are They Active On?



% of B2B Marketers that shared between this network + Twitter during the report period.

What Apps + Platforms Do They Favor?

Despite the myriad of Twitter clients, mobile apps and specialized social media management platforms, most B2B marketers stick with the classics when it comes to sharing content to Twitter.



% of B2B Marketers that published at least 1 tweet originating from this platform during the report period.

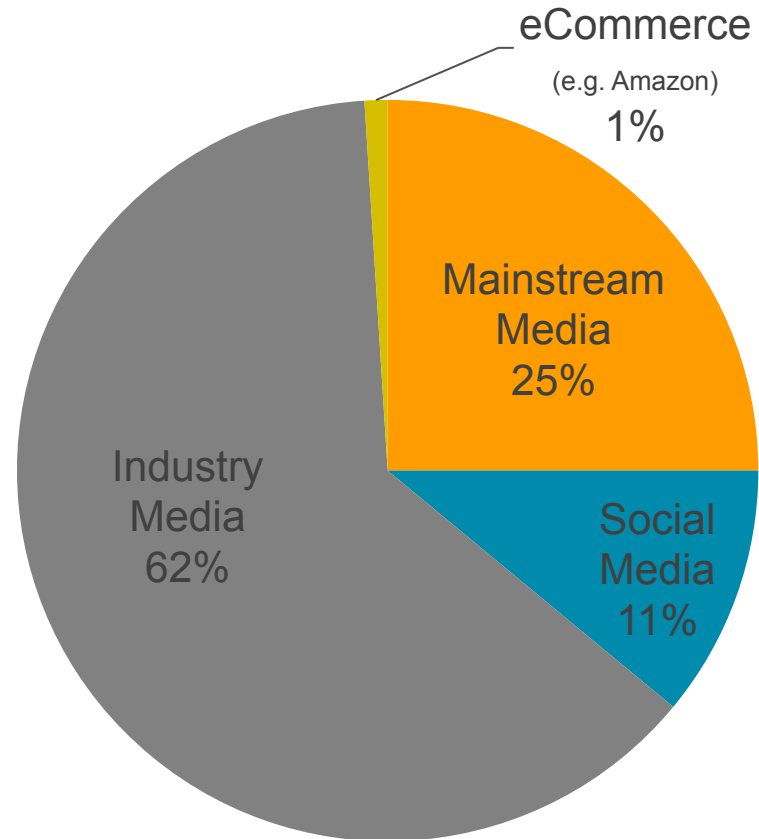
How Do B2B Marketers Engage with Content on Twitter?

What Types of Content Do They Share?

Industry media sites are the most common source of content shared by B2B marketers. These sites play an important role in defining the conversations B2B marketing professionals have with their peers, their internal teams, and ultimately clients and customers. Many of these publications feature submissions from marketing thought leaders and experts, and have robust email and social media distribution that keeps their content in front of this audience every day.

The majority of mainstream media content shared is business and strategy focused – typically covering broad issues and trends impacting marketing and technology.

The social media category for B2B marketing professionals includes everything from insightful slideshows on content curation, to cheering on our favorite sports teams and passing on breaking news.



% of 100 Most Popular Shared Content Sources

What Are the Most Shared Mainstream Sources?

Top 25 Mainstream Media Content Sources shared by B2B marketers during the report period, ranked based on the number of unique marketers that shared each source.

- | | |
|---------------------|---------------------|
| 1. Forbes | 11. BuzzFeed |
| 2. Huffington Post | 12. WSJ Blogs |
| 3. HBR Blogs | 13. BusinessWeek |
| 4. New York Times | 14. CNN |
| 5. Inc. Magazine | 15. Washington Post |
| 6. Fast Company | 16. Bloomberg |
| 7. WIRED | 17. NPR |
| 8. Wall St. Journal | 18. Yahoo! Finance |
| 9. Entrepreneur | 19. Fast Co. Create |
| 10. USA Today | 20. Quartz |
| | 21. Fast Co. Design |
| | 22. CNET News |
| | 23. The Verge |
| | 24. The Guardian |
| | 25. Medium |

What Are the Most Shared Industry Sources?

Top 25 Industry Media Content Sources shared by B2B marketers during the report period, ranked based on the number of unique marketers that shared each source.

1. Mashable
2. Business Insider
3. Business 2 Community
4. Hubspot Blog
5. MarketingProfs
6. TechCrunch
7. Content Marketing Institute
8. Advertising Age
9. Social Media Today
10. VentureBeat
11. BtoB Online
12. CMSWire
13. B2B Marketing Insider
14. Social Media Examiner
15. GigaOM
16. ZDNet
17. Mediapost
18. Eloqua Blog
19. All Things D
20. ClickZ
21. Search Engine Watch
22. eConsultancy
23. Salesforce
24. MediaBistro
25. eMarketer

What Are the Most Shared Social Sources?

Top 10 Social Media Content Sources shared by B2B marketers during the report period, based on the number of unique marketers that shared each source.

1. YouTube
2. LinkedIn
3. Instagram
4. SlideShare
5. Facebook
6. Twitter (Photos)
7. Paper.li
8. Foursquare
9. Vine
10. Pinterest

Which Vendors and People Are Most Influential with B2B Marketers?

Which Vendors Do B2B Marketers Retweet Most?

As social media continues to reshape how we communicate, brands (and in the B2B context, vendors) must increasingly become more like publishers – creating and sharing high quality, highly relevant content on a regular basis – or risk losing out to competitors that do.

So which vendors are doing the best job today creating the kind of content that engages B2B marketing professionals and inspires them to pass that content on to their social networks?

This word cloud shows the vendors retweeted most by B2B marketers in our sample during the report period.

(A ranked list is shown on the following page)



Top 50 Vendors Most Retweeted by B2B Marketers

- | | | |
|---------------------|----------------------|---------------------|
| 1. @HubSpot | 11. @kapost | 31. @Dell |
| 2. @salesforce | 12. @Pardot | 32. @MailChimp |
| 3. @Eloqua | 13. @Oracle | 33. @KISSmetrics |
| 4. @marketo | 14. @twitter | 34. @SproutSocial |
| 5. @forrester | 15. @SAP | 35. @Loyalty360 |
| 6. @LinkedIn | 16. @ShareThis | 36. @Impactbnd |
| 7. @Gartner_inc | 17. @Moz | 37. @Silverpop |
| 8. @ExactTarget | 18. @unbounce | 38. @CSC |
| 9. @siriusdecisions | 19. @DnBUS | 39. @sellingtools |
| 10. @hootsuite | 20. @Microsoft | 40. @SDL |
| | 21. @AMA_Marketing | 41. @Demandbase |
| | 22. @MakingTheNumber | 42. @Vocus |
| | 23. @Adobe | 43. @AMAnet |
| | 24. @BoxHQ | 44. @IBMbigdata |
| | 25. @IDC | 45. @Brainzooming |
| | 26. @Nimble | 46. @Desk |
| | 27. @linkedinselling | 47. @Dreamforce |
| | 28. @marketingcloud | 48. @InsideSales |
| | 29. @McK_CMSSOForum | 49. @Achievers |
| | 30. @IBM | 50. @ioninteractive |

** Based on unique # of B2B marketers in the sample that retweeted the handle. Ties broken using Klout score followed by # of followers.*

Which Vendors Do B2B Marketers Mention Most?

Looking at which vendors B2B marketers mention on Twitter can give us yet another perspective on the forces that shape their views on products, services, and industry trends.

Mentions can be a reference to an experience, a shout-out to grab attention, a big thank you (or no thanks), or simply a question or even the highly-coveted social recommendation. That means mentions can represent a deeper level of engagement than a retweet.

In any case, vendors that are frequently mentioned are gaining mindshare from the B2B marketers that they're looking to reach and engage.

@BoxHQ @ReachForce @kapost
 @Demandbase @KISSmetrics
 @Zite @wordpressdotcom
 @Pardot @Lattice_Engines @Neolane
 @IBM @ExactTarget @klout
 @hootsuite @MakingTheNumber
 @Microsoft @marketo @LinkedIn
 @kickstarter @ShareThis @Brainzooming @Oracle
 @Nimble @Gartner_inc
 @instagram @salesforce @AMA_Marketing
 @feedly @Pinterest
 @Moz @Eloqua @HubSpot @BrightTALK
 @twitter @siriusdecisions
 @Vocus @google @forrester @SAP
 @TheSocialCMO @McK_CMSOForum @scoopit @IDC
 @topohq @InsideSales @amazon
 @foursquare @Dreamforce
 @unbounce @Adobe
 @DnBUS

Top 50 Vendors Most Mentioned by B2B Marketers

- | | | |
|---------------------|----------------------|--------------------|
| 1. @HubSpot | 11. @twitter | 31. @IBM |
| 2. @marketo | 12. @Gartner_inc | 32. @Microsoft |
| 3. @salesforce | 13. @google | 33. @Oracle |
| 4. @ShareThis | 14. @SAP | 34. @Pinterest |
| 5. @Eloqua | 15. @hootsuite | 35. @IDC |
| 6. @LinkedIn | 16. @KISSmetrics | 36. @InsideSales |
| 7. @forrester | 17. @MakingTheNumber | 37. @Vocus |
| 8. @siriusdecisions | 18. @Moz | 38. @topohq |
| 9. @klout | 19. @Pardot | 39. @AMA_Marketing |
| 10. @ExactTarget | 20. @Adobe | 40. @kickstarter |
| | 21. @amazon | 41. @Nimble |
| | 22. @kapost | 42. @ReachForce |
| | 23. @feedly | 43. @BrightTALK |
| | 24. @Lattice_Engines | 44. @instagram |
| | 25. @wordpressdotcom | 45. @Zite |
| | 26. @Demandbase | 46. @McK_CMSEForum |
| | 27. @unbounce | 47. @Brainzooming |
| | 28. @scoopit | 48. @BoxHQ |
| | 29. @Neolane | 49. @DnBUS |
| | 30. @foursquare | 50. @Dreamforce |

* Based on unique # of B2B marketers in the sample that mentioned the handle. Ties broken using Klout score followed by # of followers.

Who Do B2B Marketers Retweet the Most?

There is persistent myth in social media that content is retweeted because the reader likes it. While that is certainly the case some of the time, there is one less obvious but profound reason why people retweet. They think:

“My followers will like this.”

Whether it's because it's timely, provocative, or topical - who gets retweeted is a reflection of what people believe their own social audience will find relevant.

This word cloud contains the handles retweeted most by B2B marketers in our sample during the report period.

(A ranked list is shown on the following page)

@kingarst @dmscott
@Benioff @rwang0
@TheGrok @MargaretMolloy @TedRubin
@leeodden @dharmesh @bhalligan
@jillkonrath @jchernov @JeffSheehan
@remarkmarketing @brainpicker
@cahidalgo @HeinzMarketing @ckburgess
@garyvee @briansolis @jeffbullas @markwschaefer
@copyblogger @funnelholic @Robert_Rose
@JasonMillerCA @ValaAfshar @ardath421
@mvolpe @ShellyKramer @ariannahuff @augieray
@GuyKawasaki @jaybaer
@levie @BrennerMichael @MeghanMBiro
@NealSchaffer @jonmiller @kokasexton
@buyerpersona @PamMktgNut @wittlake
@jill_rowley @JoePulizzi @megheuer
@EricTTung @jowyang @jbecher
@tedcoine

Top 50 People Most Retweeted by B2B Marketers

1. **@ValaAfshar**
2. **@jaybaer**
3. **@BrennerMichael**
4. **@jeffbullas**
5. **@jonmiller**
6. **@GuyKawasaki**
7. **@jowyang**
8. **@ShellyKramer**
9. **@funnelholic**
10. **@jchernov**

11. **@rwan0**
12. **@briansolis**
13. **@dharmesh**
14. **@PamMktgNut**
15. **@mvolpe**
16. **@Benioff**
17. **@markwschaefer**
18. **@ckburgess**
19. **@HeinzMarketing**
20. **@ardath421**
21. **@bhalligan**
22. **@levie**
23. **@ariannahuff**
24. **@kimgarst**
25. **@JoePulizzi**
26. **@copyblogger**
27. **@cahidalgo**
28. **@leeodden**
29. **@TedRubin**
30. **@megheuer**

31. **@dmScott**
32. **@jill_rowley**
33. **@jillkonrath**
34. **@jbecher**
35. **@wittlake**
36. **@MeghanMBiro**
37. **@TheGrok**
38. **@JasonMillerCA**
39. **@Robert_Rose**
40. **@NealSchaffer**
41. **@kokasexton**
42. **@augieray**
43. **@EricTTung**
44. **@Remarkmarketing**
45. **@buyerpersona**
46. **@tedcoine**
47. **@garyvee**
48. **@brainpicker**
49. **@JeffSheehan**
50. **@MargaretMolloy**

** Based on unique # of B2B marketers in the sample that retweeted the handle. Ties broken using Klout score followed by # of followers.*

Who Do B2B Marketers Mention the Most?

When it comes to mentions – context is key. Mentioning a person can mean giving credit for an idea or piece of content being shared, engaging directly in conversation, or giving a shout-out to someone you’ve recently met.

In any context, being mentioned is a sign that a person is an active part of the social dialogue, and those mentioned most are the people you’ll find at the center of engaging conversations between B2B marketers.

This word cloud shows the people mentioned most by B2B marketers in our sample during the report period.

(A ranked list is shown on the following page)

@Marketri @kimgarst
@jbecher @TedRubin @DaveKerpen
@ducttape @jchernov @dharmesh
@EricTTung @leeodden @GerryMoran
@mvolpe @JoePulizzi @heidicohen
@remarkmarketing @MeghanMBiro
@garyvee @ShellyKramer @ardath421
@BrennerMichael @jowyang
@HeinzMarketing @PamMktgNut
@cahidalgo @briansolis @MargaretMolloy
@rwango @funnelholic @wittlake
@IanCleary @TonyZambito @markwschaefer @bhalligan
@juntajoe @JasonMillerCA @jaybaer @mitchjoel
@jill_rowley @jonmiller @jeffbullas
@copyblogger @ValaAfshar @ckburgess
@Robert_Rose @smallbiztrends @TomPick
@dmscott @MargieClayman @GuyKawasaki
@ariannahuff

Top 50 People Most Mentioned by B2B Marketers

- | | | | | | |
|-----|------------------------|-----|----------------|-----|------------------|
| 1. | @jaybaer | 11. | @rwan0 | 31. | @GerryMoran |
| 2. | @BrennerMichael | 12. | @ShellyKramer | 32. | @MeghanMBiro |
| 3. | @funnelholic | 13. | @leeodden | 33. | @dmscott |
| 4. | @markwschaefer | 14. | @ardath421 | 34. | @MargaretMolloy |
| 5. | @briansolis | 15. | @jeffbullas | 35. | @juntajoe |
| 6. | @jowyang | 16. | @jchernov | 36. | @copyblogger |
| 7. | @wittlake | 17. | @PamMktgNut | 37. | @smallbiztrends |
| 8. | @mvolpe | 18. | @TonyZambito | 38. | @heidicohen |
| 9. | @HeinzMarketing | 19. | @ValaAfshar | 39. | @DaveKerpen |
| 10. | @jonmiller | 20. | @garyvee | 40. | @MargieClayman |
| | | 21. | @JoePulizzi | 41. | @ariannahuff |
| | | 22. | @jill_rowley | 42. | @kimgarst |
| | | 23. | @Robert_Rose | 43. | @ducttape |
| | | 24. | @TedRubin | 44. | @bhalligan |
| | | 25. | @JasonMillerCA | 45. | @remarkmarketing |
| | | 26. | @mitchjoel | 46. | @jbecher |
| | | 27. | @dharmesh | 47. | @EricTTung |
| | | 28. | @ckburgess | 48. | @IanCleary |
| | | 29. | @TomPick | 49. | @cahidalgo |
| | | 30. | @GuyKawasaki | 50. | @Marketri |

* Based on unique # of B2B marketers in the sample that mentioned the handle. Ties broken using Klout score followed by # of followers.

Conclusion

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Imagine if you could listen to the daily conversations of B2B marketers. How would you use that information to better reach, engage, and influence these marketing professionals to take the actions you care most about?

For example, would it provide you insights into where to advertise, what content to create, whom to partner with, and how best to develop and implement your social media strategy? Sure it would.

We created this special report to provide you with social media insights to help you make more informed decisions about how to reach, engage, and influence B2B marketing professionals.

And since the topics, content sources, and influencers are constantly changing so, too, are the social media insights.

Sign up to get future social insights reports delivered to your inbox.

<http://offers.leadtail.com/social-insights-report>

About DNN



DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees.

DNN technology is the foundation for 750,000+ websites worldwide and our customers include True Value Hardware, Bose, Cornell University, Glacier Water, Dannon, Delphi, USAA, NASCAR, Northern Health and the City of Denver.



In addition to our commercial solutions, DNN is the steward of the DotNetNuke Open Source Project.

To learn more about how you can create rich, rewarding online experiences, contact us: sales@dnnsoftware.com | 650.288.3150 or visit <http://dnnsoftware.com>

About Leadtail



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www.Leadtail.com/blog/



www.linkedin.com/companies/Leadtail

Leadtail is an agency focused on making online marketing and social media work for business.

The Leadtail team has developed and implemented social media programs and campaigns for leading consumer and business brands including TiVo, WageWorks, Alcatel-Lucent, Symantec, Adaptive Planning and Peoplefluent.

Our social media insights reports have been referenced in media publications including: Business Insider, Forbes, Huffington Post, MarketingProfs, CMSWire, and ERE.

Interested in collaborating on a future social insights report? Email us: advertise@leadtail.com