

# B2B JADE

## WHY B2B SOCIAL MEDIA IS NOT WORKING, AND HOW TO FIX IT

your b2b  
breakthrough



# HEY, I'M B2B JADE

- Course Leader: B2B Breakthrough Academy
- TikTok influencer: @B2BJade
- Podcaster: The B2B Marketing Gap
- 18 years experience in B2B Marketing
- Social media generates 100% inbound

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# £1m Pipeline Through TikTok

My story



- 01** 23.8k followers, 194k likes
- 02** Brand deals with Adobe, Pipedrive, IHG Hotel & Resorts
- 03** Contributes to 90% of my work and leads to up to 6 figure marketing projects



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**SO, WHY IS B2B  
SOCIAL MEDIA NOT  
GETTING RESULTS?**



# UNSOCIAL MEDIA





# SOCIAL MEDIA

# THE B2B MARKETING GAP



# RANDOM ACTS OF MARKETING





# **MESSAGING INDIFFERENCE**



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**WHAT CAN BE DONE?**



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## **STEP 1: CREATE A MARKETING STRATEGY**

Social media posts without a plan is like throwing bricks into a yard and expecting a 3-storey house to be built.



## **STEP 2: CLARIFY AUDIENCE PAIN POINTS**

- ✓ Who is your ideal client?
- ✓ What frustrations do they have?
- ✓ What questions do they ask?
- ✓ How can you help them?

# Ideal client persona - illustrated



**Home life:** Sophie lives in a 2 bed apartment in Clifton with her long term partner. They moved there in 2018 after she graduated. Visits home in Chepstow regularly.

**Education:** Marketing BSc (Hons), Southampton University, 2014-2018. CIM Postgraduate Diploma in Professional Marketing - level 7.

**Social life:** Loves morning yoga, lunch with friends and attending cultural events in the city on the weekends. Is really close with her family.

**Sophie, 27 is Marketing Manager within a medium sized corporate lease hire business. She works from home in Bristol, visiting HQ in Reading 1 day a week.**

**Company info:** The business has 120 employees - they lease electrical trucks to fleet businesses. Their annual turnover is £2,875,000.

**Her role:** She reports to the Commercial Director (Daniel) and manages two Marketing Assistants (Sam & Kelsey) and Digital Marketing Executive (Rachel). She is responsible for creating the annual marketing plan to support the overall marketing strategy.

**Personality attributes:** She is highly organised and able to manage multiple projects at once. She is kind and patient as a manager as well as thoughtful and creative.

**Budget and projects:** Her annual marketing budget is £230k (8% of company turnover) and she is able to allocate around 10-15% of that toward creative content production to support her campaign calendar and brand activities (£23k - £34.5k).

**Pain points:** The industry is competitive and highly price sensitive - she needs to find creative ways to engage the target audience and demonstrate why their company is the best option aside from basing decisions purely on price. She works closely with commercial teams to generate good quality enquiries and her focus is on how to build the brand and attract the right quality of leads. The marketing calendar is active so there's lots of plates to spin - she worries about missing deadlines and making mistakes. She really doesn't like her partners letting her down on these fronts.

**Needs:** To work with partners she knows, likes and trusts since it's a head ache to find new partners and brief them all over again. Creative ideas and solutions to help her deliver her marketing plan and achieve the objectives. Friendly people, she has good values and likes to build a good relationship with partners.

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## STEP 3: NAIL YOUR BRAND POSITIONING

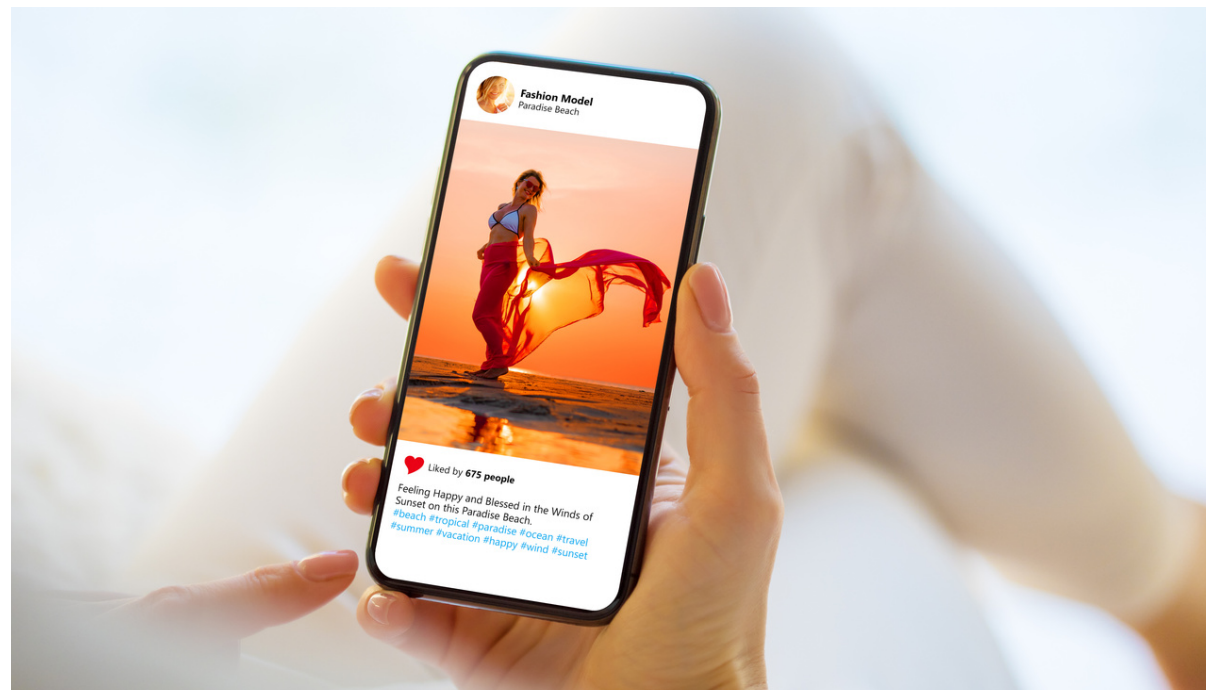
Why should we chose you, over the other options available?



## STEP 4: SELECT PILLAR PLATFORMS

Chose **just 2-3** from LinkedIn, YouTube, X, Facebook, Instagram, TikTok, Pinterest.

Select a pillar platform and then 1-2 secondary for repurposing.



## STEP 5: SELECT CONTENT PILLARS

- ✔ 2-3 topics you can talk to with authority
- ✔ That differentiate you
- ✔ And resonate with your audience
- ✔ Not divorced from your offering

# IDEA TO INCEPTION: 10 STEP PROCESS

1. Create one lead magnet per content pillar
2. List out 10 top questions clients ask
3. Chose a question every 2 weeks
4. Answer it with long form then repurpose to short form
5. Film a specialist in your business answering it
6. Direct people to lead magnet within the content
7. Upload to podcast and YouTube (link to lead magnet)
8. Repurpose into a blog
9. Break down into short videos for LinkedIn (and other platforms)
10. Craft social posts off the back of the 3 long forms
11. Link to long form / lead magnet every single post
12. Do not give up (6-9 months push)



# 1 YEAR OF THE PROCESS

**1-3  
months**



**Why am I bothering?  
I'm not getting much  
engagement and it's  
really challenging  
creating content, I'm  
not very good at this**

**3-6  
months**



**People are starting  
to mention how  
helpful my content  
has been, but no  
customers, what's  
the point, there's no  
return?**

**6-9  
months**



**Woah, I just got a  
client who said they  
found me on TikTok  
and then binge  
listened to my  
podcast. I wonder if  
anyone else is doing  
this? Wow, here's  
another six!**

**9-12  
months**



**OK, I cant handle this  
volume of new  
clients, I'm going to  
have to launch a  
1:many coaching  
course!**



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# THE POWER OF DARK SOCIAL, THE B2B REVOLUTION AND “THE LONGEST SELL”

how B2B buyers make decisions  
has changed forever..

..and it's not going back.



# CONTENT SPLIT FOR SOCIAL MEDIA

10%



**Selling your product or service, talking only about the features and benefits of them**

50%



**Content pillars: Talking about problems your audience faces and help them overcome it**

30%



**Share examples of your work, case studies, show how you do things, why you're great, testimonials**

10%



**Culture posts - share employee success stories, celebrate wins, share days out, all the fun stuff!**

## Do

- ✓ Take inspiration from experts
- ✓ Break the status quo
- ✓ Buy the right equipment
- ✓ Help your expert feel at ease

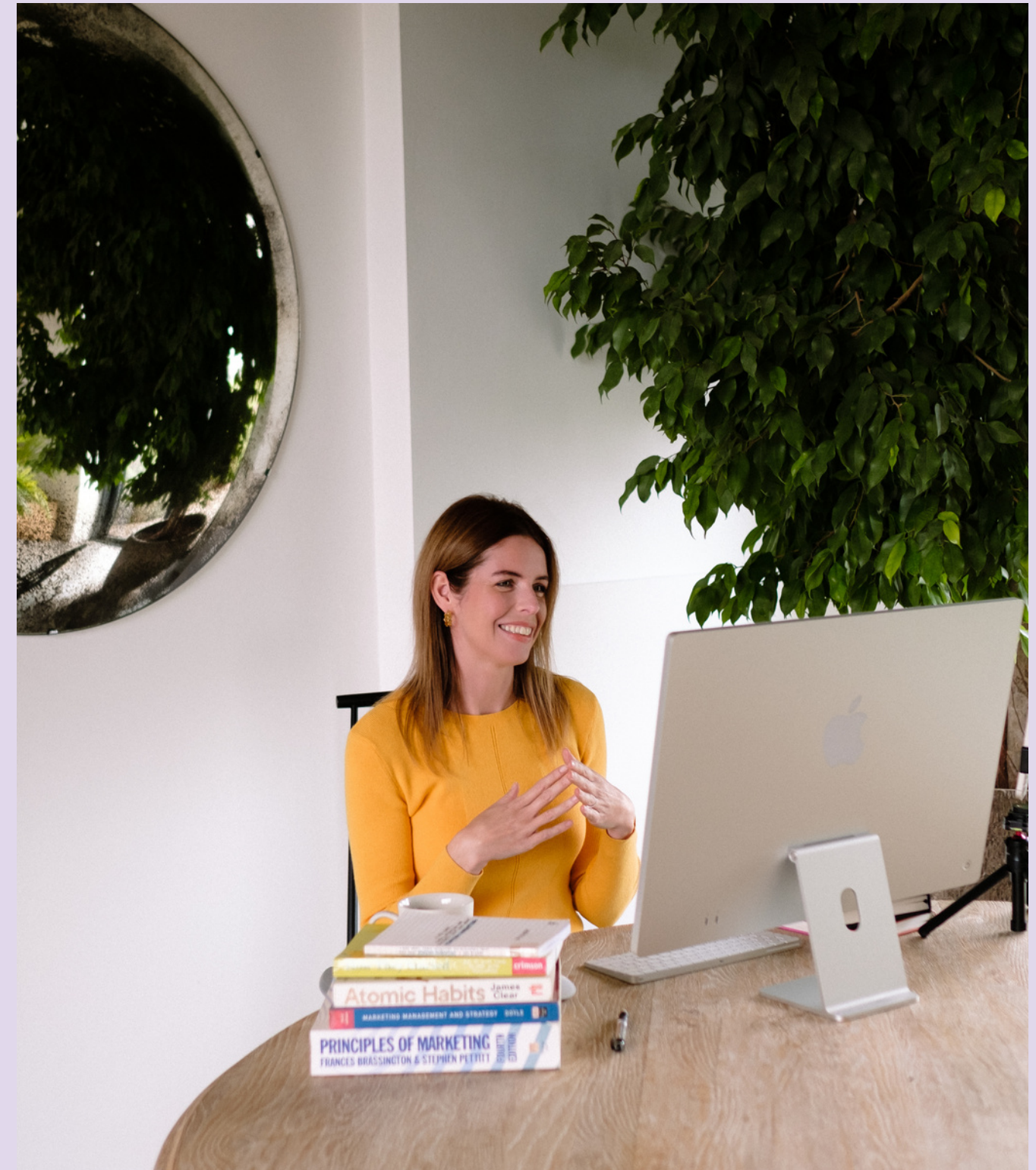
## Don't

- ✓ Be afraid to repeat
- ✓ Post only company news
- ✓ See social as a junior role
- ✓ Believe that it's fluffy

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## TOOLS

- Metricool, Planable or Hootsuite (schedule)
- Descript (editing easily)
- Canva (graphics)
- Capcut (captions and repurposing)
- Chat GPT4 (content planning/ scripting)



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## **EQUIPMENT**

- **Rode wireless go II microphone**
- **Shure MV7 podcast microphone**
- **Simple but sturdy phone tripod**
- **Sony ZV-1 Compact Vlogging Camera**
- **newer RGB light for phone**



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