

The Biggest Milestones in B2B Social Media



Here are the biggest milestones in B2B social media, sorted by years, and including numbers and percentages:

2003:

LinkedIn Launches as a B2B Networking Platform

- LinkedIn was founded, providing a dedicated platform for professionals to connect, network, and engage in B2B interactions.
- LinkedIn's user base grew to over 700 million members, with 40% of its users visiting the platform daily.

2006:

Twitter Revolutionizes Real-Time B2B Communication

- Twitter gained popularity as a real-time communication platform, enabling B2B professionals to share updates, industry insights, and engage in conversations.
- Twitter reached 330 million monthly active users, with 63% of businesses using the platform for customer service.



2010:

Content Marketing Shifts B2B Social Media Landscape

- B2B companies started utilizing blogs to share industry insights, thought leadership content, and educational resources.
- 60% of B2B marketers reported content marketing as a crucial part of their overall marketing strategy.

2012:

Rise of Visual Content in B2B Social Media

- B2B companies embraced the use of visually appealing infographics and other visual content formats to convey complex information effectively.
- Visual content on social media received 94% more views compared to text-only posts.



2016:

Video Marketing Takes Center Stage in B2B Social Media

- B2B companies recognized the power of video marketing, using platforms like YouTube and LinkedIn to share product demos, tutorials, and thought leadership videos.
- 85% of businesses used video as a marketing tool, with 92% of marketers stating that video is an essential part of their marketing strategy.

2017:

Influencer Marketing Impacts B2B Social Media Landscape

- B2B companies started collaborating with industry experts, thought leaders, and influencers to amplify their brand reach, credibility, and thought leadership.
- 63% of B2B marketers planned to increase their influencer marketing budget in the coming year.



2018:

Social Listening and Customer Engagement Gain Importance

- B2B companies actively started using social media monitoring tools to track brand mentions, industry conversations, and customer feedback.
- 71% of consumers who had a positive social media experience with a brand were likely to recommend that brand to others.

2019:

Social Selling Becomes Integral to B2B Sales Strategies

- B2B sales teams embraced social media as a tool for relationship-building, lead generation, and sales prospecting.
- 78% of salespeople who used social selling techniques outperformed their peers who didn't use social media.



2020:

Employee Advocacy Takes Center Stage in B2B Social Media

- B2B brands recognized the power of employees as brand advocates and encouraged them to share company content on their personal social media profiles.
- Content shared by employees reached 561% further compared to the same content shared through official brand channels.

2021:

Data-Driven Social Media Marketing Drives B2B Strategies

- B2B companies embraced sophisticated analytics tools to measure social media performance, track conversions, and optimize marketing strategies.
- 92% of marketers considered social media as important for their business, with 73% of marketers using social media analytics tools.

These milestones showcase the significant advancements in B2B social media over the years, highlighting the evolution of platforms, content strategies, and the increasing focus on data-driven marketing approaches.

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