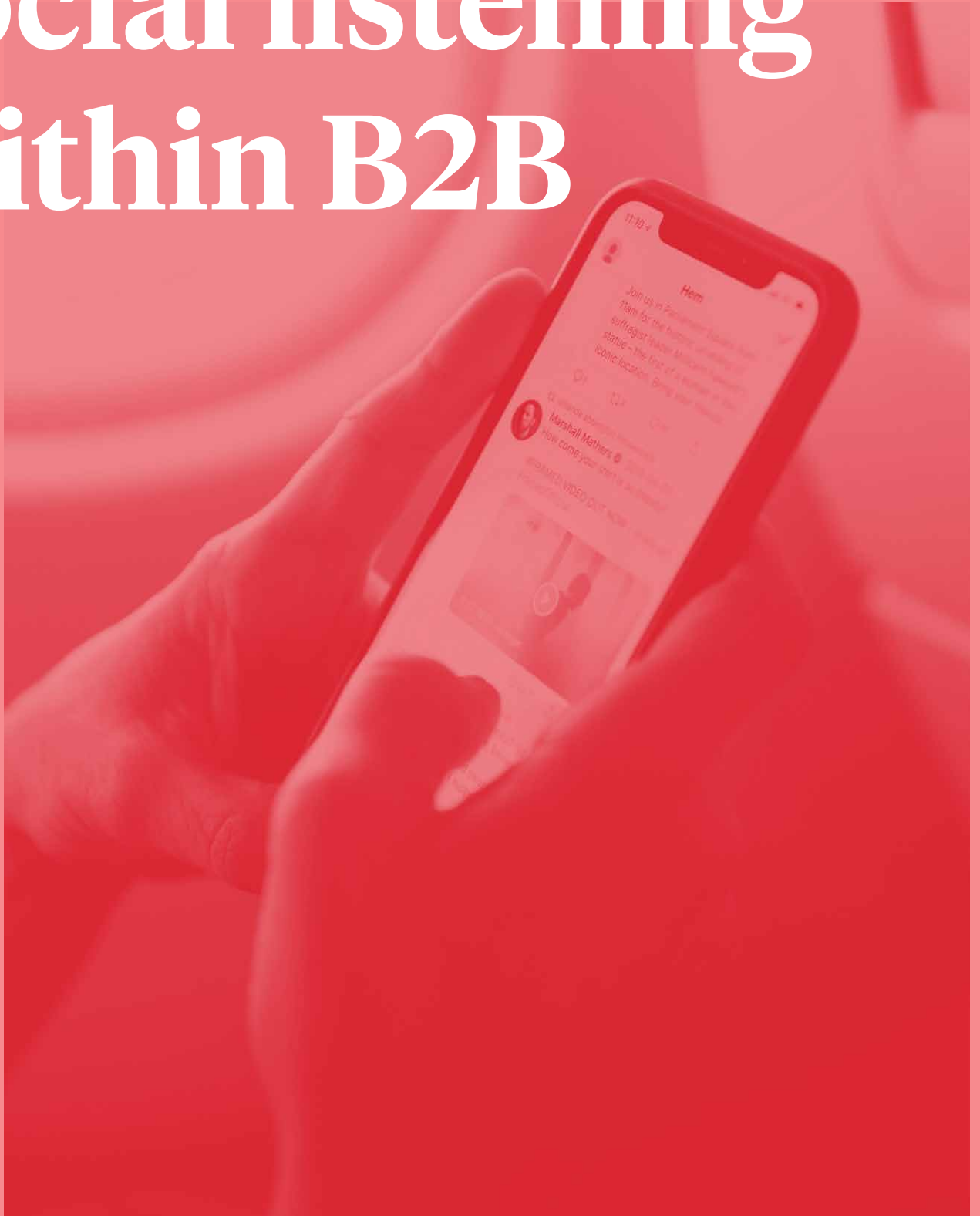


# How to utilize social listening within B2B



# Intro

Social listening is an important tool for all businesses — B2Bs as well as B2Cs. However, its true value arises when knowing what to look for, where to find it, and how to analyze the discussion. Context is everything! Not only just end customers are important for your business development — but users along the way can also bring valuable insights to your company. Most of all, insights that come from social listening are a great selling argument to use with your clients.

In this guide, you'll find out why it's important for your B2B to start working with social listening — if you aren't already. We will also provide you with three ways to use it as a research tool when expanding your business or optimising your marketing and communication efforts.



## Everybody talks – even about you

A common misconception when it comes to social listening is that it only matters for businesses within the B2C segment. While it might be true that many large B2C brands have routines for social media monitoring, analysis and employees working with this on a day to day basis — it doesn't mean conversations online are limited to these industries, brands, or products on digital platforms. This is a mere reflection that shows that some B2C businesses have been quicker to adapt to a more social world. They have learned how to draw insights from the data that is being generated, and use this to boost their marketing, sales or product offerings. This indicates that there is untapped potential within the B2B sphere, that is yet to be utilized. As almost every

industry and brand is subject to discussion online — it's all about finding out where, when and most importantly, why consumers are talking about you.

Most B2B companies offer a product or service that, at some point, comes in contact with an individual who may (or may not) have their own opinions about it. While a truck driver for a delivery company might not be the purchaser of the truck, they are the end customer, their thoughts about a vehicle are significant and matter greatly for feedback, future sales and development. This is something every B2B company should take into account — yes, the consent and approval of the budget holder is crucial, however do not miss out on vital input from the end user.

”

***Whatever role a person has, they are googling for answers, tips, advice, ideas, and other things that will help them do their work.”***

## **Every B2B needs stakeholders – social listening will help you find them**

Being able to adjust your research methods to identify people's perception of your business is important for B2Bs as well as any other segment. For example, companies that want to create an overall sustainable image of themselves continually need to analyze if their efforts are bringing desired results. Every business has stakeholders — and everyone is online! Whatever role a person has, they are searching for answers, tips, advice and ideas while engaging in forum discussions to better do their work.

Nowadays, even the most niche industries have dedicated forums. People will discuss everything from different solutions, suppliers, and products to service, support, and delivery. Threads and message boards are a gold mine — even though there might not be a lot of data available, the depth and detail of the conversations could be just as important.

For B2B companies, you are creating products and services that your customers later sell to the final consumer, so

considering the user's thoughts and feelings are important.

These insights will be valuable when you pitch new ideas and sell to your clients, helping them expand and grow.

In contrast to just monitoring what's been said — social listening is also one of the best research methods to use before

making important decisions, such as launching in new markets or in new countries. Start by analyzing similar, or related, businesses who already have established themselves — what insights can you find here to make use of? Don't miss out on this valuable data!

### **3 reasons why B2B companies deep dive in social listening**

Social listening is as valuable to B2B as it is for B2C — especially when it comes to research around your brand and



”

***Imagine that 15% of conversations taking place around your brand are negative - these numbers don't mean anything in particular if you don't know the status of your competitors”***

industry, as well as your competitors. Use social listening to find out what important topics are being discussed right now that could have an impact on your business. Here are three ways for B2B companies to utilize social listening in the best way:



## 1. To strengthen your brand

With social listening, you will be able to continuously measure the perception people have of your brand and product online. The important thing is to put everything in context. Imagine that 15% of conversations taking place around your brand are negative — these numbers don't mean anything in particular if you don't know the status of your competitors. Lots of companies working with social listening put a lot of time and effort into developing search and monitoring keywords around their own brand — but forget to optimize search around their competitors. Start by analyzing why negative conversations are occurring in the first place, for example, bad customer service, product quality issues or perhaps a questionable marketing campaign. Based on these findings you have first-hand insights on how to strengthen your brand.



## 2. To manage risk

You, your clients and partners are most likely continuously receiving comments, opinions, and rants about service, marketing and products online.

Ultimately, this means your business could end up in the middle of conversations — this is why it's important to monitor these discussions as well. In addition, you want to keep track of any damaging statements made about your company, industry, or competitors. Even though people might not be talking negatively about your brand, there can be a risk that you get damaged from bad reputation regarding competitors or the industry in general.

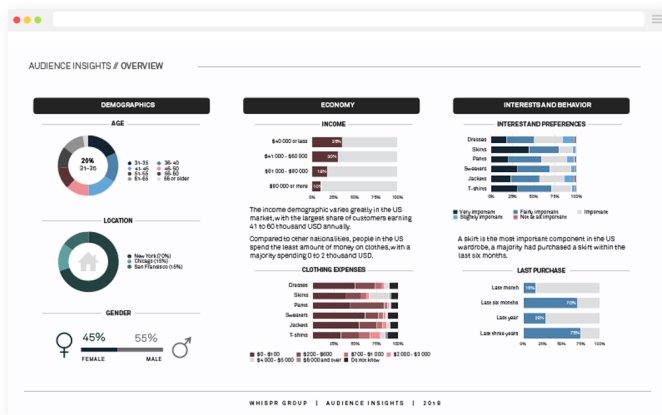
*Last but not least* — with social listening, you can immediately react to a potential crisis within your company, using both your own digital platforms and others for a public announcement.

## 3. To stay on top of trends

Social listening is also a way of keeping track of trends happening in your industry, and to find out any current and related topics your audience is discussing frequently. Since social listening is a method of collecting and analyzing data, this will give you specific statistics. But be sure not to just choose a metric at random, thinking you will get a prediction around its impact on your business for the future. It's never possible to simply translate conversations into binary data — they express opinions, not numbers.



Instead, keep the analysis part central when working with social listening. It's the insights that matter! Look into what products your audience is talking about, how they're talking about it, how competitors and partners are handling different situations and what's the new hot gossip in and around your industry — whether it's fashion or agriculture this is a great source for creating relevant communication going forward.



## Insights can be found (almost) anywhere

If you want to utilize social listening in the right way — it's important to always go back to your business goals. What is it that you actually want to receive from social listening — the data or the insights? Choose KPIs wisely, and make sure you have the right method for measuring them. If you don't have the knowledge, capacity, or the resources available to manage data and transform it into insights — social listening will not help you achieve your business goals.





## Choose the right tools and stay updated

At the same time, it's important to have the necessary tools for social listening — and to keep evaluating and updating them. What's well-functioning today may not be the best method in a year. Social listening requires that you and your organization keep yourselves up to date and review the methods used to continue to be able to collect relevant data and insights. Most importantly — don't sign up for a tool you don't know how to use, thinking that you have your social listening in order. The tools are no better than the people using them, so make sure you have a strategy for collecting data and extracting results from it.

Finally, social listening is the one research method that will help you analyze word of mouth over time. And that is the main reason why conversations online are a pot of gold for deriving insights for successful B2B companies.



We are at your service. Call us or send us an email and we'll get in touch and make sure you're covered. You'll find us in New York, Stockholm and Oslo.

TALK TO US!

### **Whispr Group on social media**

[Linkedin](#)

[Facebook](#)

[Instagram](#)