A Study on the Impact of Social Media Algorithms in Business-To-Business Marketing

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ABSTRACT

Marketing to businesses (B2B) is distinct from marketing to individual customers. B2B buyers conduct independent research and consume multiple pieces of content before engaging with suppliers. Social media plays a significant role in B2B marketing, with LinkedIn being the top platform, followed by YouTube, Twitter, SlideShare, Facebook, Instagram, and Google+. Engaging people is crucial in both B2B and B2C marketing, as they talk, make choices, and inform others. A strong social media marketing plan is essential for B2B businesses to reach decision makers. Algorithms on platforms like Instagram, Twitter, and LinkedIn determine content presentation and user experience, with factors such as interests, relationships, timeliness, follows, frequency, and session time influencing visibility. Social media algorithms impact B2B marketing by organizing content and limiting organic reach. Marketers must adapt to algorithm changes and prioritize engagement through paid advertisements. Targeted marketing helps reach specific audiences. Algorithm-based feeds are on the rise, requiring businesses to decide whether to embrace or resist these changes. Remember, "An algorithm must be seen to believe."

KEYWORDS: *B2B, LinkedIn, Twitter, Instagram, social media algorithms*

INTRODUCTION

Payroll originated from the need for bookkeeping and accounting in the 14th and 15th centuries. It has evolved to encompass all aspects of business finances, including tax withholding. Today, payroll is often outsourced to specialized companies that handle paychecks, employee benefits, and tax obligations. Recent trends in HR and payroll outsourcing include AI-powered solutions, cloud-based systems, data analytics, increased investments, system integration, easy access to information, ChatBOT technologies, and handling complex tax processes. Outsourcing these tasks to reliable service providers offers efficiency and expertise.

Statement of the Problem:
To understand the algorithms of Instagram, Twitter, LinkedIn.

OBJECTIVES OF THE STUDY:
• Understand LinkedIn, Twitter, and Instagram algorithms
• Examine the well performed content types in each of these social mediaplatforms.

LITERATURE REVIEW

B2B marketing literature review findings (2021) reveal that B2B companies struggle to fully utilize social media's potential compared to B2C businesses. However, social media can aid B2B marketers in enhancing brand visibility, credibility, and global connections. Twitter acts as a platform for knowledge exchange, innovation, and meaningful business partnerships. A study (2022) suggests that businesses should strategically use social media to align their intended strategic position. B2B marketing theory has rapidly developed, shifting from an economic to behavioral science-based foundation. Industrial marketing and B2B marketing have been underrepresented in marketing literature, despite their significance. Key contributions include frameworks for customer relationships, trust, value propositions, and relationship marketing. The importance of collaborative relationships, global marketing adaptation, customer value, and market orientation in B2B contexts is emphasized. A framework for managing B2B relationships

based on trust, commitment, and communication is proposed.

Social media and digital marketing offer opportunities for businesses, but negative word-of-mouth and intrusive brand presence are concerns (Perspectives and research propositions, 2021). B2B SMEs in the UK use social networking sites to attract new clients but perceive a lack of relevance (Impact of assessment in usage of social media algorithms, 2021). Social media marketing enhances B2B brand equity and customer engagement (Lee et al., 2021; Hsu and Chen, 2020). Factors influencing social media adoption in B2B include image, usability, and innovation (Social Media Adoption and Usage in B2B, 2021). Social media aids B2B lead generation and marketing communication (Mangold and Faulds, 2009; Constantinides and Fountain, 2008; Smith and Zook, 2011; Qualman, 2010). Social media marketing impacts brand loyalty positively (The Impact of Social Media Marketing on Brand Loyalty, 2020).

RESEARCH METHODOLOGY

Research Design: Descriptive Research

Sources of Data: Most of the study's information comes from secondary sources. Sosecondary sources were used to gather the data.

Tools for Data Collection & Analysis: Online sources and social media analytics are the tools employed for data acquisition. Insights are posted, gathered, and analyzed using HubSpot.

Hypothesis:

H_0: The Social Media Algorithm does not impact the engagements of a business account.

H_1: The Social Media Algorithm impacts the engagements of a business account.

DATA ANALYSIS AND INTERPRETATION

Instagram Analytics for Last 5 Months: On analyzing the Instagram analytics from August 2021 to January 2022 we see that the graph keeps escalating from August to December and gradually decreases from December to January.

Month	Audience	Posts Published	Interactions	Clicks	Shares	Impressions
Aug-Sept	2,133	12	322	0	0	5,114
Sept-Oct	2,175	21	671	0	0	8,593
Oct-Nov	2,237	42	697	0	0	12,000
Nov-Dec	2,273	86	1,283	0	0	23,427
Dec-Jan	2,268	42	303	0	0	8,750

Interpretation: It is observed that as the number of posts published decreases all the key engagement factors like impressions and interaction also decreases. As engagement is the key in ranking signals, the Instagram algorithm pushes down posts from being viewed.

Twitter Analytics for Last 5 Months: On analyzing the Twitter analytics from August 2021 to January 2022 we see that the graph is slightly jumpy but is escalated for the month of January 2022.

Month	Audience	Posts Published	Interactions	Clicks	Shares
Aug-Sept	1,697	45	126	33	33
Sept-Oct	1,707	56	236	121	31
Oct-Nov	1,726	55	137	138	22
Nov-Dec	1,738	59	87	148	13
Dec-Jan	1,743	77	68	181	15

Interpretation: It is observed that twitter has a loyal set of followers even when the number of posts decreases the engagement factor is unaffected for now. So, for the unnoticed posts, twitter itself suggests for a re -post but with different captions and hashtags.

LinkedIn Analytics for Last 5 Months: On analyzing the LinkedIn analytics from August 2021 to January 2022 we see that the all the engagements factors in the graph keeps escalating from August to January.

Month	Audience	Posts Published	Interactions	Clicks	Shares	Impressions
Aug-Sept	15,173	22	675	140	79	30828
Sept-Oct	16,052	39	1,775	415	175	66654
Oct-Nov	16,699	71	1,521	916	175	68882
Nov-Dec	17,263	73	1,072	921	114	53145
Dec-Jan	17,654	89	1,564	209	63	72971

Interpretation:
It is observed that LinkedIn is the most well - performed application where every engagement factor keeps increasing. So, the LinkedIn strategy can continue and if consistent can perform even more massively.

COMPETITOR ANALYSIS:

A competitive analysis is a tactic that entails investigating the main rivals to gain knowledge of their goods, sales, and marketing strategies. A competitive market analysis has many advantages, including strengthening business strategy, thwarting rivals, and gaining market share. In order to understand the strategies significant competitors in the payroll industry use for digital marketing, it is necessary to study their social media accounts. Research was done on post

types, timeliness, content, and design.

Competitor 1: ADP - ADP is an American company specializing in human resources software and services. It ranks 227th on the Fortune 500 list and has received recognition for diversity and inclusion. On Instagram, ADP shares posts showcasing company culture, services, and creative content for international days. Their Twitter strategy involves daily tweeting with a focus on blog repurposing and concise captions. On LinkedIn, ADP shares blog content, acknowledges international days, and provides detailed descriptions with limited hashtags.

Competitor 2: Remote - Remote is a company that aims to empower individuals, organizations, and nations worldwide. They facilitate global hiring by operating remotely with a staff located abroad. On Instagram, Remote engages followers with CTAs, business partner shoutouts, and posts related to unique holidays in different countries. Their active Twitter presence includes retweeting client posts and promoting upcoming events. On LinkedIn, they repurpose blogs, showcase business partnerships, and conduct polls related to global mobility..

Competitor 3: Workday - Workday, a cloud-based financial and human capital management software provider, was founded by David Duffield and AneelBhusri after Oracle's acquisition of PeopleSoft. They conducted a successful IPO in 2012 and are rivals with Oracle, SAP Success Factors, and Ceridian. Workday engages followers on Instagram with employee-focused posts and uses hashtags strategically on Twitter for client-focused insights. Their LinkedIn presence includes repurposed blogs and targeted posts for specific regions like Portugal.

Competitor 4: Papaya Global - Papaya Global is a cloud-based workforce management and payroll solution provider operating in over 160 countries. They showcase achievements and acquisitions on Instagram, share industry trends and announcements on Twitter, and publish repurposed blogs on LinkedIn. While their Instagram and LinkedIn presence is less active, they maintain regular engagement on Twitter

FINDINGS

The Company's social media strategy involves maximizing engagement through thought leadership and event posts. Posting once a day with quality content increases impressions. Targeting specific locations and adhering to audience timings boosts post effectiveness. Instagram is ideal for image posts, while LinkedIn performs well for videos and Twitter for text. Detailed descriptions enhance LinkedIn posts. Key engagement metrics across platforms are shares, likes, and comments. Engaging with followers increases reach exponentially. Regular audience interactions improve ranking signals. Effective use of hashtags is crucial, with LinkedIn and Twitter favoring fewer hashtags for higher impressions, while Instagram benefits from more hashtags.

SUGGESTIONS AND RECOMMENDATIONS:

To maximize engagement, aim for a content mix of 80% thought leadership and 20% service posts to avoid promotional content. Optimize content for higher visibility on respective platforms. Implement an invisible sales funnel for lead qualification and provide clear "WHY" in every call-to-action. Avoid excessive promotion and hashtag usage. Encourage engagement to boost impressions. Utilize engagement pods for LinkedIn algorithms. Consistently produce optimized and high-quality content. Utilize inline hashtags on LinkedIn and Twitter.

CONCLUSION:

Social Media being a predominant part in Lead generation it's important that we keep updating ourselves with the "dynamic" social media algorithms, the study here focuses on understanding the algorithms of the three most well-performed applications in the market when it comes to B2B: LinkedIn, Twitter, and Instagram.Descriptive research design is used here with secondary data alone and HubSpot being the tool used for analytics. Different applications

have different algorithms, and it was observed that creating and posting contents that align with the algorithms performed better. Thus, Hypothesis can be concluded that social media algorithms does impact the engagement of a business account.

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