

How can business-to-business salespeople get out more of their social media posts?

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Abstract

Shifting from traditional one-to-one interactions to one-to-many interactions on social media platforms, salespeople's use of social media is increasingly becoming part of business-to-business (B2B) sales strategies. Specifically, salespeople publish sales-related content on their personal social media profiles to connect with customers and build up a social expert status. Lacking research examining which features of these social media posts contribute to social media engagement, we conduct an exploratory analysis of 1,834 LinkedIn posts published by 94 salespeople from four B2B firms. Our results reveal how (1) account features, e.g., salespeople's gender; (2) post features, e.g., post length; (3) textual features, e.g., the use of emojis; and (4) language style features, e.g., a formal language style, influence social media engagement. Our study provides initial insights into engagement drivers of salespeople's social media posts and offers a holistic framework for future research.

Subject Areas: *Business-to-Business Marketing, Customer Relationship Management and Customer Satisfaction, Sales Force*

Track: Sales Management and Personal Selling