

# THE B2B CEO AND CMO LINKEDIN POSTING INFLUENCE ON SALES REVENUE

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## **Abstract**

This study investigates whether LinkedIn posting of Chief Executive Officers (CEOs) and Chief Marketing Officers (CMOs) in a business-to-business (B2B) setting affect how firms generate sales revenue. Drawing on upper echelons and media exposure theoretical underpinnings, we explain how different types of posts (sales, technical, social, and hiring) are interconnected with more traditional marketing and sales indices to increase firm performance. In Study 1, using data from 158 weeks of a B2B service multinational firm, we specify a VAR model with exogenous variables (VARX). We focus on the cumulative effects of the types of posts communicated by both the CEO and CMO, and compute elasticities with impulse response functions (IRFs). Our findings indicate that TMT posting is associated directly and indirectly (e.g., website visits) with sales revenue. In Study 2, via an experimental design (900 participants), we explore the possible mechanisms supporting the findings of Study 1.

**Subject Areas:** *Business-to-Business Marketing, Electronic Commerce and Internet Marketing, Promotion*

**Track:** Business-To-Business Marketing & Supply Chain Management