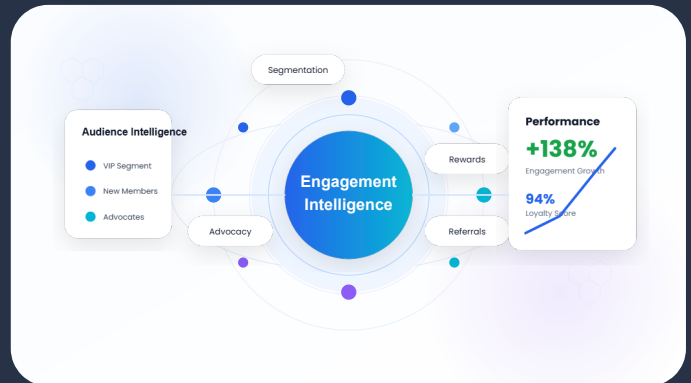


Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



The Best Social Media Promotions by B2B Brands



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)



The use of social media has skyrocketed in the last few years. Two years ago, nearly two-quarters of all internet users were on social media. And, by 2021 this number is expected to grow to 3 billion people, which is almost half of the planet's total population.

The usage of social media is paramount when it comes to growing your B2B brand. Given the popularity of these websites, it is no surprise that [B2B companies are using social networking websites to gain customers and boost sales](#).

Here are some examples of industry behemoths using the inter-webs to their advantage.

1. Slack

The team at Slack has managed to use social media to not only generate followers and ultimately grow their business, but they have also developed a way to talk to their customers directly.

The brand has consolidated a strong presence on Twitter by using various tools and found a channel for conversing with potential clients.

Our [B2B solutions team](#) will work hard to create a buzzing social media image of your brand.

2. Zendesk

This brand has always taken pride in being concise and to the point, reflecting in their Instagram posts. They did not just copy another brand's style, but they created their own unique identity on the website. It helped in not only boosting sales, but it also helped attract their target demographic.

At NextBee, we will endeavor to create a social media space for your brand that is true to its identity.

3. IBM

The computer company does storytelling the best possible way, and that is what we strive to achieve at NextBee. There is no better way to make your customers know how much you value them by using stories of them on social media.

Not only will you develop a more personal connection with existing clients, but a well-told story will attract new clients too. Personalized [social media posts are the best way to turn your partners into your greatest advocates](#).

4. Square

Square is not just a brand of the modern era. It connects small businesses worldwide to clients that may be on the other side of the planet. Still, it also uses social media to shout out to other clients, partners, and even customers.

At NextBee, we will make similar efforts to help you interact better with your clients and partners, to encourage communication, and help gain new customers at the same time.

5. Bazaarvoice

The Bazaarvoice page on Facebook acts as an accurate representation of the brand's spirit and principles. The content is not just a half-baked attempt to gain customers. It is evident to anyone that actual thought and effort is put into the posts to help engage with customers.

How NextBee can help your brand in the B2B space in social media promotions?

At NextBee, we will help you strengthen your brand's presence on these websites and use the tools available to expand your business.

With our robust platform's features, brands can do the following:

- Seamlessly run social media campaigns without manual efforts
 - Push notification and text messages without individually sending to every customer
 - Single sign-on without having to create different accounts on every social media channel
- [NextBee's](#) social media team will work hard to devise innovative and authentic content for your social media page that best reflects your brand's spirit.

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

[Request Free Consultation](#)



Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

[Contact Us](#)



Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



Company

[Our Story](#)

[Careers](#)

[Resources](#)

[Contact](#)

[Privacy Policy](#)

[Terms & Conditions](#)

Products

[CX360](#)

[Catalyst](#)

[Symbio](#)

[Spotlights](#)

Community Templates

[Member Advocacy](#)

[Insurance Referrals](#)

[Personal Wellness](#)

[Team](#)

[Collaboration](#)

[Neighborhood Connections](#)

[Local Business Connections](#)

Contact

NextBee Corporation
155 Bovet Rd Suite 700
San Mateo, CA 94402



Call us now
1-800-547-1618