



Social Media: Relevance for an SME in the B2B space

Social Media has transformed personal lifestyles significantly today and is rapidly getting adopted for business transactions as well. But, most SMEs - especially those in the B2B space – remain skeptical about the relevance of social media for their business requirements.

Five areas where usage of Social Media is becoming an imperative– even for an SME in the B2B space are:

1. **B2B Procurement:** Increasingly, B2B buyers are mirroring their personal lifestyle choices like search engines and portals to connect with vendors. Social media is being leveraged by customers to evaluate vendors, check out their customer feedback and service ratings and compare Ts & Cs, etc.
2. **B2B Support and Services:** Social media like WhatsApp is being used to connect with Vendors for support and services. Twitter and Facebook are being used by customers to express their (dis)satisfaction levels publicly. Responses to customer concerns expressed via Facebook and Twitter enable B2B players to ensure their service levels create a better image and enhance brand loyalty.
3. **B2B Marketing:** The use of a search-friendly website and the increasing presence with B2B portals is an imperative to promote your business. To stay ahead of the herd, an SME business must leverage the benefits of Social Media Marketing. Social media can contribute to organizational effectiveness, branding, and customer support while staying cost-effective.
4. **B2B Sales:** The era of working your network and connections to "reach" the decision makers in your target customer organizations is rapidly ending. LinkedIn is the new "Business Card Holder." Leveraging LinkedIn to get "introduced" to and "connect" with senior executives has become a "must-do" for SMEs.
5. **Collaboration between B2B eco-system:** WhatsApp, Facebook, and Yammer are platforms that help in employee collaboration and can increase employee engagement. LinkedIn has greatly impacted in talent recruitment and leadership. SMEs have to acknowledge the need to leverage SM channels in order to expand its coverage in the marketplace.

Affordable Business Solutions understands the unique challenges and issues that are faced by Small Businesses. ABS offers Business Management consulting in how SMEs could leverage Social Media integrated with ERP/ CRM solutions in order to improve your business processes. We offer a suite of Industry-specific ERP/CRM/ Business Intelligence solutions called ABS Baadal.

Do let us know your thoughts and responses at [ABS Linked-In](#). If you would like to explore how you could leverage ABS Baadal and our business consulting services, please connect with us at absbaadal@abs.in

