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The Biggest Milestones in B2B Social Media

Introduction

Back in the early days when social first appeared, B2B Marketers were still riding the email wave and bathing in the glorious sunshine of low cost programs that were smashing our lead generation goals and growing our awareness, cheaper and faster than traditional methods. Some early adopters dipped their toes in to give their brand a social voice and quickly became the companies that set the trends.

While many of us considered the viral growth of social media to be mostly relevant for our B2C cousins, we saw B2B leaders step forward and test the waters with some interesting and surprising results. One thing is for sure, social media is constantly evolving, from some wholes acquiring some of the smaller fish, to some unfortunate others drowning and disappearing completely.

Our social media journey began in **2003**...

2003

Myspace developed and released and anyone who was cool, signed up immediately! In the same year **LinkedIn** was launched as a professional networking and job site, bringing a platform to employers and employees to connect and engage, starting with a mere 20 sign ups a day.

2004

Facebook is born! We all know Zuckerberg's rather awkward start but nobody guessed how this tool would crossover from US student communities to the entire world! They knew early on that this was an amazing idea but they had to monetize it and so they started generating ad revenue with the "Flyers" project.

2006

Twitter flew onto the social media scene causing a bit of confusion as people tried to work out exactly how to use it!

2007

Reaping the rewards from the "Flyers" project, **Facebook** officially launched the **Facebook** Ads platform. Chris Messina came up with the idea of the hashtag and little did he know that it would become one of the most used and recognisable features of **Twitter**! #ThanksChris

2008

Five years had passed with **Myspace** and **Facebook** soaring to incredible heights of reaching 115 million unique users.

115 million unique users

2009

Sadly, **Myspace** reached it's peak usage and users started dropping while **Facebook** continued flying high.

2010

Instagram burst onto the scene, giving users the gift of posting visual content rather than focusing on words, a creative dream come true! Seeing the business benefits for brands (and potential $$$!), **Twitter** launched it's advertising platform, Promoted Tweets.

2011

Another busy year for social media platforms; **Facebook** launched a desktop ad program called "Sponsored Stories" while **Twitter** launched the "TweetDeck" feature, much to the joy of social media managers everywhere! Oh! and **Snapchat** spread like wildfire onto the younger generations phones...

2012

Facebook continued world domination by launching it's mobile ads program and acquired **Instagram** to ensure they could stay top dog.

2015

Twitter continued to up their game by enabling users to send group direct messages and **Facebook** launched **Instagram** ads, taking them to a global audience.

2016

From it's early days of 20 sign ups a day, **LinkedIn** had grown to 430 million members, significant revenues, purchased Slideshare and in 2015 was acquired by Microsoft for an incredible $26.2bn!

2018

Spotting the growth and appetite for video content, **Instagram** launched IGTV to rival **YouTube**. **TikTok** merged with Chinese social media service, musical.ly, with **TikTok** launching internationally.

2020

The year most of us would like to forget was a great year for social media! **TikTok** challenges became a source of entertainment with B2C brands getting in on the action and B2B brands wondering if there was any value for them. With the world watching, **Instagram** quickly rolled out Reels to claim back their users. With the pandemic locking down face to face engagements, B2B marketers looked to digital programs to reach their goals with social media being the top performer for enterprises.

2021

With an estimated 4.2 billion users globally, (according to the Digital 2021: Global Overview report) social media has become a huge channel for global B2C and B2B marketers. With nearly 54% of the total global population, it's given us a direct line to audiences. 2021 also saw the bold move by **Facebook** to rename its parent company. Time will tell if this has any impact in the long term or whether **Meta** will fail to stick as a name (tag).

4.2 billion users globally

2022

So what's next for social media? With paid ads on **LinkedIn** potentially reaching 13% of the world's population and the **Meta** constantly evolving and bringing out new tools and features, it's highly likely that social media will continue to grow. Gartner reports that CMOs will significantly increase budgets and resources for Social Media Marketing in 2022 and beyond.

Want to learn more about how to create a B2B Social Media Marketing Masterpiece?

Download our eBook:
Mastering the Art of B2B Social Media

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Oktopost is the only social media management platform architected for B2B enterprise companies. With Oktopost, B2B marketers can publish and manage social content at scale, track actionable business metrics and integrate social data with the entire marketing ecosystem to improve customer experience and lead generation.

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