



Brandwatch

B2B Social Media Report



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Introduction

THE DEVELOPMENT OF SOCIAL IN B2B

The groundbreaking effects that social media has had on our individual interactions and larger culture are well documented. Like all forms of communication technology, social media is earth-shrinking, bringing people, ideas and opinions closer together. Businesses across all industries, recognizing the value of these public conversations, have invested heavily in leveraging the proliferation of online data and capabilities of social media to promote their daily operations.

However, while business-to-consumer (B2C) companies quickly adopted comprehensive social media strategies, business-to-business (B2B) companies have been far more reserved. Although somewhat behind the curve, leading B2B companies are uncovering unique and powerful ways to empower their decisions with social insights.

The following report, examining the online activity of 200 B2B companies, provides an overview of growing prominence and various applications of social in B2B.

B2B Social Insights

SOCIAL OVERVIEW

The B2B market is unique in that its operations are intentionally less public facing than that of B2C corporations. The idea that social media could potentially harvest insights for firms within these markets was largely discredited. B2B leaders doubted the volume of social data on topics such as heavy manufacturing or automated sales software and questioned the value social could provide.

Yet perhaps surprisingly, the reality is that there is a tremendous amount of social data that many B2B brands are already leveraging to drive better-informed decisions. For context, a two month analysis of 200 B2B social channels collected over 5 million online conversations.

Analysis of 200 B2B Brands' Social Activity:

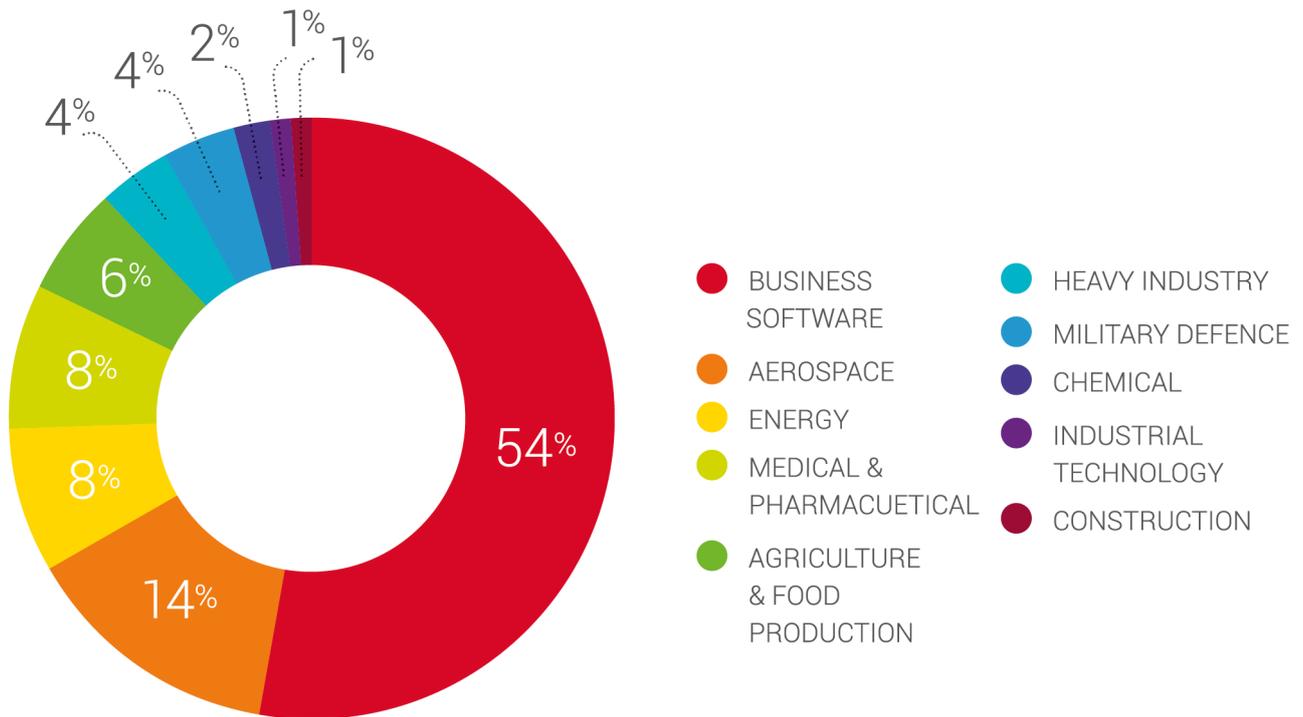
- 5,299,383 mentions collected
- 3,690 thousand posts an hour
- One new post every second
- Over 31 million mentions per year

Furthermore, the influence of these 5 million online conversations is multiplied by the fact that each post has the potential to instigate a horde of ensuing replies, likes, or discussions and to reach countless more eyes.

Recognizing the reach of these posts and the value of their influence, 76% of B2B brands now own at least one social media account on either Twitter or Facebook. These accounts are generating intrigue with the social world – on average, leading B2B brands with a Twitter account have 47,023 followers and those with a Facebook account have 211,872 likes.

A comparison of the share of voice across each B2B industry reveals how the conversation is divided. The business software industry, which comprises 54% of overall discussion, is clearly a central focus of B2B conversation online. The aerospace sector follows with 14% of all mentions, while medical and energy each own 8%.

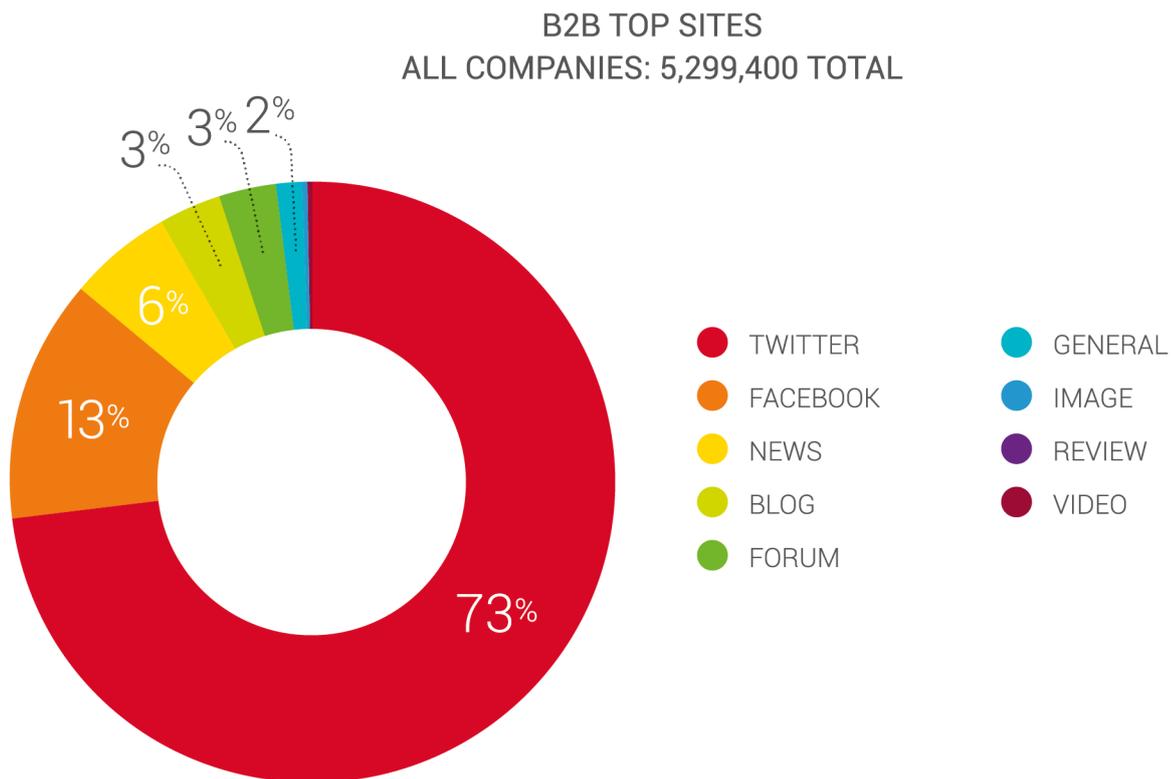
INDUSTRY COMPARISON BY MENTIONS



The business software rule over the social B2B market is fueled by a select group of companies pioneering the power of social media to promote their businesses. Specifically, companies like Intel, IBM, Cisco and Oracle use their networks to drive brand awareness, fuel lead generation and champion customer service.

Online Presence

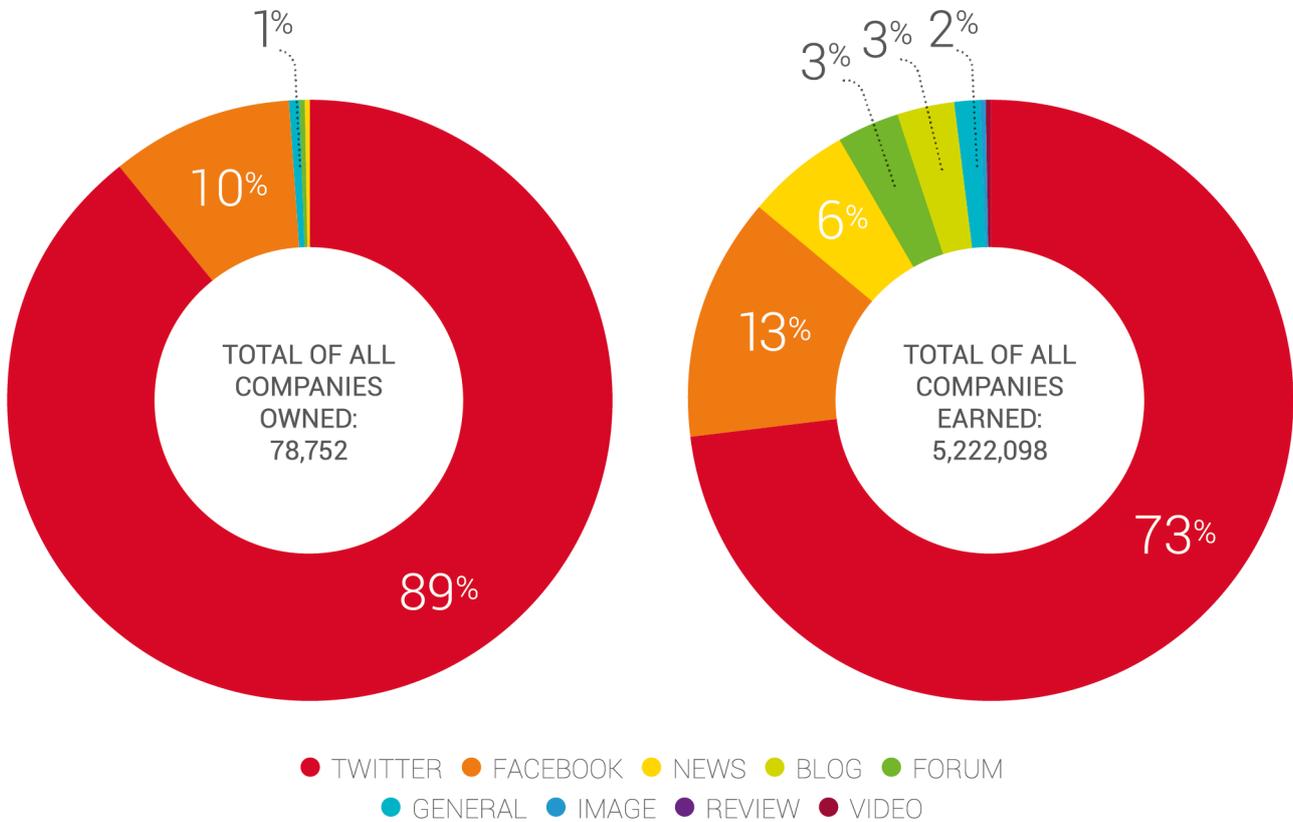
However, conversations about B2B brands are not just limited to social media. While Twitter maintains the majority of B2B mentions, a large volume and critical portion of conversation happens on news sites, forums, and blogs.



On an average day, these leading B2B brands are mentioned 5,055 times on news sites, 2,935 times on forums, 2,623 on blogs and 375 times on video and image sites. Despite this, brands still tend to shy away from non-social platforms when speaking to their consumers.

A breakdown of earned conversations against owned content reveals the discrepancy in the places where brands and their consumers communicate.

TOP SITES
OWNED VS EARNED COMPARISON



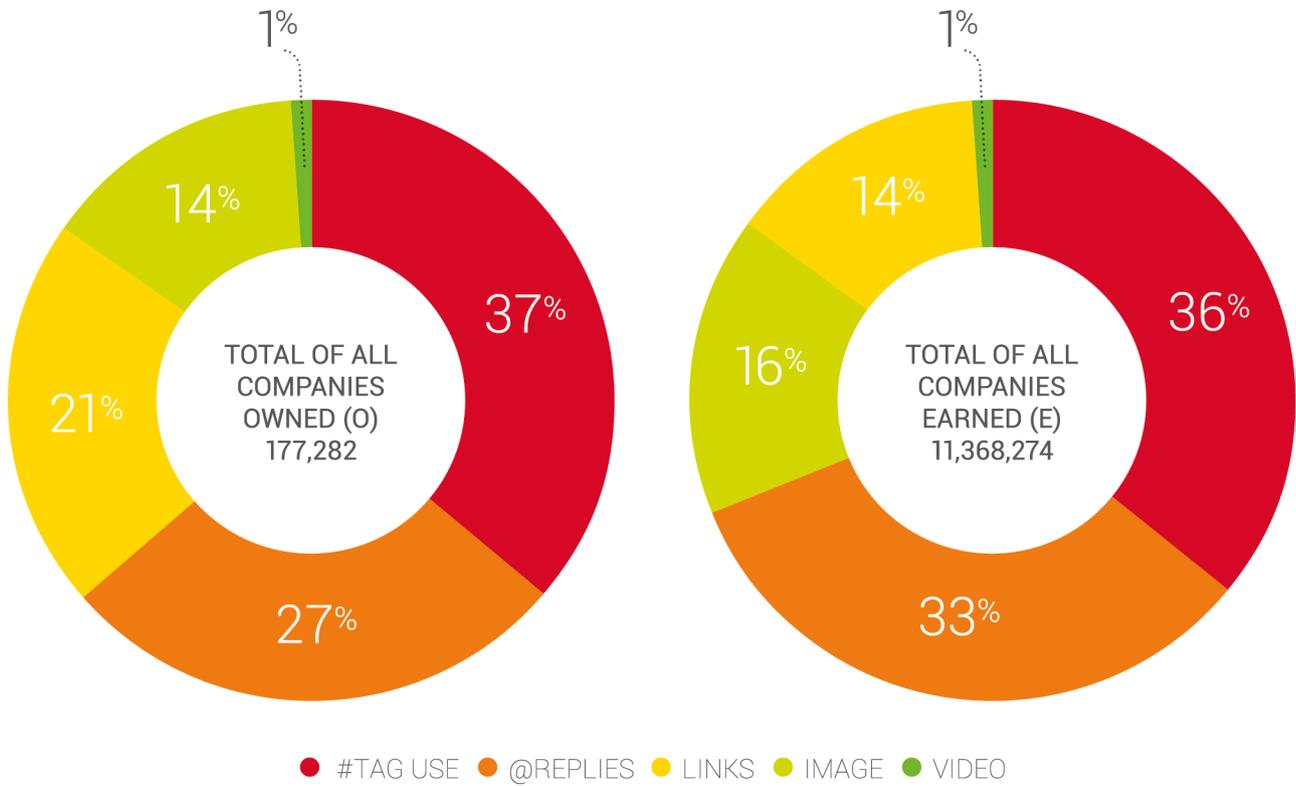
Brands are missing key consumer conversations about customer service, intent to purchase and product feedback on non-social platforms. Additionally, they're missing several opportunities to turn brand advocates into evangelists, to quell bubbling crises early, and to steer engaged prospects toward sales.

This chart figureheads an underlying theme that will be explored in depth throughout this report. The magnitude of B2B discussion online is unprecedented, presenting extraordinary opportunities to affect the way entire industries function. However, only a select few B2B brands are really striving to leverage this current opportunity.

OWNED VS EARNED

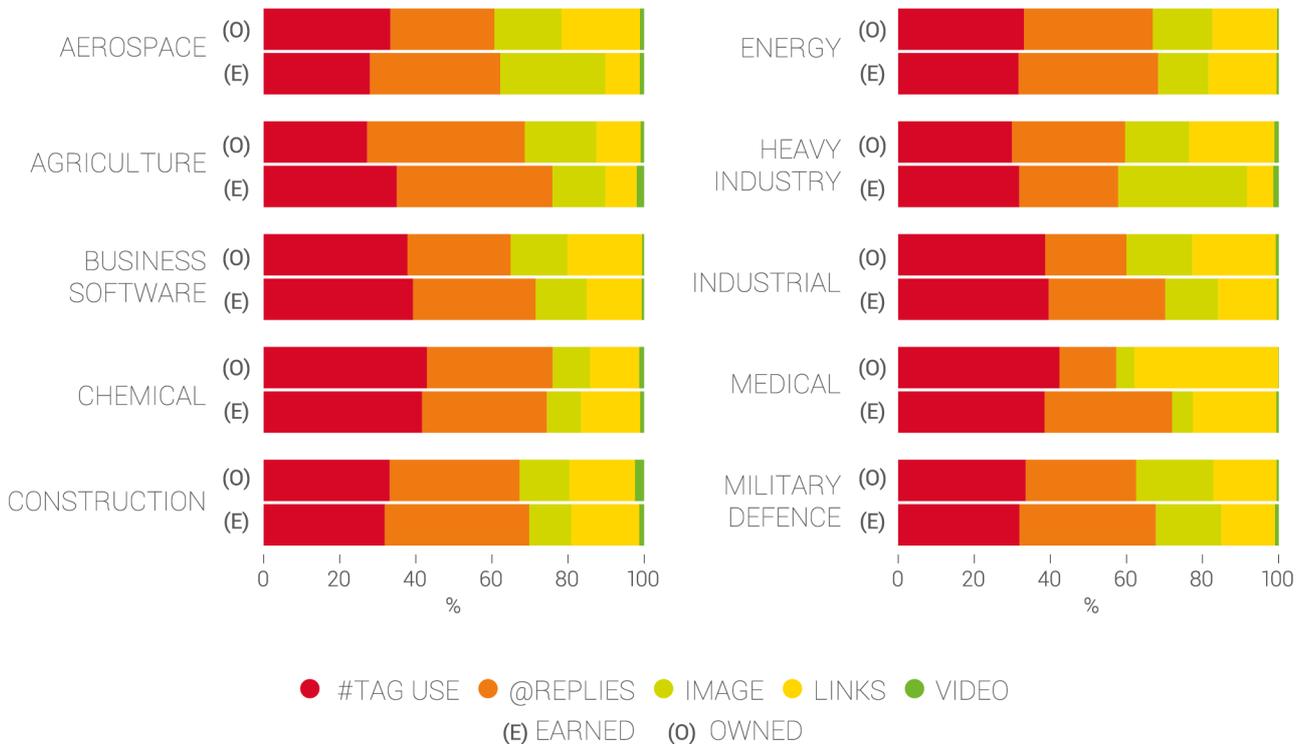
For B2B marketers, understanding how a target audience communicates is paramount when connecting with that group. With the aim of creating content that resonates, businesses will spend considerable time and effort matching their language and tone with that of their customers. Social data allows researchers to analyze exactly how effective they are at aligning with their audience.

SOCIAL LANGUAGE OWNED VS EARNED COMPARISON



The owned B2B accounts communicate using strikingly similar methods as their audience. In fact, they use the exact same amount of hashtags and videos and only differ slightly for images (2%), replies (6%) and links (7%).

INDUSTRY OWNED VS EARNED COMPARISON

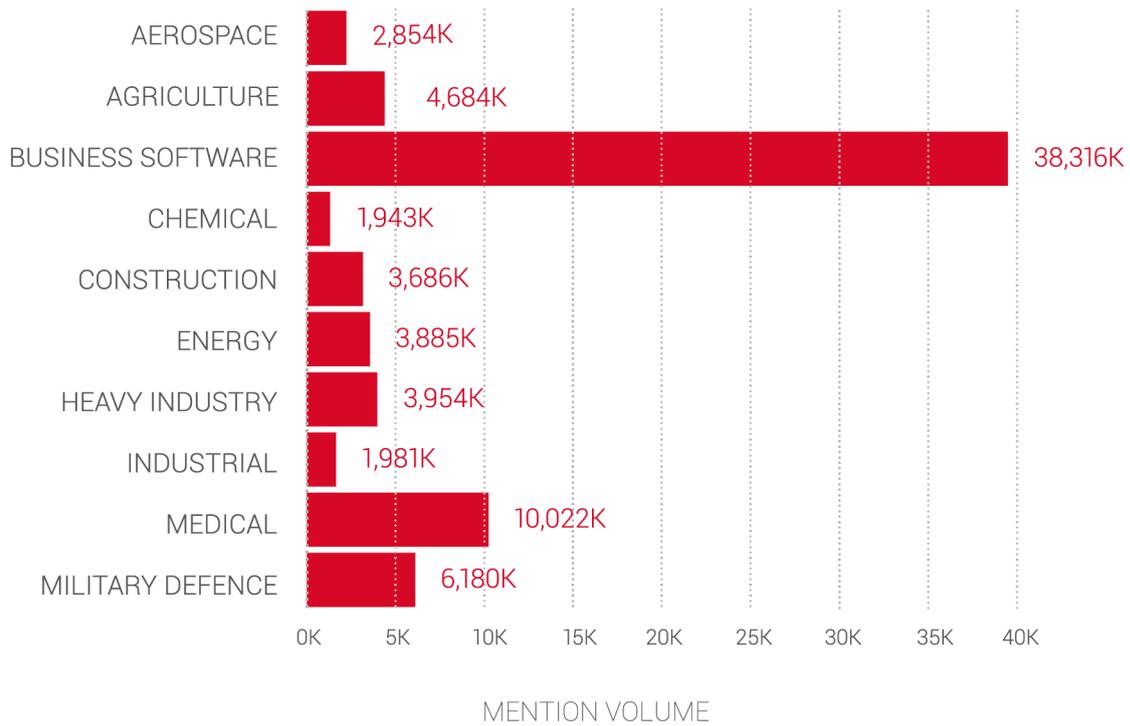


This is not the case for every industry though. The medical industry, for example, uses hashtags far more often than its audience who use @replies. Digging further into the discrepancy reveals that a large portion of the audience’s @replies come from lengthy and in-depth conversations from influencers within the medical audience. Brands tend to shy away from such discussions on social.

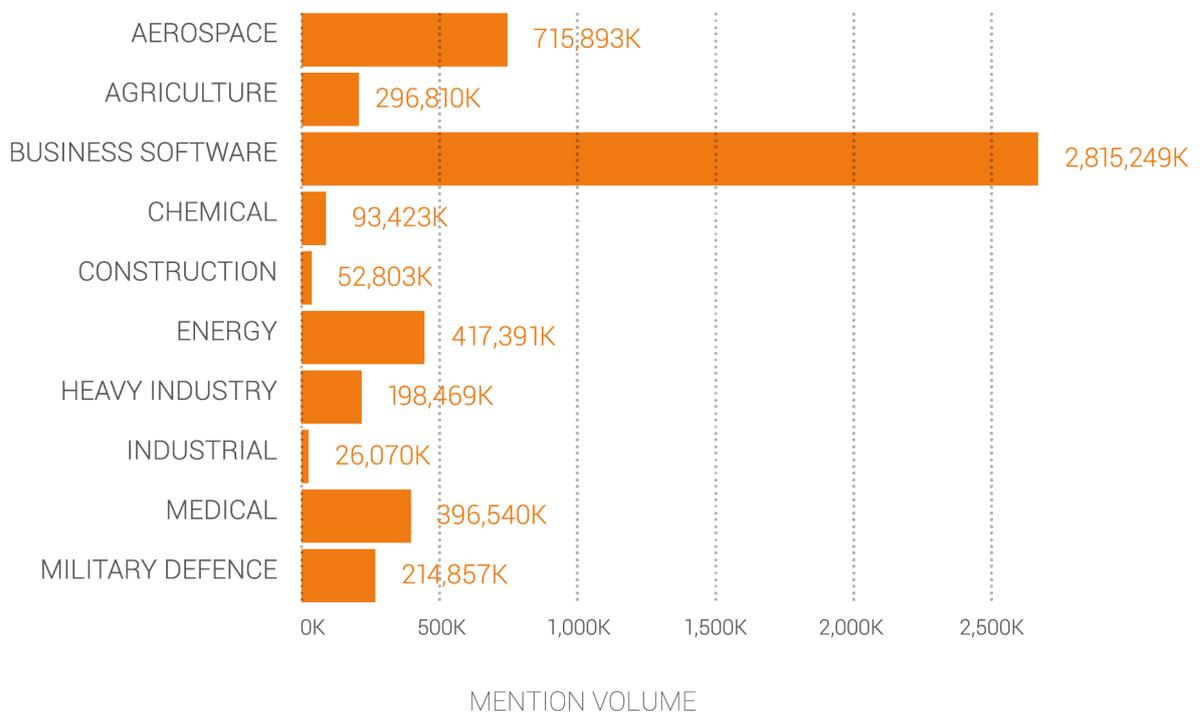
Heavy industry brands also show a disparity in mentions between the earned and owned use of images. This is because a large number of re-sellers use social media to post images of heavy industry goods they are trying to sell. Again, B2B brands generally do not participate in these conversations.

Examining the total volume of owned and earned conversation reveals some clear patterns in the way brands communicate with their audiences. Specifically, the business software industry publishes more often and generates significantly more buzz than any other B2B industry.

TOTAL OWNED (O)

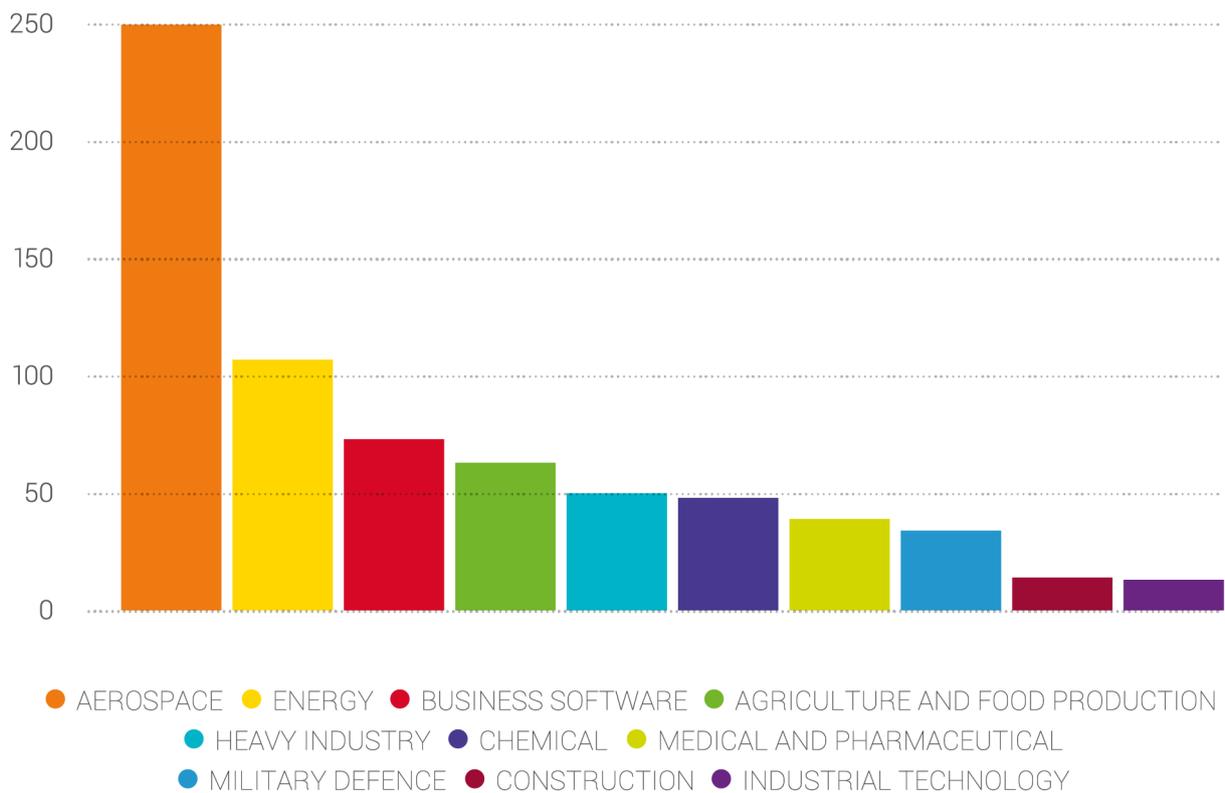


TOTAL EARNED (E)



Although the business software industry successfully attracts more attention online, that does not necessarily mean its marketing attempts are more successful. A comparison of the ratio of earned mentions against owned posts reveals how effective each industry's content is at generating buzz.

AMOUNT OF EARNED MENTIONS PER OWNED
BROKEN DOWN BY INDUSTRY



Analyzing the engagement per post reveals that the brands within the aerospace industry are generally producing some of the best performing content with each owned post generating 250 mentions. Brands within the business software industry, despite having far more earned mentions than any other sector, provoke fewer earned mentions with each post. By regularly publishing more engaging content, the aerospace industry is currently positioned to surpass the business software sector in overall buzz.

Best Time To Post

While many B2B brands successfully generate audience activity with their content, they do not effectively optimize on the highly engaged days of the week.

Twitter Engagement Broken Down by Weekday

DAY	TOTAL TWEETS (2 MONTHS)	AVERAGE AMOUNT OF TWEETS PER DAY	AUDIENCE REWEETS PER POST	AUDIENCE @MENTIONS PER POST
Monday	588	4.20	4.58	0.28
Tuesday	747	5.30	4.52	0.31
Wednesday	673	4.80	4.56	0.29
Thursday	732	5.22	3.30	0.27
Friday	740	5.28	4.32	0.29
Saturday	303	2.16	8.86	0.70
Sunday	211	1.50	8.33	0.61

● HIGHEST FREQUENCY ● LOWEST FREQUENCY

While B2B brands average 4.96 tweets per day throughout the workweek, the volume of owned posts sharply drop to an average of 1.83 tweets over the weekend. Regardless, their audiences are more engaged on the weekend with twice as many retweets and mentions per post. Businesses with social intelligence will boost their overall buzz by publishing more content on the weekends, strategically capitalizing on a time when their audience is more engaged.

“Technology has the power to move consumers past brand loyalty and level the playing field”

– Stuart Leung, Salesforce

AUDIENCE DEMOGRAPHICS

A demographics analysis of B2B conversations sheds light on the nature of the discussion and the authors driving it. These insights are useful for sales, marketing and even product as each team tries to identify their audience and their audience’s interests.

Among the 200 B2B businesses analyzed, 65% of B2B conversation came from males while 35% was from females. The audience’s top interests are Business, Technology and Sports. Their top professions include Executive, Software developer and sales/marketing roles.

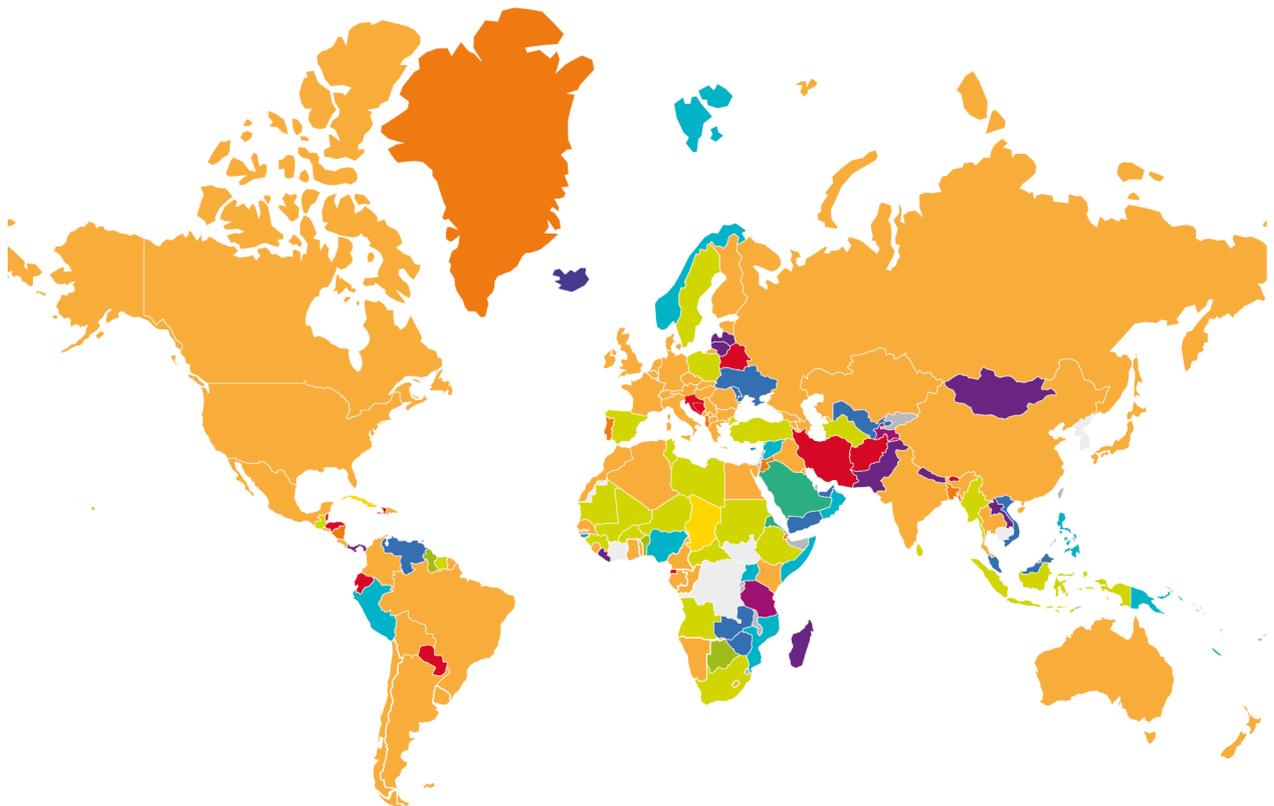
Audience Location

Brandwatch Analytics’ location features can also reveal which brand generates the largest amount of conversation in each country. Understanding how interest is divided

geographically helps brands outline the competitive landscape and identify potential untapped markets.

In a global analysis of the frequency of social conversations by country, there is one clear leader: IBM. As the most mentioned brand in over 100 countries, IBM's social dominance is resounding. While its success may in part be the result of the widespread use of their products, their consistent and intelligent social media efforts cannot be denied.

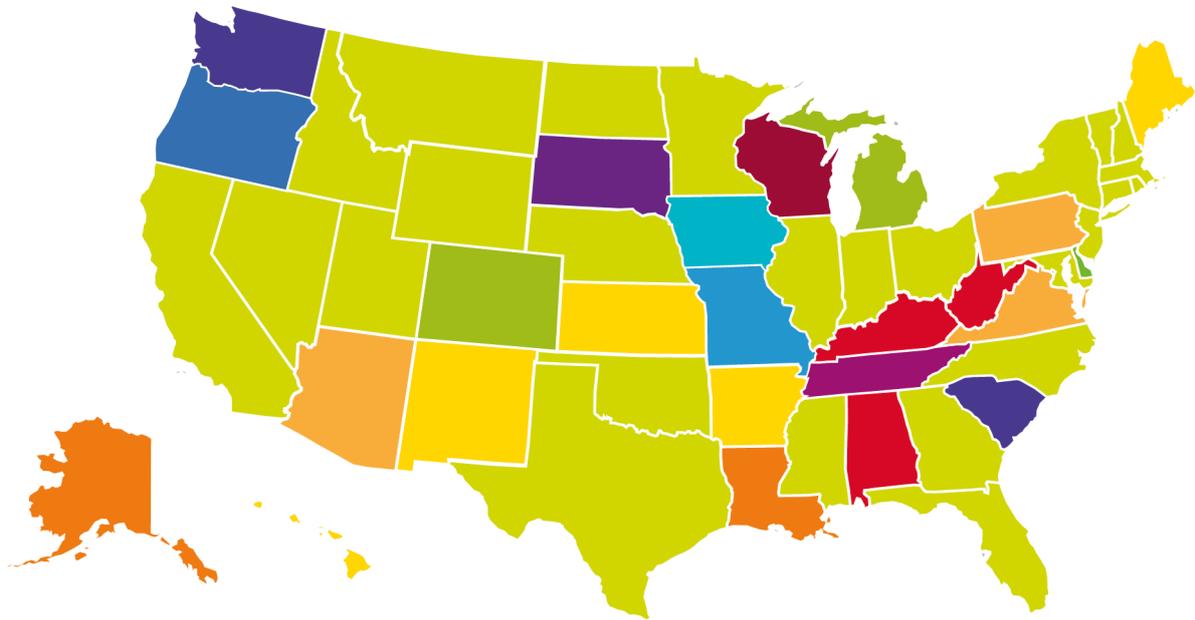
MOST MENTIONED B2B BRANDS BROKEN DOWN BY COUNTRY



- CISCO ● ORACLE ● IBM ● MONSANTO ● INTEL ● ROLLS ROYCE ● BOEING ● CHEVRON ● BP
- LOCKHEED MARTIN ● EXXON MOBIL ● ELI LILLY AND COMPANY ● GLAXO SMITH KLINE ● VMWARE

The global analysis also reveals several truths about how the distribution of mentions reflects the culture, geography and socio-economic state of a country. Oil rich countries like Saudi Arabia, Qatar and United Arab Emirates talk most about energy brands such as ExxonMobil, BP and Chevron.

MOST MENTIONED B2B BRANDS BROKEN DOWN BY US STATE

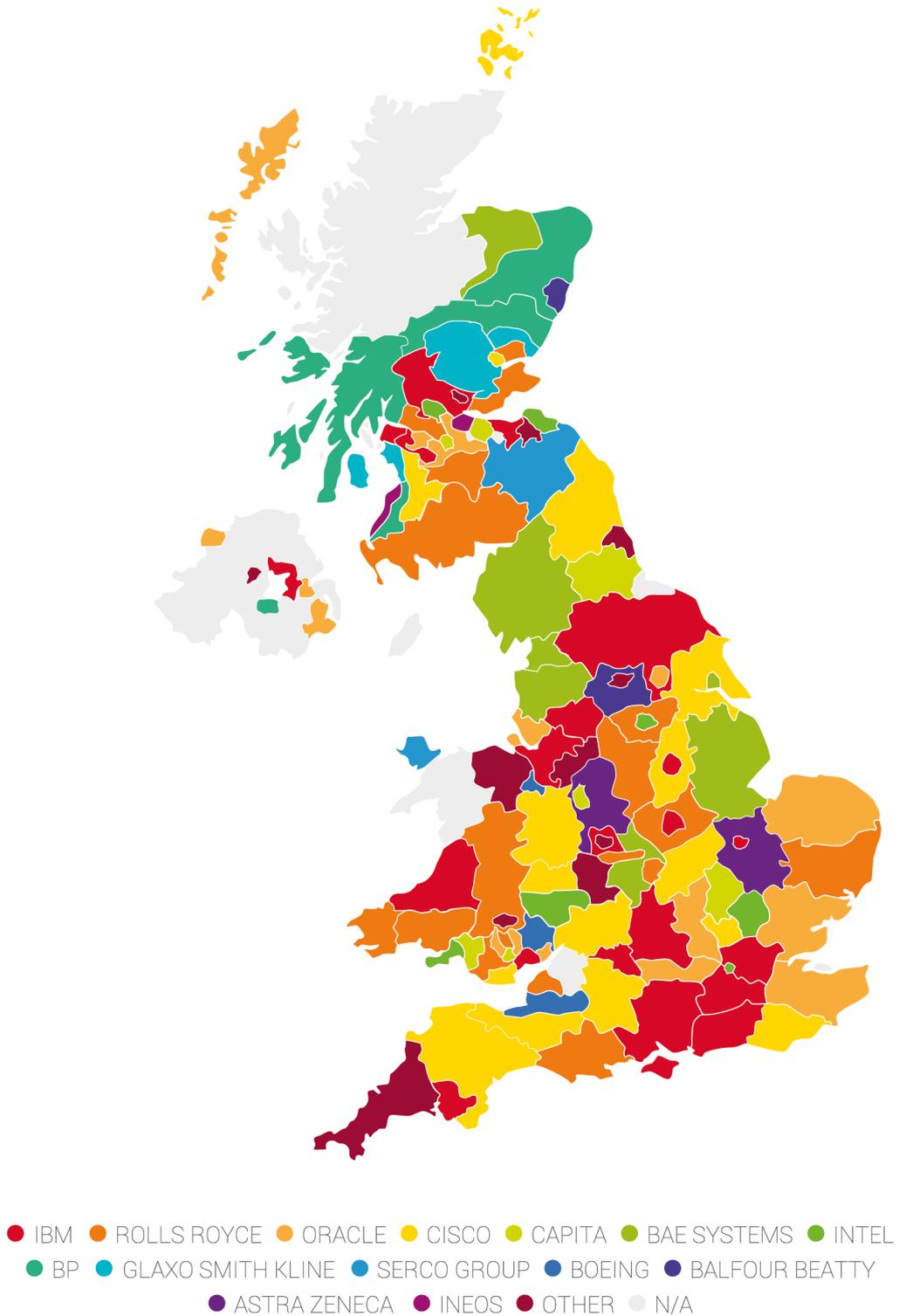


- CISCO ● BP ● ORACLE ● MONSANTO ● IBM ● ROLLS ROYCE ● DU PONT ● GLAXO SMITH KLINE
- JOHN DEER ● US FOODS ● INTEL ● BOEING ● ALOCA ● JOHNSON CONTROLS

A more granular analysis of the United States specifically reveals how conversations about certain B2B brands vary across states. Again, IBM is the clear leader, dominating B2B chatter in 26 states. However, the performance of Oracle, Rolls Royce and Cisco reveals some important regional discrepancies.

This county by county breakdown of the most mentioned B2B brands reveals the disjointed different countries are. IBM again come out on top as it's the most mentioned brand in 25 counties, followed by Rolls Royce, mentioned most in 21 counties. The UK breakdown reveals a varied breakdown of different companies, with a total of 28 different firms with top county mentions.

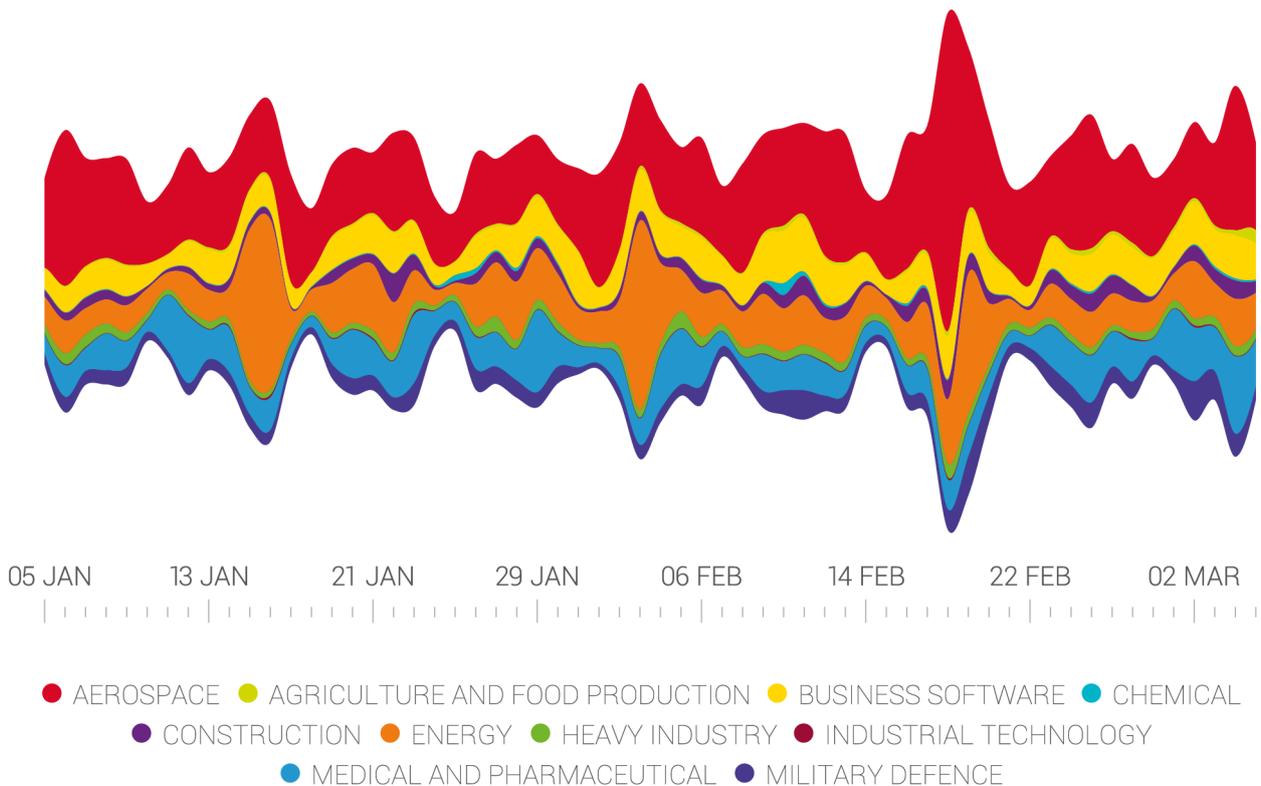
MOST MENTIONED B2B BRANDS BROKEN DOWN BY UK COUNTY



UK VS US

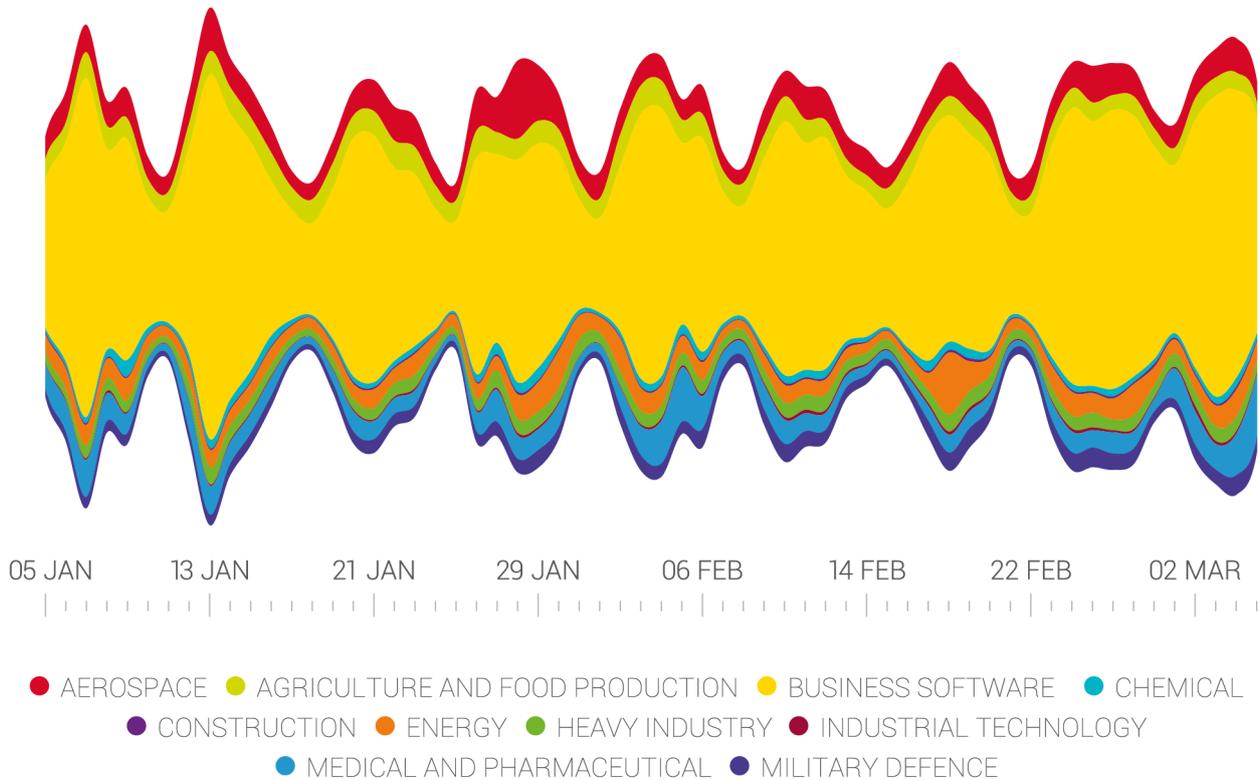
The country-by-country analysis exposes how the maturity of social media differs in the UK and US. The volume of mentions for brands from the United States far outweighed conversation from brands based in the United Kingdom. In fact, 73% of B2B mentions come from the United States, while just 27% comes from the United Kingdom. This disparity is in partly due to the sheer size and popularity of brands within the US - the average number of employees for US brands was 18,000, while UK brands' average number of employees was just 2,625.

DAILY MENTIONS FOR UK INDUSTRIES
05 JAN – 05 MAR 2015



But credit must be given to the US brands and their far more effective and successful use of social media. Not only do they own more social accounts than the UK brands, they also post more often with content optimized to ensure a larger volume of engagement. Our data reflects this with each US owned post generating 75.8 earned posts, while UK owned posts provoke just 34 earned posts.

DAILY MENTIONS FOR USA INDUSTRIES
05 JAN – 05 MAR 2015



The reasons why UK brands are so far behind US brands are fairly clear and simple. On average, UK companies own 1.2 Twitter accounts and a following of 11,600 on their primary account. In contrast, the average American B2B company owns 2.4 Twitter accounts and has 82,411 followers on their main account.

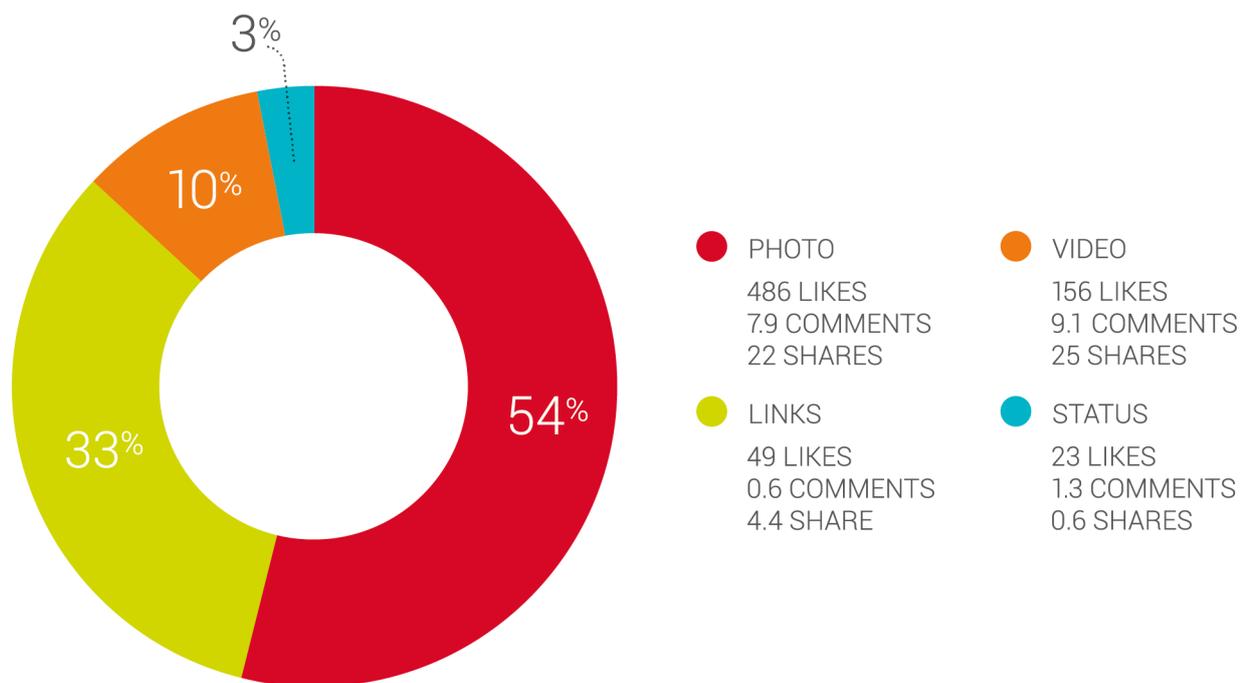
This investment into social from US brands not only provides them with a free channel for company awareness, but also leaves them better equipped to manage their brand and deal with inevitable crises. Customers, advocates and critics all expect a constant and holistic social connection. If UK brands want to compete with the US they will have to develop a stronger social presence, dedicated customer service accounts and a constantly evolving social strategy.

THE B2B VOICE

In today's social climate, countless brands compete to increase their share of voice online and to build meaningful connections with the increasingly critical consumer. As such, one of the biggest challenges companies face is building a brand voice that resonates with their audience.

For many businesses, that means identifying and defining clear strategies or methods to best reach their ever-connected audience. The following analysis of brands' Facebook content reveals the average format and performance of B2B brands' content.

FACEBOOK CONTENT AVERAGE PERFORMANCE

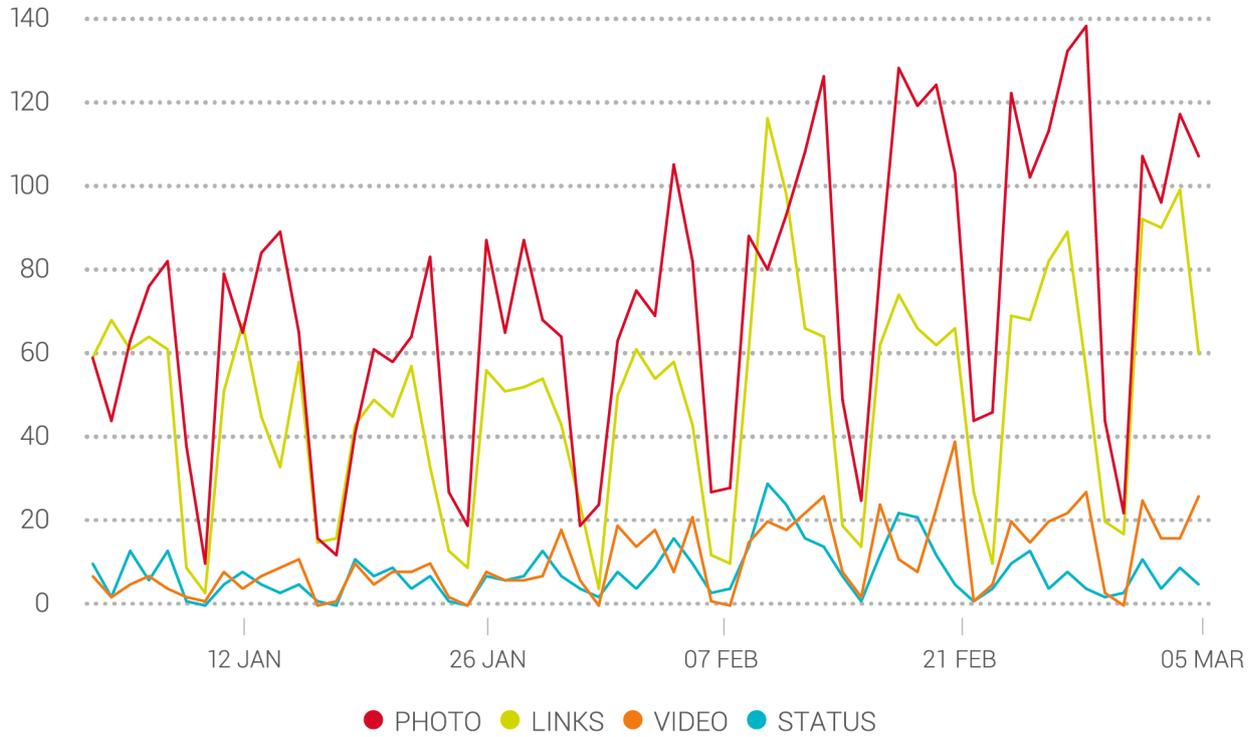


The analysis of B2B brands' Facebook content reveals that over half of their posts contain a photo. As images receive more engagement per post, brands' commitment to image based posts is currently paying off.

Similarly, videos garner more shares than photos and considerably more comments than any other type of post. Brands can interpret this to mean that while videos generate more conversation on Facebook, images are best at spreading sharable information.

Status updates provoke the smallest volume of likes and shares, while posts with links drive the smallest volume of conversation. B2B brands, identifying the content that resonates best with their audience, can boost their online presence by tailoring their content based on previous performance. Indeed, many brands are capitalizing on the added engagement images provide, with the quantity of visual posts increasing by 50% in just two months.

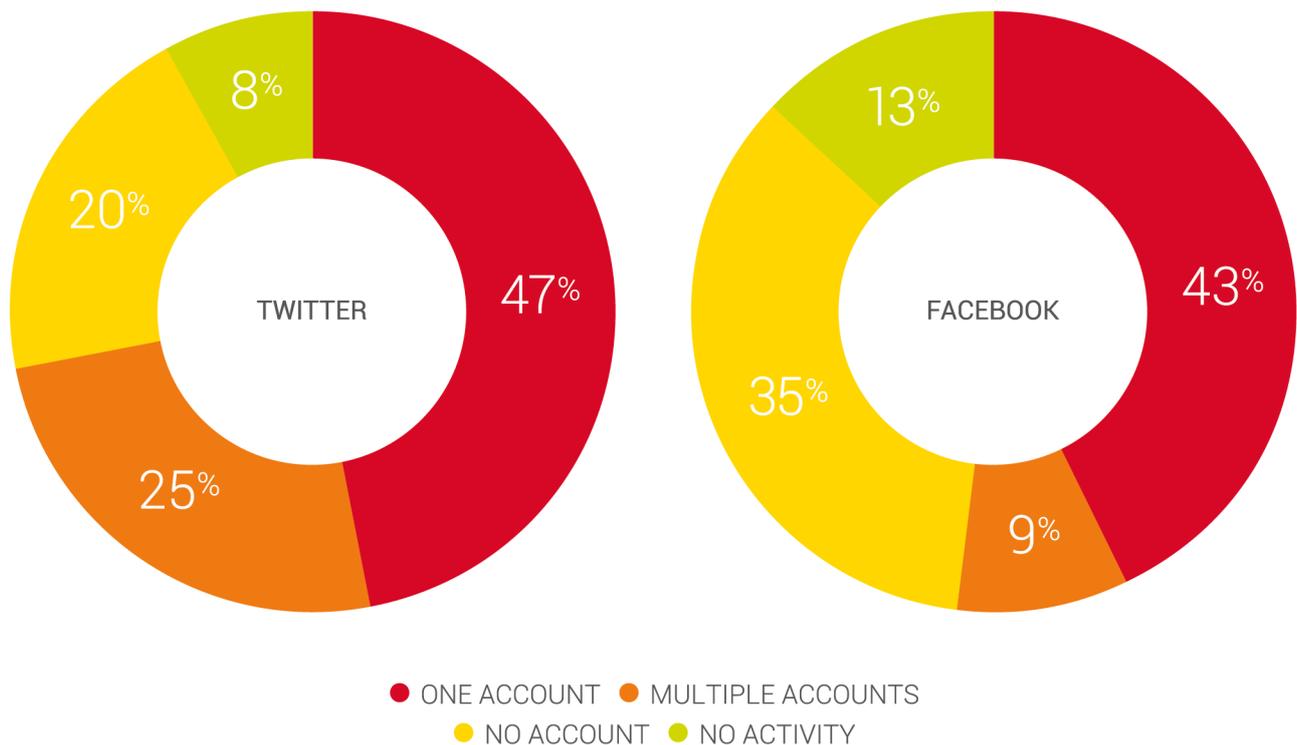
TOTAL B2B FACBOOK CONTENT POSTED OVER TIME 05 JAN – 05 MAR 2015



Social Activity

Of the 200 B2B companies analyzed, 152 had a social presence on either Twitter or Facebook.

B2B TWITTER AND FACEBOOK ACTIVITY



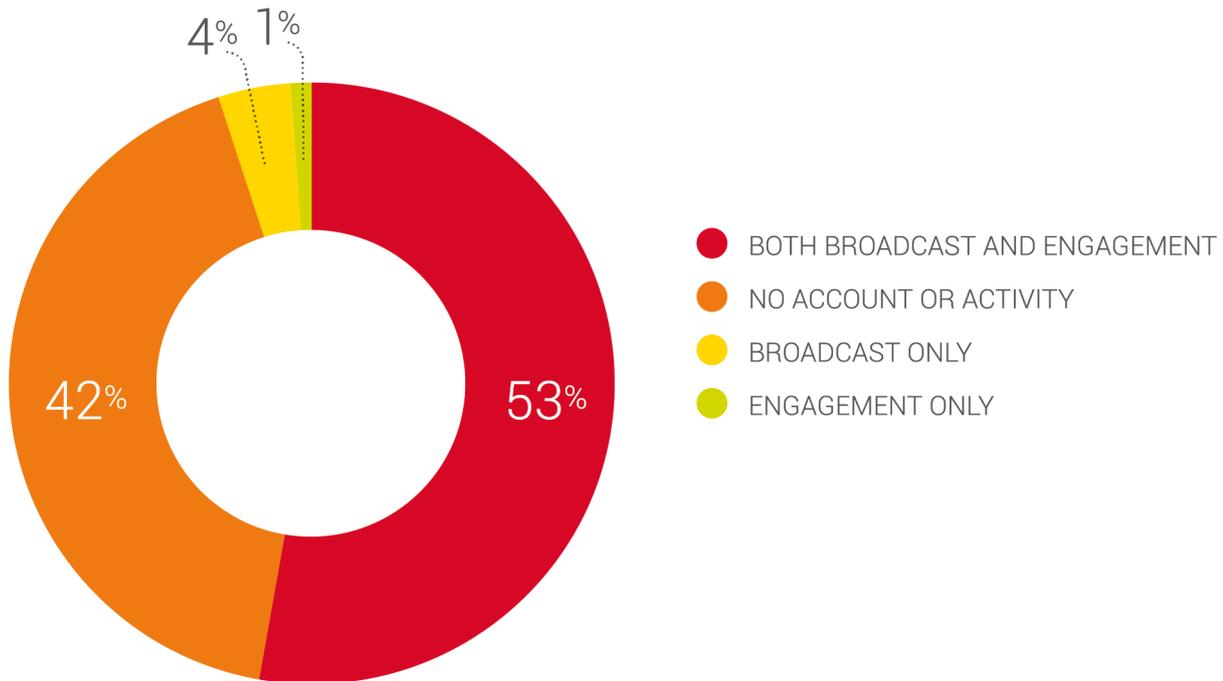
The number of brands posting from multiple accounts is 16% higher on Twitter than Facebook. A common use of multiple accounts is to have one focused on engagement - mostly in the form of offers and company news - and others for customer service and recruitment.

Business software brands in the USA have the highest average amount of Twitter accounts (9.1), while industrial tech brands in the UK have the lowest average amount of Twitter accounts (0.4). Intel, BP and GlaxoSmithKline are among the social leaders currently managing multiple Twitter and Facebook accounts.

Twitter Activity

The majority of brands use Twitter for both broadcasting and engaging. This shows that brands understand Twitter is not just a one-way communication platform.

B2B TWITTER ACTIVITY



The proportion of brands with no account or no activity is incredibly high at 42%. While competitors are benefitting from using Twitter for customer service, lead generation, recruitment and much more, reluctant B2B brands are falling behind the curve.

CONVERSATION ANALYSIS

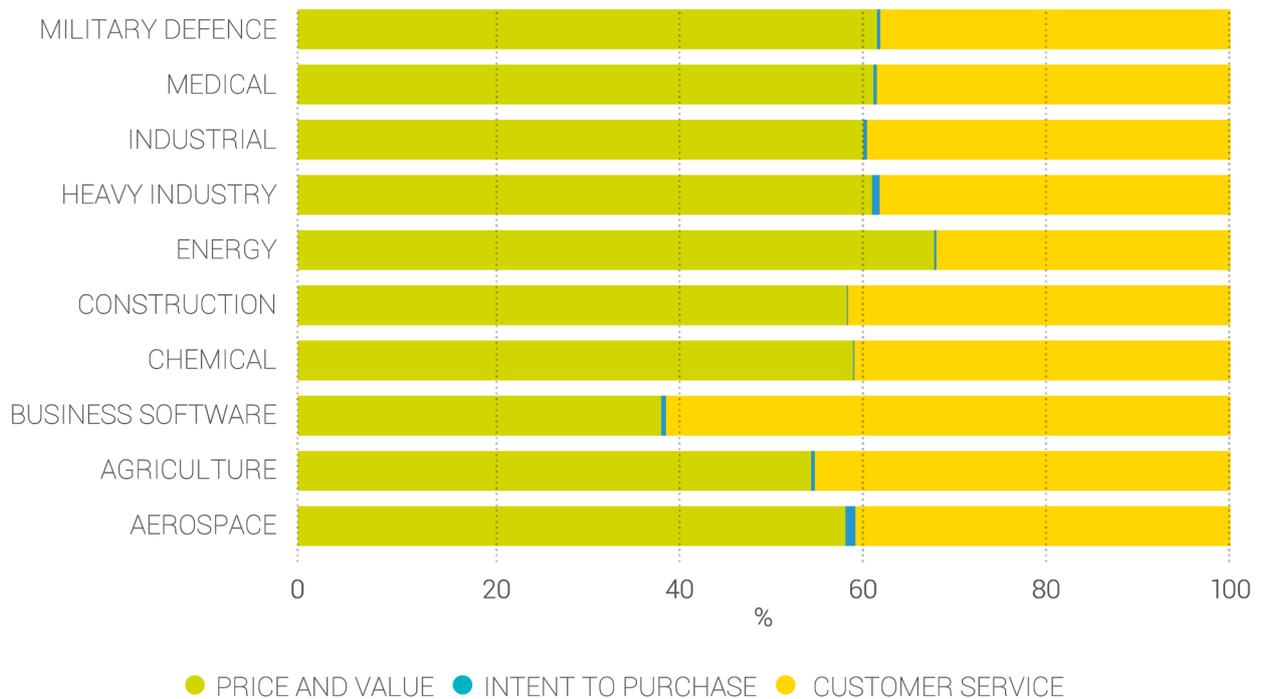
B2B brands looking to optimize their consumer purchase cycle can use insights gleaned from online conversations to identify, understand and adapt according to their customers' specific concerns.

Analysis of consumer conversations reveals that the most commonly discussed topic relating to the product purchase cycle is the price and value of a potential purchase.

Businesses, aiming to develop and optimize their product purchase experience, can learn their consumers' concerns and how they stack up against their competitors for each topic.

For example, business software brands should consider investing in the quality of customer service they provide, as due to the quantity of mentions, it is likely to be more broadly appreciated by customers.

EARNED CONVERSATION BROKEN DOWN BY PURCHASE CYCLE



“The possibilities for effectively engaging consumers are limited only by imagination and each advance in new technology brings excitement and anticipation of a brighter future.”
Mark Larson, KPMG US and Global Sector Leader

CAPITALIZING ON SPECIFIC CONVERSATIONS

The value of social extends well beyond generating buzz and promoting a business’s brand. Honing in on specific language, companies can uncover conversations that, when acted upon, can generate tangible returns.

Intent to Purchase

Intent to purchase conversations are discussions that indicate a desire to purchase a product. For example, a Tweet expressing an eagerness to implement a SaaS platform or a string of forum comments from construction experts discussing whether or not to purchase heavy industry machinery are classified as intent to purchase mentions.

These mentions are invaluable to brands. Sales teams can connect with these conversations and translate intent to purchase into real revenue. Furthermore, intent to purchase can help inform or predict future sales for new releases.

Our data revealed that the 200 B2B brands we analyzed receive 72,756 intent to purchase mentions over a year. That means, on average, brands receive 363 potential sales opportunities each year. Moreover, 23% of these come from executives at other companies, a role that would class them as an accepted sales target. With each brand receiving a new sales opportunity each day through social the need for a holistic, engaging social presence has never been greater.

Customer Service

Much of the B2C industry has adapted their social strategy towards enabling customer success through 24/7 social customer service.

“Be where your core customers are most and remember to not just post on social media, but also respond.”

Nicole Leinback-Reyhle, Founder, Retail Minded

We found many B2B brands neglected engagement with customers on social. In fact, during the two months we tracked each company, we collected over 140,000 negative mentions for all 200 brands. Less than 1% of these mentions were directly responded to by the B2B brands.

These results indicate that leading B2B brands are missing opportunities to engage customers and figurehead social as their customer service platform of choice. Some may claim that’s due to many of their customers being embedded in businesses and not on social, but with - on average - over 3,000 negative mentions about each brand posted per year, this excuse is clearly outdated.

“Your most unhappy customers are your greatest source of learning”

Bill Gates, Co-founder, Microsoft

Sector Analysis

Businesses from all sectors recognize the value of benchmarking both within and across industries. Such comparisons can showcase opportunities, uncover threats and expose clear strengths or weaknesses. Within the B2B industry, competitive benchmarking has always been paramount in understanding a business's strategic positioning.

The following section of the report examines the social presence of 200 B2B companies, providing insight into the social media activity and performance of each company, country and industry. Note, engagement per post equals the average number of RTs or likes and PR hits were collected over a two-month period.

AGRICULTURE & FOOD PRODUCTION

BRANDS	TOTAL TWITTER FOLLOWERS	TOTAL FACEBOOK LIKES	ENGAGEMENT PER POST	SENTIMENT POSITIVE	SENTIMENT NEGATIVE	PR HITS
USA						
Cargill	26551	5552	52.1	72	28	1242
US Foods	8009	67329	59	63	37	420
The Scouler Company	158	0	0	52	48	15
International Flavors & Fragrances	0	0	0	87	13	96
The Mosaic Company	0	0	0	88	12	319
Golden State Foods	0	474	0	78	22	54
Southern Wine & Spirits of America	991	4365	0	97	3	32
Monsanto Company	56988	95317	205.9	45	55	4266
Smithfield Foods	5675	11125	32.96	92	8	16
JBS USA Holdings	360	286	0	80	20	103
USA AVERAGE	9873	18444	34.9	75.4	24.6	656
UK						
Frontier Agriculture Ltd.	5662	0	0.4	67	33	9
Total Produce	819	136	0	98	2	27
Openfield	2762	0	0.2	89	11	19
ABP Food	0	453	0	67	33	42
Moy Park	4485	9684	61	92	8	59
Kerry Group	0	3972	0	75	25	84
Cranswick	140	0	0	89	11	37
Glanbia	1283	2338	19	85	15	218
Meadow Foods	769	0	1.6	60	40	2
Brake Brothers	4818	1217	6035	83	17	32
UK AVERAGE	2073	1780	611	80.5	19.5	52.9
INDUSTRY AVERAGE	5973	10112	323	77.9	22	354
B2B AVERAGE	41994	185513	346	76	24	1495

Strengths:

As a percentage of total mentions, 21.3% of all agricultural mentions came from Facebook. That is the highest percentage of Facebook mentions, as a percentage of total mentions, within the B2B market showing the industry still gleans results from the world's largest social platform.

Weaknesses:

The American agricultural company, Monsanto, produced the world's first genetically modified crop and faced significant public backlash. Social reacted and out of 200 B2B brands, Monsanto generated the highest volume of negative mentions (12,940).

Key Points:

This industry provokes the highest percentage of female mentions at 44.3%, the B2B average is 34.3%

INDUSTRIAL TECHNOLOGY

BRANDS	TOTAL TWITTER FOLLOWERS	TOTAL FACEBOOK LIKES	ENGAGEMENT PER POST	SENTIMENT POSITIVE	SENTIMENT NEGATIVE	PR HITS
USA						
Emerson Process Management	6055	9420	34	91	9	192
Rockwell Automation	15013	50093	26	91	9	446
Honeywell Process Solutions	2532	0	0.2	96	5	1098
Flowserve	2555	4517	0	89	11	334
FMC Technologies	5684	12749	63	89	11	328
National Instruments	12136	61768	32	89	11	353
Roper Industries	0	0	0	87	13	157
MKS Instruments	277	133	410	90	10	90
Autonomous Solutions	511	357	868	90	10	6
Energid Technologies	238	0	0	95	5	14
USA AVERAGE	4500	13903	143	90.7	9.3	301
UK						
Capula	0	128	0.8	81	19	3
Spectris	0	0	0	60	40	222
IMI plc.	0	0	0	80	20	47
MTL Instruments group	0	0	0	60	40	3
APV (SPX)	0	0	0	67	33	182
Tycon Automation	131	0	0	60	40	2
Mechatronic Solutions	149	902	3	60	40	2
Moody Automation	0	0	0	70	30	0
2M Automation	82	183	0	75	25	0
Sewtec Automation	20	0	0	80	20	0
UK AVERAGE	38.2	121	0.38	69.3	30.7	46.1
INDUSTRY AVERAGE	2269	7012	71.8	80.3	19.7	173
B2B AVERAGE	41994	185513	346	76	24	1495

Strengths:

Positivity engulfs this industry with 80.3% of all emotive language being positive - higher than any other B2B industry. Honeywell Process Solutions, National Instruments and Rockwell Automation drove the majority of these positive mentions.

Weaknesses:

Mentions for the industrial technology industry were only posted in 93 countries during the two months we tracked them. No other industry was mentioned in so few countries; in fact, B2B industries were talked about in 143 countries on average, 50 countries more than the industrial tech industry.

Key Points:

Owned social channels within the industrial tech sector are remarkably inactive when compared to others. The channels posted via social platforms just 2.1 times per day well below the B2B average of 7.7.

CHEMICAL

BRANDS	TOTAL TWITTER FOLLOWERS	TOTAL FACEBOOK LIKES	ENGAGEMENT PER POST	SENTIMENT POSITIVE	SENTIMENT NEGATIVE	PR HITS
USA						
Dow Chemical	29240	84500	102	80	20	2511
Formosa Plastics	0	0	0	60	40	117
LyondellBasell	0	0	0	89	11	702
PPG Industries	13495	18212	66	96	4	627
DuPont	32773	62815	101	66	34	5392
Praxair	1363	2102	51	81	19	375
Huntsman Corp	598	413	2.8	84	16	275
Celanese	0	0	0	85	15	421
Eastman Chemical	3213	3571	0.25	85	15	361
Air Products & Chemicals	4534	0	0.25	82	18	608
USA AVERAGE	9486	21451	32	80	20	1138
UK						
INEOS	3959	669	4	66	34	399
Thornton & Ross	0	0	0	60	40	0
Nelson & Russell	0	0	0	80	20	2
Tennants	0	46	0	80	20	0
Nova Laboratories	0	0	0	98	2	22
F Ball and Co	3615	200	0.9	94	6	2
Tor Coatings	236	0	0	67	33	3
Stamford	0	0	0	80	20	0
Diomed Developments	0	0	0	75	25	3
GRI Group	0	0	0	90	10	0
UK AVERAGE	2423	2795	0.49	78	20	241
INDUSTRY AVERAGE	5946	12123	16.4	79	19	690
B2B AVERAGE	41994	185513	346	76	24	1495

Strengths:

11.3% of all chemical brands' mentions came from news sites, the highest percentage within the B2B marketplace. For an industry with a relatively small amount of mentions the brands are strongly resonating with news sites on a consistent basis and thus, generating a large amount of reach per mention.

Weaknesses:

The UK companies within the chemical industry are particularly bad with their use of social. Only four out of ten companies had a social presence and only two had accounts on both Twitter and Facebook. Worryingly, only two UK brands generated engagements on their posts over the two months we tracked them. During that time 5,291 mentions were made about the brands, yet many had no platform to respond, engage and enhance those interactions.

Key Points:

DuPont garnered the largest amount of chemical interest on social. Over 50,000 mentions were made about the brand in just two months, that breaks down to one new mention every two minutes. Fortunately, DuPont have five active Twitter accounts and two active Facebook accounts to manage and take advantage of these conversations.

CONSTRUCTION

BRANDS	TOTAL TWITTER FOLLOWERS	TOTAL FACEBOOK LIKES	ENGAGEMENT PER POST	SENTIMENT POSITIVE	SENTIMENT NEGATIVE	PR HITS
USA						
Bechtel	31148	35854	205	82	18	461
Fluor Corp	3630	0	5	76	24	895
Kiewit Corp	4383	13165	142	83	17	197
Turner Corp	0	0	0	64	36	154
PCL Construction	7793	6471	31	98	2	66
ABC Supply	1192	0	0	94	6	85
KBR	0	0	0	49	51	453
Jacobs	0	0	0	68	32	422
Clark Construction Group	1130	644	26	74	26	71
Gilbane Building Co	12872	0	0.3	90	10	102
USA AVERAGE	6214	5613	40.9	77.8	22.2	290
UK						
Balfour Beatty	30636	4489	20	57	43	1411
Carillion	15980	2075	23	77	23	556
Kier Group	27301	0	1.2	80	20	270
Interserve	11055	937	10	82	18	397
Mitie	13177	0	0.8	73	27	116
Morgan Sindall	17610	0	0.2	75	25	267
BAM Construction	24955	1480	2	92	8	282
Laing O'Rourke	21936	0	6	80	20	203
Galliford Try	3667	0	0	71	29	426
Keller Group	0	0	0	69	31	71
UK AVERAGE	15075	499	4.8	77	22	287
INDUSTRY AVERAGE	10645	3056	22	77	22	289
B2B AVERAGE	41994	185513	346	76	24	1495

Strengths:

Social media teams within the construction industry respond the most when engaged with. In fact, out of every mention they received online they responded to 4.5%. The average response rate is just 0.88%.

Weaknesses:

The construction industries' adoption of social is impressive 10 out of 20 brands have a Twitter following of over 10,000. Despite this, the average engagement per post is strikingly low at just 22 likes, retweets and comments per post.

Key Points:

Conversation about careers and recruitment makes up 8.3% of all construction mentions, way above the B2B average of 3.9%. Interserve, Balfour Beatty and Carillion receive the most mentions relating to jobs while Mitie use their own account to provoke recruitment conversation with 36.2% of all their owned mentions relating to jobs.

HEAVY INDUSTRY

BRANDS	TOTAL TWITTER FOLLOWERS	TOTAL FACEBOOK LIKES	ENGAGEMENT PER POST	SENTIMENT POSITIVE	SENTIMENT NEGATIVE	PR HITS
USA						
Caterpillar	64985	411734	1393	82	18	2962
TRW Automotive Holdings Corp	1108	17271	31	73	27	835
Lear Corporation	216	0	0	87	13	193
Cummins	32785	273817	1.8	86	14	1592
Johnson Controls Inc.	15261	75330	187	94	6	1170
John Deere	91909	2336031	495	83	17	2714
Dana Holding Corp	700	1282	15	66	34	182
BorgWarner Inc.	0	2636	0	77	23	575
Visteon Corp	1129	280	0.8	92	8	426
J.B. Hunt Transport Services	119	6530	0.2	89	11	290
USA AVERAGE	20821	312491	212	82.9	17.1	1093
UK						
Ashtead Group	0	0	0	93	7	437
TI Automotive Ltd.	206	0	0	96	4	185
JCB	3241	181668	1082	54	46	229
Plaxton	0	0	0	72	28	14
Cosworth	12308	82261	125	76	24	541
Speedy Hire	4428	0	0.2	60	40	115
Delphi Automotive plc.	3087	0	0.8	93	7	459
Aggreko	2194	1653	59	72	28	487
Delden CSE	13	0	0	80	20	0
John Hanlon & Co. Ltd	0	0	0	80	20	0
UK AVERAGE	2547	26558	126	77.6	22.4	246
INDUSTRY AVERAGE	11684	169524	169	80.2	19.7	670
B2B AVERAGE	41994	185513	346	76	24	1495

Strengths:

Second in the B2B market for positive mentions is heavy industry. 80.25% of emotive language about the industry was positive. John Deere and Caterpillar caused the majority (75%) with their admirable products and dedicated fanbase.

Weaknesses:

In comparison to the engagement per post figures heavy industry generates a strikingly low amount of news hits. Averaging at 670 news hits per brand (825 below the average), competitors within the industry clearly struggle to generate PR hits.

Key Points:

Heavy industry earned mentions contain the highest percentage of images, 15% higher than average. This is due to many resellers taking to social platforms to post images of heavy machinery goods they wish to sell.

AEROSPACE

BRANDS	TOTAL TWITTER FOLLOWERS	TOTAL FACEBOOK LIKES	ENGAGEMENT PER POST	SENTIMENT POSITIVE	SENTIMENT NEGATIVE	PR HITS
USA						
United Technologies	15892	0	1.2	78	22	2137
Textron	1411	2715	4.9	71	29	995
Precision Castparts Corp.	0	378	0	54	46	364
Spirit AeroSystems	5022	0	2.8	91	9	251
Rockwell Collins, Inc.	18157	7812	25	90	10	670
Harris Corporation	4043	5403	18	73	27	391
Alcoa	18265	37678	5	64	36	3670
Alliant Techsystems	0	0	0	83	17	416
Boeing	220818	693161	3985	75	25	27795
Parker Hannifin Corporation	7632	3626	10.6	90	10	406
USA AVERAGE	29124	75077	405	76.9	23.1	3709
UK						
Rolls Royce	67819	558900	3887	81	19	8496
GKN plc.	517	0	2.8	96	4	367
BBA Aviation	0	0	0	86	14	78
Cobham plc.	3658	0	2.1	83	18	179
Chemring Group	461	0	0	73	27	110
Ultra Electronics Holdings	720	0	0	68	32	211
Senior plc.	0	0	0	84	16	71
Firth Rixson (bought by Alcoa)	0	0	0	56	44	114
Doncasters group	0	0	0	80	20	11
Martin-Baker Aircraft	1506	4117	5623	82	18	15
UK AVERAGE	7468	56301	951	78.9	21.2	965
INDUSTRY AVERAGE	18296	65689	678	77.9	22.1	2337
B2B AVERAGE	41994	185513	346	76	24	1495

Strengths:

Aerospace brands were very consistent in their ability to respond to users on Twitter. In fact, out of every mention received on Twitter they responded to 3.2%. The average response rate is just 0.88%.

Weaknesses:

These brands struggled to effectively schedule their content throughout the week. 89% of their owned posts were distributed on weekdays leaving just 11% for the weekend. The best industry - medical - managed to post 18% of their content on the weekend and 82% during the week allowing for consistent weekly engagement.

Key Points:

Image sites like Instagram and Flickr account for 1.8% of industry mentions, way above the B2B average of 0.2%. Fans of Aerospace flock to image sharing sites to post images of Boeing's (51%) and Rolls Royce's engines (48%).

MEDICAL AND PHARMACEUTICAL

BRANDS	TOTAL TWITTER FOLLOWERS	TOTAL FACEBOOK LIKES	ENGAGEMENT PER POST	SENTIMENT POSITIVE	SENTIMENT NEGATIVE	PR HITS
USA						
Pfizer	134934	140125	106	40	60	7441
Amgen	25943	0	21	51	49	3298
AbbVie	15161	5467	55	63	37	4566
Merck & Co.	64511	18796	49	26	74	7187
Bristol-Myers Squibb	59624	0	10	54	46	3109
Eli Lilly and Company	85930	11662	33	66	34	2508
Biogen Idec	3412	0	2	84	16	1732
Genentech	43084	6759	117	57	43	1862
Baxter International	9008	1989	2	74	26	1097
Gilead Sciences	7581	0	4	56	44	4273
USA AVERAGE	449184	18479	39.9	57.1	42.9	3707
UK						
Glaxo Smith Kline	80620	138824	162	65	35	7488
AstraZeneca	73940	21851	27	59	41	4022
Shire	0	0	0	56	44	2568
Napp	0	0	0	80	20	8
Vectura	0	0	0	90	10	145
Genus	1906	3689	18	91	9	28
BTG	0	0	0	89	11	10
Renovo	0	0	0	50	50	13
Frontier Multigate	630	0	0.4	93	7	84
GE Healthcare	57609	9670	45	82	18	1332
UK AVERAGE	21470	17403	25.2	75.5	24.5	1569
INDUSTRY AVERAGE	33194	17941	32.5	66.3	33.7	2638
B2B AVERAGE	41994	185513	346	76	24	1495

Strengths:

The medical industry contains the highest amount of intent to purchase mentions as a percentage of total tweets. 0.8% (B2B average is 0.2%). The majority of these come from health care practitioners discussing whether to buy medical equipment on forum based social platforms.

Weaknesses:

There are more negative mentions than positive mentions in the medical sector. In two months, over 10,000 negative mentions were made and 4,600 belonged to Merck & Co. News about Merck's scientific fraud and subsequent information revealing that management tried to silence their own scientists caused the negativity.

Key Points:

As a percentage of total Tweets, the medical industry had the largest bulk of customer service Tweets. GlaxoSmithKline responded to the highest percentage of customer service tweets (22%).

The proportion of mentions for blogs and forums is highest in the medical industry. 18% of medical mentions come from these sites yet the B2B average is just 6%.

MILITARY DEFENSE

BRANDS	TOTAL TWITTER FOLLOWERS	TOTAL FACEBOOK LIKES	ENGAGEMENT PER POST	SENTIMENT POSITIVE	SENTIMENT NEGATIVE	PR HITS
USA						
Lockheed Martin	163449	230201	4853	86	14	6794
Northrop Grumman	76565	136741	442	82	18	2686
General Dynamics	2534	4863	1	69	31	1887
Raytheon	73202	94994	628	80	20	2810
L-3 Communications	143	145	1.6	60	40	526
ManTech	1679	1433	0	79	21	109
SAIC	9051	8844	17895	95	5	57
Oshkosh Corporation	0	2096	27	82	18	298
Honeywell Defense	13862	11919	17	95	5	1098
Computer Sciences Corp.	7341	25467	30	71	29	531
USA AVERAGE	34782	51670	2389	79.9	20.1	1679
UK						
BAE Systems	28112	23837	160	78	22	3193
Serco Group	1844	3779	5623	37	63	963
Qinetiq Limited	3918	1753	9.3	86	14	343
Aspire Defense Limited	0	0	0	50	50	3
Aegis Defense Services	0	0	0	75	25	14
Control Risks	4725	0	2.6	51	49	222
Marshall of Cambridge Aerospace Limited	0	240	14	95	5	80
Erinys International	0	0	0	81	19	63
Supacat	0	0	0	87	13	34
Babcock International Group plc.	0	0	0	92	8	597
UK AVERAGE	3859	2960	580	73	26	551
INDUSTRY AVERAGE	19321	27315	1485	76.55	23.45	1115
B2B AVERAGE	41994	185513	346	76	24	1495

Strengths:

On Facebook and Twitter, military defense brands cause the largest amount of engagement per post. Averaging at 1,485 engagements per post, the industry is well above the B2B average of 346.

As a percentage of total earned mentions, journalists make up 19.6%, way above the B2B average of 14.8%.

Military defense brands are spoken about in more countries than any other B2B industry. 176 countries around the world mentioned these brands over two months.

Weaknesses:

A clear stand out from the military defense industry is the overwhelming negativity surrounding Serco's brand. News about unsafe immigration detention centers has spread from news sites through social media and on to forums.

Key Points:

Military defense generates the lowest percentage of female mentions with just 26.9% of mentions coming from women.

BUSINESS SOFTWARE

BRANDS	TOTAL TWITTER FOLLOWERS	TOTAL FACEBOOK LIKES	ENGAGEMENT PER POST	SENTIMENT POSITIVE	SENTIMENT NEGATIVE	PR HITS
USA						
Intel Corporation	4024629	26186000	3372	88	12	3925
Oracle	325602	510779	86	71	29	15291
IBM	167523	422311	548	75	25	24739
SAS	15440	62274	35	69	31	399
NetApp	109523	21371	157	83	17	1382
Salesforce	232953	426455	62	90	10	683
Cisco	447617	709330	359	67	33	17664
EMC Corporation	75462	164733	89	73	27	2049
VMware	160739	174936	36	64	36	7259
Symantec Corporation	107565	56573	55	42	56	3310
USA AVERAGE	566705	2873476	479	72.2	27.6	7670
UK						
Fidessa Group	3390	0	4.6	85	15	136
Invensys	0	0	0	95	5	1531
Acision	1214	469	0.5	78	22	169
Misys	2600	376	0.9	91	9	138
Sophos	7599	6361	14	51	49	648
Micro Focus International	2445	374	0.6	87	13	40
Sage	30008	41271	10	85	15	42
Ve Interactive	2991	4679	3.2	96	4	7
Avena	1671	0	0.7	80	20	286
Capita	5866	2733	1.4	51	49	1686
UK AVERAGE	5778	5626	3.59	79.9	20.1	468
INDUSTRY AVERAGE	286241	1439551	241	76	23.8	4069
B2B AVERAGE	41994	185513	346	76	24	1495

Strengths:

The Twitter and Facebook accounts for brands within this sector garner the largest average following, 286,241 on Twitter and 1,439,551 on Facebook.

Business software brands utilize their social networks, posting 38 times a day on average - well above the industry norm of just 7.7 posts per day.

Weaknesses:

As a percentage of total earned mentions, journalists only make up 6%, while the average is 14.8%. The majority of mentions for the business software industry come from executives (22%), sales/marketing/PR (21%) and software developers (18%).

Despite their clear lead in regards to social account following, business software brands aren't capitalizing with increased engagement. Four other industries deliver a higher engagement per post (military defense, aerospace, agriculture and chemical).

Key Points:

The brands within this industry are mentioned in 170 countries around the globe second to just one other industry (military defense).

ENERGY

BRANDS	TOTAL TWITTER FOLLOWERS	TOTAL FACEBOOK LIKES	ENGAGEMENT PER POST	SENTIMENT POSITIVE	SENTIMENT NEGATIVE	PR HITS
USA						
ExxonMobil	124434	6913	75	57	43	12816
Chevron	204797	1093788	1008	68	44	8478
ConocoPhillips	73163	29000	181	68	32	3796
Valero Energy	0	28468	47	83	17	993
Marathon Petroleum	1128	0	0.4	79	21	938
Sunoco	42722	439302	84	56	44	1312
Enterprise Products	0	0	0	68	32	568
Hess Corporation	2540	1242	24	56	44	808
World Fuel Services	0	0	0	89	11	219
Plains All American Pipeline	0	0	0	74	26	460
USA AVERAGE	44878	159871	141	69.8	31.4	3038
UK						
BP	10012	164420	49	36	64	12005
Centrica	8236	1330	1.8	50	50	2209
BG Group	15595	0	6.4	80	20	2154
Hardy Oil and Gas	0	0	0	33	67	16
Petrofac	0	3445	0	86	14	708
Tullow Oil	14448	10695	51	64	36	2823
Afren	0	0	0	22	78	1791
Premier Oil	1522	0	0	64	36	1010
Hunting plc.	0	0	0	83	17	76
Eximius Group	0	269	0.3	80	20	6
UK AVERAGE	4981	18015	10.8	59.8	40.2	2279
INDUSTRY AVERAGE	24929	88943	76.3	64.8	35.8	2659
B2B AVERAGE	41994	185513	346	76	24	1495

Strengths:

One clear strength within the energy industry is the amount of news hits per brand. Averaging at 2,658, energy brands far outperform the B2B average despite their mixed adoption of social media. Contrary to common opinion, these aren't all negative stories, 98% of them are neutral or positive.

Weaknesses:

The energy sector has the highest proportion of negative mentions to positive mentions online. The industry average for negative mentions is 35.8%, but the general B2B average is just 24%. UK energy brands are particularly bad offenders with BP, Hardy Oil and Afren all provoking a high volume of negative mentions.

Key Points:

Companies within the energy sector provoke the largest volume of mentions about product price and value. Nearly 13% (the B2B average is 6%) of all industry chatter is about the falling price and value of crude oil. BP generate the most price and value mentions with 19,300 recorded over two months, ExxonMobil came in second with 11,000 mentions.

Index Ranking

THE B2B SOCIAL 200

The following index ranks the performance of each B2B company's online presence and social activity according to a series of key criteria. Brands are evaluated on the number of positive and neutral mentions they received online over a two-month period. Social mentions were weighted more than news mentions, meaning smaller brands with successful social activities could compete against larger brands with many news hits. The maximum possible value of this index 200 points.

Index 1-50

RANK	COMPANIES	INDEX SCORE	INDUSTRY	REVENUE (\$ 000,000)	EMPLOYEES
1	IBM	195.75	Business Software	99,000	396,985
2	Cisco	193.75	Business Software	45,000	75,199
3	Oracle	193.75	Business Software	37,000	135,620
4	Rolls Royce	193.25	Aerospace	22,677	19,112
5	Monsanto Company	193	Agriculture and Food Production	14,861	17,625
6	Intel Corporation	191.5	Business Software	52,000	97,409
7	VMware	189	Business Software	5,000	14,360
8	John Deere	186.5	Heavy Industry	37,000	15,413
9	Salesforce	186.5	Business Software	4,500	22,798
10	Boeing	181.5	Aerospace	86,623	91,682
11	Chevron	179.5	Energy	220,264	49,029
12	Symantec Corporation	179.5	Business Software	6,670	24,029
13	Capita	178.75	Business Software	5,820	12,329
14	BP	175.5	Energy	396,217	62,792
15	EMC Corporation	174.5	Business Software	23,000	53,954
16	Pfizer	173	Medical and Pharmaceutical	51,584	72,917
17	Lockheed Martin	173	Military Defense	45,300	73,645
18	Invensys (Schneider Electric)	171.25	Business Software	2,570	6,576
19	Merck & Co.	169.25	Medical and Pharmaceutical	48,047	13,126
20	ExxonMobil	167.75	Energy	420,836	39,270
21	Cummins	167.75	Heavy Industry	17,000	1,469

22	Sophos	167.75	Business Software	N/A	23,504
23	DuPont	167.5	Chemical	34,812	12,300
24	Caterpillar	167.5	Heavy Industry	65,000	34,178
25	NetApp	167.5	Business Software	6,000	28,217
26	Raytheon	165.75	Military Defense	23,706	29,706
27	BAE Systems	165	Military Defense	18,180	35,904
28	GlaxoSmithKline	162	Medical and Pharmaceutical	38,706	73,037
29	AstraZeneca	161.25	Medical and Pharmaceutical	25,711	38,484
30	Sunoco	160.75	Energy	39,300	2,274
31	Cosworth	160.25	Heavy Industry	75	190
32	Sage	159.25	Business Software	2,080	733
33	Serco Group	159	Military Defense	6,482	22,666
34	Northrop Grumman	157.5	Military Defense	24,661	46,657
35	SAS	155.5	Business Software	3,020	20,479
36	Genentech	154.75	Medical and Pharmaceutical	13,000	17,541
37	Gilead Sciences	153.5	Medical and Pharmaceutical	11,200	7,217
38	Dow Chemical	153.25	Chemical	57,080	5,757
39	Amgen	152.25	Medical and Pharmaceutical	15,582	19,335
40	AbbVie	151	Medical and Pharmaceutical	4,926	18,003
41	GE Healthcare	149.5	Medical and Pharmaceutical	18,290	40,514
42	General Dynamics	147.75	Military Defense	31,000	10,092
43	Computer Sciences Corp.	147.25	Military Defense	13,000	6,681
44	ALCOA	144.75	Aerospace	3,800	13,336
45	JCB	144.75	Heavy Industry	4,157	3,392
46	Parker Hannifin Corporation	144	Aerospace	2,200	15,988
47	BorgWarner	140.75	Heavy Industry	74,000	4,206
48	Johnson Controls	140.25	Heavy Industry	42,000	44,047
49	US Foods	140.25	Agriculture and Food Production	18,860	10,294
50	Eli Lilly and Company	139.5	Medical and Pharmaceutical	23,113	32,957

Rank 50-200

51	Balfour Beatty	137.25	126	GKN plc.	75.75
52	National Instruments	136.5	127	Frontier Agriculture	74.5
53	Afren	135.5	128	The Turner Corp.	73.25

54	Honeywell	134.25	129	Nova Laboratories	73.25
55	Centrica	134	130	Precision Castparts Corp.	73
56	Honeywell Process Solutions	133	131	Erinys International	72.75
57	Shire	132	132	Control Risks	71.75
58	ConocoPhillips	131.5	133	Speedy Hire	71.5
59	INEOS	131.25	134	The Scoular Company	71.25
60	Carillion	130.75	135	Plains All American Pipeline	71
61	Micro Focus International	130.75	136	Eastman Chemical	68.5
62	BAM Construction/Nuttall	130.25	137	Meadow Foods	68.5
63	Rockwell Automation	129.75	138	The Mosaic Company	67.25
64	Cargill	129	139	Golden State Foods	67.25
65	J.B. Hunt Transport Services	128.75	140	Ultra Electronics Holdings	67
66	Fluor Corp.	127.75	141	SAIC	67
67	Bristol-Myers Squibb	126.5	142	Genus	66.25
68	Interserve	126.25	143	Galliford Try	65.75
69	United Technologies	125.25	144	APV / SPX	65.5
70	Fidessa Group	123.5	145	Frontier Multigate	64.5
71	Mitie	123.25	146	Aspire Defense Limited	63.75
72	Tullow Oil	123	147	Lear Corporation	63.5
73	Kier Group	121.25	148	Martin-Baker Aircraft	63.25
74	Biogen Idec	119.5	149	Dana Holding Corp.	62.75
75	Air Products & Chemicals	119.25	150	Vectura	62.75
76	Bechtel	119.25	151	Babcock International Group	62
77	Baxter International	117.5	152	Huntsman Corp.	61.75
78	Delphi Automotive plc.	116.5	153	Thornton & Ross	61.75
79	Misys	116.25	154	MKS Instruments	60.5
80	Ve Interactive	116.25	155	Capula	59.25
81	Glanbia	116	156	Diomed Developments	58
82	Emerson Process Management	115.5	157	GRI Group	57.75
83	Rockwell Collins, Inc	114.25	158	Roper Industries E	57.25
84	Plaxton	113.25	159	Autonomous Solutions	56
85	Alliant Techsystems	111.5	160	Sewtec Automation	56
86	KBR	111	161	Chemring Group	55.5
87	Brake Brothers	108.5	162	ABC Supply	54.75
88	Harris Corporation	108.25	163	Tennants	54.25
89	TEXTRON	107.75	164	2M Automation	53.25

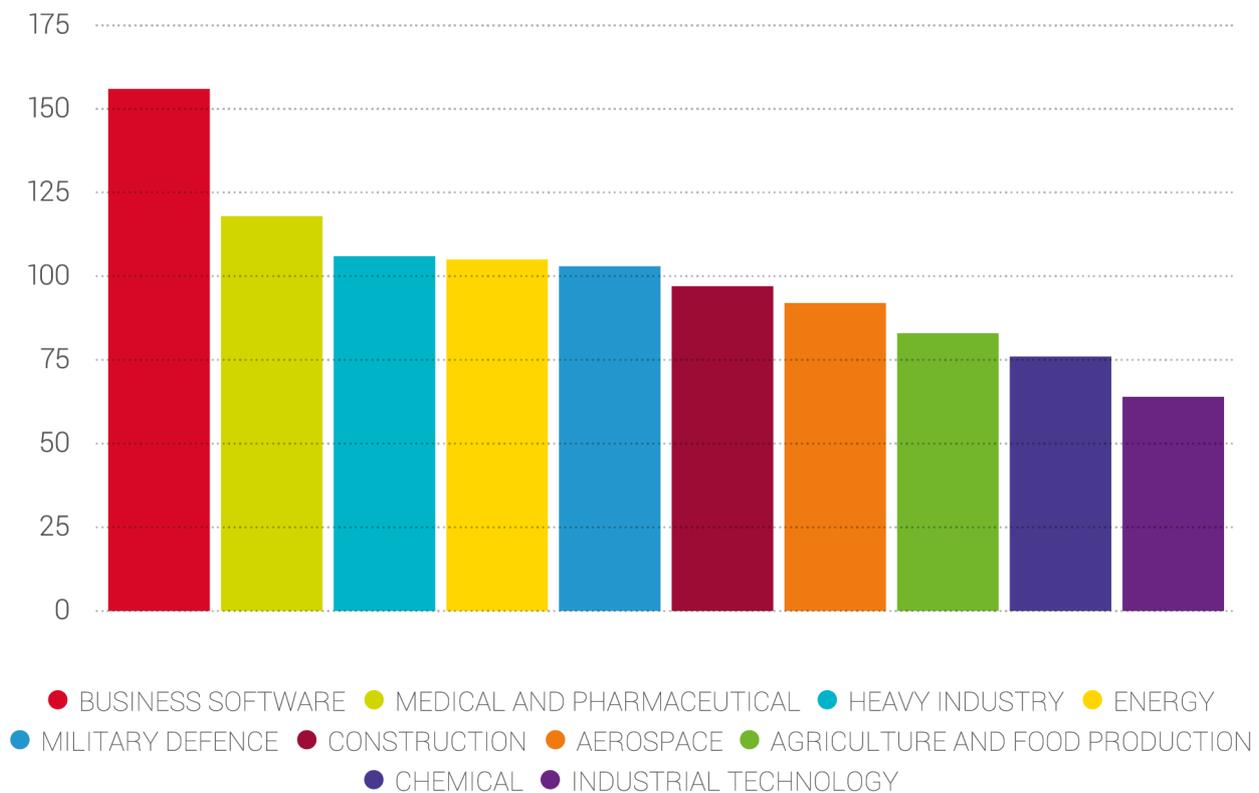
90	BG Group	107.25	165	BBA Aviation	52.25
91	PPG Industries	107.25	166	Delden CSE	52.25
92	Smithfield Foods	106.75	167	Avena	51.75
93	PCL Construction Enterprises Inc	106.5	168	Kerry Group	51
94	TRW Automotive Holdings Corp.	104.75	169	Senior plc.	50.5
95	Enterprise Products	102.25	170	Hunting plc.	49.5
96	Kiewit Corp.	101	171	Spectris	46.5
97	Qinetiq Limited	100.5	172	Renovo	46.25
98	Valero Energy	99.5	173	IMI	46
99	Marathon Petroleum	97.75	174	Supacat	43.5
100	ManTech	96.75	175	Mechatronic Solutions	43.25
101	TI Automotive Ltd.	96.25	176	World Fuel Services	43
102	Praxair	95	177	Ashtead Group	42
103	FMC Technologies	93.5	178	Clark Construction Group	41.75
104	Petrofac	93.25	179	Hardy Oil and Gas	41
105	Laing O'Rourke	92	180	Napp	40.5
106	Total Produce	92	181	Keller	39.5
107	Hess Corporation	90.25	182	BTG	38
108	L-3 Communications	89.5	183	Eximius Group	36
109	Celanese	89.5	184	Aegis Defense Services	35.25
110	Morgan Sindall	88.75	185	JBS USA Holdings	33.75
111	Flowserve	88	186	Cranswick plc	31.75
112	Moy Park	87.75	187	International Flavors & Fragrances	31.5
113	LyondellBasell	87.5	188	ABP Food	27.75
114	Jacobs	87	189	Formosa Plastics	25.75
115	Spirit AeroSystems	86.5	190	Energid Technologies	25
116	Oshkosh Corporation	85.25	191	Marshall of Cambridge Aerospace	23.25
117	F Ball and Co.	85.25	192	Tor Coatings	17.25
118	Openfield	84.75	193	Firth Rixson	15.5
119	Acision	84.25	194	Doncasters	12
120	Gilbane Building Co.	82.5	195	MTL Instruments group	11
121	Southern Wine & Spirits	82	196	Nelson & Russell	8.75
122	Aggreko	81.25	197	Tycon Automation	4
123	Visteon Corp.	81	198	Moody Automation	3.25
124	Premier Oil	79.5	199	Stamford	2.25
125	Cobham plc	78	200	John Hanlon & Co. Ltd	1.25

KEY INSIGHTS:

Two clear differentiating factors between the best and worst performers in this index are revenue and total employees. The top 25 brands in our index have an average annual revenue of \$72.7 billion and 57,888 employees. For the bottom 25 brands, the average revenue is just \$3.9 billion and the average number of employees is 1,191. These findings suggest what many would guess – with success and size comes awareness.

Breaking down the average index score by industry reveals how each B2B sector compares:

AVERAGE INDEX SCORE BY INDUSTRY



The business software industry ranks as a clear leader with major brands like IBM, Oracle and Cisco championing the index. The medical industry trails business software by a considerable 38 points. However, the difference between heavy industry and aerospace is a mere 14 points.

US brands continue to outshine UK brands with average index score of 109, 20 points higher than the UK average of 91. This only goes to reinforce the point that US brands are far more advanced in their use of social and their early adoption has delivered tangible results in the form of brand awareness.

Summary

A PIVOTAL MOMENT FOR SOCIAL IN B2B:

The B2B social market is no longer in its infancy, but has not yet reached maturity either. Audiences, accustomed to the social presence of B2C companies, now expect the same from B2B brands. Indeed, the average B2B brand examined receives 104,000 mentions per year. These conversations, expressing concerns such as customer service requests, an intent to purchase or an influential opinion, are valuable to brands that can identify, understand and respond to them.

The activity within certain B2B industries stands testament to the power of social. Specifically, the business software industry, which garners over 50% of all B2B conversation, performs remarkably well at maintaining an active social presence and at leveraging online conversations to promote their operations in various capacities.

However, most B2B industries remain relatively reluctant to adapt to the changing expectations of their consumers. Overall, nearly a quarter of the leading 200 B2B brands examined do not have a single social account. Furthermore, many of the B2B brands that do have social accounts have clearly not invested in the strategy, tools and resources necessary to meet the growing demand from an increasingly engaged audience.

Businesses should understand that this latent adoption is an opportunity, rather than a deterrent. As evidenced by the rapid progression of B2C brands' social presence, investing in social before the competition is advantageous in the long run. For industries such as aerospace, where the content is already performing exceptionally well, a strategic social content strategy could prove to be highly beneficial.

Currently, many B2B industries face a pivotal moment where the value of social is increasingly recognized, but the infrastructure has not yet been adopted. For many businesses, this transitional period will be vital to shaping their future success in social.

A WORD FROM OUR CLIENTS:



“By setting the bar high, we narrowed the field of social media monitoring platforms pretty fast. Not many social analytics companies can provide the functional power we require, with the business flexibility we needed for a white-label product.”

Daniel Ghinn, CEO, Creation Healthcare



“I’ve been embracing the world of social media listening. Brandwatch is a really good tool, I’ve used it several times in the past few weeks and every time was impressed. I now encourage the team to check trends when pulling together every tracking presentation. Clients love it, and it really helps us to open up conversations about our capabilities in digital measurement more generally.”

Clare Bryan, Executive Assistant, Millward Brown

Thank You

We hope this report provides your business with some helpful insights on the current landscape, the capabilities and key considerations surrounding B2B and social media. Please get in touch if you have any questions on how B2B brands are leveraging online communication to inform, optimize and facilitate their business's operations.

ABOUT BRANDWATCH

Brandwatch is one of the world's leading social intelligence companies. Its social media listening and analytics technology platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering brands and agencies to make smarter, data-driven business decisions.

Acquiring social influencer analytics firm PeerIndex in December 2014, Brandwatch continues on its aggressive business trajectory following on its most recent round of venture funding to the tune of \$22 million. The Brandwatch platform is used by over 1000 brands and agencies, including Whole Foods, Whirlpool, Pepsico, British Airways, Papa John's, and Dell.

Brandwatch. Now You Know.

Methodology & References:

METHODOLOGY

How we choose the companies

The 200 companies examined in this report were chosen to reflect leaders the B2B market. Annual income was the primary factor used to evaluate leadership – total employees did not factor into the selection.

To decide whether a company should be classified as UK or US based, we took a variety of factors into account. Headquarter location, stock exchange and the region where each company was founded all contributed to the final decision.

How we collected the data

To collect the data presented in this report we used the social media monitoring platform Brandwatch Analytics. The platform allowed us to search for mentions of a brand from over 90 million web sources including news portals, social networks, in blogs, forums, review sites, video and photo sites. The monitoring platform only collected public data.

Brandwatch Analytics is ranked as the world leader in social media monitoring (G2 Crowd) due to its reliable and holistic data collection, state-of-the-art spam filters and Twitter certified partner status. The platform's commitment to collecting and providing the highest volume of quality data makes it the first choice for social market research for major brands like Whole Foods, Verizon, British Airways and Dell. Nevertheless, as is the case with all data collection, in principle the data will never be 100% accurate and slight discrepancies may appear.

Data

Our platform has only been used to collect mentions of a company. This means we are not looking for specific products made by a company, events held by a company, or any other external facet of a company.

Timing

The data was collected between January 5th 2015 and March 5th 2015.

Language

Our social media monitoring platform can collect data from over 27 languages, however for this report we've only collected data written English. This is because the companies we are monitoring are all based in English speaking countries.

Owned vs Earned

This report has made a distinction between two types of mentions collected for each company. We've labeled these types owned and earned mentions. Owned mentions refer to social posts created and published by a company. Earned mentions refer to the social posts about the company but are not posted by the company.

Defining the categories

To segment the 200 companies, we divided them into subcategories based on their industries. As some companies have a broad diversification of products and services over various industries, simple categories were used:

- Agriculture and Food Production
- Industrial Technology
- Chemical
- Construction
- Heavy Industry
- Aerospace
- Medical and Pharmaceutical
- Military Defense
- Business Software
- Energy

When classifying a company within a specific industry, we recognized that many firms were present in more than one industry. In this case we would place them in the industry where the majority of their resources were present. For example, we placed Boeing in Aerospace rather than Military Defense because the majority (Boeing) of their revenue came from Aerospace in 2013, whereas their defense, space and security operations only account for the minority (Boeing) of their total revenue.

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