



B2B Influencer Playbook.

How to work with business influencers, industry experts, and content creators on your integrated marketing campaigns.



How to approach b2b influencer marketing?

We've been working to develop influencer marketing campaigns for b2b marketers since 2022. What have we learned? The most creative and impactful programs run alongside your existing marketing channels.

This playbook features key use cases and provides examples of how to integrate industry experts, top voices, influencers and creators into your current b2b marketing strategies.



B2B ≠ B2C

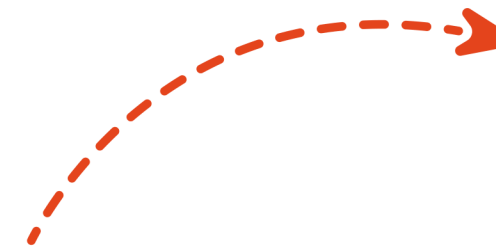


Before we get started, remember:

01



02



03

“influencers” in b2b sectors aren’t your typical fashion, lifestyle or ecommerce-selling personalities. They’ve often spent decades building careers - and their endorsement matters.

Collaborations are happening multi-platform, across LinkedIn, podcasts, Youtube and independent blogs and newsletters. This is (mostly) not an Instagram play.

‘Hero’ content looks different in b2b. Partnerships center on promoting research and company announcements, featuring conversations with brand executives or covering industry events.

Playbook Contents



Pages 5-6: Brand Campaigns

Pages 7-8: Event Marketing

Pages 9-10: Content Marketing

Pages 11-12: Paid Media & Ads

Pages 13: Measuring Success

Brand Campaigns



Boost your branding campaigns by leveraging the credibility and reach of industry experts. By collaborating with influencers you can tap into niche audiences, build trust, and create authentic connections.

01

Podcasts & Vodcasts

Tell your brand story through independent industry podcasts and vodcasts. Then re-purpose snippets of those conversations for your own social channels or website.

02

Promoted Social Posts

Share your brand values, company announcements and thought leadership on key topics with promoted social posts from influencers across LinkedIn or X.

03

Blogs & Newsletters

Partner with industry experts on featured articles, blogs or newsletters that raise awareness amongst key stakeholders and decision makers.



How do you do it?

Brand Campaign

Examples



01 Promoted Social Posts

See a post [here](#).

Watch it [here](#).

02 Podcasts & Vodcasts

Read the article [here](#).

03 Blogs & Newsletter Series

Event Marketing



Put a social-first framework around your current event marketing strategy. Influencers can play a pivotal role in attracting more attendees, creating buzz and facilitating networking opportunities.

01

Event Promotion

Industry experts can help drive registrations for both digital and IRL events via their digital footprint, making sure your event is a well-attended success.

02

Speaking & Moderation

Aside from the traditional keynote speaking opportunities, influencers can also help with roundtables, panel moderation and executive Q&As.

03

Livestreams & Event Content

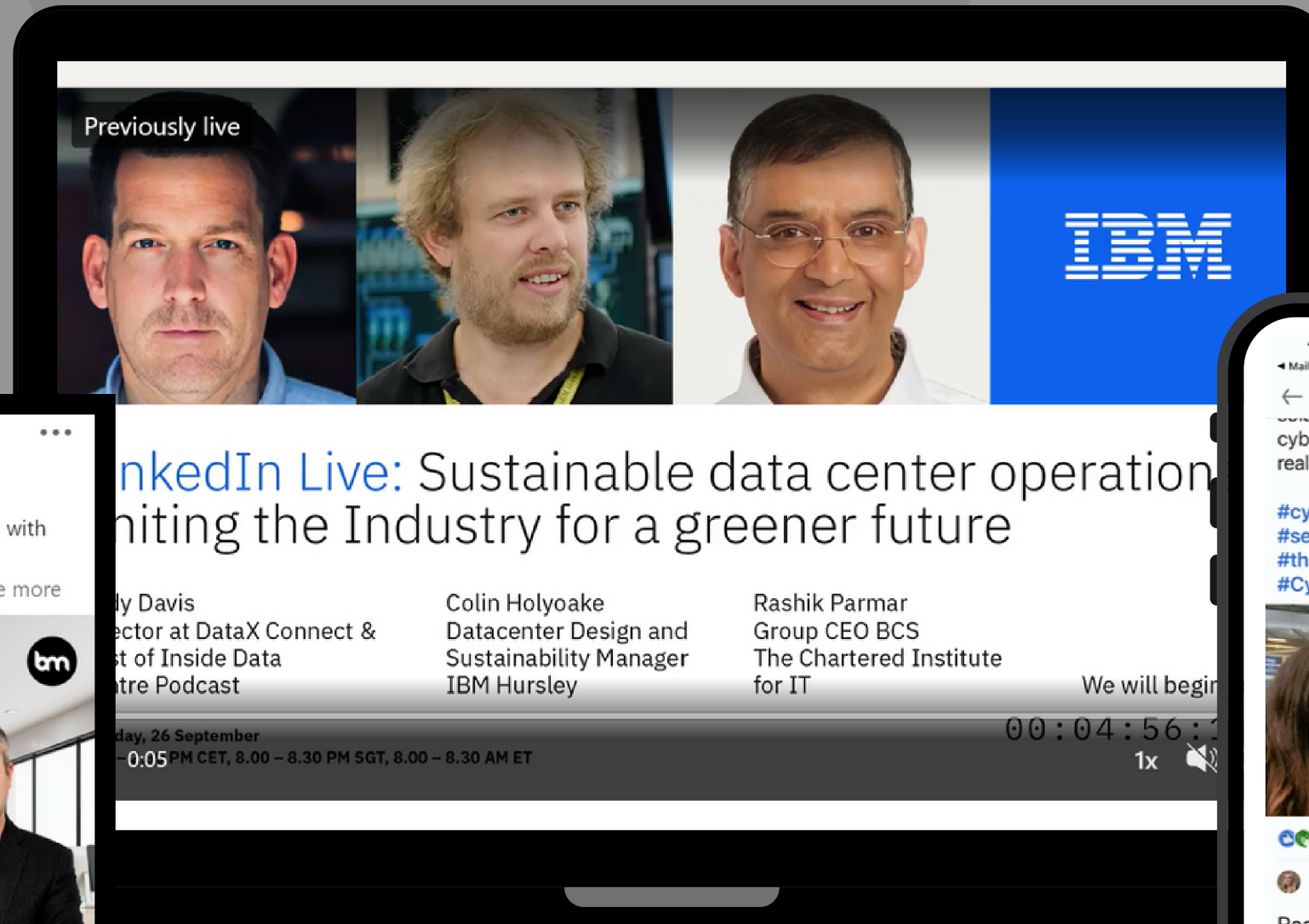
Great for events that a brand is already sponsoring or attending but not hosting. Influencers can help raise event presence with video coverage and wrap-ups on social.



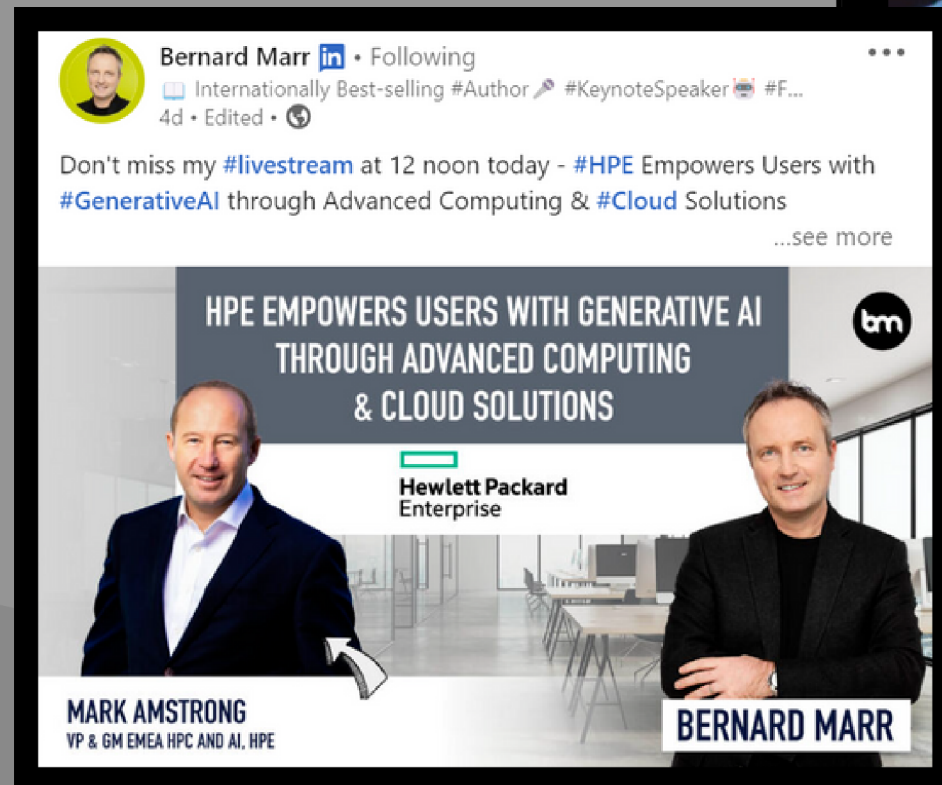
How do you do it?

Event Marketing

Examples

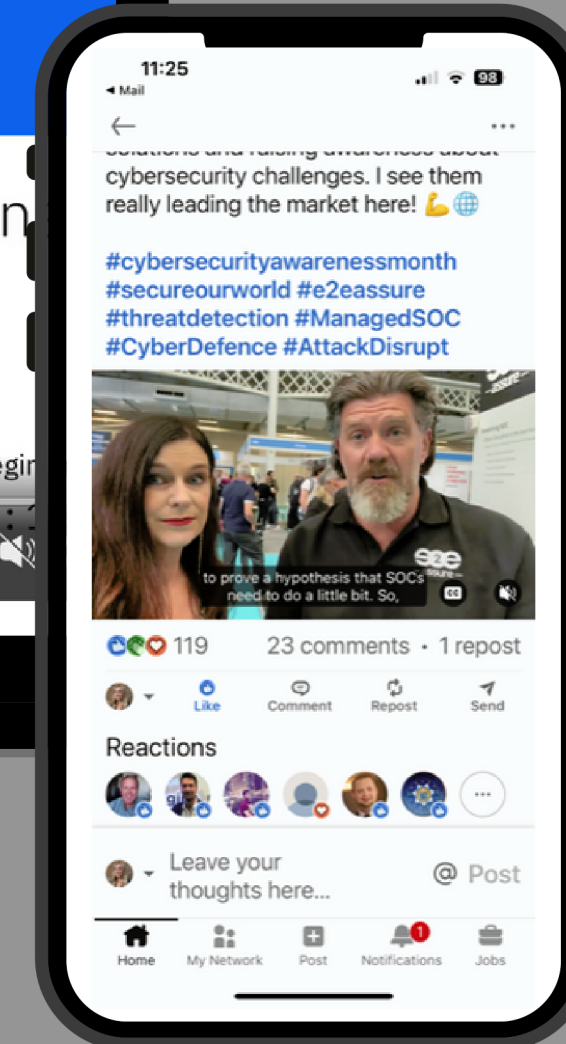


03 Livestreams & Event Content



01 Event Promotion

02 Speaking & Moderation



Watch the interview [here](#).

Content Marketing



When influential voices share content out to their audiences and communities, their unique pov can immediately help brands gain credibility, make content more memorable and reach professionals that are typically hard to engage.

01

Co-Produce Content

Engage expert voices to develop content with your team. They can offer quotes, help conduct research and interviews, provide strategic advisory or produce full, well-researched reports.

02

Content Amplification

Use influencers to amplify branded content like eBooks and research on LinkedIn and other platforms. Run a series of A/B test posts to focus on different points and key takeaways.

03

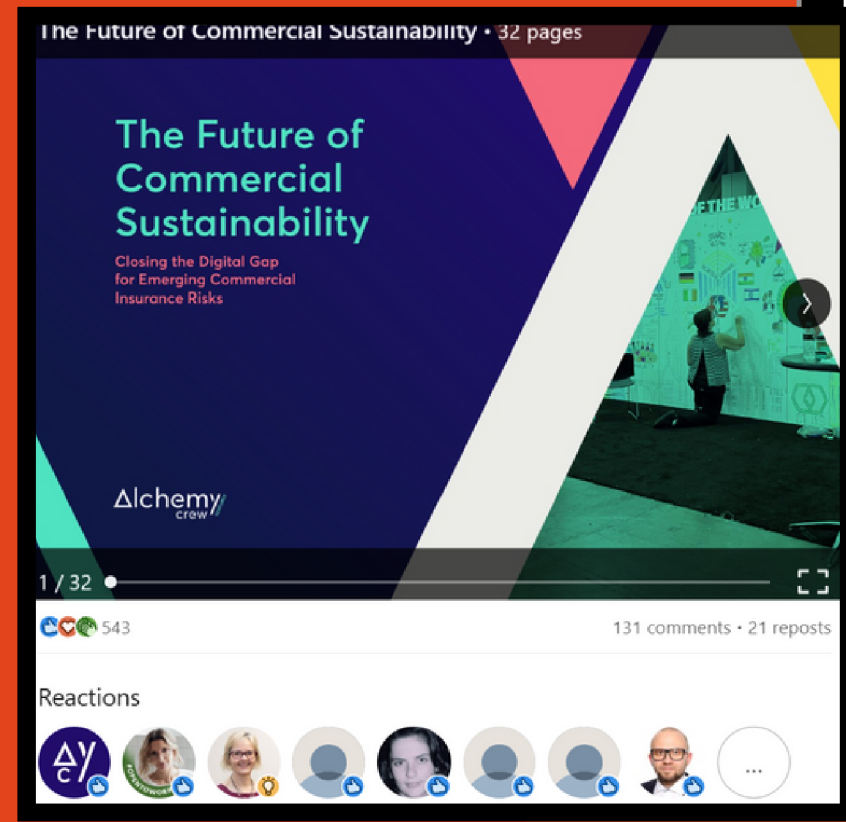
Transform the whitepaper

Work with content creators to turn written content like whitepapers into short-form explainer videos or have your executives give a podcast interview that expands on the content in more detail.

How do you do it?

Content Marketing

Examples



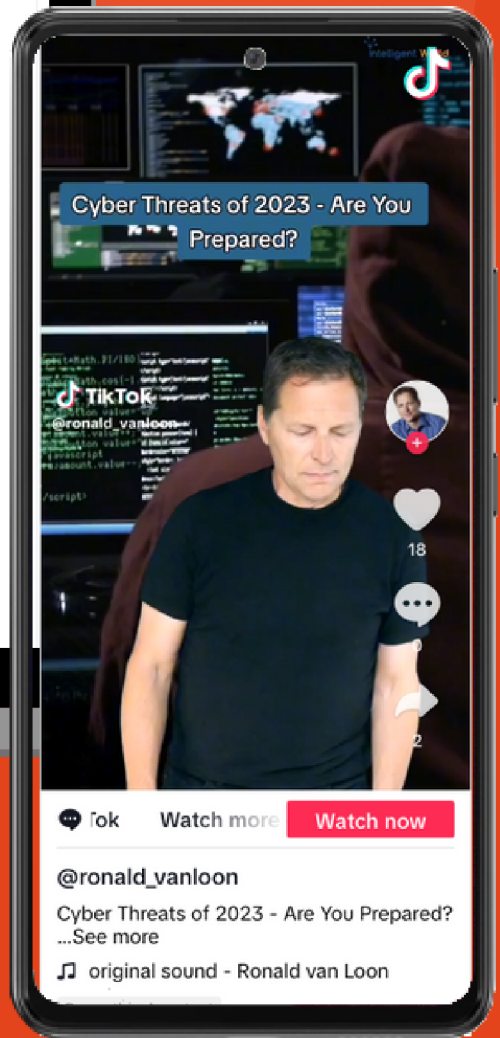
See the whitepaper [here](#).

01 Co-produce content.



See a post [here](#).

02 Content Amplification



03 Transform the whitepaper

Watch the video [here](#).

Paid Media & Ads



B2B influencer marketing complements paid media and paid social ads by driving incremental reach, engagement, and creative diversity.

01

Promoted Social Posts

Partnering with influential voices on social can help drive website traffic from net-new or hard to target audiences. Engagement rates are higher with promoted posts vs. traditional paid social ads.

02

'UGC' for b2b

Creators record high quality 'user-generated content' that feels authentic. Brands can leverage the audio or recorded content for paid ads, boosting engagement and enriching creative strategy.

How do you do it?

Paid Media

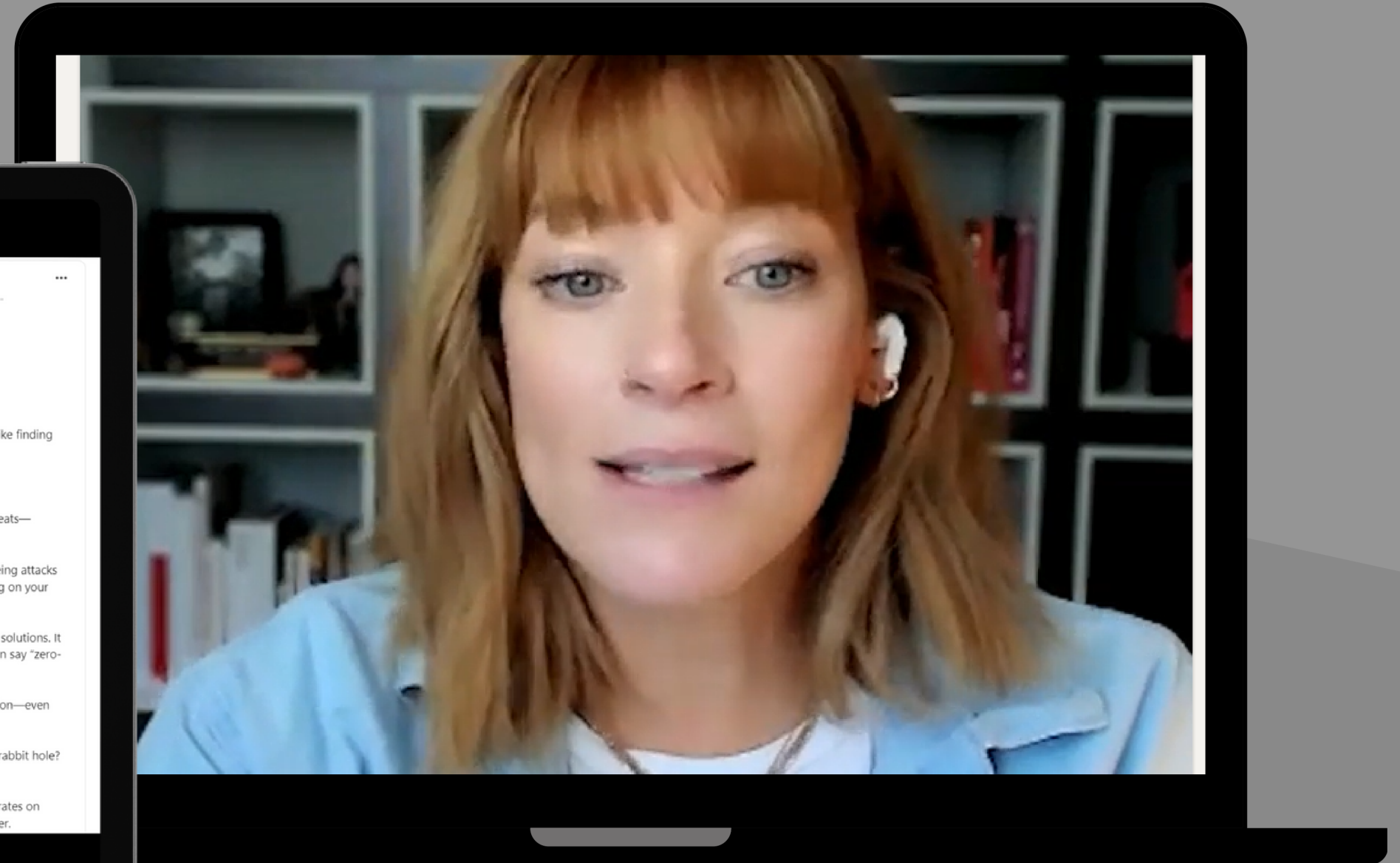
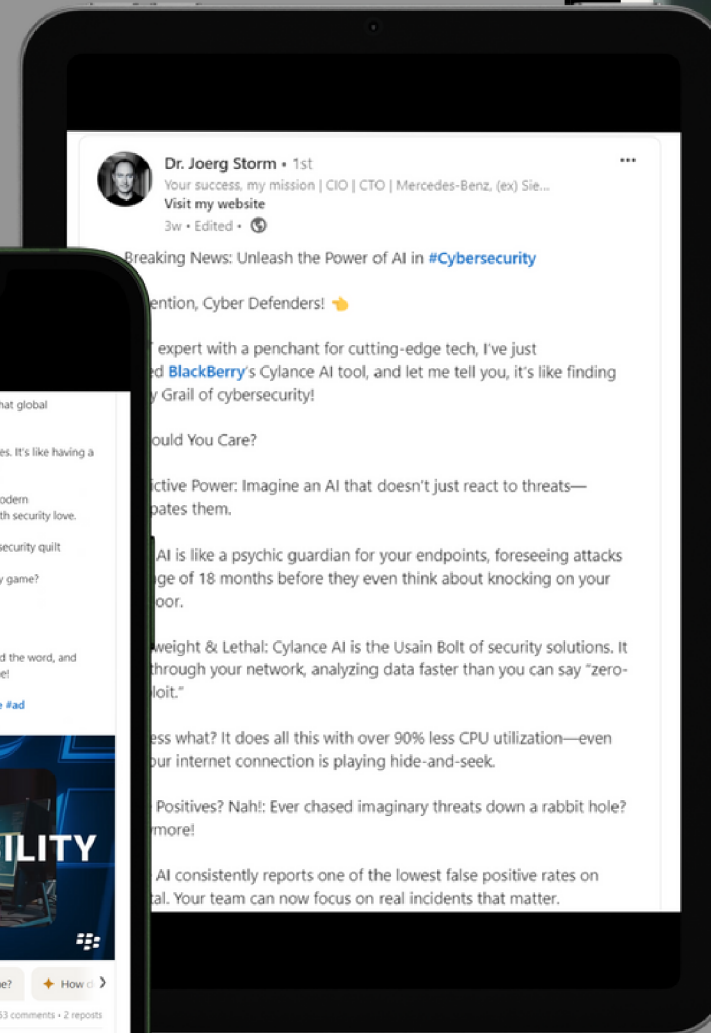
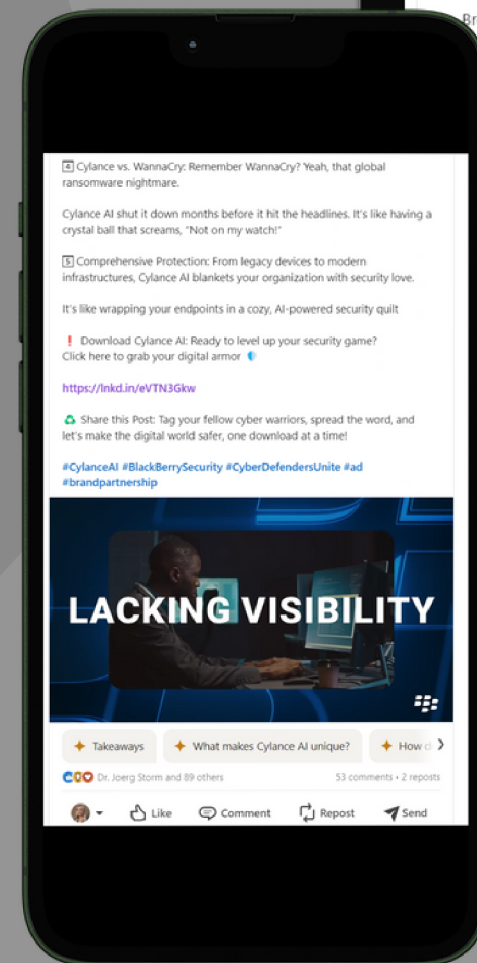
& Ads

Examples



01 Promoted Social Posts

See an example post [here](#).



Watch an ad featuring an influencer [here](#).

02 'UGC' for b2b

Measuring Success



Working collaboratively with b2b influencers and content creators is key to getting the right data back on performance. Reporting can be manual, especially on platforms like LinkedIn, so it helps to have the right team and processes in place to ensure metrics are accurate and feedback is insightful.

01

Align your KPIs

Know what good looks like from the outset, and decide what influencer marketing KPIs align with your current marketing objectives. Don't try to optimise to multiple awareness or performance KPIs with each influencer partnership or post.

02

Go platform-specific.

Metrics differ by social media platform. For example, podcasts work on listens and downloads whereas social posts will provide reach, engagement, and engagement rate. Calculating ROI may be easier if you benchmark influencer activity against metrics you already use for paid or organic social.

03

Test & Learn

It's important to test multiple strategies with a number of influencers first to understand where they can add value. Although the best partnerships happen when brands and influencers partner long-term, pilot programs and experimentation should come first.



Remember this!

Want to get started?



There's a lot to think about when planning or implementing b2b influencer marketing activity.

Custom Influence find the right influencers and formulate the best partnership strategies to ensure the picture of success is delivered.

Email Us

guy@custominfluence.com

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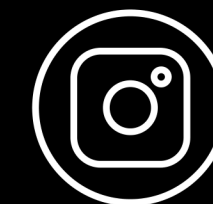
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