Inspired Marketing

B2B social media in 2027

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A practical planner for teams who need to prove social is contributing to pipeline

AI has made content production cheaper and faster. Your buyers have more content competing for their attention. Buying committees extend well beyond the people filling out forms. Leadership wants to know:

What is social actually doing for the business?

That is the question this guide is designed to help you answer. A planning guide for the decisions behind your 2027 social strategy:

- Where social deserves budget and where it doesn't
- Which people inside your company should be publishing
- What deserves to be produced when content itself is abundant
- When organic activity deserves paid distribution
- Which numbers belong on your dashboard
- How to connect social activity with accounts, opportunities and pipeline when attribution is incomplete

By the end, you should have the beginnings of a social operating plan you can defend internally and put into practice.

Before you build the 2027 content calendar, an awkward question

What job does social media have in your growth model?

A founder-led SaaS company trying to establish a category does not need the same social strategy as a cybersecurity company selling into a tightly defined list of Fortune 500 accounts.

Yet social plans often start with: How often should we post?

That is several decisions too late. Start with the commercial problem. Are you trying to:

Become known among buyers who do not yet recognize your category?

Reach more of the buying committee inside named accounts?

Create demand before buyers enter a formal sales process?

Give sales stronger reasons to reopen conversations?

Turn existing customer evidence into market credibility?

Capture demand from buyers already showing intent?

Your answer determines the role social should play, the people you need involved, the content worth producing and the way performance should be measured.

Your social audience is larger than your lead database suggests

B2B social strategies tend to revolve around reaching the obvious buyer: the person marketing has put into an ICP or sales has added to an account plan.

But real buying decisions are messier. Finance, procurement, security, legal, operations and other internal stakeholders can influence whether a deal advances despite having little or no direct contact with sales.

The 2025 Edelman–LinkedIn B2B Thought Leadership Impact Report found that more than 40% of B2B deals stall because of internal misalignment within buying groups. Its research also found that hidden buyers actively consume thought leadership and can become advocates for vendors they consider credible.

LinkedIn reported that 71% of these hidden buyers have little or no interaction with sales.

This changes the job social media has to do

Some of the people you need to influence will never click your lead-gen ad, download your ebook or appear in a sales sequence.

They still matter, because they can influence purchasing decisions. So while knowing how many leads came from social is important, the bigger question is:

Are we becoming credible and useful to enough of the people who shape the deals we want to win?

How much budget should social get in 2027?

Start with the role social is expected to play.

If the job is category creation, social needs enough investment to create repeated exposure around a clear point of view.

For account penetration, budget should move toward precise paid distribution, executive visibility and content built for multiple members of the buying committee.

When demand capture is a priority, social may play a smaller role, with more budget sitting closer to search, retargeting and conversion.

To build credibility, the limiting factor may not be media spend at all. It may be access to executives, customers and subject-matter experts with something worth saying.

The wrong way to decide is also the most common one:

"We need four posts a week, two videos a month, an employee advocacy program and a LinkedIn Ads budget."

Reverse that sequence.

Start with four questions

1. Are we creating demand or capturing it?

If buyers already understand the category and actively search for solutions, social does not need to carry the entire acquisition strategy.

2. How concentrated is the audience?

Broad organic reach matters less when the commercial goal is influence inside a defined group of companies.

3. How much authority do we have access to?

If marketing has little access to expertise, adding publishing volume will not solve the problem.

4. What happens after someone pays attention?

Social becomes easier to justify when it connects to a wider system: paid amplification, retargeting, sales outreach, events, search, email and account-based programs.

The 2027 social investment matrix: a solid starting point

Business situation	Company channel	Executive / SME voices	Paid social	Direct lead capture
New category or low awareness	Medium	Very high	High	Low
Founder-led startup	Low	Very high	Selective	Medium
Enterprise ABM	Low	High	Very high	Medium
Established category, strong search demand	Medium	Medium	Medium	High
Complex sale with multiple stakeholders	Medium	High	High	Low–medium
Strong brand, weak pipeline conversion	Low	Medium	Selective	High

Before approving your social budget, complete this sentence (You may not use these words "awareness," "engagement" or "visibility").:

We are investing in social media in 2027 because it helps us _____ among _____, and we will know it is working when _____.

Example company

Enterprise B2B SaaS
$25M ARR
$80K–$200K ACV
8-month sales cycle
800 target accounts
US + UK market
LinkedIn-led social strategy

Goal: build credibility and increase account penetration across a long buying cycle.

*Illustrative allocation, not an industry benchmark.

Sample annual social budget: $120,000

40% paid social distribution
25% executive + SME content
15% creative + repurposing
10% company page
5% employee advocacy
5% measurement + testing

Should the company page still be the centre of your social strategy?

For most B2B companies, no.

The company page still matters for credibility, campaigns, customer proof and company news. But it should not be expected to carry the whole social strategy.

In stronger B2B programs, different voices do different jobs. Executives bring perspective. SMEs bring expertise. Customers bring proof. The company page ties those signals together and gives buyers a place to validate what they see elsewhere.

Different messages need different messengers.

If the company is the story, use the company page. If the point of view is the story, use a person. If the proof is the story, let the evidence lead.

The AI issue. Let's talk about it.

(Or: when everyone can publish, publishing stops being an advantage).

AI has removed a large part of the production constraint from social media. It's now far easier than it used to be to produce more posts in more formats. That does not make any of them more worth reading.

For B2B teams in 2027, the scarce asset is: information competitors cannot easily reproduce.

That usually comes from:

- first-hand customer conversations
- internal data
- executive judgment
- practitioner experience
- implementation lessons
- original research
- a clear point of view built from real market exposure

Before adding another post to the calendar, ask this question, and be prepared for an uncomfortable answer:

> **Could a smart competitor have written this without speaking to anyone inside our company?**

Quick content defensibility test

Score each idea from 1-5:

Originality
Does it contain something others are unlikely to know?
☐ ☐ ☐ ☐ ☐

Authority
Is there a credible person, dataset or experience behind the claim?
☐ ☐ ☐ ☐ ☐

Specificity
Could this content have been written for 100 other companies?
☐ ☐ ☐ ☐ ☐

Commercial relevance
Does it connect to a problem buyers spend time, money or political capital solving?
☐ ☐ ☐ ☐ ☐

Evidence
Is there proof behind the point, or only assertion?
☐ ☐ ☐ ☐ ☐

Can AI be used to help create content that ticks these boxes? Yes.

Can you trust it to routinely generate that kind of content without in-depth prompting and post-production? In all likelihood, no.

So what should you publish in 2027?

The quality of a social strategy often comes down to the mix of material behind it.

Company news is easy to source: launches, hires, events, partnerships, awards. It has a role, but it should not crowd out the material buyers use to form an opinion about your expertise.

Your 2027 mix balances four content jobs:

Market intelligence

What are you seeing that the market has not fully processed yet?

Practitioner knowledge

What does your team know from doing the work?

Commercial evidence

What can customers, data or outcomes prove?

Corporate signal

What does the market need to know about your company?

The issue is not corporate content itself. It is over-reliance on it because it is the easiest material for marketing to access.

The 20-post audit

Take your last 20 posts and ask:

- [ ] How many contained first-hand knowledge?
- [ ] How many included evidence?
- [ ] How many came from a named expert?
- [ ] How many addressed a customer problem rather than a company update?
- [ ] How many would still be worth reading with your logo removed?

If those numbers are low, the content mix needs attention before the publishing cadence does.

Build your 2027 social plan

Use this page to turn the guide into a working brief.

1. Commercial objective

What business outcome should social support in 2027?

Primary objective: _____

2. Audience

Who needs to know, trust or remember you?

Priority accounts / segments: _____
Buying-group roles: _____

3. Role of social

What job should social do in the growth model?

Category creation / Account penetration / Credibility / Demand capture / Other

4. Voice architecture

Who should carry the message?

Executive voices: _____
SMEs: _____
Company channel: _____
Customer proof: _____

5. Content mix

Which content jobs need more weight?

Market intelligence: ____%
Practitioner knowledge: ____%
Commercial evidence: ____%
Corporate signal: ____%

6. Distribution

What deserves paid support, and to whom?

Amplification rule: _____
Priority audiences: _____

7. Measurement

Which signals matter before revenue shows up?

Leading signals: _____
Commercial outcomes: _____

Before you submit the 2027 social budget

If leadership asks why the budget exists, you should be able to answer five questions clearly.

1. Which buying audiences are we trying to influence?

Not "B2B decision-makers." Name the accounts, roles or buying groups.

2. What should change because of our social activity?

Awareness is too broad. Define the behavior, perception or commercial signal you expect to move.

3. Which parts require organic, paid and human distribution?

Be clear about what the company page, executives, SMEs and paid media each need to do.

4. How will we recognize commercial impact?

Define the leading signals and the revenue outcomes before the campaigns begin.

5. What will we stop doing if it does not work?

A strategy without a stopping rule becomes a calendar.

A strong B2B social strategy is easier to defend when the operating model is clear: who speaks, what gets published, where budget goes and how the business will judge the result.

That is the standard to build for in 2027.

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