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B2B Social Media Marketing: A Content Analysis of the Role of Scope on Firm Performance

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ABSTRACT

Both in the literature and in practice, social media marketing is encouraged for organizations looking to build and maintain relationships with their target markets. However, there is a need to better understand the value of social media marketing specifically for B2B organizations. A review of the literature finds that social network theory, social capital theory, and resource advantage theory offer support for the use of social media marketing to ultimately improve firm performance. This paper leverages text mining and content analysis methodologies to examine the relationship of B2B social media use (in terms of frequency of posts and platforms) and scope (based on the continuum proposed by Felix et al., 2017) with firm performance.

ABOUT THE AUTHORS

Nicole Beachum Nicole Beachum is a Visiting Instructor of Marketing at the University of Alabama at Birmingham, as well as a founder and partner at Uptick Marketing, a digital marketing agency in Birmingham, Alabama. Nicole has a Ph.D. in Business Administration in Marketing from the University of South Alabama, with research interests in digital marketing, service failure and recovery, AI, eWOM, sales, and big data. Under her leadership, Uptick Marketing has been recognized as one of Birmingham's Best Places to Work and Fastest Growing Companies. Nicole recently authored a chapter, "Shattering the Entrepreneurial Glass Ceiling Through Social Media," in *Go-To-Market Strategies for Women Entrepreneurs*, a book that explores how female empowerment positively impacts society and the economy.

Marianne Loes Marianne Loes is an Instructor of Marketing at the University of South Alabama as well as a candidate for Ph.D. in Marketing. Her research interests include digital marketing, user acceptance and adoption of technology, and information privacy concerns.

Here you can include whatever biographical information you like, written in third-person is preferable. Examples of what to include: academic degrees/titles/current teaching position & institution, major accolades or recent awards/publication outlets, research interests and areas of expertise.

Stacy Wellborn Stacy Wellborn is an Instructor in the Division of Business at Spring Hill College in Mobile, Alabama. A lifelong entrepreneur, Stacy is also founder of Wellborn Strategies, a marketing consulting firm, and Container Yard, a co-working community. Her research areas include marketing communications, small business supply chain management and entrepreneurship in underserved populations.

Catherine Hessick Catherine Hessick (Ph.D. University of South Alabama) is a lecturer in the Department of Marketing at James Madison University. Her research interests include business ethics, digital marketing, humor, and advertising.