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The Role of Social Media in Enhancing Online Brand Visibility in B2B Sector on the Example of THT Group

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Abstract: The purpose of this paper was to explore the development and implementation of a social media presence for a medium-sized B2B industrial company, with the primary goal of enhancing its online visibility. The study employed market and competitor analysis to identify industry trends and best practices. A strategic approach to content creation and profile development was implemented, followed by monitoring to assess its effects on customer engagement and business growth. The findings highlight the benefits of a strong social media presence, such as increased visibility and improved customer engagement, and also show challenges such as content creation and platform selection. The results confirm the viability of social media for business growth in B2B sector. This research provides a framework for industrial companies to build an effective online presence, contributing new insights into social media strategies in B2B and offering practical guidance for similar firms.

Keywords: social media strategy, B2B marketing, online visibility

1. Introduction

The Internet and social media have become integral to modern life, influencing the way people access information and interact with the world. Even those who avoid using personal social media rely on the Internet for information (Armutcu et al., 2023). Companies leverage this influence by adapting marketing strategies to connect with audiences, using platforms to communicate, showcase products, and gather data (Cao & Weerawardena, 2023; Mazurek, 2022). For B2B firms, understanding platform dynamics is crucial for effective marketing, with success measured by views, engagement, and interactions. Firms increasingly invest in

online branding, recognising its value in shaping strategy and accessing customer insights (Insider Intelligence, 2023).

This paper explores the development and implementation of a social media presence for THT Group, a medium-sized B2B industrial packaging company, aiming to enhance its online visibility. The study employs a qualitative approach, combining a literature review and a single case study with documentation analysis and desk research.

The paper is structured into three sections: a theoretical background on social media in B2B marketing, research methodology, and the process of creating accounts, posting content, and managing brand image. The final section presents conclusions drawn from the study.

2. Theoretical Background

2.1. The Essence and Evolution of Social Media

In today’s digital world, businesses prioritize their online brand image using various social media platforms. Each platform’s unique features and content formats enable organizations to strategically engage with target audiences and align with their goals (Dash et al., 2023; Dover, 2023).

Facebook, YouTube, WhatsApp, Instagram, and TikTok stand as dominant forces in the global digital landscape (Tab. 1). The ranking based on global active user figures in millions underscores their pervasive influence and reach. This diversity reflects the dynamic nature of the digital environment, enabling users to navigate and utilise platforms that resonate most effectively with their unique requirements.

Table 1. The world’s most used social media platforms in January 2024

Social media platform	Global active user figures (in millions)
Facebook	3,049
You-Tube	2,491
WhatsApp	2,000
Instagram	2,000
TikTok	1,562
WeChat	1,336
FB Messenger	979

Source: (Kepios, 2024).

The infographic “Main Reasons for Using Social Media” (Kepios, 2024) highlights that users aged 16-64 primarily engage with social platforms to keep in touch with friends and family (49.5%), fill spare time (38.5%), and read news stories (34.2%).

Users also seek such content as articles and videos (30.2%) and engage with trending topics (28.7%). Additionally, many look for inspiration for things to do or buy (26.7%) or search for products to purchase (26.1%).

Although business-related reasons are less prominent, with 22.1% following content from their favourite brands, 21.3% engaging in work-related networking or research, and 20.1% following celebrities or influencers, these still account for around 20% of social media use. Given the massive global user base, this translates into a substantial number of individuals using social platforms for business and professional purposes, representing a significant segment of the overall audience.

2.2. Social Media in B2B Relationships

In recent years, the distinction between sales and marketing has become less defined, with research showing that 70% of B2B purchasing decisions are made before customers directly engage with a company (Sheridan, 2021). This emphasizes the critical role of a company's image and the strategic potential of social media. Even users who primarily use social media for entertainment are exposed to marketing strategies, offering businesses significant opportunities to engage their audience. Platforms like Facebook, LinkedIn, Instagram, and YouTube have become essential for B2B marketers, providing unique features that support branding, promotion, research, customer service, and relationship management (Tuten, 2021). Understanding how these platforms function and tailoring strategies accordingly are vital for success in the B2B marketing landscape.

Facebook

Facebook is an effective platform for B2C businesses, with over 200 million businesses using its apps monthly to create virtual storefronts and reach customers (Sandberg, 2022). It offers tools such as thematic groups for showcasing products, networking, and engaging potential customers, making it especially valuable for small retail businesses (Modzelewska, 2023).

According to marketers worldwide, Facebook offers the highest return on investment (ROI) among social media platforms, making it a valuable tool for businesses (HubSpot, 2024). For B2B companies, Facebook is more suited for building brand recognition rather than direct sales. A company profile serves as a virtual business card, presenting values and competencies to build trust and interest. The Newsfeed Rank algorithm determines content visibility based on affinity, post weight, and content freshness, helping businesses optimize their content strategy (Żukowski, 2023). A well-constructed company page is essential, featuring a memorable name, consistent branding, and comprehensive information. While Facebook may not be the primary driver for B2B contacts or sales, it contributes to shaping a company's image and enhancing client trust.

Instagram

Instagram, launched in 2010, is now one of the largest social media platforms, boasting over 2 billion monthly active users as of 2023 (Backlinko, 2024). Originally designed for sharing photos, Instagram has expanded to include various content formats like Stories, Posts, and Reels. Stories are temporary posts lasting 24 hours but can be saved as Highlights on a profile. Posts allow for larger images or carousels of up to 10 photos, while Reels are short, engaging videos of up to 5 minutes that dominate user interaction (Modzelewska, 2023).

Over 60% of Instagram users follow or research brands (Kepios, 2024), making it a powerful tool for business visibility. Businesses can use up to 30 targeted hashtags and craft detailed captions (up to 2,200 characters) to improve reach and engagement. A combination of broad and specific hashtags helps increase content discovery, allowing companies to connect with both wider audiences and niche markets (Stępowski, 2017).

Instagram profiles function as digital business cards, where companies can present their brand identity through cohesive visuals and a well-crafted bio. Including a relevant username, website link, and contact information is crucial. While B2B businesses may not rely on Instagram for direct sales, the platform is essential for showcasing expertise, building trust, and generating interest among potential clients, complementing more formal sales channels.

YouTube

In 2023, 75% of B2B marketers used video content, a rise from 66% the previous year, with 65% using YouTube (CMI, 2022). Despite the growth of other platforms, YouTube remains the top choice for long-form videos, offering global reach in over 100 countries and 80 languages (Tuten, 2021). Unlike TikTok's brief videos, YouTube supports in-depth content, making it ideal for educational and demonstrative videos (Stępowski, 2017). Strategic keywords in video descriptions increase visibility, while high-quality videos on YouTube build credibility, trust, and help customers make informed purchasing decisions.

LinkedIn

LinkedIn is the world's largest professional networking platform, with 850 million users from 200 countries, on a mission to foster business connections and drive professional growth (LinkedIn, 2024). It is a powerful tool for B2B networking, building brand reputation, and making business connections. Companies can create profiles to showcase their products, services, job offers, and insights, while users follow companies to engage with updates, increasing brand awareness (Stawarz-García, 2018).

In Poland, industries like IT, manufacturing, corporate services, and finance dominate LinkedIn. With 97% of decision-makers on LinkedIn (Kopeć, 2021), businesses can directly connect with influential individuals, making it effective for reaching target audiences (Chimkowska, 2022). Unlike other social networks, LinkedIn excels in professional relationship-building. Its strong organic reach allows businesses to engage their audience without relying on paid ads (Oruba, 2023). Tracking key performance indicators (KPIs) like impressions and click-through rates (CTR) is essential for measuring success, with LinkedIn Analytics offering detailed insights into follower growth, engagement, and conversion (Dmuchowski, 2024).

In conclusion, LinkedIn is the most business-oriented platform, uniquely suited for generating professional contacts and fostering meaningful connections. A company's profile on LinkedIn goes beyond just being a business card – it is a dynamic tool for building relationships, enhancing visibility, and driving business growth.

3. Research Method

3.1. Research Design, Methods and Data Gathering Techniques

The research for this project adopted a qualitative approach, combining both theoretical and empirical elements. The study followed a single case study research design. The theoretical framework was constructed through a comprehensive review of books, papers, and various online resources, which provided a robust foundation for the study. In the empirical study, the triangulation of data gathering techniques was employed. Along with analysis of organizational documentation, direct engagement with key personnel, including the CEO, Commercial Director, Creative Content Specialist, and other employees, was crucial. This interaction was facilitated through in-person meetings, email correspondence, and phone conversations to gain in-depth insights. Additionally, data from social media analytics were employed to assess performance and measure outcomes effectively. The analysis was further enriched by incorporating feedback from stakeholders, which offered valuable perspectives and contributed to a more nuanced understanding of the project's impact. This comprehensive and multi-dimensional approach allowed for a deeper investigation, providing a well-rounded perspective on the topic. The study was conducted in four weeks.

3.2. Characteristics of the Studied Company

THT Group, based in Świdnica, Lower Silesia, specialises in comprehensive plastic packaging solutions. Established in 1999 in Świebodzice, the company initially focused on foam plastics for the construction market. In 2004, THT moved to a new

headquarters, expanding its machinery and workforce. By 2013, the company joined the Wałbrzych Special Economic Zone, adding land and constructing a modern office and production hall, followed by a new facility in 2024 to introduce blow-molded pallets.

Operating on a 3.5-hectare site with 120 employees, THT Group collaborates with major brands like Toyota, Porsche, Volkswagen, Electrolux, and Bosch. The company's mission focuses on dynamic development, continuous improvement, and innovative technologies. With a modern design office and skilled professionals, THT specializes in thermoforming plastics, foam, containers, pallets, and textile packaging.

The product range includes plastic containers, steel racks, custom dunnage inserts, sewn protectors, thermoformed trays, and pallets. Soon, THT will offer pallet renovation and rental services. A commitment to quality is reflected in ISO 9001:2008 certification and participation in industry awards and trade fairs, solidifying their leadership in the packaging sector.

4. Research Results

4.1. Current Online Image

The online image of THT Group is currently limited to its website and Facebook. The company is in the process of updating its website to strengthen its online presence, with the site currently displaying an update notice, company details, and a product catalogue. It also highlights upcoming industry trade fairs where the company will participate. However, THT Group faces challenges with its outdated Facebook account, last active in 2018 and managed by an external agency. The company no longer has access credentials to delete the account and is awaiting Facebook's response to finalise the deletion and establish a new, professionally managed account.

The Empirical Examination of the Process of Developing Social Media Plan for THT Group

The project aimed to enhance THT Group's brand visibility on social media within four weeks by following project management principles. The key aspects of the project, including its objectives, scope, timeline, and resource management, are detailed in Tab. 2.

Table 2. The most important aspects in the project

Aspect	Description
1. Objectives	Enhancing THT Group's online brand visibility via social media in four weeks. SMART goals for a consistent brand image and future engagement.
2. Success indicators	Measured by page views, click-through rates, and qualitative feedback due to the current lack of social media presence.
3. Stakeholders and their roles	Project Sponsor/CEO: providing funding, setting vision, approving plans, and monitoring progress. Project Manager/Social Media Specialist: leading project, managing team, handling social media. Marketing Manager/Commercial Director: developing content strategy, managing posts. Creative Content Specialist: designing visual content. IT Support Team: ensuring technical functionality. Sales Team: engaging prospects and generating leads. Clients/End-Users: providing feedback and approving content.
4. Scope and budget	Creating social media profiles to establish brand identity. Budget: PLN 10,000, focusing on initial setup rather than ongoing content.
5. Milestones and deliverables	Milestones: research, brand identity, narrative creation, profile setup. Deliverables: strategy documents, branding elements, social media profiles.
6. Timeline and schedule	Four-week structure with weekly focuses: research, brand identity, narrative, profile setup. Flexible schedule for milestone achievement.
7. Communication plan	Emails for updates, phone calls for quick clarifications, and meetings for detailed discussions.
8. Risk management	Identifying risks: incomplete research, ineffective branding, technical issues. Mitigations: thorough research, stakeholder involvement, consistent branding, regular updates.
9. Quality management	Focus on standards for branding and social media setup: performance targets, regular reviews, stakeholder feedback.
10. Resource management	Assembling skilled team, defining roles, managing PLN 10,000 budget. Structuring timeline with milestones, conducting regular progress reviews, and effective communication.

Source: own elaboration.

4.2. Conducting the Project

Week 1: Initial Research and Analysis

A competitive landscape analysis was carried out to determine the best social media platforms for B2B companies. The optimal platforms identified are Instagram, Facebook, YouTube, and LinkedIn, each playing distinct roles in enhancing brand visibility and online presence.

Instagram and Facebook are ideal for boosting brand visibility, showcasing company activities, values, and competencies to build trust and interest among potential clients. YouTube functions as a video catalogue, offering product demonstrations and quality testing to address specific audience needs. LinkedIn is tailored for professional networking and brand promotion, making it perfect for sharing updates on company activities and connecting with potential business partners. These insights were gathered during a one-week research period.

Week 2: Brand Identity Development

This week focused on solidifying the company's brand identity. Key tasks included finalising the logo, colour scheme, and graphic elements, while maintaining the established orange and grey colours that have defined the brand for 25 years. The high-resolution logo, prominently displayed on the main building, catalogue, and products, reinforces brand recognition and visibility (Fig. 1).



Fig. 1. Company's logo

Source: company's documentation.

We also began crafting a social media content strategy, selecting key products to highlight and enhance the brand's online presence.

Given that this phase involves strategic planning with input from the CEO and Commercial Director, progress may appear slow. However, this careful approach is crucial for aligning all elements with the company's long-term goals and ensuring a cohesive brand identity.

Week 3: Brand Narrative Creation, Social Media Profile Setup and Content Creation

In week 3, we developed a brand narrative highlighting the company's values, history, and sustainability. Key aspects include: 25 years of expertise, trusted

partnerships, eco-friendly practices, high-quality products and customized solutions. This reform of the online image also led to an update of the company's mission and vision:

"Our mission is to provide returnable industrial packaging that minimize the carbon footprint and support sustainable development. We strive to create eco-friendly solutions that reduce waste and save natural resources. We believe that ecological responsibility and innovation can coexist, creating a better future for all."

"Our vision is to be the leading provider of innovative and reliable returnable industrial packaging that enhances the logistical and operational efficiency of our customers. We aim to set new standards in the industry by offering top-quality products that meet the needs of the modern market."

To further enhance the brand's online presence, we partnered with a Creative Content Specialist to ensure high-quality visuals. The shoot took place in a new hall, using two HD cameras and a drone to capture the product from every angle. Additionally, subtitles were added to the videos for accessibility, ensuring an inclusive and professional experience for all viewers.

In the final step of week 3, we focused on setting up and optimising our company profiles on social media.

The company's Facebook profile features a logotype, a chosen cover photo showcasing a stitched insert, tabbed company type set to industrial. It includes the headquarters' address, a direct link to the website, and a dedicated "Contact us" tab for seamless communication (Fig. 2).

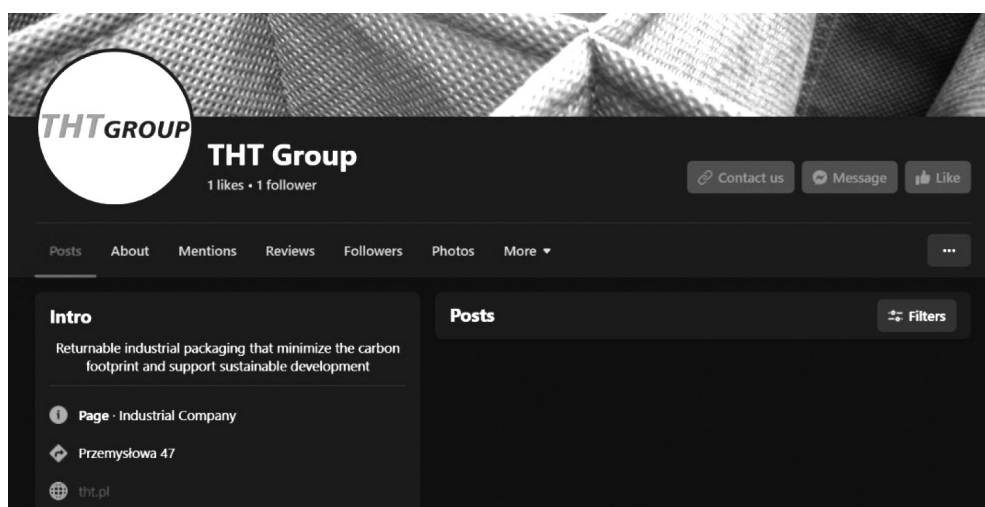


Fig. 2. Front page of THT Group Facebook profile

Source: (THT Group, n.d. a).

Instagram’s streamlined interface offers limited business data display options, but THT optimizes its profile by featuring the logotype and essential product information. A direct link to the website and LinkedIn ensures easy navigation for users seeking more details (Fig. 3).

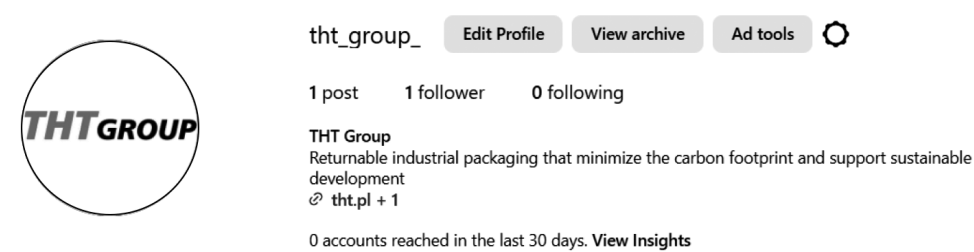


Fig. 3. Front page of THT Group Instagram profile

Source: (THT Group, n.d. b).

Similar to Instagram, YouTube has restrictions on business data presentation. However, THT maximizes its profile by displaying the logotype, a cover photo, and key product information. A direct link to the website makes it easy for viewers to explore the company’s offerings further (Fig. 4).

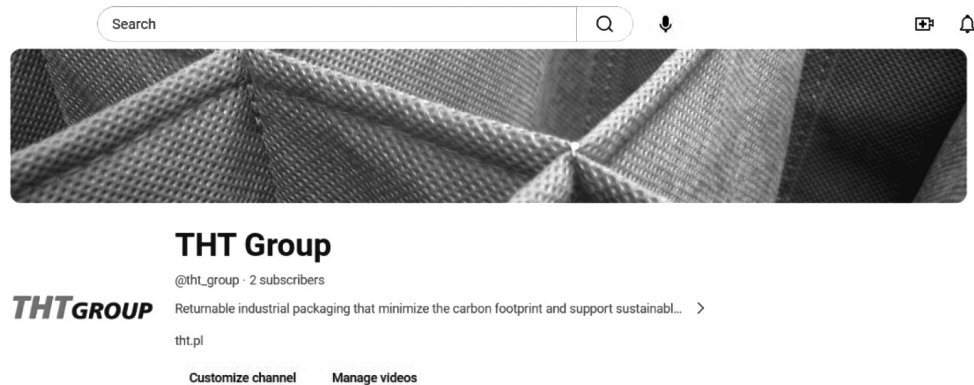
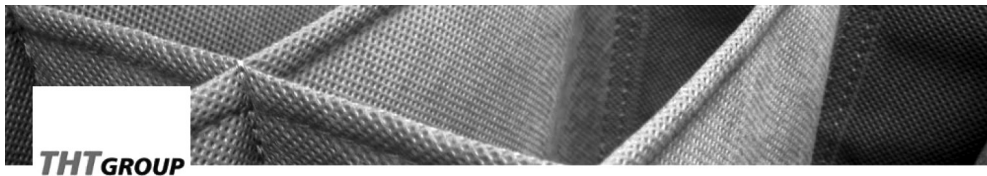


Fig. 4. Front page of THT Group YouTube profile

Source: (THT Group, n.d. d).

On LinkedIn, more detailed information can and should be provided. On the front page, visitors can immediately see the company’s logo, cover photo, and a summary of the product types and business sector (packaging and containers manufacturing). Additionally, the headquarters’ address and the estimated number of employees are displayed (Fig. 5).



THT Group

Returnable industrial packaging that minimize the carbon footprint and support sustainable development
Packaging and Containers Manufacturing · Swidnica, Lower Silesian Voivodeship · 1 follower · 51-200 employees

+ Follow



Fig. 5. Front page of THT Group LinkedIn profile

Source: (THT Group, n.d. c).

Overview

Our mission is to provide returnable industrial packaging that minimize the carbon footprint and support sustainable development. We strive to create eco-friendly solutions that reduce waste and save natural resources. We believe that ecological responsibility and innovation can coexist, creating a better future for all.

Website

<http://tth.pl/>

Industry

Packaging and Containers Manufacturing

Company size

51-200 employees

Headquarters

Swidnica, Lower Silesian Voivodeship

Founded

1999

Specialties

Packaging design , Industrial packaging, Returnable packaging, Packaging, Pallets, Plastic pallets , Sustainable packaging, Textile packaging, Plastic boxes, Large containers, Circular Economy , Metal containers, Thermoformed packaging, Customized packaging, and Packaging development

Fig. 6. About section on THT Group LinkedIn profile

Source: (THT Group, n.d. c).

As illustrated in Fig. 6, the *About* section on the THT Group LinkedIn profile presents this information in a clearer format, highlighting the company's mission

along with a direct link to the website. Moreover, it includes the founding date and 'specialties' – phrases that serve as hashtags and reflect the company's identity and aspirations – ensuring that visitors gain a clear and thorough understanding of the company at a glance.

Week 4: Social Media Content Publishing and Stakeholder Review

In Week 4, we focused on enhancing the company's online presence through strategic social media content. We tailored our approach for each platform, running Facebook and Instagram accounts in Polish to strengthen local connections while offering translation options for inclusivity. For LinkedIn and YouTube, we opted for English to reach a broader, international audience.

We maintained content consistency across Facebook, Instagram, and LinkedIn to establish a cohesive brand narrative, with flexibility for future adjustments. YouTube will highlight video content, playing to its strengths in video engagement.

The content strategy highlights two key posts. The first expresses heartfelt thanks to everyone who visited the Ptak Warsaw Expo, along with a photo of our company's business representatives. The second post features a video introducing the latest product, the Highwall container (Fig. 7), encouraging viewers to explore further on our YouTube channel.

Those posts were distributed across all three platforms in the appropriate language.

The YouTube profile stands out from the company's other social media platforms on Facebook, Instagram, and LinkedIn. With the help of a Creative Content Specialist, two engaging videos were created. The first highlights the features and functionality of the highwall container, while the second tests the durability and reliability of the plastic pallet in real-world scenarios.

Starting with two posts on each social media platform sets a solid foundation for future growth and engagement.

Stakeholder feedback was gathered, with the final results being very positive. The CEO noted: "The project allowed us to establish a presence on social media. We've seen the benefits of presenting information through short, concise videos, which help engage potential customers. We're very pleased with the results." However, some constructive feedback was provided on the YouTube videos. For the plastic pallet quality test, stakeholders suggested the video should feature only footage, without photographs. For the Highwall container video, it was noted that a shot of the fully loaded container would have been useful to show its appearance when filled.

These suggestions were carefully considered by the CEO, and it was decided to implement these corrections during the next meeting with the Creative Content Specialist.



Fig. 7. Post on THT Group LinkedIn profile

Source: (THT Group, n.d. c).

5. Conclusions

The study underscores the critical role of social media in B2B marketing, especially for industrial companies aiming to enhance their visibility and engage customers effectively. Using THT Group as a case study, it highlights the importance of a structured approach to building an online brand. This case study provides a comprehensive framework for businesses looking to leverage social media for marketing success. The process begins with defining clear business objectives and conducting thorough market research to understand the target audience and select the most suitable platforms. From there, companies can establish a strong brand identity, create compelling content, and publish initial samples. Gathering feedback and refining the strategy through iterative improvements ensures continual alignment with business goals. The key to success lies in tailoring content and strategy to the specific features of each platform, which ultimately strengthens brand visibility, fosters customer trust, and drives business growth.

To illustrate the effectiveness of this approach, Fig. 8 presents quantitative data from the initial phase of social media activity. While these numbers provide insight into early performance, it is important to interpret them in the right context.

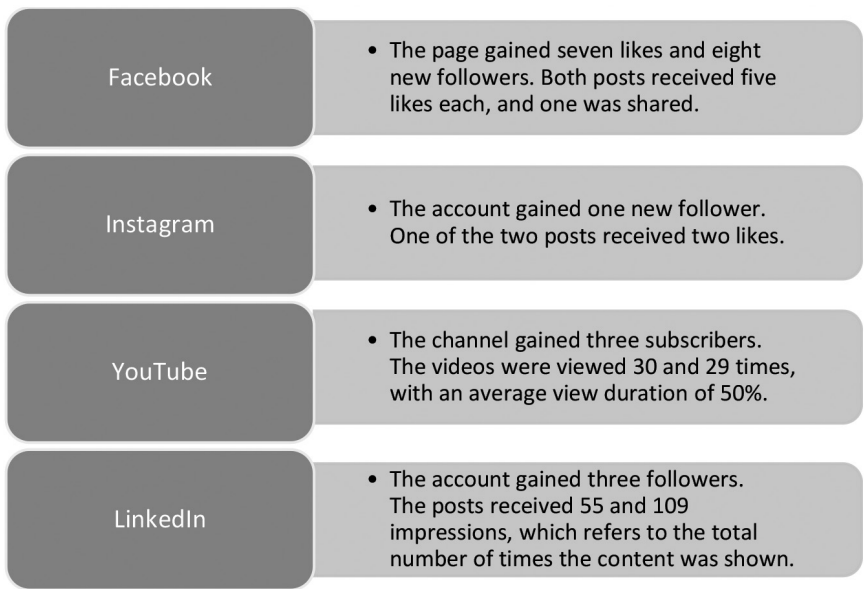


Fig. 8. Results of the project displayed in quantitative data

Source: own elaboration.

A common mistake in evaluating new social media accounts is placing too much focus on early engagement metrics. It is important to recognise that low numbers

in the early stages are completely normal and should not be considered an issue. At this stage, success is determined by the strategic setup rather than immediate likes or shares. Despite minimal engagement, these accounts are positioned to generate leads and drive sales. The main objective was to establish a strong presence on key platforms, which has been successfully achieved, creating a solid foundation for long-term growth and engagement.

The project achieved its goals, with stakeholder feedback, particularly from employees, playing a key role in shaping future development. The CEO expressed satisfaction with the new social media presence, emphasizing the impact of regular short videos in reaching new audiences. Constructive feedback on refining YouTube videos will guide the next content creation phase, ensuring ongoing improvement of the company's digital strategy.

The project was planned and executed in strict adherence to the timeline and within the allocated budget. Taking all these factors into account, the project was a success.

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Rola mediów społecznościowych w zwiększaniu widoczności marki online w sektorze B2B na przykładzie THT Group

Streszczenie: W artykule zbadano, jak zwiększenie obecności w mediach społecznościowych przekłada się na wzrost widoczności online w przypadku średniej wielkości firmy przemysłowej z sektora B2B. Analizowano rynek oraz konkurencję w celu identyfikacji trendów branżowych oraz najlepszych praktyk. Zastosowano strategiczne podejście do tworzenia treści i rozwijania profilu w mediach społecznościowych, a następnie przeprowadzono monitoring w celu oceny ich wpływu na zaangażowanie klientów i rozwój biznesu. Wyniki wskazują na korzyści płynące z silnej obecności w mediach społecznościowych, takie jak zwiększona widoczność i lepsza interakcja z klientami, przy jednoczesnym uwzględnieniu wyzwań, takich jak tworzenie treści i wybór platform. Rezultaty potwierdzają skuteczność mediów społecznościowych jako narzędzia wspierającego rozwój biznesu w sektorze B2B. Niniejsze badanie dostarcza ram działania dla firm przemysłowych, oferując nowe spojrzenie na strategię mediów społecznościowych w B2B oraz praktyczne wskazówki dla podobnych przedsiębiorstw.

Słowa kluczowe: strategia mediów społecznościowych, marketing B2B, widoczność online