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Engaging with Customers on Social Media: Insights from Business-to-Business Companies

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ABSTRACT

Social media are an important part of a company's ability to directly engage with customers. However, the lack of an established definition of engagement creates challenges for scholars and practitioners attempting to assess return on investment derived from social media marketing. In addition, limited scholarly literature exists regarding how B2B customers specifically react to social media. To enhance understanding of how a B2B company's social media activity affects customer engagement, this manuscript will examine social media utilization and customer response.

ABOUT THE AUTHOR

Emory Serviss Emory Serviss is a second year Ph.D. student studying Marketing at the University of South Alabama. He is also the Program Champion in the Department of Marketing within the Harbert College of Business at Auburn University. He teaches digital marketing and manages the domestic internship program for marketing majors. Serviss is a highly accomplished digital strategist and marketing professional with over twenty years of experience in a variety of industries. His is developing research interests at the intersection of sales and technology.