

THE RISE OF B2B INFLUENCERS: EXPLORING THE NEW HORIZON OF MARKETING

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ARTICLE INFO	ABSTRACT
<p>Article history: Received: January, 02nd 2024 Accepted: February, 26th 2024</p>	<p>Objective: The objective of the research is to get in-depth knowledge regarding digital influencers in the field of B2B market place and explore different ways to develop synergies through bridging between influencers and business organizations in B2B sector.</p>
<p>Keywords: Influencers; B2B Influencers; Business-to-Business Marketing; Influencer Marketing.</p>	<p>Method: For attaining the objective we have adopted qualitative approach. Here the total research work is exploratory in nature. We have explored popular B2B influencers of different social media platforms from Bangladesh, India, Pakistan, USA, China and analyze their contribution towards the growth of different B2B sectors.</p>
	<p>Results and Discussions: Our research analysis shows that B2B influencers tend to possess certain personality traits that enable them to build credibility and forge connections and deliver tangible gains in traffic, leads, and sales KPIs of a brand, hence pointing towards an overarching positive ROI.</p> <p>Research Implications: The theoretical contribution of this study is the pragmatic understanding of influencer marketing in business to business market. Here we have reconnoitered the strategies of digital influencers which may help to grab more market share.</p> <p>Originality/Value: In light of managerial aspect, this study helps to comprehend significance of influencer marketing in B2B arena and the way of implementing strategies for attainment of organizational goals. We have also found certain metrics that may help managers to determine the concrete business impact of B2B influencer campaigns.</p> <p>Doi: https://doi.org/10.26668/businessreview/2024.v9i4.4538</p>

A ASCENSÃO DOS INFLUENCIADORES B2B: EXPLORANDO O NOVO HORIZONTE DO MARKETING

RESUMO

Objetivo: O objetivo da pesquisa é obter conhecimento aprofundado sobre os influenciadores digitais no campo do mercado B2B e explorar diferentes maneiras de desenvolver sinergias por meio da ponte entre influenciadores e organizações empresariais no setor B2B.

Método: Para atingir o objetivo, adotamos uma abordagem qualitativa. Aqui, todo o trabalho de pesquisa é de natureza exploratória. Exploramos os influenciadores B2B populares de diferentes plataformas de mídia social de Bangladesh, Índia, Paquistão, EUA, China e analisamos sua contribuição para o crescimento de diferentes setores B2B.

Resultados e Discussões: A análise de nossa pesquisa mostra que os influenciadores B2B tendem a possuir certos traços de personalidade que lhes permitem criar credibilidade e forjar conexões e proporcionar ganhos tangíveis em tráfego, leads e KPIs de vendas de uma marca, apontando, portanto, para um ROI positivo abrangente.

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Implicações da Pesquisa: A contribuição teórica deste estudo é a compreensão pragmática do marketing de influência no mercado business to business. Reconhecemos aqui as estratégias dos influenciadores digitais que podem ajudar a conquistar mais participação no mercado.

Originalidade/Valor: À luz do aspecto gerencial, este estudo ajuda a compreender a importância do marketing de influência na arena B2B e a maneira de implementar estratégias para atingir as metas organizacionais. Também descobrimos algumas métricas que podem ajudar os gerentes a determinar o impacto comercial concreto das campanhas de influenciadores B2B.

Palavras-chave: Influenciadores, Influenciadores B2B, Marketing Business-to-Business, Marketing de Influenciadores.

EL AUGE DE LOS INFLUENCERS B2B: EXPLORANDO EL NUEVO HORIZONTE DEL MARKETING

RESUMEN

Objetivo: El objetivo de la investigación es conocer en profundidad a los influencers digitales en el ámbito del mercado B2B y explorar diferentes formas de desarrollar sinergias a través de puentes entre influencers y organizaciones empresariales en el sector B2B.

Método: Para alcanzar el objetivo hemos adoptado un enfoque cualitativo. Todo el trabajo de investigación es de naturaleza exploratoria. Hemos explorado influenciadores B2B populares de diferentes plataformas de medios sociales de Bangladesh, India, Pakistán, EE.UU., China y anlyze su contribución al crecimiento de los diferentes sectores B2B.

Resultados y Discusión: Nuestro análisis de la investigación muestra que los influenciadores B2B tienden a poseer ciertos rasgos de personalidad que les permiten construir credibilidad y forjar conexiones y ofrecer ganancias tangibles en el tráfico, clientes potenciales y ventas KPI de una marca, por lo tanto, apuntando hacia un ROI positivo global.

Implicaciones de la Investigación: La contribución teórica de este estudio es la comprensión pragmática del marketing de influencers en el mercado business to business. Aquí hemos reconocido las estrategias de los influenciadores digitales que pueden ayudar a captar más cuota de mercado.

Originalidad/Valor: A la luz de los aspectos de gestión, este estudio ayuda a comprender la importancia del marketing de influencers en el ámbito B2B y la forma de aplicar estrategias para la consecución de los objetivos de la organización. También hemos hallado ciertas métricas que pueden ayudar a los directivos a determinar el impacto empresarial concreto de las campañas de influencers B2B.

Palabras clave: Influencers, Influencers B2B, Marketing entre Empresas, Marketing de Influencers.

1 INTRODUCTION

As the world is becoming a global village, all the businesses now a days try to find easy ways to communicate with its target segment from any part of the world. Digital era has made the complex situation simple by creating opportunities of information dissemination (Iankova et al., 2019). In today's technologically progressive competitive world, precise information is required to compare and finalize a vendor in B2B sector (Schätzle & Jacob, 2019). For the better acceptance of information, Digital Influencers are incorporated by business organizations as it is getting much more popularity day by day (Hyder, 2019; Valsesia et al., 2020). Here brands try to find out digital influencers who have similar group of target audiences and may develop and promote brand related contents in different social media platforms (Archer et al.,

2020; Lou & Yuan, 2019). B2B influencers exhibit expertise in their niche, establishing competence and credibility (Lou & Yuan, 2019) as well as develop parasocial relationships with followers through authentic sharing and engagement, building rapport and loyalty.

The connotation of using digital influencers in B2C market space is entrenched in comparison with B2B market. As a result ample of articles are available about B2C influencers but insufficient research has been done about B2B influencers. According to Hudders et al., (2021), they have identified only one article regarding B2B influencers from 154, which is really surprising. The scenario did not change that much with the passage of time till 2024. So it is clear that literature regarding B2B influencers need to be addressed more as it plays a crucial role in assessing, finalizing and assisting decision makers in buying center (Gao et al., 2018).

By keeping these literary gaps in mind, we have tried to explore the field of influencers in B2B market space. Here we have divulged the characteristics of B2B influencers along with their emergence. We have further reconnoitered the strategies of digital influencers that may help the organizations to grab more market share. We have also found certain metrics to determine the concrete business impact of B2B influencer campaigns. Beside this we have exemplified “Ten B2B influencers” who are creating impact on their fields in local and global markets.

1.1 BACKGROUND OF THE STUDY

According to a report of WORLD HEALTH ORGANIZATION (WHO) (2019), average life span around the globe was almost 73 years (WHO, 2023). Another statistics show that, daily time spent in social media was 90 minutes in 2012 which has increased up to 150 minutes per day in 2023 (Dixon, 2023). So as the generation alpha is more up-to-date about technology, if we assume that they will use social media from the age of 05, they will spend more than 3.7 million minutes in his or her total life span. The use of social media for millennial & gen Z is also not less. From the above statistics and assumed calculative figure, we can perceive the importance of social media in our daily life. Now a days, in our different steps of decision making, digital influencers play a very significant role. This has pushed up the value of the global influencer marketing industry, which is set to rise to around \$21.1 billion by 2023, and 89 percent of the marketers who used influencer marketing last year are planning to up their investments or at least keep them at the same level (Kuzminov, 2024). With the increase of social media screen time, the future of marketing is more devoted towards it and spending a large pie of its marketing budget for them. But the interesting part is, in the influencer market

industry, B2C influencers are more prominent than B2B influencers. As a result the number of B2B influencer in different social media platform is very insignificant. But if we consider the market size and growth of different B2B industries, it is quite promising. Just consider the global e-commerce market size of B2B, it was valued \$7432.12 billion in 2022 and will reach upto \$36,107.63 billion by 2031 as approximated (Straits Research, 2023). Though the B2B sector is highly auspicious, it is inadequate in number of articles when we tried to search literature. So we have tried to dig down more, explored different aspects of digital content makers and decided to prepare an article on B2B influencers.

1.2 SIGNIFICANCE OF THE STUDY

This research explores a new trend in B2B marketing. It fills in gaps in our knowledge and gives practical advice, measurements, and methods for brands to work with influencers effectively and help businesses make strategies that use credibility to do well in the digital age. The research presented here give us fresh theories about what makes B2B influencers effective and how B2B influencers are becoming more important in shaping business decisions. The research also includes B2B influencers, who are experts in specific areas, have big followings and can shape opinions not just in business, but also in society as a whole.

2 THE RISE OF B2B INFLUENCERS

Several studies pinpoint around 2015 as the start of the rise in B2B influencer marketing, correlating with the growth of social media usage by B2B buyers for research and decision-making (Pick, 2021). Only 4% of B2B marketers were using influencer marketing in 2015, but that number jumped to 65% by 2018 (Martins, 2023). By partnering with industry experts who create content and engage audiences through blogs, social media, and other platforms, B2B brands have adopted influencer marketing strategies to connect with increasingly digital-savvy and peer-influenced buyers (Gomez, 2023; Srivastava, 2023).

B2B influencer marketing is witnessing a rise, as evidenced by TopRank's report which shows 95% of brands with extensive influencer programs experiencing success around 86% and increased sales revenue (TopRank, 2022). Additionally, there's a notable improvement in brand reputation, advocacy, and customer retention. Marketers investing in influencer

marketing have reported significant returns, averaging \$5.20 for every \$1 spent, underlining its effectiveness (Storyclash, 2023).

Multiple factors have facilitated the growth of B2B influencer marketing. The proliferation of social media and rise of quality content marketing has enabled B2B thought leaders to gain large followings by sharing their expertise (Brito, 2020). Unlike traditional advertisements, influencer content offers brands the power of earned media and third-party endorsements (Jacks, 2023). Audiences view influencers as more authentic and trustworthy than brands (Furness, 2023). Also, as B2B buying committees expand, brands need to influence multiple stakeholders (Gomez, 2023). Influencers allow brands to increase awareness earlier in the sales cycle and target niche audiences. With more data showing ROI from B2B influencer marketing, brands have gained confidence in the strategy (Srivastava, 2023).

3 THE CHANGING LANDSCAPE – BRAND PARTNERSHIPS WITH B2B INFLUENCERS

The emergence of formal B2B influencer partnerships marks a significant evolution in the marketing landscape, transitioning from reliance on organic promotion to leveraging paid collaborations for strategic brand alignment. B2B influencer marketing budgets are now allocated to formal activations, reflecting a shift towards more controlled, branded content creation that aligns with targeted marketing plans. According to the State of Influencer Marketing 2024: Benchmark Report, it's revealed that 14.5% of respondents, primarily large corporations, are investing over \$500K in influencer marketing, including B2B campaigns (Geysler, 2024). This marks a significant increase from last year's 11% and nearly quadruples the expenditure compared to 2022. In addition, 26% of the respondents plan to put in over 40% of their marketing budget toward influencer marketing, including B2B marketing campaigns (Geysler, 2024). This trend underscores the industry's move towards contractual agreements, ensuring transparency in disclosure and facilitating performance tracking. Brands are also making contracts with influencers to be clear about what's expected and to track how well the partnership is doing. Therefore, the social media influencer marketing is now a best strategy to marking a business successful and to make it happen B2B influencers are playing a vital role (Navyug Infosolutions Pvt. Ltd., 2023). Here we are discussing about two strategies that companies can follow for effective outcome through B2B influencers by partnering with them.

3.1 CONTENT CO-CREATION

Nowadays most of the companies are understanding the value of B2B influencer marketing and brands are working alongside with the influencers to achieve the targeted goals. Breaking the boundaries of traditional marketing companies are working together with the B2B influencer to create blog post, public interviews, webinars, podcasts (Forbes, 2023). By stepping into the new horizon of social media marketing with the influencers companies are now generating more audience and consumer centric content. This type of collaboration with influencers helps companies to reach a wider audience because of the power of influencers immense fan followers (Audrezet & Kerviler, 2019).

Building on this, collaborating with influencers to create authentic and valuable content is the foundation of B2B influencer marketing. This can include guest blog posts, interviews, webinars, podcasts, or social media collaborations. Leveraging the unique perspectives and expertise of influencers enables businesses to produce content that is compelling and relatable, significantly resonating with their target audience (Capital, 2023). The co-creation of content allows brands to tap into the knowledge and networks of influencers to develop meaningful assets that engage customers.

However, from this collaboration not only companies are getting benefited but also the influencers are tapping into the industry knowledge within the business sector and bringing up the unique perception and expertise, and making the contents more genuine and audience based (Capital, 2023). Thus, making a real connection with the targeted consumers along with their trust and loyalty (Sherman, 2024).

3.2 MARKETING CAMPAIGNS

Amid the current state of the B2B marketing landscape, influencer marketing has truly risen up as one of the foundational new strategies for brand efforts looking to expand their reach and dive more deeply into market penetration (Xemoto Media, 2023). With the expertise of the influencer's companies are now focusing on building strong relationships with the customer. B2B marketing campaigns are becoming more effective than the short-term traditional marketing. A significant example of an effective B2B influencer marketing might be the "Cisco champions" by Cisco (Influitive, 2017). IT influencers were given Cisco product for the trail before the market release and the IT experts share their experiences with the Cisco's products on their blog

post, videos and podcasts, thus spreading the good word about Cisco on twitter. The IT experts played as an B2B influencer for the Cisco company and with their strong reputation and the power of social media build a strong image around Cisco company (Andrii, 2023).

The Cisco Champions campaign helped Cisco make long-term relationships through effective B2B influencer marketing. By providing exclusive access and benefits to IT influencers, Cisco was able to build ongoing engagements with this industry thought leaders. In turn, these influencers provided continuous exposure, credibility, and lead generation for Cisco over time. This demonstrates how strategic collaboration with B2B influencers creates value not just for single campaigns but through long-lasting, mutually beneficial partnerships.

When B2B influencers work closely with Shopify, it's more than just a simple ad campaign. They're deeply involved in the brand's success. Instead of just endorsing Shopify, they become part of the whole customer experience. They do things like answering questions, working on projects together, and having conversations with their audiences. This helps build trust in the brand and creates a community around it (Keenan, 2023).

For example, they might help create a Shopify store and talk directly to customers. As a result, ordinary people can start their businesses on Shopify. The B2B influencers connect with the brand and its values with their fan base. By leveraging strong relationships with B2B influencers Shopify creates an entrepreneurship community with potential entrepreneurs (Keenan, 2023).

So it is clear from the above two examples, that the outcome from collaboration of companies with digital influencers in B2B businesses is extravagant. The long lasting effect helps to grow the companies within target group and maximize their product reach.

4 PERSONALITY OF B2B INFLUENCERS

Research indicates several salient personality characteristics of impactful B2B influencers. According to Srivastava (2023) leading B2B influencers exhibit extroversion in expressing their thoughts and opinions openly online. Additionally, they display high conscientiousness in generating content consistently over time. Studies find emotional stability to be another key trait, as steady, confident influencers build more trust and credibility (Communications, n.d.). Intellect emerges as a critical quality, as audiences rely on influencers for expertise and insights. High openness correlates strongly with influencer success as well, enabling adaptability in new social media platforms and formats (AIContentfy, 2023). B2B

influencers possess certain personality characteristics that contribute to their success. Following are some key personality characteristics of B2B influencers:

4.1 PROFICIENCY

Proficiency in B2B influencer marketing refers to the deep expertise and understanding that influencers possess in their specific field. This expertise sets them apart and makes them credible sources of information and opinion in their industry (Momentum ITSMA, 2019). Proficient B2B influencers are recognized for their knowledge and ability to provide valuable insights and guidance, which is critical in a business environment where decisions are often complex and based on detailed information (Odden, 5 Key Traits of the Best B2B Influencers, 2020). Here we can take the example of **Steven Bartlett**. His proficiency in B2B influencer marketing significantly enhanced his acceptance (Little Black Book, 2022). His deep expertise in social media marketing, cultivated as the CEO of Social Chain, enabled him to craft compelling narratives that resonated with both businesses and consumers (Greathouse, 2019). This proficiency was crucial in developing strategies that effectively utilized various social media platforms to maximize outreach and engagement. By sharing insights and experiences through his "**Diary of a CEO**" podcast and other channels, Bartlett established himself as a thought leader, further reinforcing his influence in the B2B sphere (Selligence, 2023).

4.2 AUTHENTICITY

Authenticity and alignment with company values are essential in B2B influencer marketing. Neil Patel's influencer marketing strategy emphasizes authenticity and congruency with the brand's ethos to build trust. Patel leverages credible industry leaders to expedite decision-making and establish brand authority (Patel, B2B Influencer Marketing: Partnering with Industry Leaders, 2023). This not only accelerates the B2B buyer's journey but also cultivates trusting relationships through influencers with established credibility (Star, 2023). Patel underscores the importance of endorsements from thought leaders in cementing a brand's market presence and driving business growth (Neil Patel's Blog, 2023). Patel's digital marketing agency, NP Digital, exemplifies this strategy through its successful influencer marketing campaigns for clients across various sectors, such as advertising technology, point of sale, and digital marketing (Patel, Behind the Scenes with the Global NP Digital Brand, 2023). These

campaigns have achieved impressive results, including millions of impressions, significant engagement rates, and numerous conversions. The success stories highlight the effectiveness of carefully selected influencer partnerships in reaching targeted audiences and driving specific business outcomes. Furthermore, Patel focuses on creating genuine value for B2B customers by understanding and addressing their needs across response, service, quality, price, and time. This comprehensive value proposition fosters trust and loyalty.

4.3 CONSISTENCY

Consistency is critical for building trust and credibility in B2B influencer marketing. It involves maintaining a steady and ongoing effort in marketing endeavors, characterized by regular thought leadership and content creation (Ellis, 2023). This approach is key to establishing oneself as a trusted voice in the industry. **Lee Odden** of **TopRank Marketing** demonstrates this through his longstanding emphasis on an always-on influencer strategy (Odden, Always On Influence: Costs Less and Better ROI – Here's Why, 2020). Odden's commitment to regular thought leadership and content creation establishes his voice as an authority. His focus on lasting relationships and mutual value with influencers and brands shapes broader industry practices. For example, Odden's campaign engaging 32 influencers for a Fortune 500 company achieved over 18 million impressions, highlighting the power of consistent engagement (Urbaniak, 2018). Odden also pioneered content co-creation and leveraging influencers' expertise for mutual benefit. His success stems significantly from consistent efforts in influencer marketing, centered on ongoing engagement, relationship-building, and valuable content. Odden shows that consistency enables lasting, influential presence in B2B marketing.

4.4 ENTHUSIASTIC

In B2B influencer marketing, being enthusiastic, outgoing, and persuasive are key personality traits that contribute significantly to success. Enthusiastic influencers are passionate and energized about their field, which is contagious and inspires their audience (Odden, 5 Key Traits of the Best B2B Influencers, 2020). Being outgoing helps in building and maintaining strong relationships with both clients and the audience. Persuasiveness is essential in convincingly communicating the value of products or services, which is critical in influencing

decision-making in a B2B context. **Jay Baer** stands out as an enthusiastic, outgoing, and persuasive B2B influencer (BUREAU, 2024). His passionate energy for marketing inspires audiences. Baer's outgoing nature enables him to build robust relationships in the industry. His persuasive communication style shines through content that informs and entertains B2B audiences. Baer crafts compelling content across diverse platforms and participates in impactful brand partnerships, aligning with his ability to effectively convey the value of products or services (Gravity Speakers, 2023). Through creatively connecting with clients and audiences, Baer establishes himself as an authoritative yet approachable voice. His enthusiasm and passion for marketing, outgoing relationship-building, and persuasive communication in speaking and content creation have significantly contributed to Baer's influencer success.

5 MEASURING ROI OF B2B INFLUENCER MARKETING

As influencer marketing grows in the B2B realm, quantifying return on investment (ROI) remains a key challenge. However, research indicates certain metrics can determine the concrete business impact of B2B influencer campaigns. Analyzing website traffic, leads, and sales data enables brands to calculate the ROI of their influencer initiatives (Aspire, 2023).

5.1 SALES IMPACT

The impact of B2B influencer marketing on sales is increasingly evident, with data underscoring its effectiveness in driving measurable business outcomes. B2B influencer campaigns boast an impressive average engagement rate of 8.7%, reflecting the high quality of content and the influencers' ability to resonate with and influence their audience (Sadhu, 2024). This engagement is critical in converting followers into customers, thus impacting the bottom line.

5.2 LEAD GENERATION

Influencer marketing is proving to be an effective lead generation strategy for many B2B companies. By partnering with influencers who have sway over their target audience, brands can drive awareness, engagement, and action. The proof is in the statistics - 49% of consumers are highly likely to follow a recommendation from an influencer they trust (Scott,

2024). Additionally, 60% of marketers find influencer collaborations effective for building brand awareness (Scott, 2024).

The numbers also show that influencer marketing delivers results. 90% of marketers believe it is an effective strategy overall, and 72% agree it provides higher quality leads compared to other tactics (Geysler, 2024). Measuring ROI can be tricky, as most marketers calling it the biggest challenge, but that hasn't stopped marketers from dedicating budgets. 63% plan to increase their influencer marketing spend in the coming years (Singh, 2024).

This growth aligns with an increased reliance on content-driven strategies in B2B marketing. 84% of B2B professionals are now outsourcing high-quality content from B2B influencers, and using those content to raise brand awareness and support overall marketing initiatives (ClearVoice, 2022). Short-form articles and posts are the most popular types of content, used by 89% of B2B content marketers in 2023 (Sargsyan, 2023). Additionally, B2B influencer marketing generate leads because of what 70% of B2B buyers are now more likely to make a purchase after engaging with a company on social media (Allton, 2023). This indicates a trend towards using more engaging and easily consumable contents to connect with the targeted audience.

5.3 WEBSITE TRAFFIC

Tracking website analytics tools like Google Analytics allows brands to quantify traffic bumps from influencer content promotion. Increased website visits and traffic are important metrics of B2B influencer marketing success (Srivastava, 2023; Das, 2023). For example, TopRank Marketing's collaboration with 40 influencers to create content like ebooks and blog posts for the Content Marketing World conference, generated over 217,000 ebook views and 145,000 SlideShare views (GRIN Contributor, 2023). This demonstrates how effectively influencers can distribute and engage audiences with branded content which alongside increases the website traffic. Similarly, by partnering with industry influencers, HubSpot drove significant event participation, with over 12,000 in-person and 100,000 online attendees (Sharma, 2024). So website traffic data confirms that strategic influencer partnerships can deliver meaningful boosts in website traffic and engagement for B2B brands.

5.4 SOCIAL MEDIA TRAFFIC

In the evolving landscape of B2B influencer marketing, the strategic use of social media platforms is instrumental in amplifying brand reach and engagement. A notable illustration of this is Microsoft's partnership with National Geographic, which aimed to highlight women in STEM careers. This campaign adeptly leveraged Instagram's storytelling capability, reaching over 91 million people and showcasing the profound impact of combining corporate social responsibility with influencer marketing (Zote, 2023). On the other hand, while not traditionally recognized as a B2B platform, TikTok has emerged as a fertile ground for B2B marketing, especially among small business owners. Recognizing this, TikTok launched a campaign to educate and empower small business owners on leveraging the platform for growth. By curating and amplifying content from successful TikTok entrepreneurs, the campaign effectively demonstrated the tangible benefits of TikTok's promotional tools. Achieving 32 million views, 2 million likes, and a surge of over 400,000 new followers for the TikTok Small Business Page (Socially Powerful, 2023), this initiative underscored the importance of platform-specific strategies and the power of authentic, relatable content in driving social media traffic and fostering community engagement.

6 METHODOLOGY

The objective of the research is to get in-depth knowledge regarding digital influencers in the field of B2B market place and explore different ways to develop synergies through bridging between influencer and business organizations in B2B sector. For attaining the objective we have adopted qualitative approach. Here the total research work is exploratory in nature. The duration of the research work is almost six months. Through our research we tried to get understanding regarding strategies of digital influencers that best fit for B2B market and the ways of measuring its long range outcome. So we have explored some of the popular B2B influencers of different social media platform from Bangladesh, India, Pakistan, USA & China. Finally we have selected ten influencers out of twenty from different fields who have huge follower base and great impact on their B2B field. For this purpose, secondary sources of data have been employed in the study, and these include blogs, various types of social media platforms, videos, online journals, and internet sources.

7 B2B INFLUENCERS AROUND THE GLOBE

In the dynamic realm of B2B marketing, the influence of key personalities transcends geographical boundaries. B2B influencers, with their unique expertise and expansive networks, are shaping the narrative on a global scale. As most of the companies deals with the international market, understanding the strategies of the B2B influencer marketing are now really important.

7.1 HUZAIFA ENTERPRISE (BANGLADESH)

In Bangladesh Huzaifa enterprise is playing as a B2B influencer and also a key figure in retail supply chain. Going beyond the mere provision of essential goods, Huzaifa Enterprise assumes the role of a crucial knowledge hub, offering valuable insights into dealership business strategies. The company's commitment extends to fostering connections between dealers and companies, thereby serving as a catalyst for collaboration within the local business ecosystem. Huzaifa Enterprise actively contributes to the growth and development of entrepreneurs, both established and aspiring.

In addition to its core services, Huzaifa Enterprise engages in diverse activities to promote business expansion. This includes organizing business trade fair explorations and facilitating travel to China for business opportunities (Huzaifa Enterprize, 2024). Furthermore, the company promotes businesses by offering courses, sharing insights on small business ideas, and establishing connections with distributors.

A distinctive feature of Huzaifa Enterprise is its active involvement in the export-import sector. The company not only advocates for products but also serves as a promoter for product sourcing. Through its dedicated efforts, Huzaifa Enterprise has emerged as a hub for diverse business-to-business promotions, showcasing a comprehensive understanding of the intricacies of global trade (Huzaifa Enterprize, 2024).

With nearly 650,000 YouTube subscribers, Huzaifa Enterprise effectively leverages digital platforms to promote various businesses and create a lasting influence (Huzaifa Enterprize, 2024). Through these channels, Huzaifa Enterprise disseminates valuable information, shares success stories, and connects with a broad audience, solidifying its role as a leader in the business promotion landscape.

7.2 AMIN TV (BANGLADESH)

Amin TV, a formidable content creator hailing from Bangladesh, has carved a niche by showcasing an expansive range of business products, from fashion to cutting-edge electronics. More than a content creator, Amin TV functions as a vital intermediary, bridging the gap between manufacturers, wholesalers, and entrepreneurs. Beyond the exhibition of products, Amin TV contributes invaluable insights into dealership strategies, fostering a deeper understanding within Bangladesh's entrepreneurial landscape (AminTV, 2023). This strategic approach not only aids in building robust networks but also plays a pivotal role in facilitating seamless business transactions. With an impressive following of over 510,000 YouTube subscribers, Amin TV stands as a commanding B2B influencer actively shaping the business narrative in the country (AminTV, 2023).

7.3 BUSINESS BANGLA (BANGLADESH)

Business Bangla, positioned as a micro-B2B influencer in Bangladesh, has become a potent force through its focus on small machinery and their practical applications in business. With a substantial following exceeding 620,000 followers, Business Bangla plays a crucial role in connecting burgeoning entrepreneurs with machinery manufacturers (Business Bangla, 2024). Its significant impact lies in providing actionable information on machinery usage and effective business operation strategies, catering specifically to the needs of young entrepreneurs (BANGLA, 2023). By promoting machine providers, Business Bangla contributes to the automation endeavors of small business owners, fostering a sustainable and mutually beneficial relationship.

7.4 TOP BD (BANGLADESH)

Top BD stands as a pivotal platform in Bangladesh, acting as a conduit that links retail business owners with wholesalers, particularly in the electronics sector. Through engaging video content creation, the platform explores a myriad of electronic gadgets, monitors, PCs, and other electronic items (Top BD, 2024). This not only expands business networks but also creates novel opportunities for entrepreneurs in Bangladesh. With an impressive following exceeding 800,000 YouTube subscribers, Top BD emerges as a promotional powerhouse (BD, 2024). Its content is meticulously designed to empower entrepreneurs by offering diverse

business ideas and providing insightful guidance on locating wholesalers. By doing so, Top BD equips entrepreneurs with the necessary knowledge to navigate and thrive in the competitive market, thereby contributing significantly to the entrepreneurial landscape in Bangladesh.

7.5 SOCIAL SELLER ACADEMY (INDIA)

Embarking on the dynamic landscape of India, Lakshit Sethiya's Social Seller Academy specializes in digital goods and software resale. This platform not only generates ideas for digital products but also facilitates resealing of software. Through live interviews and podcasts featuring business owners, the Social Seller Academy acts as a vital link connecting manufacturers and wholesalers with retail business owners (Launch Your Startup with SocialSeller Tech, 2023). By fostering collaboration and knowledge exchange, the platform provides valuable insights into the intricacies of online business. Continuous creation of content on trending business ideas and the provision of a one-stop platform to kickstart online business journeys are key features of the Social Seller Academy. With an audience of over 620,000 subscribers, it emphasizes education, ensuring that over 25,000 online sellers have learned effective online business practices from the platform (Sethiya, 2024).

7.6 AZAD CHAIWALA (PAKISTAN)

In Pakistan, Azad Chaiwala emerged as a prominent multi-millionaire businessman and investor, notable for actively promoting the Chaicon Business Expo (Media, 2024). This event, with a specific focus on the franchise business, serves as a dynamic platform to inspire and connect entrepreneurs in Pakistan (Mughal, 2024). Azad Chaiwala, through his social media platform and website, not only provides business ideas but also offers courses on how to run a business and develop the necessary skill set. The Chaicon Business Expo features successful individuals sharing their experiences, contributing significantly to the development of a robust entrepreneurial culture and providing networking opportunities (Sarwar, 2024). Azad Chaiwala's influence extends to encouraging young entrepreneurs to start their businesses, showcasing success stories, and actively promoting wholesale opportunities. With an extensive following of over 1.8 million YouTube subscribers, Azad Chaiwala plays a pivotal role in shaping and promoting business practices in Pakistan (Chaiwala, 2022).

7.7 GARY VAYNERCHUK (@GARYVEE) (USA)

Gary Vaynerchuk stands out as a dynamic entrepreneur and marketing expert who has established himself as a prominent B2B influencer. Co-founding VaynerMedia, a renowned digital marketing agency, Gary brings a unique blend of energy and practical insights to the business world (Wikipedia, 2024).

Gary Vaynerchuk's influence on B2B strategies is rooted in his emphasis on the power of storytelling and the integration of social media. He believes that businesses, whether B2B or B2C, can benefit immensely from authentic, human-centric communication. His advocacy for building a personal brand and engaging genuinely with audiences resonates strongly in the B2B context, where relationships and trust play a crucial role.

With a staggering 4.3 million subscribers on YouTube, Gary Vaynerchuk's vast audience reach underscores his significant influence (Vaynerchuk, GaryVee, 2024). This extensive following positions him as a key figure for businesses seeking insights into contemporary marketing strategies.

In the B2B space, Gary Vaynerchuk has ventured into discussions about the potential impact of cryptocurrencies, notably Bitcoin, and the transformative nature of blockchain technology. Moreover, he actively promotes the understanding and adoption of NFTs, highlighting their potential applications in various business domains (Vaynerchuk, What NFTs Does GaryVee Own? Here's How to Find Out, 2022).

7.8 NEIL PATEL (@NEILPATEL) (USA)

Neil Patel, a distinguished digital marketing expert and entrepreneur, has solidified his position as a B2B influencer through his co-founding roles in ventures like Crazy Egg and Hello Bar (EaglesTalent, 2023). Known for his expertise in SEO and content marketing, Neil is a sought-after authority in the digital landscape.

Neil Patel's influence on B2B businesses is profound, particularly in the realms of SEO and content marketing. His insights cater to businesses looking to enhance their online visibility, a critical aspect for B2B enterprises aiming to connect with their target audience effectively. Patel's commitment to sharing knowledge through blogs, podcasts, and speaking engagements reinforces his impact on businesses seeking digital marketing expertise.

With an audience of approximately 1.23 million subscribers on YouTube, Neil Patel's reach extends far and wide within the digital marketing community (Patel, *The Definition of Digital Marketing* by Neil Patel, 2023). This significant subscriber base indicates the relevance of his insights and advice in the competitive B2B landscape.

7.9 JORDAN WELCH (USA)

Within the dynamic landscape of entrepreneurship in the United States, Jordan Welch emerges as a versatile entrepreneur, digital content creator, and investor, leaving an indelible mark on the business community. With over 1.35 million subscribers, his YouTube channel serves as a hub for business enthusiasts seeking insights into wealth accumulation and successful business strategies (Welch, *How I Went From -\$30k To \$6 Million (My Story)*, 2023).

A notable aspect of Welch's influence lies in his unwavering commitment to assisting individuals in navigating the complexities of business, particularly through the realms of drop shipping and Shopify (Welch, *Easiest Way To Start Dropshipping In 2023*, 2023). Through comprehensive tutorials and practical guidance, Welch empowers aspiring entrepreneurs with the essential tools and knowledge needed to venture into the e-commerce realm. His dedication to making the intricacies of Shopify accessible underscores his mission to democratize business knowledge and opportunities.

One of the distinctive features of Welch's content is the emphasis on not just encouraging people to do business but also actively facilitating it. He serves as a guide, not only promoting the entrepreneurial spirit but also providing tangible resources and insights that entrepreneurs can leverage in their journey. His YouTube channel serves as a valuable platform for promoting various business tools and opportunities, making it a go-to source for individuals looking to establish or expand their ventures (Welch, *How I Went From -\$30k To \$6 Million (My Story)*, 2023).

7.10 STEVE CHOU (CHINA)

Steve Chou's influence in the e-commerce world extends far beyond just his own ventures. As the founder of MyWifeQuitHerJob, he has built a platform dedicated to educating aspiring entrepreneurs on the intricacies of selling physical products online and building

successful e-commerce brands. Through his blog, podcast, and various collaborations, he provides invaluable insights into navigating the complexities of the online business landscape.

One of Steve Chou's key areas of focus is on sourcing products from China, a critical aspect of many e-commerce businesses. He shows his fan followers from where they can find trusted wholesalers and suppliers and also provides guidelines on how to import directly from Chinese factories. He recently partnership with ImportYeti, which is a supply chain intelligence Software - helps entrepreneurs find suppliers from the globe. (Chou, Find Wholesale Suppliers Easily With This Free Tool - ImportYeti, 2022).

Steve Chou educates people on starting business and provide support to new business owner. Recently he had a podcast with Magementreal, which concentrates in Magento and adobe commerce development (MageMontreal, 2021). With this podcast he helped business owners connect with the Magementreal where the entrepreneur got their customized services.

Furthermore, Steve Chou recommends people to visit China import and export fair and Global sources exhibitions. (Chou, How To Find China Wholesale Suppliers And Get The Lowest Price, 2020). He highlights the significance and importance of these events and he believes by attending these events business owners can gather knowledge in the supply chain dynamics.

8 KEY FINDINGS

Our research unveils a pattern among successful B2B influencers – they tend to possess certain personality traits that enable them to build credibility and forge connections. Specifically, they are often extroverted, conscientious, emotionally stable, intelligent, and open-minded – characteristics that allow them to consistently create engaging and authoritative content within their niche. By establishing expertise and trust, these influencers can provide valuable insights to their audiences. Mastery of self-promotion and the uncanny ability to use new platforms help extend their reach and catch the attention of the B2B buyer. Co-creating assets and advocacy helps them serve as a conduit to accelerate purchase consideration by lending their influence to help connect the brand with targeted B2B audiences.

From these flourishing brand-influencer collaborations, a few of the components look strategic. Brands should seek to partner with influencers who boast of highly specific expertise in their niches. In return, the influencers should be left to bring out their creativity on their own, as this builds trust, which also adds value to the quality of the content. By co-creating content,

ultimately, the brand entrusts the influencer with control and, in turn, creates a shared audience. All these communications and expectations create a sealed deal toward collaboration. These are authentic approaches that would make the brand-influencer partnership more engaging.

Even though influencer marketing has posed a critical challenge in quantifying returns accurately, our analysis reveals that it is going to show a noticeable effect on key business metrics. Studies consistently show that influencer content increases website traffic and leads. While the exact attribution to this measurable lift in performance indicators, including traffic and leads, remains a challenge, ultimately the amount does equate to a positive impact on sales and revenue. Though it may be hard to get an exact ROI number out of this, the research data is very clear that influencer initiatives deliver tangible gains in traffic, leads, and sales KPIs of a brand, hence pointing towards an overarching positive ROI.

9 CONCLUSION

In summary, with traditional media being slowly rendered obsolete, this study sought to prove how social media influencers are taking up even more important roles in instigating change, especially in the vibrant digital revolution of B2B marketing. They are in a position to build trust, enhance credibility, and engage users, all of which stand them out as influential figures of today's marketing landscape. Moreover, this study suggests avenues for further investigation, such as delving deeper into specific performance metrics and refining attribution models. While acknowledging the ongoing need for deeper understanding in this dynamic field, it is evident that B2B influencer marketing is now a cornerstone of business growth strategies. Therefore, it's crucial for businesses to utilize B2B influencers in this constantly changing digital world.

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