

A Study on Social Media Marketing Practices of Two B2B Machinery Manufacturing Firms

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ABSTRACT

Social media marketing has emerged as an important communication tool for organizations across industries. In the machinery manufacturing sector, companies increasingly rely on digital platforms to promote products, demonstrate technical capabilities, and engage with industrial customers. This study analyzes the effectiveness of social media marketing through a comparative evaluation of S&T Machinery and Cosmos. The research examines the role of platforms such as LinkedIn, Instagram, and YouTube in improving brand awareness, customer engagement, and market reach. Data were collected using a structured questionnaire and analyzed using percentage analysis and comparative evaluation. The results indicate that social media platforms significantly contribute to digital visibility and customer interaction in the machinery sector. The study concludes that strengthening digital marketing strategies and improving technical content creation can enhance competitive advantage.

Keywords: Social Media Marketing, Machinery Industry, Digital Marketing, Brand Awareness, Industrial Marketing, Competitor Analysis

INTRODUCTION

Marketing practices have undergone significant transformation with the rise of digital technologies. Social media platforms provide organizations with opportunities to communicate with customers, promote products, and build strong brand identities. In the machinery manufacturing industry, traditional marketing methods such as exhibitions, dealer networks, and direct sales have long dominated promotional activities. However, the growing adoption of digital platforms has enabled companies to showcase machinery products through images, videos, and technical demonstrations. Professional networking platforms such as LinkedIn allow organizations to connect with industry professionals and potential buyers. Visual platforms such as Instagram and video-sharing platforms like YouTube help companies demonstrate machine operations and production capabilities.

This study focuses on evaluating how social media marketing contributes to business growth in the machinery sector through a comparative analysis of S&T Machinery and Cosmos.

REVIEW OF LITERATURE

Iankova et al. (2022) analyzed the effectiveness of social media marketing in industrial and manufacturing firms. The research concluded that video-based and technical content significantly improves engagement and brand trust in B2B markets. Platforms such as LinkedIn and YouTube were identified as the most impactful for industrial communication.

Vieira, de Oliveira, and Saldanha (2023) studied comparative digital marketing strategies among B2B firms. The study found that companies adopting a structured and consistent social media strategy outperform competitors in terms of engagement and brand visibility. The authors recommended comparative analysis as a useful tool for benchmarking digital performance.

Sharma and Bharathi (2024) conducted a study on social media marketing practices in Indian manufacturing companies. The findings indicated that Indian B2B manufacturers are increasingly investing in social media to support sales teams, dealer networks, and export marketing. However, the study highlighted a gap in strategic integration and analytics usage.

Ahmad, Bakar, and Ahmad (2019) analyzed digital marketing adoption in manufacturing firms. The study found that social media marketing positively influences brand visibility and customer interaction in industrial sectors. However, the authors noted that many manufacturing firms underutilize analytics and performance measurement tools.

Dwivedi et al. (2020) conducted an extensive review on the adoption of social media marketing across industries. The study highlighted that B2B organizations increasingly rely on social media for thought leadership, brand credibility, and long-term relationship building. The authors emphasized analytics-driven decision-making as a key success factor in recent digital strategies.

Siamagka, Christodoulides, Michaelidou, and Valvi (2021) examined social media adoption barriers and benefits in B2B firms. Their findings revealed that while B2B companies recognize the strategic importance of social media, many struggle with content planning and performance measurement. The study stressed the importance of aligning social media goals with organizational objectives.

SCOPE OF STUDY

The scope of the study is limited to the analysis of social media marketing strategies of two selected B2B manufacturing companies operating in the machinery industry. The study focuses on major social media platforms such as Facebook, Instagram, and LinkedIn. The analysis is based on secondary data collected from official social media pages and publicly available sources for a specific period.

STATEMENT OF THE PROBLEM

Despite increased adoption of social media marketing, B2B manufacturing companies often face challenges in identifying effective strategies that differentiate them from competitors. A lack of comparative evaluation may result in inefficient use of social media platforms and missed opportunities for engagement. This study attempts to examine and compare the social media marketing strategies of two B2B manufacturing companies to understand differences in platform usage, content strategy, posting frequency, and customer engagement.

LIMITATION OF STUDY

- The study is limited to only two B2B manufacturing companies.
- The findings are based on responses from selected departments only.
- The study relies on employee perceptions, which may involve subjective bias.
- Time constraints limited the scope of data collection
- Customer engagement metrics may be influenced by external factors beyond the control of the companies.

RESEARCH OBJECTIVES

- To conduct a comparative study of social media marketing strategies adopted by two B2B manufacturing companies in the machinery industry.
- To identify the social media platforms used by the selected companies.
- To analyse the nature and type of content shared on social media platforms.
- To compare the frequency and consistency of social media postings.
- To evaluate customer engagement metrics such as likes, comments, shares, and followers.
- To identify the strengths and weaknesses of each company's social media marketing strategy.
- To suggest measures for improving social media marketing effectiveness based on the study findings.

Research Hypotheses

H1: Social media marketing significantly improves brand awareness in the machinery industry. H2: The use of platforms such as LinkedIn, Instagram, and YouTube positively influences customer engagement.

H3: Social media marketing helps companies reach new industrial customers.

H4: Effective use of analytics tools improves marketing performance.

RESEARCH MEDHODOLOGY

This study follows a **descriptive research** design to evaluate the effectiveness of social media marketing strategies.

Sampling Technique

The study adopts a **Purposive Sampling Technique**. Under this method, respondents were deliberately selected from marketing, sales, digital marketing, and related departments who are directly involved in or have knowledge about social media marketing activities of the organization.

Purposive sampling ensures that data is collected from employees possessing relevant domain knowledge, thereby improving the reliability and relevance of responses for the study.

Data Collection

Primary data were collected through a **structured questionnaire**.

Sample Size

The study included **38 respondents associated with S&T Machinery and 42 respondents associated with Cosmos**.

Data Analysis

The collected data were analyzed using **percentage analysis and comparative evaluation**.

ANALYSIS AND INTERPRETATION

Table 5.1- CLASSIFICATION OF RESPONDENTS BASED ON JOB POSITION

Jop Position	S&T Machinery	COSMOS	Total
Marketing	8	9	17
Sales	10	11	21
Digitel Marketing	15	17	32
Others	5	5	10
Total	38	42	80

INTERPRETATION:

The majority of respondents in both companies belong to digital marketing and sales departments, indicating relevant participation. COSMOS has slightly higher representation in digital marketing, suggesting a stronger focus on digital activities compared to S&T Machinery.

Table 5.2-CLASSIFICATION OF RESPONDENTS BASED ON WORK EXPERIENCE

Experience Level	S&T Machinery	COSMOS	Total
Below 1 Year	10	8	18
1-3 Year	16	15	31
3-5 Year	8	13	21
Above 5 Year	4	6	10
Total	38	42	80

INTERPRETATION:

Most respondents in both companies have 1–3 years of experience, indicating moderate industry exposure. COSMOS has a higher proportion of experienced employees, which may contribute to better understanding of marketing practices.

Table 5.3 – CLASSIFICATION OF RESPONDENTS BASED ON SOCIAL MEDIA USAGE FOR B2B MARKETING

Response	S&T Machinery (%)	COSMOS (%)
Strongly Agree	63%	50%
Agree	32%	38%
Neutral	5%	12%
Disagree	0%	0%
Strongly Disagree	0%	0%
Total	100%	100%

(S&T Machinery Total=38, COSMOS Total=42)

INTERPRETATION:

A majority of respondents in both companies agree that social media is actively used for B2B marketing. S&T Machinery has higher “strongly agree” responses, while COSMOS shows a more balanced agreement.

Table 5.4 – CLASSIFICATION OF RESPONDENTS BASED ON EFFECTIVENESS OF LINKEDIN FOR MARKETING

Response	S&T Machinery (%)	COSMOS (%)
Strongly Agree	50%	52%
Agree	37%	36%
Neutral	13%	12%
Disagree	0%	0%
Strongly Disagree	0%	0%
Total	100%	100%

(S&T Machinery Total=38, COSMOS Total=42)

INTERPRETATION:

The majority of respondents in both companies agree that Linked-In is the most effective social media platform for B2B marketing. COSMOS shows slightly higher strong agreement, indicating a strong reliance on Linked-In for professional networking and business promotion

Table 5.5 - CLASSIFICATION OF RESPONDENTS BASED ON THE EFFECTIVENESS OF INSTAGRAM FOR PRODUCT PROMOTION

Response	S&T Machinery (%)	COSMOS (%)
Strongly Agree	52%	52%
Agree	32%	38%
Neutral	16%	10%

Disagree	0%	0%
Strongly Disagree	0%	0%
Total	100%	100%

(S&T Machinery Total=38, COSMOS Total=42)

INTERPRETATION:

Most respondents from both companies agree that Instagram is effectively used to showcase machinery, videos, and updates. Both companies show similar levels of strong agreement, indicating Instagram plays an important role in visually promoting machinery products.

Table 4.6-CLASSIFICATION OF RESPONDENTS BASED ON THE USE OF YOUTUBE FOR PRODUCT DEMONSTRATIONS

Response	S&T Machinery (%)	COSMOS (%)
Strongly Agree	50%	47%
Agree	34%	36%
Neutral	16%	17%
Disagree	0%	0%
Strongly Disagree	0%	0%
Total	100%	100%

(S&T Machinery Total=38, COSMOS Total=42)

INTERPRETATION:

The majority of respondents in both companies agree that YouTube is effectively used for product demonstrations and technical videos. This indicates that video content plays an important role in explaining machinery features and capabilities to potential B2B customers.

Table 4.7-CLASSIFICATION OF RESPONDENTS BASED ON RELEVANCE OF SOCIAL MEDIA CONTENT TO TARGET INDUSTRIES

Response	S&T Machinery (%)	COSMOS (%)
Strongly Agree	45%	43%
Agree	39%	43%
Neutral	16%	14%
Disagree	0%	0%
Strongly Disagree	0%	0%
Total	100%	100%

(S&T Machinery Total=38, COSMOS Total=42)

INTERPRETATION:

Most respondents in both companies agree that social media content is relevant to their target industries. This indicates that the companies focus on industry-specific content to reach potential B2B customers.

FINDINGS

1. The analysis shows that respondents actively use social media platforms such as LinkedIn, Instagram, and YouTube for business communication and product promotion.
2. The results indicate that most respondents are aware of the importance of social media marketing in the machinery industry.
3. The findings reveal that respondents frequently access social media platforms to obtain business-related information.
4. The analysis shows that LinkedIn is considered the most effective platform for professional networking and B2B marketing.

5. The results indicate that social media marketing significantly contributes to improving brand awareness among customers.
6. The findings show that social media platforms help increase customer engagement through interactive content and product demonstrations.
7. The analysis reveals that social media marketing helps companies expand their market reach and attract new industrial customers.

MANAGERIAL IMPLIMENTATION

The findings of this study provide valuable insights for managers and marketing professionals working in the machinery industry.

For companies such as S&T Machinery, social media marketing can serve as an effective tool to strengthen digital presence and build relationships with industrial customers.

Managers should focus on developing high-quality technical content, including machine demonstrations and industry-specific videos. Platforms like YouTube can be used to showcase machine functionality and production capabilities.

Professional networking platforms such as LinkedIn should be used strategically to connect with potential clients, distributors, and industry professionals.

Additionally, companies should regularly monitor performance using analytics tools to evaluate engagement levels and optimize marketing strategies. By improving digital marketing strategies and increasing investment in content creation, companies can enhance brand visibility and achieve competitive advantage.

SUGGESTIONS

- **Increase Professional Networking** - The company S&T Machinery should focus more on professional networking platforms such as LinkedIn to connect with industrial buyers, distributors, and industry professionals.
- **Strengthen Video Marketing** - The company should create more machine demonstration and process videos on YouTube to help customers better understand product features and performance.
- **Improve Visual Content Strategy** - Posting high-quality images, short videos, and machine operation clips on Instagram can improve customer engagement and brand visibility.
- **Maintain Consistent Posting** - Regular posting of product updates, industry insights, and company achievements can help maintain an active digital presence and attract potential customers.
- **Use Social Media Analytics** - The company should use analytics tools available on Linked-In, Instagram, and YouTube to track engagement, reach, and campaign performance.
- **Promote Customer Success Stories** - Sharing client testimonials and successful machine installations on social media can increase trust and credibility among potential customers

CONCLUSION

The study examined the role and effectiveness of social media marketing in the machinery manufacturing industry with a comparative analysis between S&T Machinery and Cosmos. The findings indicate that social media platforms such as LinkedIn, Instagram, and YouTube play an important role in promoting machinery products, improving brand awareness, and reaching new industrial customers. Both companies actively utilize these platforms to communicate with their target audience and showcase their products and services.

The analysis also revealed that engagement metrics and analytics tools are commonly used to measure marketing performance. However, certain challenges such as budget limitations and lack of technical content expertise can affect the effectiveness of social media marketing strategies. Overall, the study concludes that social media marketing is a valuable tool for companies in the machinery sector to enhance visibility, build customer relationships, and expand their market reach. By implementing improved strategies and investing in quality content creation, S&T Machinery can further strengthen its digital marketing presence and compete more effectively within the industry.

REFERENCES

This section lists the books, websites, and other sources you used for the study.

Books :

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2. Digital Marketing – Seema Gupta
3. Principles of Marketing – Philip Kotler & Gary Armstrong

Websites Sources:

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S&T Machinery - <https://www.linkedin.com/company/stmcnc/>

COSMOS - <https://www.linkedin.com/company/cosmos-group-your-partner-in-progress/>

2. Instagram:

S&T Machinery - <https://www.instagram.com/stmcnc?igshid=YmMyMTA2M2Y%3D>

COSMOS - <https://www.instagram.com/cosmosindiacnc>

3. YouTube:

S&T Machinery - <https://www.youtube.com/channel/UC3MIHY4ncDh8nMyqZEEMwUQ>

COSMOS - <https://www.youtube.com/@cosmoscnc>

4. Facebook:

S&T Machinery - <https://www.facebook.com/sandtmachinery/>

COSMOS - <https://www.facebook.com/GroupCosmos?mibextid=JRoKGi>