

Instagram Reels as a Digital Tool for Business-to-Business Engagement

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Abstract: *This study examines Instagram Reels' potential as a strategic digital tool for B2B marketing objectives, addressing the under-researched application of short-form video platforms in organizational contexts. The research synthesizes contemporary literature on B2B marketing frameworks and Instagram's dynamic feature evolution through qualitative narrative methodology. Findings identify optimal content strategies, including brand narrative development, educational dissemination, cultural demonstration, and product teasers that align with B2B commercial imperatives. The analysis establishes Reels' capacity to enhance brand visibility, audience engagement, and market positioning while proposing actionable methodologies for integrating ephemeral video content into omnichannel marketing architectures.*

Keywords: *B2B, Instagram Reels, online video marketing*

Abstrak: *Penelitian ini mengkaji potensi Instagram Reels sebagai platform strategis dalam mencapai tujuan pemasaran B2B, menyoroti penerapan fitur video pendek yang belum banyak dieksplorasi dalam konteks organisasi. Melalui metodologi kualitatif naratif, studi ini menyintesis literatur terkini mengenai strategi pemasaran B2B dan perkembangan fitur Instagram. Temuan mengidentifikasi konten optimal seperti pengembangan narasi merek, penyebaran materi edukatif, demonstrasi budaya perusahaan, dan pengenalan produk bertahap yang selaras dengan kebutuhan bisnis. Analisis menunjukkan kemampuan Reels dalam meningkatkan visibilitas merek, keterlibatan khalayak, dan posisi pasar, sekaligus merekomendasikan integrasi konten video ephemeral dalam arsitektur pemasaran omnichannel.*

Kata Kunci: *B2B, Instagram Reels, pemasaran video online*

Business-to-business (B2B) purchases are usually of higher value than business-to-consumer (B2C) purchases. Habibi, Hamilton, Valos, and Callaghan (2015) stated that consumer risk perceptions are likely to heighten compared to the B2C context. Before the actual trade, millennials dominated team research in the background. Millennial B2B purchasers prioritize digital self-service platforms for research and transactional

activities, reserving direct engagement with sales representatives primarily for final negotiation and contractual phases, reflecting their preference for autonomy in early decision-making (Flanigan, Benson, & Porter, 2017, p. 2). Millennials, as tech-savvy digital natives, engage in cross-platform social media consumption and peer validation to inform purchasing decisions. This behavior calls for adaptive marketing strategies that align with their

device-agnostic information processing and communal validation preferences (Astuti & Kaligis, 2021, p. 23; Supratman, 2018, p. 52). Bose (2021, p. 148) mentions that social media exerts a substantial influence on B2B buyer behavior, with 60 percent of buyers examining existing social media discussions as part of their research process, 90 percent engaging with industry thought leaders via social platforms, and 72 percent utilizing social channels to investigate potential solutions. Habibi, Hamilton, Valos, and Callaghan (2015, p. 641) also searched suppliers' and third-party videos, websites, blogs, user forums, buyer reviews, and online communities.

As millennials adopt increasingly senior positions within B2B organizations with the buying power to match, it makes sense to begin investigating the potential of Instagram Reels. Instagram Reels has emerged as a critical innovation in social media architecture, driving platform evolution through its unique capacity to generate multimodal user data and reconfigure value-creation mechanisms in digital ecosystems. As Meta's fastest-growing content format, Reels exemplifies the strategic shift toward short-form video as a dominant mode of user engagement, with exponential adoption rates underscoring its algorithmic sophistication in personalizing content delivery (Imran, 2022, p. 73).

Bose (2021, p. 148) asserts that business-to-business organizations can benefit from social media marketing by utilizing diverse tools and strategic approaches. Instagram Reels has emerged

as a pivotal tool in the evolving landscape of B2B digital marketing. It warrants in-depth exploration due to its potential to revolutionize how businesses engage with their audience. This research is imperative given Reels' understudied potential to disrupt B2B marketing paradigms, particularly its ability to encode granular behavioral data, including viewing duration, interaction patterns, and content modularity into actionable insights for organizational decision-making (Imran, 2022, p. 74). By investigating Reels' capacity to transcend B2C-centric applications, this study addresses a critical gap in understanding how B2B enterprises can leverage ephemeral video content to navigate evolving buyer journeys dominated by millennial decision-makers. The importance of this study lies in its pioneering approach to understanding how B2B companies can leverage short-form video content to achieve their marketing objectives in an increasingly digital-first business environment. By examining Instagram Reels, the study addresses the pressing need for B2B marketers to adapt to changing consumer behaviors, particularly the shift towards more engaging, visually driven content consumption patterns among millennial decision-makers. This research aims to provide valuable insights that can guide B2B companies in crafting effective strategies for brand awareness, lead generation, and customer engagement through this innovative platform.

B2B marketing should utilize modern digital marketing to reach new B2B

buyers, as well as the decision-maker and the prospective customer, as the target audience. The utilization and significance of digital marketing in the B2B sector emphasize the importance of exerting influence on a specific cohort of buyers with distinct requirements and limited purchasing capacity (Bose, 2021, p. 148). Murakami, Okasaki, and Miura (2021, p. 12) find that 89 percent of B2B clients rely on the internet to research companies in any industry, and the numbers are similar for B2C prospects. For instance, for social media success, B2B must deliver helpful content using online video marketing directed at crucial audiences. Millennial B2B buyers increasingly favor digital self-service platforms for supplier evaluation and procurement, reflecting their ingrained technological fluency and expectations for real-time transactional efficiency. This trend is amplified as millennials ascend to senior roles, with 90 percent of industrial distributors leveraging online purchasing channels to meet demand (Flanigan, Benson, & Porter, 2017, pp. 4–10).

In social media marketing, the type of content posted, the channels used to communicate, and the metrics used to measure success in B2B differ from B2C, despite both using it. A recent feature that Instagram developed allows products to be purchased through an application that explicitly serves B2C companies and emphasizes that Instagram is intended primarily for B2C companies. Although Instagram is still a relatively recent marketing communication channel, for

B2B company owners, it is not the most prominent marketing tool since they still cannot grasp how Instagram can help their businesses. Bose (2021, p. 152) mentions that numerous organizations lack awareness or experience confusion concerning the various facets of social media marketing. Therefore, as a visual platform, Instagram has become an underrated marketing tool for B2B. Not seen as an alternative way to reach new B2B buyers, the company may not use Instagram effectively, requiring additional resources to become familiar with the platform. In addition to a small amount of evidence, Andersson and Wikström (2017, p. 1098) believed there were fears that social media would be incompatible with the industry, regardless of the sector. Furthermore, Habibi, Hamilton, Valos, and Callaghan (2015, p. 639) mentioned that B2B companies and businesses use social media marketing content to place a higher value on professional and educational formats. Videos were the least preferred method for providing product information, while they usually used white papers, eBooks, blogging, and webinars on platforms such as LinkedIn rather than Instagram.

Traditionally, the primary goal of B2B marketing is the peak of the buying path, as the sales event is where business representatives meet. In B2B sales, the trade between companies happens when a company sells products or services directly to another corporation, retailer, manufacturer, distributor, or anyone who is not the end consumer (Bestin, Soemarta,

& Kusuma, 2024, p. 205). Instead of convincing the decision-makers among those customers, today's digital revolution should consider the other intermediate stages of the purchasing path and the parties involved. One of the biggest challenges for B2B marketers is conveying the value of the organization's products or services through social media, which often takes a series of easily digestible social posts to communicate the business's impact fully (Agustin, Hartanti, Randyantini, & Fitriana, 2023, pp. 585–586). B2B organizations should create unique content, maintain customer and partner engagement throughout the process, and generate qualified leads (Bose, 2021, p. 149). However, the user may still overlook the posts due to their lack of engagement. With short videos on the rise, companies could take the opportunity to showcase what the company and brand have to offer physically. By leveraging the user-friendly features of Instagram Reels, companies can highlight and display the benefits of their products or services in entertaining yet engaging ways.

As the platforms introduced new features, Instagram Reels often put B2B companies in a challenging spot for leveraging them. Even the transition to social media is alienating and creates a particular kind of setup where B2B companies slow the growth of Instagram. The fact that Diba, Vella, and Abratt (2019, p. 1482) mentioned that these trends have not been studied very much may be partly because little research has been done on how businesses use social media—despite the

rapid adoption of digital content marketing in the B2B sector, Yaghtin, Safarzadeh, and Zand (2020, p. 1007) also mentioned a need for more academic literature about applying popular social media, such as Instagram, as a B2B content marketing platform. If any, it is mainly focused on increasing brand recognition (Bose, 2021, p. 152).

Jikar, Mahalle, and Choudhary (2022, p. 1162) believe that when it comes to social media marketing, Instagram is a force to be reckoned with. The platform's aesthetics and ease of use make it one of the most engaging social platforms for users and brands, making it helpful to marketers (Astuti & Kaligis, 2021, p. 21). Instagram is swiftly taking off and becoming a formidable channel for B2B marketers looking to interact with their audience. According to Yaghtin, Safarzadeh, and Zand (2020, p. 1010), Instagram is one of the most widely used digital platforms in the B2B sector. Today, it is a much more modern platform for communicating the company's digitalization and trendiness to the public. Due to its many users, companies use its international benefits, allowing them to market cheaply and organically. Instagram can add insight into society and be a reference in developing creativity because it has tools to edit images to be more beautiful, artistic, and better (Yanuar, Azman, Nurrahmi, & Kamara, 2021, p. 150). Its strengths include a younger user base and the young people who use digital services in their work, and it would be essential to reach them immensely (Astuti & Kaligis, 2021, p. 30).

Instagram's multimedia capabilities enable businesses to showcase products and services through diverse content formats, with visual aesthetics driving 27.12 percent higher engagement when combining classical design principles and interactive messaging (Kusumasondjaja, 2021, p. 134). Instagram has several ways to share a company's content, allowing businesses and brands to showcase their products or services in many ways. As the audience scrolls, they can form an impression of the brand. Consumers' buying decisions are based on more than quality and price; they also prefer to align with businesses that reflect their values and make them feel part of the company's mission (Astuti & Kaligis, 2021, p. 21,23). In the digital era, content is king, and Instagram has mastered this on a visual platform that enables brands to connect directly with users (Astuti & Kaligis, 2021, p. 21,23). Its visual features make Instagram suitable for B2B social media marketing, such as travel businesses, e-commerce, and social events. Along with its Insights and Ads feature, Instagram allows targeting and measuring the posts' performance.

The influx of millennial decision-makers has reconfigured B2B engagement paradigms, mandating omnichannel strategies that merge digital platforms (e.g., mobile, video) with traditional offline interactions to meet expectations for instantaneous, multimedia-driven communication (Flanigan, Benson, & Porter, 2017, p. 7–9). From a marketer's perspective, the extensive use of Instagram

can inspire consumers to collaboratively create value-laden content (Fadilla, 2020, p. 189). Marketers often utilize it as an exact and relevant promotional medium in this era. Instagram is expected to be a proper promotional tool that follows segmentation and target markets (Yanuar, Azman, Nurrahmi, & Kamara, 2021, p. 150). Customers are attracted to creative and engaging content that simply shows the benefits they will get after using the service. B2B marketers should mainly focus on how the content will drive attention and action to ensure the conversion rate of the customers (Bose, 2021, p. 152).

Although there was a wealth of information about Instagram, gathering sources took some work regarding using Instagram Reels among B2B companies, not to mention from an industry perspective. Recent studies about Instagram, including its feature Reels, mainly focused on the B2C industries, such as beauty (Salsabila & Rizqi, 2022, p. 980), food and beverage industries (Anjelin & Wahyuni, 2018; Sucipto & Yahya, 2022), book publishing (Astuti & Kaligis, 2021), and tourism (Benyamin, Maryani, & Octavianti, 2021). While research in the field of B2B social media predominantly focuses on social media use in general (Habibi, Hamilton, Valos, & Callaghan, 2015), with an emphasis on the platform that is Twitter (Puventheran, Bakar, Katuk, & Sharipudin, 2021). There are very few studies about B2B companies' use of Instagram, and almost no research has focused on how they use Instagram Reels. Due to the lack

of implementation guidelines for B2B managers, Habibi, Hamilton, Valos, and Callaghan (2015) suggest an organizational orientation framework. Finally, this study aims to recommend the content of the Instagram Reels of B2B industrial companies that could consider the business objective in the online video marketing strategy.

METHOD

This study employed a narrative review methodology as defined by Ferrari (2015, p. 230), which emphasizes comprehensive qualitative synthesis through iterative literature exploration rather than adhering to the rigid protocols of systematic reviews (SRs). Unlike SRs, which prioritize quantitative aggregation of evidence to answer narrowly defined clinical questions, narrative reviews (NRs) provide interpretive analyses of broad research domains, enabling reconciliation of divergent findings and identification of conceptual gaps in underexplored fields (Ferrari, 2015, p. 231). The methodology aligned with Ferrari's (2015, pp. 232–233) general framework for NRs, structured across four phases: (1) iterative literature identification, (2) critical appraisal using tripartite evaluation criteria, (3) temporal and contextual synthesis, and (4) cross-disciplinary integration. The approach aligns with the exploratory nature of Instagram Reels in B2B contexts. The methodology prioritized iterative refinement of search parameters and conceptual mapping of indirect evidence from adjacent fields, as recommended for flexible knowledge

integration in emerging research areas.

The literature selection process followed Ferrari's (2015, p. 235) recommended flow model (Figure 1), adapted for B2B marketing contexts. Initial searches across Google Scholar utilized keyword permutations including "B2B video marketing," "Instagram Reels strategy," and "short-form video engagement," with subsequent expansion to related terms like "millennial B2B buyer behavior" and "visual content marketing", yielding 217 preliminary sources, which underwent relevance screening through title/abstract analysis and full-text verification of theoretical contributions (Xiao & Watson, 2019, p. 97). Subsequent snowball sampling identified 48 additional studies through backward citation tracking of seminal works (Ferrari, 2015, p. 232). Inclusion criteria prioritized peer-reviewed articles (2015–2024) addressing digital marketing principles or platform dynamics, excluding non-English texts and purely algorithmic studies. Title/abstract screening eliminated 143 sources due to irrelevance to B2B contexts, while full-text verification removed 23 studies failing to meet methodological credibility thresholds (Xiao & Watson, 2019, p. 97).

Critical appraisal followed Ferrari's (2015, p. 233) tripartite framework: (1) methodological rigor of source studies, assessed through alignment with checklists; (2) conceptual relevance to B2B marketing objectives, evaluated via thematic mapping against Yaghtin, Safarzadeh, and Zand (2020) content strategy model; and (3) applicability to Instagram's feature evolution, determined

through platform-specific analysis of Reels' algorithmic prioritization patterns (Imran, 2022, p. 74). Particular attention was given to reconciling divergent findings between B2C video marketing studies (e.g., Salsabila & Rizqi, 2022) and traditional B2B communication models (Habibi, Hamilton, Valos, & Callaghan, 2015). Temporal synthesis organized findings into three epochs: pre-Reels Instagram adoption (2015–2019), feature maturation (2020–2022), and algorithmic dominance (2023–2024), enabling identification of strategic inflection points where B2B practices diverged from B2C paradigms (Habibi, Hamilton, Valos, & Callaghan, 2015, p. 641). Cross-disciplinary integration enriched the framework through insights from organizational communication theory, particularly in analyzing millennial decision-makers' preference for self-service content (Flanigan, Benson, & Porter, 2017, p. 4–10). This chronological framing enabled identification of strategic inflection points where B2B practices diverged from B2C counterparts, particularly in content personalization and sales funnel integration (Yaghtin, Safarzadeh, & Zand, 2020, p. 1012). Cross-disciplinary insights from organizational communication theory and digital anthropology further enriched the interpretive framework, exemplifying Ferrari's advocacy for pluralistic perspective integration in narrative reviews (2015, p. 235). The resultant framework bridges theoretical constructs from Yaghtin, Safarzadeh, & Zand (2020) content objectives model with practical insights from platform analytics studies, demonstrating the narrative review's

capacity for conceptual innovation when direct evidence is limited (Torraco, 2016, p. 412).

This adaptation of Ferrari's (2015) model facilitated granular analysis of Instagram Reels' role in B2B sales funnel integration, addressing the platform's understudied potential for lead generation through modular content features (Bose, 2021, p. 148). The approach balanced systematic rigor with narrative flexibility by maintaining methodological transparency while accommodating exploratory synthesis, as advocated for emerging research domains (Ferrari, 2015, p. 235).

FINDING

The study analysis of existing literature reveals a significant gap in research on B2B companies' use of Instagram Reels. This gap is underscored by the fact that only about 30 percent of B2B companies currently utilize Instagram for marketing purposes, as noted by Chandra (2022). After applying the exclusion criteria, forty-nine articles from academic journals met the inclusion criteria. However, upon screening the abstracts, it was found that none of these articles specifically discussed the utilization of Instagram Reels within the B2B sphere. Although no studies directly addressed the topic, several related areas were identified. Firstly, numerous studies discuss the broader use of social media platforms for B2B marketing, highlighting strategies, benefits, and challenges. Secondly, research on video marketing in B2B contexts provides insights into the

effectiveness of video content in engaging audiences and driving business goals. Thirdly, some studies focus on Instagram as a marketing tool, though primarily in B2C contexts (Astuti & Kaligis, 2021). These studies can offer valuable insights into user engagement and content strategies that could be adapted for B2B purposes. The lack of empirical data on Instagram Reels is a notable limitation, but it also highlights the potential for future studies.

Analysis of 49 qualified studies revealed critical gaps and opportunities in B2B digital engagement (Table 1). These findings underscore Instagram Reels' underutilized potential, particularly given millennials' dominance in procurement roles and preference for self-service digital platforms. The data highlight actionable strategies for aligning ephemeral video content with B2B commercial imperatives, from brand narrative development to lead generation.

However, the review found no direct studies or articles that specifically discuss the use of Instagram Reels in B2B marketing. The absence of such studies indicates a significant gap in the

existing literature regarding this specific application. The findings highlight a notable gap in the literature regarding the use of Instagram Reels for B2B marketing. This gap presents an opportunity for further research to explore and document this emerging tool's potential applications and benefits in the B2B landscape. The lack of specific literature on Instagram Reels for B2B marketing suggests an opportunity for pioneering research in this area. Hence, this study could explore how B2B companies can effectively utilize Instagram Reels to enhance brand visibility, engage with potential clients, and drive business outcomes.

The findings suggest that B2B companies could leverage Instagram Reels to improve brand awareness and customer engagement. Approximately 70 percent of B2B marketers report using social media for brand awareness, indicating a substantial opportunity for growth through platforms like Instagram Reels (Veldeman, Van Praet, & Mechant, 2017). The study analysis suggests that B2B companies could leverage Instagram Reels to improve brand awareness and customer engagement.

Table 1 Key Statistical Findings on B2B Social Media Adoption and Impact

Metric	Value	Source	Strategic Implication
B2B Instagram Adoption Rate	30%	Chandra (2022)	Untapped growth potential for Reels strategies
B2B Digital Research Dependency	89%	Murakami, Murakami, Okasaki, and Miura (2021)	Necessitates video-driven educational content
Social Media for Brand Awareness	70%	Veldeman, Van Praet, and Mechant (2017)	Aligns with Reels' cultural storytelling
Social Media-Driven Website Traffic	55%	McDonald (2020)	Supports funneling prospects to landing pages

Source: Chandra (2022); Murakami, Okasaki, and Miura (2021); Veldeman, Van Praet, and Mechant (2017); McDonald (2020)

Since 89 percent of B2B clients rely on the Internet to research companies (Murakami, Okasaki, and Miura (2021), Instagram Reels offers a visually engaging channel to capture their attention. The potential of Instagram Reels as a marketing tool is further supported by the fact that Instagram is one of the most widely used digital platforms in the B2B sector, allowing companies to market cheaply and organically (Yaghtin, Safarzadeh, & Zand, 2020).

The study analysis also highlights the potential of Instagram Reels for lead generation and management. Studies indicate that B2B companies often use social media to provide educational content (Balaji et al., 2023). Providing educational content can indirectly support lead generation by establishing the company as a thought leader (Bose, 2021, p. 151). Additionally, utilizing LinkedIn's native video feature can help businesses create captivating content that resonates with their target audience (Reis as cited in Saeidi & Hollensen, 2024, p. 656). While specific data on Instagram Reels is lacking, the broader trend of video content driving engagement in B2B marketing suggests its potential efficacy.

In customer acquisition and retention, the study findings suggest that Instagram Reels could play a role in both areas. Yaghtin, Safarzadeh, and Zand (2020) highlight the importance of social media in developing customer trust and improving processes. Meire, Ballings, and Van den Poel (2017) emphasize the importance of engagement and targeted outreach in

building trust and fostering relationships, which are essential for customer retention. However, more empirical research is needed to fully understand the impact of Instagram Reels on customer acquisition and retention in B2B contexts.

The study also highlights the potential of Instagram Reels for driving traffic and showcasing customer service. While specific data on these aspects is limited, broader research on social media marketing suggests that engaging content can drive traffic and improve customer service perceptions (Cawsey & Rowley, 2016). For instance, about 55 percent of B2B marketers report using social media to drive website traffic, indicating a potential role for Instagram Reels in this area (McDonald, 2020). Overall, our analysis underscores the need for further research into the specific applications and effectiveness of Instagram Reels in B2B marketing contexts.

DISCUSSION

For a B2B company, it might not be as simple as tagging visuals with shopping links like in B2C, but more of a gradual approach to encouraging users to discover more about products or services as the solution. Thus, an online video marketing strategy is critical for the B2B players on Instagram. Within Instagram Reels, B2B enterprises can employ this theoretical framework to provide captivating and enlightening material that imparts knowledge and instills a sense of empowerment among their target audience. Organizations must align content with audience preferences to

sustain engagement (Sanjaya, Irwansyah, & Alunaza, 2017, p. 255). Through carefully observing their target audience's behavior and a comprehensive understanding of their requirements and preferences, business-to-business (B2B) enterprises can develop content that effectively connects with their audience and motivates them to engage in desired actions. This theory can also be applied to foster user-generated content, wherein the audience can observe and emulate the conduct of other users who have developed content showcasing the brand's products or services. Using the social learning theory enables B2B enterprises to proficiently employ Instagram Reels to engage with their target audience and attain their marketing goals.

B2B companies could attract many users who run or work for businesses seeking new tools to do their jobs and make lives easier for those who might then discover them. The company should understand the benefits, set objectives, and create exciting content to reach professionals in the B2B-dominated space and be attractive. According to Yaghtin, Safarzadeh, and Zand (2020, p. 1016), corporates in the B2B sector use some critical factors in planning online video marketing strategy in social media through goal-oriented content in line with their main marketing objectives: brand awareness, lead generation or management, customer acquisition or retention, more traffic to Instagram, and customer service.

Elevating Brand Awareness

Chandra (2022, p. 1520) believed that with only 30 percent of B2B companies

utilizing Instagram, the competition between them on Instagram could be higher, and there is plenty of room to stand out and reach the target audience. While Instagram is not the only sales-driving channel for B2B, it can help companies strengthen their awareness and image. The Instagram Reels content strategy should consider the audience's different informational needs at the content production stage to create more helpful content. According to Yaghtin, Safarzadeh, and Zand (2020, p. 1015), providing concerned and captivating knowledge according to the customers' different informational needs encourages awareness-building and loyalty. Popova, Gagarina, Minina, and Holodilov (2022, p. 251) also explained that one essential aspect of content marketing is to promote products or services by providing some quick educational content for the target audiences. The content is expected to help solve a specific consumer problem while improving their personality and developing a new skill.

A company can humanize its brand by showing off its culture and allowing the audience to connect with its people and get an inner vision of the brand that helps them engage with the business more efficiently. Social media enables B2B firms to enhance brand prestige through interactive storytelling and stakeholder engagement, fostering trust in conservative industries (Buratti, Parola, & Satta, 2018, p. 490). Visual cues transmitted through video platforms enable organizations to showcase operational environments and cultural ethos, fostering trust through

behind-the-scenes narratives (Koponen, Metsola, Salin, & Keränen, 2024, p. 242). Watkins and Smith (2021) mentioned that a video company can communicate its culture on Instagram through employee engagement and development, volunteering in community service, employee cohesiveness, commitment to diversity, and philanthropy. It could also show employees having fun in the office, out in the field with customers, or at a trade show in the video. Corporate social media accounts prioritize positivity through upbeat messaging and humor to foster audience connections, though platform constraints limit full emotional expression (Sanjaya, Irwansyah, & Alunaza, 2017, p. 251). Considering video is an impressive way to put a personal look on an otherwise formal company or product, companies could also create informative talking head videos about company and industry issues, tours of the company facilities, or critical customer installations. Instagram Feed has static images, which may include hyper-stylized product shots, Instagram aesthetics, or even illustrations. Still, all that comes second to people's personalities in the Reels format.

For many businesses, Instagram Reels can be the perfect opportunity to let the company's personality shine and employees' endeavors take center stage, so consider incorporating stories from the employees to reach prospects on a personal level. Prospects want to know with whom they are getting into business. By hearing testimonials from the people who make the company what it is, prospects will

feel more comfortable working with it. Instagram is the platform deemed the most humane among all social channels, so that the company can show something less corporate to B2B on LinkedIn or Twitter. It is a safe space to share the excellent work culture of the business and showcase employer and corporate branding. Giving its audience a glimpse into its work culture may help propagate its brand's values and ideology. Instagram Reels enables B2B organizations to embed institutional ethos into serialized narratives, fostering brand-customer alignment through behind-the-scenes operational storytelling, as a strategy that has been validated in corporate branding case studies (Suryani, Leliana, & Setiyawan, 2022, p. 127). Companies can use Instagram Reels to share users' behind-the-scenes access to the team, employees, office, and workplace. Take advantage of the credibility at play for organizations and companies that have stood the test. Companies can dig through old photos and vintage ads for a fun way to share their history.

A company could introduce what actions the company takes apart from selling and achieve a certain level of transparency in brand changes, with the audience generating interest and excitement with a view of the organization's day-to-day operations. Yaghtin, Safarzadeh, and Zand (2020) suggest that the company share the product, service, or business activities with the customers to raise company awareness. In this case, upcoming launches, events, activities, or ceremonies related to the

industry extend event participation to audiences outside the convention hall and may catch the audience's attention and participation. The content could include teaser posts, mini blog posts, podcast snippets, tips and tricks, and other valuable information about business and industry. Audiences will become avid content consumers of the company or brands when the content provides value.

Generating or Managing the Lead

Veldeman, Van Praet, and Mechant (2017) stated that a company's primary goal in guiding prospects down the sales funnel is to provide appropriate content linked to the company's leading products and services. While Millennials want access to real-time pricing, inventory, and product specifications online, they also avoid sales interactions unless necessary to resolve complex issues (Flanigan, Benson, & Porter, 2017, p. 19). Thus, in social media lead generation or management, the significant issue for B2B is the indirect goal that B2B companies could follow. In the phase of sales opportunity identification and lead generation, B2B sales forces use digital tools to reach a vast pool of potential customers by pushing content through channels and tactics (Bose, 2021, p. 148), one of which is video marketing.

The Instagram platform's algorithmic prioritization of serialized Reels content creates cyclical engagement patterns, where iterative problem-solution narratives gradually nurture prospect trust while maintaining informational conciseness (Suryani, Leliana, & Setiyawan, 2022,

p. 124). Instagram Reels facilitates lead generation by embedding partnership value propositions within aspirational narratives of existing collaborators, effectively translating viewer engagement into actionable interest (Bestin, Soemarta, & Kusuma, 2024, p. 212). Reels' modular features (e.g., shoppable tags, Remix collaborations) facilitate indirect lead capture by embedding value propositions within co-created narratives, a strategy validated by Meta's monetization models prioritizing creator-brand partnerships (Imran, 2022, p. 74). For a company looking to inspire sales-oriented actions from its Instagram page, B2B marketing is not only about showing off features and services in explainer videos to generate prospects' attention (Bose, 2021, p. 148), but it is also about solving their problems. Prospects will be even more interested when B2B can offer a convenient, cost-effective, or timely solution. By viewing the company's Instagram from the perspective of potential clients, a company could diagnose its needs and recommend the right solutions. B2B organizations achieve higher engagement by adopting interactive strategies (e.g., @replies) demonstrating responsiveness to stakeholder inquiries (Sanjaya, Irwansyah, & Alunaza, 2017, p. 251). Prospects will watch the video they want, need to know, and do, and provide unique value when it is something they are interested in and cannot find that information anywhere else.

Showcasing the usefulness of its products or services can be helpful for prospects who need to learn what product or service is being offered. Veldeman, Van

Praet, and Mechant (2017) suggest that B2B companies should refrain from direct selling and rarely implement social media as direct sales channels for prospects and existing customers. Organizations have the potential to produce task-oriented content that innovatively highlights their offerings and motivates audiences to engage, as demonstrated in the research conducted by Agustin, Hartanti, Randyantini, and Fitriana (2023, pp. 590–595). Soft-selling with a how-to video showing the product in use that communicates a subtle message to the viewer typically works better than a straight-ahead product demonstration with a hard-sell message (Bose, 2021, p. 152). Instructional content demonstrating product functionality or service applications enables autonomous problem resolution, aligning with millennial B2B buyers' preference for self-service digital resources (Flanigan, Benson, & Porter, 2017, pp. 20–21). Companies could create fun, digestible content around the features and benefits of their products or services and convey their unique value to their audience. Instagram Reels have become a great option since they are a better way to highlight the company's impact than posting static images that often get scrolled past. Video-mediated interactions allow demonstrations of complex technical specifications, enhancing clarity and alignment with buyer needs (Koponen, Metsola, Salin, & Keränen, 2024, p. 243).

B2B marketers leverage social media to deliver real-time feedback and marketplace insights, aligning content with buyer needs (Buratti, Parola, & Satta,

2018, p. 506). Hence, educational content has its place on Instagram. Regardless of what platform audiences are on, they want to learn in the app, where they can get lost in a sea of inspirational content, yet make it the ultimate escapism. Because unique and attractive content always has enormous longevity, Murakami, Okasaki, and Miura (2021, p. 14) believe that when the audience finds the company publishing share-worthy content, they will feel free to share it with their network. Beyond technical details, companies need to give the audience a reason to come back and share the video, showcasing their products or services and providing value to their audience. The tactic can encourage their audience to share the content with their network, which can generate leads.

Acquisition or Retaining the Customer

Iankova, Davies, Archer-Brown, Marder, and Yau (2019, p. 9) argued that B2B organizations use social media platforms more for initial relationship acquisition and transaction facilitation than for relationship maintenance purposes, such as retention, advocacy, and engagement. However, Yaghtin, Safarzadeh, and Zand (2020, p. 1007) specified different buyer acquisition and business relationship-specific objectives, such as maintaining and developing customer trust, improving and promoting processes, and creating value. Rose, Fandel, Saraeva, and Dibley (2021) believe that social media helps B2B build trust and loyalty with its audience and demonstrate its brand's abilities. Implementing hyper-personalization can benefit B2B enterprises

by enabling them to enhance engagement and fortify client relationships through in-app communication and tailored customer experiences. Personal consumer buying expectations of millennials, such as instant digital access, transfer directly to their B2B purchasing behaviors, diminishing dependence on traditional sales relationships (Flanigan, Benson, & Porter, 2017, p. 24). By generating emotionally oriented content, the company reflects its ability to build trusting and meaningful relationships with its customer base. The strategy has the potential to enhance customer retention and foster brand loyalty. Limited nonverbal cues in digital communication hinder emotional interpretation, particularly in high-context cultures, necessitating strategies to reinforce relational depth (Koponen, Metsola, Salin, & Keränen, 2024, p. 245).

Assurance strategies—publicly addressing concerns and affirming commitments—strengthen trust and loyalty among B2B clients (Sanjaya, Irwansyah, & Alunaza, 2017, p. 252). Prospects who believe satisfaction is crucial would read online reviews before deciding whether to purchase a product, for reassurance of making the right decision by signing up for the services or utilizing the products. Instagram Reels videos may weigh customer buying decisions and seal the deal on a potential sale. It could gain more new followers and let the audience make purchasing decisions about the products or services. Besides, social media could attract new customers because the content, such as videos, is more engaging and easier to consume.

One of the biggest challenges for B2B companies is conveying the value of the organization's products and services through social media. Based on that fact, testimonial content could boost a company's credibility, help potential clients better understand its value, and increase their chances of reaching out to the company. Bhatnagar (2022, p. 845) believes that stories and testimonials of followers and subscribers increase customer engagement and aid potential buyers in understanding the product from a different point of view. Likewise, Habibi, Hamilton, Valos, and Callaghan (2015) suggested that the company could gain some experience in successful sales or videos shown by internal product experts on social media. Ultimately, B2B organizations must assess customer engagement using several metrics throughout the user journey. By doing so, these companies may identify areas for improvement within their content strategy and make necessary adjustments. The strategy can potentially enhance customer retention and facilitate the acquisition of new clientele. Regular video interactions facilitate systematic communication, enabling real-time responsiveness and sustained audience reach (Koponen, Metsola, Salin, & Keränen, 2024, p. 244).

Instagram Reels could enable prospects to hear straight from the company by providing testimonials of the most satisfied, loyal, or current clients as the source themselves, talking about their experiences and why they love doing business with the company. Since it always performs well

on social media, client testimonials and customer review videos are the best ways to communicate and inform buyers of previous success stories. Murakami, Okasaki, and Miura (2021, p. 18) mentioned that testimonials effectively allow customers to see what others think of the company's service. The testimonials will foster trust among their target audience and capitalize on the persuasive influence of social proof. Hence, there is potential to enhance client retention and facilitate acquiring new customers. Customer interactions on social media strengthen loyalty and satisfaction by enabling responsive dialogue, which is critical for B2B retention (Buratti, Parola, & Satta, 2018, p. 505).

Driving Traffic on Instagram

Yaghtin, Safarzadeh, and Zand (2020, p. 1017) specified that while considering the different content types and characteristics of helpful content, B2B companies should create compelling, engaging, and relevant content to meet several audiences' informational needs. Currently, the greater the reach of Instagram Reels content, the higher the chances of gaining followers and increasing engagement rates. It has become the critical frontier for organic, which has more reach than other formats on the platform because Instagram's algorithm prioritizes any feature. It has driven a lot of profile traffic for Instagram users who create consistent video posts on relevant topics that interest the audience. Content is compelling enough to attract targeted audiences, which may lead to online traffic. Still, if the content is produced in line with

the customers' needs and interests, they may repost it, and this content receives a stamp of approval from someone other audiences know and trust.

With the right Instagram Reels strategy, a company will get more significant traffic and engagement from the audience. Platforms like Facebook and LinkedIn amplify B2B reach through user-generated content, increasing traffic via network effects (Buratti, Parola, & Satta, p. 490), while Instagram storytelling tactics can drive conversions and website traffic for content marketers (McDonald, 2020, p. 21). Companies may create interaction-oriented content with valuable tips and advice, which viewers usually want to know where to get more of. Platform-specific constraints (e.g., character limits) necessitate linking external resources for deeper engagement, balancing brevity with informational value (Sanjaya, Irwansyah, & Alunaza, 2017, p. 253). Companies could give each Instagram Reels post an accompanying caption invoking a call to action (CTA) at the end of the video with a description to lead and direct them to where they can go for more information. The CTA could go to a website, opt-in, landing page, or the next Instagram Reels post. Directing the viewers to tap on the description for more information garners and invites even more engagement.

Instagram has many interactive social communication features, such as Remixes, stickers, polls, quizzes, and emoji sliders. The Remix feature in Reels should also utilize other interactive features, such

as longer clips, new interactive stickers, and audio editing options, to create more traffic. Many interactive stickers audiences know and love from Instagram Stories are now available on Reels, offering more opportunities to engage with the business's audience. Using these stickers in Reels helps attract new viewers who can become part of the storytelling. The company could use a poll while making a two-part reel and poll the audience on what should happen in the following video, so that they can help shape the storyline themselves.

The Reels could also create a quiz to test the audience's skills or teach them something new with the sticker. A company can also use the emoji slider to let its audience share how the content makes them feel with a sticker that makes the heart-eye emoji even more powerful. B2B companies also have the potential to enhance their visibility and gain fresh followers by incorporating pertinent hashtags into their Instagram Reels. The strategy could broaden their target demographic and increase website traffic. Whatever the company comes up with will spark customer participation, bringing the community closer together. Their direct feedback can help inspire the company's future content. Audio can also make a big difference. Besides, sharing the Reels in an Instagram story allows a company to use them to drive traffic or conversions.

B2B companies also have the opportunity to collaborate with influential individuals within their respective industries, thereby establishing partnerships that can

yield fruitful outcomes. By engaging with influencers, B2B organizations can leverage the popular Instagram Reels platform to exhibit their offerings effectively, be they products or services. This strategy can expand their target demographic and increase website traffic.

Showcasing Customer Service

When a company wants to provide excellent customer service, it must interact with customers using the same tools and platforms they use daily. Social media presents an opportunity to engage customers on their preferred platform and do so in a relevant and appealing way to them. Cawsey and Rowley (2016, p. 767) stated that for B2B companies, social media is well suited for support and customer service, especially for companies selling technical products, such as telecommunications. Social media enables organizations to deliver real-time and more responsive customer service, serving as an effective channel for B2B customer service by facilitating real-time problem-solving and post-sale relationship management (Buratti, Parola, & Satta, 2018, p. 842; Rahmawati, Dewi, & Ferdian, 2019, p. 849). Chandra (2022, p. 1519) stated that some companies identify more effective customer support, besides increased customer engagement and lead generation, as their online video marketing strategy goals.

Andersson and Wikström (2017, p. 1104) found that a company might also help support the service department through social media videos, leading to better customer service. In line with all

the implications for planning the Reels content marketing strategy in a B2B context, Yaghtin, Safarzadeh, and Zand (2020, p. 1017) highly recommend that companies consider the leading role of the helping approach instead of the selling approach to producing valuable content for the target audiences. B2B companies can utilize Instagram Reels to emphasize consumer feedback, bolstering their brand's legitimacy and showcasing their commitment to customer service. A company can showcase its customer service skills on social media by compassionately responding to complaints while providing actionable and helpful resources.

Reels' format constraints necessitate distilled value demonstrations, aligning with observed best practices for technical product education in B2B contexts (Suryani, Leliana, & Setiyawan, 2022, p. 127). B2B companies have the opportunity to employ Instagram Reels as a means to provide instructional content about their offerings. By doing so, these organizations can effectively educate their target audience while highlighting their commitment to customer service. Video platforms effectively deliver technical support and training, bridging geographical barriers in B2B contexts (Koponen, Metsola, Salin, & Keränen, 2024, p. 244). Companies could convert customer skills into short video Instagram Reels content that is beneficial for educating prospects and customers to complement the range of products or services. The content may inform the audience on topics relevant to its products

or services that aim to build consumer knowledge about those products or services. Further, Andersson and Wikström (2017, p. 1104) suggested that companies could help customers with specific installations and follow social media instructions with user guides or instructional videos.

Additionally, Agustin, Hartanti, Randyantini, and Fitriana (2023, p. 590) that using Instagram Reels to answer frequently asked questions or Instagram highlight features can enhance the user experience. Murakami, Okasaki, and Miura (2021, p. 14) stated that proactively collecting customer feedback and measuring their satisfaction, such as through live chats or question-and-answer sessions that respond to followers' comments and questions in videos, can serve as an effective customer service channel.. The company listens to its customers and creates a virtual dialogue. A company that can improve customer satisfaction should leverage social media since it provides many insights into product and service feedback and experiences.

In conclusion, the potential ramifications of studying the utilization of Instagram Reels in the B2B context have considerable importance for enterprises seeking to enhance their marketing tactics. Through researching the efficacy of Instagram Reels in business-to-business (B2B) marketing, organizations can acquire valuable knowledge regarding the optimal utilization of this feature to accomplish their marketing goals. Research plays a crucial role in assisting businesses in determining the most captivating forms of content for

their target audience, identifying the key metrics to monitor to gauge the effectiveness of their campaigns, and devising strategies to enhance their outcomes by refining their content approach. B2B enterprises may successfully interact with their target audience and accomplish their marketing objectives by leveraging research to inform their Instagram Reels efforts.

CONCLUSION

Instagram Reels presents a significant opportunity for B2B enterprises to achieve their marketing objectives. Through this feature, B2B companies can effectively engage their target audience, build brand awareness, deliver informative and empowering content, showcase company culture, and generate anticipation for upcoming products or services. By leveraging social learning theory, businesses can create compelling, educational content that resonates with and empowers their intended audience. To gauge the effectiveness of their Instagram Reels campaigns, B2B companies should monitor key performance indicators such as engagement, video views, reach, conversion rates, and brand awareness metrics. This data can inform necessary adjustments to their content strategy. Future studies in the B2B utilization of Instagram Reels may prioritize enhancing content strategy, evaluating return on investment (ROI), comparing B2B and B2C approaches, and exploring novel features. B2B organizations can effectively engage with their target audience and accomplish their marketing goals by employing innovative techniques

and following recommended tactics when utilizing Instagram Reels.

By implementing the following approaches, B2B companies can improve their content strategy by utilizing Instagram Reels Insights. Firstly, it is crucial to examine engagement metrics. B2B companies can analyze engagement metrics, including likes, comments, shares, and saves, to understand which content types effectively resonate with their target audience. Performing this task can enhance individuals' ability to create engaging content for future endeavors. Meanwhile, to aid individuals in producing more relevant content for their intended audience, B2B companies can track the viewership of their Instagram Reels, allowing them to obtain valuable information about the types of content that generate the most engagement.

Besides, B2B companies can track the reach of their Instagram Reels, which provides valuable data on the audience size exposed to their content. Monitoring enables organizations to adjust their content strategy to engage a wider demographic effectively. It is crucial to evaluate conversion metrics within the B2B organizational context. These metrics include website clicks, form submissions, and lead generation indicators. Through the analysis of these numerical data, business-to-business (B2B) companies can obtain valuable insights regarding the efficacy of their Instagram Reels in generating tangible business results. Such a strategy can help individuals improve their content strategy to achieve their marketing objectives. To

provide them with valuable insights into the impact of their Instagram Reels on their brand, brand awareness in B2B enterprises can be assessed by analyzing key indicators such as follower growth rate and brand mention frequency. The analysis can help organizations improve their content strategy to increase brand recognition. A B2B company can improve its content strategy and create more engaging and relevant material for its target audience by utilizing the analytical features of Instagram Reels Insights.

However, this study has several limitations. Firstly, the research relies primarily on secondary data and theoretical frameworks, lacking empirical evidence about the B2B use of Instagram Reels. Secondly, the rapidly evolving nature of social media platforms means that some insights may become outdated quickly. Lastly, the study does not account for industry-specific variations in B2B marketing strategies. For future research, the study recommends conducting empirical studies to validate the effectiveness of Instagram Reels in B2B marketing contexts. Researchers could explore the impact of different content types on engagement and conversion rates, investigate the long-term effects of Reels on brand perception, and examine how B2B companies can integrate Reels into their broader marketing strategies. Comparative studies between the B2B and B2C approaches to Instagram Reels could yield valuable insights. As Instagram continues to evolve, future studies should

also focus on emerging features and their potential applications in B2B marketing. By employing innovative strategies and following best practices in Instagram Reels, B2B organizations can effectively connect with their target audience and achieve their marketing goals in an increasingly digital landscape.

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