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If I were to ask you, “What do you prefer, working or vacationing?” Which would you choose? That simple question is a poll, providing answers that inform content development to get my target market’s attention.

Okay. That sounds fun for consumer brands, but are polls something B2B companies could use? Yes! Here’s why.

## 7 Benefits of Social Media Polls

Whether you create a poll through advertising or as part of your organic social media strategy, here are seven reasons to use them.

1. **Increased Engagement.** Increased social media engagement = higher social media clout. More social media clout = increased online brand visibility.

## 2. Generate Leads. Attaching a lead generation form to share poll results or providing

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Our data mining and social media tools provide a variety of analytics about users who completed the request, including household income, geography, age, gender, and more. Though some of this data may be suppressed due to the [Apple iOS 14.5 update](#), you can still collect quite a bit of information.

7. Less Intrusive. Users are accustomed to taking a social media poll on just about any platform.

### What platforms support social polling?

Each of the major social media platforms allows polling, including [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#). To maximize its effectiveness, be sure to launch the poll from your firm's page rather than a personal profile.

### Budget

You can create a poll on your company page without spending a dime. However, organic polls only go to your existing followers, unless shared by your followers to a larger audience. If it's shared, you have no idea who it's going to.

Paying for a poll post will give you control over the audience, increase your sample size, and provide information about a *target* market.

### Poll Question Inspiration

You have to be realistic with your poll questions to make sure the data collected helps your firm. Here are some examples that could lead to content development.

- How do you prefer to get information? (a) podcast / (b) webinar / (c) reading. The top answers inform how your content is consumed.
- If you could live outside the U.S. while retaining your citizenship, where would you live? (a) Europe (b) Asia (c) Canada (d) South America, etc. Answers would lead to a series on international tax, FBAR, and ex-pat taxes.

- What kind of movies do you like to watch? (a) drama (b) sci-fi (c) action (d)

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- cross-border tax topics, income tax returns, property tax issues, etc.
- If we shared a monthly newsletter with cash flow tips, money management, audit tips, payroll guidance, etc., would you want to receive it? (a) yes (b) no. Answers help you determine if you should spend time, money, effort on creating a monthly newsletter.
  - What is your top business pain point? (a) cash flow (b) succession planning (c) tax management (d) payroll oversight (e) time management, (f) audit prep, etc. Each answer lends itself to a series of business pain points and how your firm can solve them.
  - Did you hear, [insert celebrity name] didn't have a Will for [his/her] estate? Do you have a Will? (a) yes (b) no. Based on responses, you could create a series of estate planning tips.

If you want to know more about your audience, consider demographic questions, such as "What was your favorite television show growing up?" (a) Flipper (b) Beverly Hills 90210 (c) Friends (d) Dawson's Creek (e) Nah to TV give me video games.

Create questions that help you gauge the age of those responding. Then create content addressing life issues during those ages. For example, Flipper would align with boomers. Beverly Hills 90210 would signify Gen X. Friends would indicate a millennial. The video game answer would align with Generation Z.

## Make the Most of Your Polls

Here are four tips to help boost your poll's effectiveness.

1. Keep it interesting and relevant. Ensure that your audience cares enough about the topic to respond.
2. Post the poll during peak visitation/traffic times and days. Find the time from your social media platform analytics.

3. Avoid too many polls. Posting once a month might suffice.

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owners. With over 25 years of marketing and tech experience, she is the author of “SEO for CPAs – The Accountant’s SEO Handbook” and the “The Accountant’s Social Media Handbook.” In addition to being a practitioner, she is a dog lover, an active Association for Accounting Marketing’s (AAM) committee member, an adjunct professor, and a speaker/trainer. Learn more about Becky and her firm at <https://Penheel.com>.

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