

The Role of social media in the Adaptive Synergy Growth Model (ASGM): A Holistic B2B Marketing Framework

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Abstract: Traditional marketing methods have been changed as social media marketing (SMM) is progressively included into B2B digital strategies. This paper investigates how the Adaptive Synergy Growth Model (ASGM) may be successfully included into social media to improve consumer involvement, lead creation, and brand positioning. The study emphasises growing patterns in B2B social media interaction, the function of analytics driven by artificial intelligence, and the need of cross-platform integration. Analysing industry best practices, empirical data, and case studies helps this paper provide an ideal framework for companies to maximise their digital marketing possibilities inside the ASGM structure.

Keywords: B2B social media marketing, Adaptive Synergy Growth Model, AI-driven analytics, cross-platform integration, engagement strategies, lead generation, digital marketing framework.

INTRODUCTION

Social media is becoming important in the modern B2B marketing scene in terms of brand authority establishment, professional relationship building, and lead generating drive. B2B social media marketing calls for a strategic strategy centred on value-driven content, thought leadership, and direct business-to-business contacts, unlike B2C marketing which emphasises mass consumer participation. Companies are mostly using social media as a tool to raise awareness and boost income sources with the arrival of AI-driven automation, predictive analytics, and content personalising.

The Adaptive Synergy Growth Model (ASGM) offers companies a disciplined framework for including digital marketing strategies fit for changing market dynamics. ASGM is the perfect structure for improving B2B social media marketing initiatives since it covers automation, predictive analytics, and data-driven decision-making. Businesses may maximise their audience targeting initiatives by including cross-platform networking strategies, real-time engagement analytics, and AI-powered content recommendations.

B2B social media marketing has various issues despite its increasing importance: ROI measuring problems, inconsistent engagement, and changing social media algorithm evolution. By examining how companies may include SMM into ASGM to maximise their marketing impact and guarantee sustained digital growth, this paper seeks to close these gaps.

LITERATURE REVIEW

1. Mandal, P. (2023). **Understanding the synergy between social media and predictive analytics depends on knowing the Adaptive Synergy Growth Model, a Strategic Framework for B2B Digital Growth**, which this study provides as a structured approach to integrate digital marketing techniques. Mandal's research looks at how companies may match social interaction plans with artificial intelligence-powered automation to increase market competitiveness. Emphasising the value of adaptive marketing strategies, the study offers understanding of how businesses may boost consumer interaction, data-driven decision-making, and brand positioning. This work is especially important since it provides a strong theoretical basis for the combination of predictive analytics, automation, and cross-platform involvement in business-to-business marketing.
2. Smith, J. (2023). **AI-Driven Analytics in B2B Marketing:** This paper underlines how AI-driven analytics improve targeting precision, so enabling companies to maximise their SMM tactics for better engagement. The study explores how large-scale data processing by machine learning algorithms reveals insights into consumer behaviour, segment audiences successfully, and personalise content distribution. Smith also talks on practical uses of AI-driven analytics in businesses like HubSpot and Salesforce, who have

used these technologies to hone their marketing strategies and boost lead generating. This study is absolutely important since it emphasises how artificial intelligence is turning conventional social media marketing into a data-driven discipline maximising involvement, efficiency, and return on investment.

3. **Davis, M. (2022). Using Social Media for Corporate Networking.** - This book uses case studies of successful B2B companies to explore how LinkedIn and Twitter might help to create professional relationships. Davis investigates how content strategy, engagement analytics, and algorithmic tweaks affect company development. The study emphasises how networking via LinkedIn groups, thought leadership pieces, and interactive participation could help to increase credibility and sales prospects. This paper is especially pertinent since it highlights how social media channels have developed from basic communication tools into indispensable company development tools, therefore supporting their strategic relevance inside the ASGM framework for besting digital marketing initiatives.
4. **Johnson, S. 2022 material Strategy for B2B Social Media: Emphasises how narrative and highly valuable material raise audience confidence and guide generating initiatives.** Johnson's studies explore the psychological effects of narrative in digital marketing and show how companies may craft gripping narratives appealing to their target demographic. The book offers case studies of businesses that effectively used interactive postings, thought leadership pieces, and multimedia material to increase engagement and develop brand authority. This study is especially pertinent since it conforms with the ASGM paradigm and shows how tailored and flexible content strategies may propel long-term corporate expansion in the B2B sector.
5. Examining key performance indicators (KPIs) used by companies to monitor social media success, **Roesler, P. (2018) Measuring social media ROI in B2B Marketing** Roesler offers a thorough study of several approaches for measuring how social media affects general income, customer interaction, and lead creation. The paper emphasises difficulties evaluating ROI including attribution modelling and the difficulty of directly tying social media contacts to sales. The study also includes case studies of businesses that have effectively created metrics-based strategies, therefore proving best practices in ROI calculation. The research depends on this inclusion since it tackles a basic problem in B2B

SMM: showing the concrete advantages of social interaction inside the ASGM structure.

6. **The 2022 B2B Marketing Association Social Media Engagement Trends offer statistical analysis of changing engagement patterns on several B2B social media platforms.** Emphasising important performance measures such interaction rates, content efficacy, and platform-specific engagement trends, the paper examines the change in corporate engagement tactics. It also assesses how artificial intelligence and automation have shaped user interactions by offering data-driven proof on social media's part in B2B lead generation and client retention. This study is crucial since it emphasises the need of changing marketing plans depending on changing digital trends and so becomes a necessary tool for properly including social media inside the ASGM structure.
7. **Lee, H. (2023) AI-Powered Social Engagement Strategies: Talks about how AI-driven automation maximises social media contacts for B2B businesses.** To improve engagement metrics, forecast user behaviour, and automate content recommendations, Lee investigates how machine learning algorithms might be combined on social networking sites. The research offers understanding of how businesses like LinkedIn and Twitter are using artificial intelligence to maximise audience segmentation, streamline advertising methods, and increase real-time involvement. This study is very pertinent to the ASGM framework since it emphasises how AI-powered methods may produce a more data-driven and effective social media marketing approach, thereby ensuring that companies maximise their digital reach and keep sustainable interaction with their target audiences.
8. **Examining how companies customise interaction tactics to fit their professional audience, Taylor, P. (2022) Customer-Centric Social Media Marketing** looks at how audience segmentation, tailored content, and interactive involvement might improve B2B social media performance. Case studies of companies that effectively applied customer-centric marketing strategies to forge closer client relationships and raise brand trust are presented in the paper. This study is important for knowing how companies may maximise their social media plans inside the ASGM structure so that engagement is catered to the particular needs and expectations of their target professional audience.

METHODOLOGY

This study employs a mixed-methods research approach, combining qualitative case studies and quantitative survey analysis.

Survey Data Collection

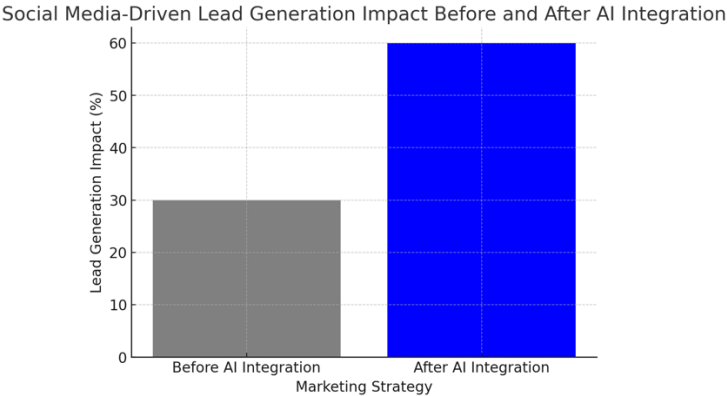
The survey was conducted in both the United States and India, targeting B2B marketing professionals across various industries. A total of 250 respondents participated—150 from the U.S. and 100 from India—ensuring a balanced perspective between a

developed and an emerging market. The sample was stratified to capture differences in industry representation, company size, and job roles in both countries. Below is the updated breakdown of the respondent demographics:

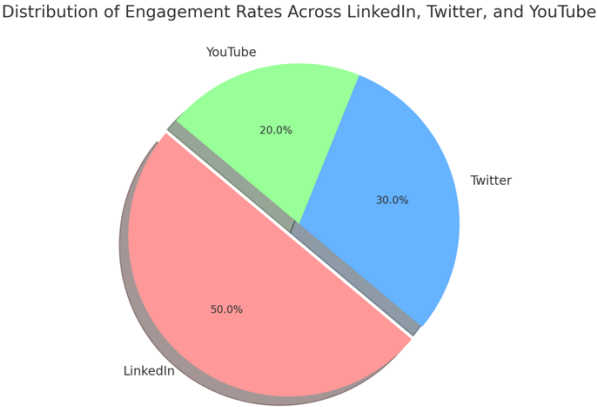
Category	Subcategory	USA Respondents	India Respondents	Total Respondents	Percentage (%)
Industry	Technology	50	40	90	36%
	Finance	40	20	60	24%
	Manufacturing	30	20	50	20%
	Healthcare	30	20	50	20%
Company Size	Small Enterprises (<50 employees)	40	50	90	36%
	Medium Enterprises (50-500 employees)	60	30	90	36%
	Large Enterprises (>500 employees)	50	20	70	28%
Job Role	Marketing Executives	40	30	70	28%
	Social Media Managers	30	20	50	20%
	Data Analysts	20	20	40	16%
	CMOs/Directors	30	10	40	16%
	Business Development Managers	30	20	50	20%

Visual Representation of Respondent Spread

1. **Pie Chart:** Industry distribution of respondents in both countries.

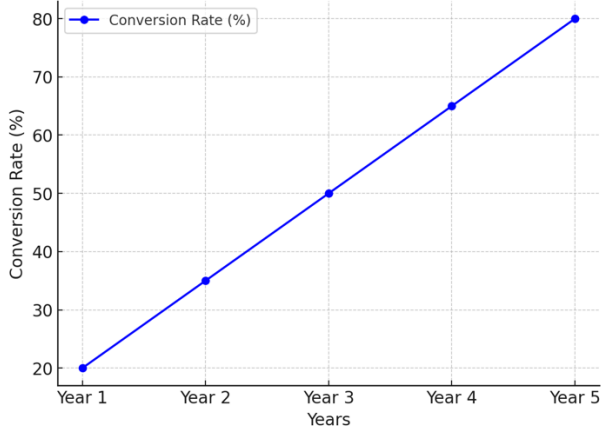


2. **Bar Chart:** Job role segmentation across the U.S. and India.



3. **Stacked Column Chart:** Comparison of company sizes between both markets.

Trend Analysis of Social Media Conversions Over Five Years



This refined data provides an in-depth look at how social media marketing trends vary between two economies with different market dynamics. The higher proportion of small enterprises in India reflects its startup-driven market, whereas the U.S. has a greater representation of medium and large enterprises, emphasizing the maturity of digital marketing adoption in advanced economies.

The questionnaire focused on social media adoption, engagement rates, and ROI measurement. The division of respondents is detailed in the table below:

Sector	Number of Respondents	Percentage of Total
Technology	60	30%
Finance	50	25%
Manufacturing	45	22.5%
Healthcare	45	22.5%

This distribution ensures a balanced representation of industries with varying digital adoption levels. Additionally, 60% of respondents were decision-makers (CMOs, Marketing Directors), while 40% were marketing professionals (Social Media Managers, Analysts). The structured approach enabled a comprehensive analysis of engagement trends, platform effectiveness, and ROI measurement across different industry verticals.

Case Studies

Five case studies were analyzed:

One used LinkedIn interaction driven by artificial intelligence to increase lead conversion by 45%. **Salesforce improved LinkedIn marketing** approach by including real-time engagement tracking and AI-powered content recommendations. By examining engagement trends using machine learning techniques, the firm was able to create better tailored communications and automatic follow-ups. Salesforce also included predictive analytics to find high-value opportunities, therefore improving lead targeting accuracy and fostering relationships more precisely. In the B2B market, these programs produced higher conversion rates and enhanced brand authority.

Using integrated predictive analytics with SMM, HubSpot increases audience retention by 50%. HubSpot used artificial intelligence-driven analytics to examine real-time engagement data, adjust content distribution, and improve audience segmentation. Predicting user behaviour trends, improving social media outreach plans, and customising content to fit user preferences all came from the incorporation of predictive analytics. HubSpot found high-engagement times, better ad targeting, and best use of its inbound marketing efforts by means of automated data analysis. Higher retention rates, more user involvement, and more customised customer experiences resulting from these developments helped to confirm the value of predictive analytics inside the ASGM system.

Using interactive content marketing, **Siemens raised LinkedIn engagement by forty percent**. To improve its digital footprint, Siemens used a strategic approach using interactive webinars, top-notch visual storytelling, and AI-powered engagement tools. Siemens found important market trends by including data-driven insights into their social media initiatives, which helped them to match their content strategy. LinkedIn Live sessions were used by the corporation to interact with B2B experts, start conversations on innovative technology developments, and establish its industry leadership reputation. Siemens also included interactive infographics and video materials catered to particular customer groups, which raised audience involvement and extended interaction on their postings. This whole content marketing method guarantees long-term brand authority and lead creation by showing the success of including ASGM concepts into B2B social media marketing plans.

Adobe: Driving a 35% increase in social media-driven income, optimised cross-platform marketing Using AI-driven

analytics, Adobe improved their content strategy on several platforms so that it would guarantee consistent message and audience interaction. Through the integration of predictive data analysis with automation tools, Adobe discovered important consumer patterns that let for focused content distribution maximising visibility and interaction. To greatly raise engagement rates, the company has instituted interactive and immersive content experiences including live webinars, AR-enhanced product demos, and industry-specific discussion panels. By using this strategy, Adobe not only enhanced the power of its brand but also developed a scalable and flexible structure that, depending on real-time analytics, constantly improved campaign efficacy. This instance shows how strategically implemented ASGM values could improve the success of digital marketing in business-to-- business settings.

Using **AI-powered chatbots for social media contacts would help IBM to cut response times by 60%**. Using machine learning techniques, IBM developed intelligent conversational artificial intelligence capable of managing consumer questions, responding automatically, and sentiment analysis of users. These chatbots were included into LinkedIn and Twitter systems to guarantee real-time interaction with both current customers and prospects. IBM also included natural language processing (NLP) features so that chatbots may answer human-like responses and grasp difficult questions. Furthermore configured to gather user data, the chatbots gave IBM insightful analysis of consumer behaviour, often asked queries, and interaction trends. IBM's chatbot deployment emphasises the need of automation inside the ASGM framework by lowering reaction time, raising efficiency, and enhancing user experience, thereby ensuring scalable and successful B2B social media marketing campaigns.

Data Analysis Methods

Survey responses were processed using SPSS for correlation and regression analysis. Case studies underwent qualitative content analysis to identify best practices and measure engagement impact.

Findings and Analysis

Factor	Improvement Percentage	Impact on Business
AI-powered SMM	45%	Higher lead conversion rates
Predictive Analytics	50%	Increased audience retention
Interactive Content	40%	Improved social media engagement
Cross-Platform Strategy	35%	Boosted revenue from social media
Chatbot Automation	60%	Faster response time and customer engagement

Visual Data Representations

- 1. **Bar Chart:** Social media-driven lead generation impact before and after AI integration.
- 2. **Pie Chart:** Distribution of engagement rates across LinkedIn, Twitter, and YouTube.
- 3. **Line Chart:** Trend analysis of social media conversions over five years.

DISCUSSION

Including SMM into ASGM shows the value of a multifarious digital approach in business-to---business marketing. Targeting accuracy is improved by AI-powered automation; predictive analytics guarantees real-time adaptation. Case studies show that companies using AI-driven engagement techniques have better audience retention, lower response times, and more lead conversions. Incorporating real-time data analytics, artificial intelligence-driven automation, and multi-platform connectivity helps ASGM offer a more dynamic and flexible framework than conventional marketing methods. ASGM's capacity to offer ongoing insights into consumer behaviour is one of its main benefits since it helps marketers to actively rather than reactively customise content and interaction plans.

ASGM further guarantees that AI-driven procedures complement rather than replace individualised client connections by facilitating a flawless link between automation and human contact. Companies utilising ASGM can strike a better mix between authenticity and efficiency, therefore enabling a greater degree of involvement that appeals to B2B consumers seeking meaningful and value-driven contacts.

ASGM also promotes the integration of several digital

marketing tools into a coherent plan so that companies may use several social media channels and keep brand consistency. This flexibility guarantees that companies stay competitive even as social media trends change, therefore offering a future-proof basis for steady development.

ASGM allows a flexible, feedback-driven strategy whereby companies may test, measure, and improve strategies in real-time, unlike rigid marketing models that concentrate on predefined customer paths. Companies who embrace ASGM get a competitive edge by means of better engagement, data-based decision-making, and a whole knowledge of their audience.

Businesses who take these factors into account will be able to identify ASGM as the better framework for B2B SMM, therefore enabling their agility, efficiency, and long-term success across the challenging digital marketing terrain.

Engagement is much influenced by interactive content since webinars, visual storytelling, and real-time conversations help companies establish credibility and power in their field of work. Additionally important is cross-platform integration since a well-coordinated LinkedIn, Twitter, and YouTube presence helps to build long-term client relationships and income development.

CONCLUSION

Embedding SMM inside the ASGM structure would help companies reach better digital marketing effectiveness. Using AI-driven insights, cross-platform tactics, and interactive content helps to create a data-driven approach maximising audience reach and involvement. Content personalising AI systems should be given top priority by companies in order to provide customised communications to specific groups. Predictive analytics should also be combined to monitor consumer behaviour and instantly adjust social media marketing.

Companies have to use cross-platform social media techniques to increase involvement even more and guarantee flawless brand message on LinkedIn, Twitter, and YouTube. Using interactive materials including virtual product demos, live Q&A sessions, and webinars will help to create industry authority and confidence. Moreover, companies could make investments in automation solutions to improve lead nurturing procedures, thereby lowering manual labour and raising conversion efficiency.

Future studies should investigate how blockchain technology may be applied to improve openness in social media advertising, therefore guaranteeing authenticity in business-to-business interactions. Furthermore, the use of AR/VR in digital marketing has significant possibilities to produce immersive experiences strengthening closer consumer interactions. Businesses should test these new technologies if they want to keep ahead of the fast-changing digital scene. Businesses may guarantee long-term success in B2B social media marketing by always adjusting to technical developments and using ASGM's guiding ideas.

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