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A Study on Evaluating LinkedIn Content Performance and B2B Marketing Effectiveness at Event Management Industry

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ABSTRACT: LinkedIn has become an important digital marketing platform for businesses, particularly in the Business-to-Business (B2B) sector, where professional content helps companies communicate their expertise, build credibility, engage audiences, and support marketing activities. The present study evaluates the content performance of the Event Management Industry's LinkedIn content and examines its effectiveness in supporting B2B marketing efforts. The study focuses on key dimensions such as Content Performance, Brand Credibility, Content Consistency, Audience Engagement, and B2B Marketing Effectiveness. A descriptive research design was adopted for the study, and primary data were collected through a structured questionnaire using Google Forms from 60 respondents selected through convenience sampling. The questionnaire used a five-point Likert scale to measure respondents' perceptions of the Event Management Industry's LinkedIn content. The collected data were analysed using SPSS through percentage analysis, reliability analysis using Cronbach's Alpha, descriptive statistics, Pearson's correlation analysis, and multiple linear regression analysis. The findings indicate that respondents generally have a moderately positive perception of the Event Management Industry's LinkedIn content.

KEYWORDS: LinkedIn Marketing, Content Performance, Brand Credibility, Content Consistency, Audience Engagement, B2B Marketing Effectiveness, Digital Marketing, Event Management Industry.

I. INTRODUCTION

In today's digital environment, social media has become an important tool for businesses to build brand awareness, communicate with customers, and create business opportunities. Among these platforms, LinkedIn is especially useful for B2B marketing as it helps businesses connect with professionals, decision-makers, industry experts, and potential clients. Organizations use LinkedIn to share industry information, company updates, project achievements, videos, and other content to inform and engage professional audiences. Content marketing plays an important role in determining the effectiveness of LinkedIn. A LinkedIn content audit helps evaluate the quality, relevance, consistency, audience engagement, and overall effectiveness of content. It also helps identify areas that are performing well and those that need improvement. For B2B businesses, providing useful, relevant, and credible content is important for building professional relationships and gaining the trust of potential clients. The Event Management Industry provides creative production and digital marketing services such as corporate video production, commercial advertisements, photography and videography, social media content creation, brand identity development, and promotional campaigns. LinkedIn can support these activities by providing a professional platform to showcase work, communicate with business audiences, and strengthen B2B marketing efforts. Therefore, this study focuses on evaluating LinkedIn content performance and its relationship with B2B marketing effectiveness in the Event Management Industry.

II. REVIEW OF LITERATURE

Guesalaga, R. (2016) examined the use of social media in B2B sales and looked at the factors that encourage organizations and salespeople to use these platforms. The study found that organizational ability and commitment towards social media play an important role in its use, while customer engagement also influences adoption. The study highlights the need for businesses to have a clear social media strategy and the necessary skills to use these platforms



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effectively. These findings are relevant to the present study because LinkedIn can be used as a professional channel for B2B communication and customer engagement.

Andersson, S., & Wikström, N. (2017) studied how B2B companies use social media and the different stakeholders they communicate with. Their research showed that social media is used for several purposes, including maintaining customer relationships, supporting sales activities, strengthening brands, and sharing information about products and services. The study also indicates that social media can be useful for communicating with different professional groups. This supports the importance of examining LinkedIn as a platform for reaching business stakeholders and developing professional relationships.

Zhang, J. (2020) examined the use of social media message strategies by B2B and B2C brands. The study identified differences in the way these businesses use rational and emotional appeals, information, interaction, and content variety. It also found that message strategies can influence customer perceived value and engagement. The findings suggest that B2B businesses should pay attention not only to being present on social media but also to the way their messages are designed and presented. This supports the present study's focus on content performance and audience engagement on LinkedIn.

Tiwar, N. K., Kumar, R. K., Sarraf, S., Kumar, P., & Rana, N. P. (2021) reviewed research on social media use in B2B marketing by analyzing 294 selected studies. Their review showed that many B2B organizations are still not using the full potential of social media. At the same time, social media can help businesses strengthen brand presence and trust, identify potential customers, and develop business relationships. The study therefore highlights the need for organizations to use social media more strategically to achieve meaningful B2B marketing outcomes.

Cartwright, S., & Davies, I. A. (2022) investigated how organizations develop the capabilities required to build and maintain B2B networks through social media. Based on research involving 12 organizations, the study found that social networking capabilities develop gradually through planning, experimentation, learning, and adaptation. The researchers also emphasized that organizations need to develop suitable operational and adaptive capabilities to improve engagement and network development. This suggests that effective social media marketing depends not only on the content being posted but also on the organization's ability to manage and improve its social media activities over time.

III. RESEARCH GAP

Previous studies have discussed social media marketing, content quality, audience engagement, brand credibility, and digital marketing outcomes. Most previous research has examined B2B social media use broadly or focused on specific aspects such as engagement, content strategy, or customer relationships. Comparatively less attention has been given to LinkedIn content performance in the Event Management Industry, particularly in relation to B2B marketing effectiveness. Recent research also shows that the effectiveness of social media content can differ depending on the platform and the type of content used. There is also limited research that examines Content Performance, Brand Credibility, Content Consistency and Audience Engagement together to understand their relationship with B2B marketing effectiveness. Therefore, the present study attempts to address this gap by evaluating LinkedIn content performance in the event management industry and examining how these factors are associated with B2B marketing effectiveness. The study also aims to identify areas where LinkedIn content can be improved to support stronger professional engagement and B2B marketing activities.

HYPOTHESIS

Main Hypothesis

Null Hypothesis (H_0):

There is no significant relationship between LinkedIn content performance and B2B marketing effectiveness of Event Management Industry.

Alternative Hypothesis (H_1):

There is a significant relationship between LinkedIn content performance and B2B marketing effectiveness of Event Management Industry.



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IV. METHODOLOGY

Research Design

A descriptive research design was adopted for this study to understand respondent's perceptions of LinkedIn content and its role in B2B marketing in the event management industry. The study examines Content Performance, Brand Credibility, Content Consistency, Audience Engagement, and B2B marketing effectiveness based on the opinions of the respondents, without manipulating the study variables.

Descriptive Research Design

The descriptive research design was used to understand how respondents perceive Event Management Industry's LinkedIn content and its role in B2B marketing. This design was considered suitable because it helps describe the opinions and perceptions of respondents regarding the quality, relevance, consistency, credibility, and engagement of LinkedIn content. The study also examined the relationship between the independent variables—Content Performance, Brand Credibility, Content Consistency, and Audience Engagement—and the dependent variable, B2B Marketing Effectiveness, using statistical analysis.

Sampling Methodology

Population: The population of the study consisted of respondents who had some connection with or awareness of Event Management Industry and its LinkedIn content. The respondents included clients, business partners, employees, and students.

Sample Size: 60 respondents

Data Collection

Primary Data: Primary data were collected from the selected respondents using a structured questionnaire through Google Forms. The questionnaire was designed to obtain respondents' opinions and perceptions regarding Event Management Industry's LinkedIn content and its effectiveness as a B2B marketing tool.

Secondary Data: Secondary data were collected from relevant books, journals, research articles, previous studies, company-related information, and other online sources. These sources helped provide background information on LinkedIn marketing, B2B marketing, content performance, brand credibility, content consistency, audience engagement, and marketing effectiveness.

Measurement Scale

A five-point Likert scale was used to measure the responses in the questionnaire. The scale allowed respondents to express their level of agreement or disagreement with each statement. The responses ranged from 1 – Strongly Disagree to 5 – Strongly Agree. This scale helped the researcher quantify the respondents' perceptions and analyse the collected data statistically.

Statistical Tools

The collected data were analysed using Statistical Package for the Social Sciences (SPSS). The following statistical tools were used:

1. Percentage Analysis
2. Descriptive Statistics
3. Reliability Analysis (Cronbach's Alpha)
4. Pearson's Correlation Analysis
5. Multiple Linear Regression Analysis

The data collected from 60 respondents through Google Forms were analysed using SPSS. Percentage analysis was used to summarize the demographic characteristics and LinkedIn usage patterns of the respondents. Descriptive statistics were used to determine the mean and standard deviation of the study variables. Reliability analysis using Cronbach's Alpha was used to assess the internal consistency of the questionnaire items. Pearson's correlation analysis was used to examine the relationships among Content Performance (CP), Brand Credibility (BC), Content Consistency (CC), Audience Engagement (AE), and B2B Marketing Effectiveness (B2B). Multiple linear regression analysis was used to examine the individual effects of the independent variables—Content Performance, Brand Credibility, Content Consistency, and Audience Engagement—on the dependent variable, B2B Marketing Effectiveness.



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V. ANALYSIS AND INTERPRETATION

DEMOGRAPHIC PROFILE OF RESPONDENTS

The study included 60 respondents. The largest age group was 25–35 years, comprising 38 respondents (63.3%), followed by 36–46 years with 16 respondents (26.7%) and below 24 years with 6 respondents (10.0%). In terms of gender, 39 respondents (65.0%) were male, and 21 respondents (35.0%) were female. Regarding respondent category, 57 respondents (95.0%) were clients, 2 (3.3%) were employees, and 1 (1.7%) were business partners. LinkedIn usage was relatively regular among the respondents. Thirty-one respondents (51.7%) used LinkedIn weekly, 27 respondents (45.0%) used it daily, and only 2 respondents (3.3%) used it monthly. This indicates that many respondents had regular exposure to LinkedIn.

DESCRIPTIVE ANALYSIS

Content Performance recorded a construct mean of 3.4417, indicating a moderately positive perception. Brand Credibility recorded the highest construct mean of 3.5125, showing that respondents generally viewed Event Management Industry as a credible and professional brand through its LinkedIn content. Content Consistency recorded the lowest construct mean of 2.8875, indicating that regularity and consistency require attention. Audience Engagement recorded a mean of 3.4208, reflecting a moderately positive level of engagement. B2B Marketing Effectiveness recorded a mean of 3.5083, indicating that respondents generally considered Event Management Industry's LinkedIn presence effective in supporting its B2B marketing activities. At the individual-item level, the strongest mean among the reported statements was 3.867 for the statement that Event Management Industry's LinkedIn content effectively supports its B2B marketing efforts. The lowest mean was 1.850 for the statement that Event Management Industry publishes LinkedIn content on a regular basis. This difference reinforces the need to improve posting regularity while maintaining the positive perception of the overall B2B value of the content.

RELIABILITY ANALYSIS

Content Performance (CP)

Coefficient	Estimate	Std. Error	Lower	Upper
Cronbach's α	-0.3354	0.5508	-1.415	0.7442

Brand Credibility (BC)

Coefficient	Estimate	Std. Error	Lower	Upper
Cronbach's α	-0.1985	0.4527	-1.086	0.6888

Content Consistency (CC)

Coefficient	Estimate	Std. Error	Lower	Upper
Cronbach's α	0.4755	0.1135	0.2530	0.6979

Audience Engagement (AE)

Coefficient	Estimate	Std. Error	Lower	Upper
Cronbach's α	0.04690	0.2525	-0.4480	0.5418



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B2B Marketing Effectiveness (B2B)

Coefficient	Estimate	Std. Error	Lower	Upper
Cronbach's α	0.4475	0.1182	0.2158	0.6792

Cronbach's Alpha results in the report indicate low or very low internal consistency for the five constructs in the present sample. Content Performance recorded $\alpha = -0.335$, Brand Credibility $\alpha = -0.199$, Content Consistency $\alpha = 0.476$, Audience Engagement $\alpha = 0.0469$, and B2B Marketing Effectiveness $\alpha = 0.4475$. The negative values for Content Performance and Brand Credibility indicate negative average covariance among their items, while the other values are also below the commonly used 0.70 benchmark. The report therefore suggests reviewing questionnaire items and/or coding in future research to improve measurement consistency.

CORRELATION ANALYSIS

		CP	BC	CC	AE	B2B
CP	Pearson Correlation	1	.482**	.057	.491**	.481**
	Sig.(2-tailed)		<.001	.668	<.001	<.001
	N	60	60	60	60	60
BC	Pearson Correlation	.482**	1	-.066	.386**	.467**
	Sig. (2-tailed)	<.001		.615	.002	<.001
	N	60	60	60	60	60
CC	Pearson Correlation	.057	-.066	1	-.030	-.250
	Sig. (2-tailed)	.668	.615		.822	.054
	N	60	60	60	60	60
AE	Pearson Correlation	.491**	.386**	-.030	1	.449**
	Sig. (2-tailed)	<.001	.002	.822		<.001
	N	60	60	60	60	60
B2B	Pearson Correlation	.481**	.467**	-.250	.449**	1
	Sig. (2-tailed)	<.001	<.001	.054	<.001	
	N	60	60	60	60	60

Pearson correlation analysis shows that Content Performance has significant positive relationships with Brand Credibility ($r = 0.4815$, $p < .001$), Audience Engagement ($r = 0.4911$, $p < .001$), and B2B Marketing Effectiveness ($r = 0.4814$, $p < .001$). Brand Credibility is positively related to Audience Engagement ($r = 0.3864$, $p = .002$) and B2B Marketing Effectiveness ($r = 0.4671$, $p < .001$). Audience Engagement also has a significant positive relationship with B2B Marketing Effectiveness ($r = 0.4487$, $p < .001$).

Content Consistency does not show statistically significant relationships with Content Performance, Brand Credibility, Audience Engagement, or B2B Marketing Effectiveness at the 5% level. Its relationship with B2B Marketing Effectiveness is negative but not statistically significant ($r = -0.2504$, $p = .054$). Overall, the correlation results indicate that better perceived Content Performance, Brand Credibility, and Audience Engagement are associated with higher perceived B2B Marketing Effectiveness.



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MULTIPLE LINEAR REGRESSION ANALYSIS

Predictor Variable	β (Standardized)	t-value	p-value	Result
Content Performance (CP) Mean	0.2766	2.137	0.037	Significant
Brand Credibility (BC) Mean	0.2347	1.923	0.060	Not Significant
Content Consistency (CC) Mean	-0.2441	-2.318	0.024	Significant Negative
Audience Engagement (AE) Mean	0.2150	1.757	0.085	Not Significant

The multiple regression model examined the influence of Content Performance, Brand Credibility, Content Consistency, and Audience Engagement on B2B Marketing Effectiveness. The overall model was statistically significant ($F = 9.181$, $p < .001$) and explained 40.0% of the variation in B2B Marketing Effectiveness ($R^2 = 0.400$). The R value reported in the study was 0.633.

Content Performance had a significant positive effect on B2B Marketing Effectiveness ($\beta = 0.2766$, $p = 0.037$). Content Consistency had a significant negative effect in the regression model ($\beta = -0.2441$, $p = 0.024$). Brand Credibility ($\beta = 0.2347$, $p = 0.060$) and Audience Engagement ($\beta = 0.2150$, $p = 0.085$) were not statistically significant individual predictors at the 5% level. These results should be interpreted as statistical findings of the present sample and model rather than as evidence that credibility or engagement are unimportant.

VI. FINDINGS OF THE STUDY

- The study was conducted among 60 respondents to evaluate LinkedIn content performance and B2B marketing effectiveness in the Event Management Industry.
- Brand Credibility recorded the highest mean (3.5125), followed by B2B Marketing Effectiveness (3.5083).
- Content Performance (3.4417) and Audience Engagement (3.4208) showed generally positive perceptions.
- Content Consistency recorded the lowest mean (2.8875), indicating a need for more consistent content.
- Content Performance showed significant positive relationships with Brand Credibility, Audience Engagement, and B2B Marketing Effectiveness.
- Brand Credibility and Audience Engagement also showed significant positive relationships with B2B Marketing Effectiveness.
- Content Consistency did not have a significant correlation with B2B Marketing Effectiveness at the 5% level.
- The regression model was significant and explained 40.0% of the variation in B2B Marketing Effectiveness.
- Content Performance had a significant positive effect, while Content Consistency had a significant negative effect. Brand Credibility and Audience Engagement were not significant individual predictors at the 5% level.

VII. SUGGESTIONS OF THE STUDY

- Strengthen Brand Credibility by sharing successful projects, client feedback, achievements, and professional updates.
- Improve Content Performance by creating relevant, informative, visually appealing, and B2B-focused LinkedIn content.
- Maintain Content Consistency through a planned and regular posting schedule.
- Increase Audience Engagement by using polls, questions, discussions, and other interactive content.
- Strengthen B2B Communication by clearly presenting services, completed projects, capabilities, and value offered to business clients.
- Use LinkedIn Analytics to track engagement, impressions, clicks, and follower growth and improve future content strategies.
- Build Long-Term Relationships with potential clients, professionals, and business partners through meaningful LinkedIn interactions.



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VIII. CONCLUSION

The study, titled “Evaluating LinkedIn Content Performance and B2B Marketing Effectiveness at Event Management Industry,” examined how LinkedIn content contributes to B2B marketing effectiveness in the Event Management Industry. The findings indicate a generally positive perception of Brand Credibility, Content Performance, Audience Engagement, and B2B Marketing Effectiveness. Among the constructs, Brand Credibility recorded the highest mean, while Content Consistency had the lowest. The correlation analysis showed significant positive relationships between Content Performance, Brand Credibility, Audience Engagement, and B2B Marketing Effectiveness. The multiple linear regression model was statistically significant and explained 40.0% of the variation in B2B Marketing Effectiveness. Content Performance had a significant positive effect, while Content Consistency showed a significant negative effect. Brand Credibility and Audience Engagement were not significant individual predictors at the 5% level, despite showing positive relationships with B2B Marketing Effectiveness in the correlation analysis.

IX. FUTURE SCOPE OF THE STUDY

The present study is limited to the event management industry, LinkedIn, and a sample of 60 respondents selected through convenience sampling. Future studies can use a larger and more diverse sample from different regions and professional groups to obtain broader insights into LinkedIn role in B2B marketing. Future research can also compare LinkedIn with other platforms such as Instagram, Facebook, YouTube, X to understand how content related factors differ across platforms. Other factors such as lead generation, content type, posting time, follower growth, impressions, click through rates, and business enquiries can also be considered. Further studies may use a longitudinal approach to understand how changes in LinkedIn algorithms, audience behaviour and content strategies influence B2B marketing effectiveness over time. The questionnaire and measurement scales can also be improved in future research to achieve more reliable results.

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