

HOW DO B2B COMPANIES USE SOCIAL MEDIA?

“DOES YOUR COMPANY USE SOCIAL MEDIA MARKETING?”



NEARLY 40% OF COMPANIES SURVEYED AREN'T YET TAPPING INTO THE FULL MARKETING POTENTIAL OF SOCIAL MEDIA.

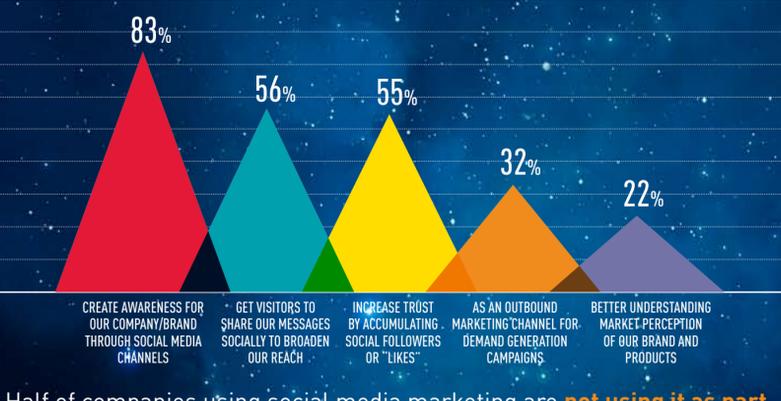
WHO 'OWNS' SOCIAL MEDIA?

Although many departments contribute, **Social Media** is most often managed by the PR department.



SOME 23% ANSWERED THAT SOCIAL MEDIA IS NOT UNDER CONTROL OF ANY ONE DEPARTMENT.

TOP 3 REASONS FOR SOCIAL MEDIA USE*



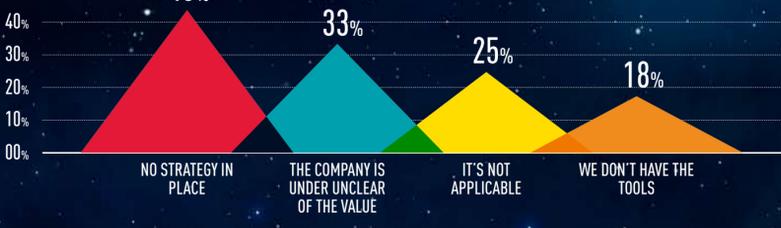
Half of companies using social media marketing are **not using it as part of demand generation**.

IS YOUR COMPANY USING SOCIAL MEDIA FOR DEMAND GENERATION?



WHY IS THIS?

Most companies admitted they had **no strategy in place** for incorporating social media into demand generation.



ABOUT 20% SAID A LACK OF TOOLS PREVENTED THEM FROM USING SOCIAL MEDIA FOR LEAD GENERATION.

BUT THEY WANT TO....

“How does your company plan to use social media marketing in the future?”



HOWEVER, 25% OF RESPONDENTS SAY THEY DON'T KNOW HOW THEIR COMPANY PLANS TO USE SOCIAL MEDIA MARKETING

Companies expect these benefits from social media demand generation*



We asked B2B marketers which social media tool they find the most intriguing...



WHICH SOCIAL PLATFORMS DO BUSINESSES CURRENTLY USE FOR DEMAND GENERATION?*



ALTHOUGH FIGURES SUGGEST LINKEDIN IS ALMOST 3X AS EFFECTIVE AS FACEBOOK AND TWITTER FOR LEAD GENERATION, IT TRAILS BEHIND.

TAKE-AWAY MESSAGES FOR B2B MARKETERS

- Don't departmentalise your social media strategy
Like over 20% of businesses surveyed, encourage everyone in the organisation to work together on a cohesive strategy
- Build a plan for converting social identities
- Find out which social channels are driving the most activity and focus there
- Use social media tools strategically:



*[Percentages add up to more than 100% as respondents could select more than one option]

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