

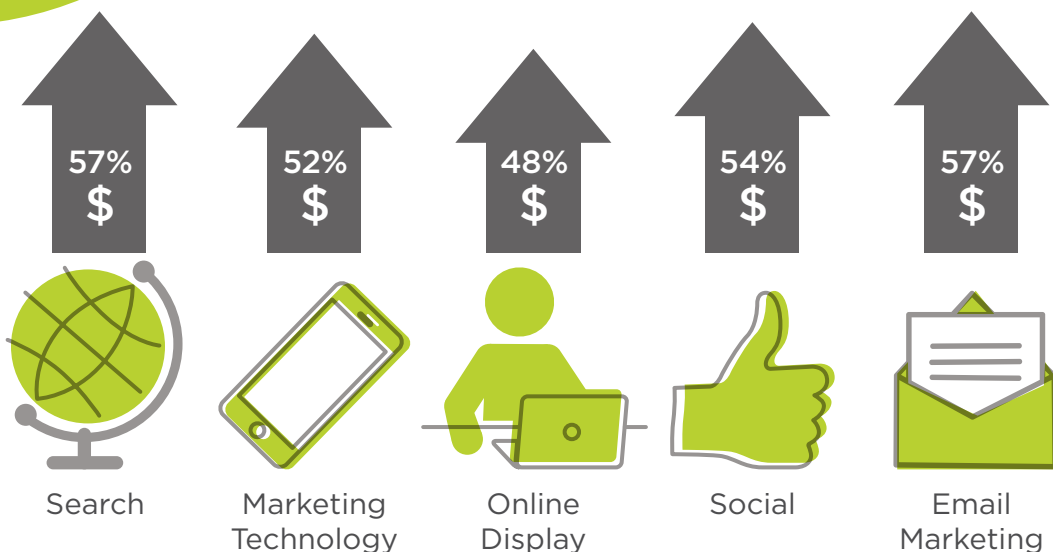
# STATE OF SOCIAL MEDIA



A LOOK AT THE TOP TRENDS SHAPING THE WORLD OF SOCIAL MEDIA MARKETING

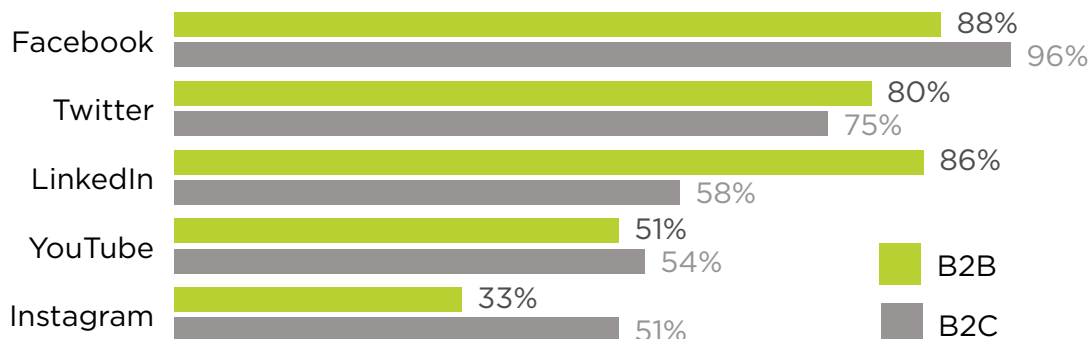
## MARKETING IS SHIFTING TO SOCIAL

Marketers are **investing more of their overall budget** in social media, email and mobile.



MARKETERS THAT PLANNED SPENDING INCREASES FOR 2017<sup>1</sup>

And while **B2C and B2B businesses differ in how they prioritize across social platforms**, the big three dominate among all marketers.



SOCIAL PLATFORMS USED BY B2B VERSUS B2C<sup>2</sup>

But **up-and-comers are innovating to be more competitive**. Social media platforms like Instagram and Snapchat are embracing new and native ways to serve ads to users.



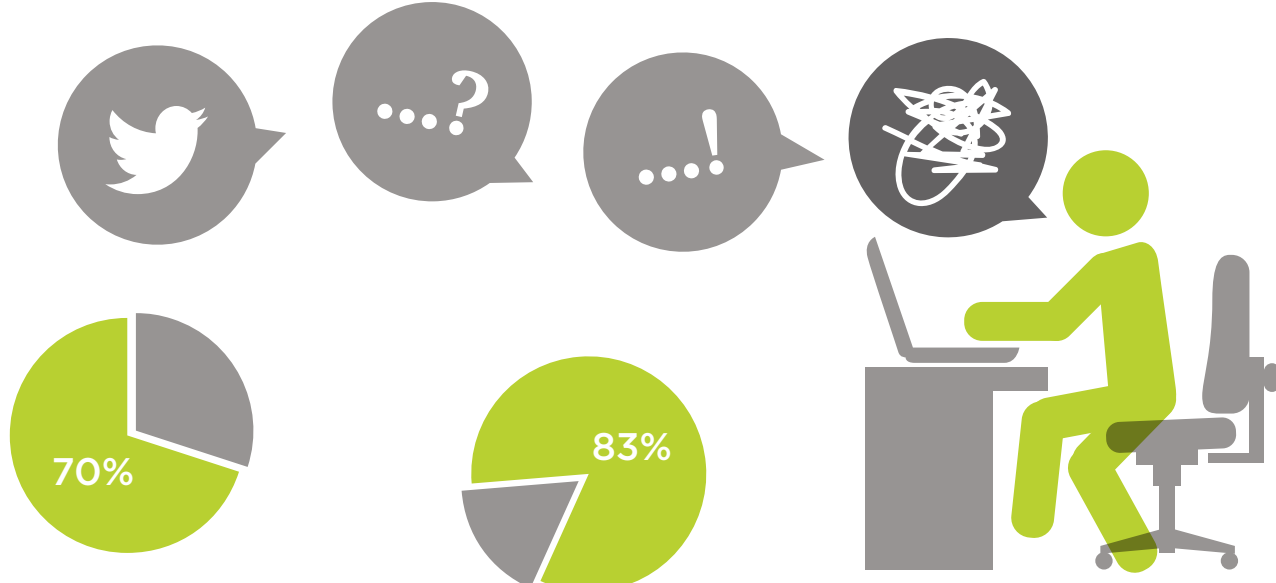
**INSTAGRAM EMBRACES ADS**  
There is a **15x higher engagement rate** on Instagram sponsored posts compared to Facebook.<sup>3</sup>



**SNAPCHAT GETS HUGE VIEWS**  
Snapchat, the fastest growing social channel, is now serving ads in Snapchat Stories with **10 billion daily video views**.<sup>4</sup>

## IMPROVING SOCIAL STRATEGY AND FOCUSING ON CONSUMER EXPERIENCE IS CRITICAL

Social media has changed what was once a one-way flow of information between companies and individuals. An increasing number of consumers expect real-time response and engagement from brands they interact with.



CUSTOMERS REACH OUT FOR HELP...

**70% of Twitter users expect a response** from brands they contact directly via tweets.<sup>5</sup>

BUT MARKETERS FAIL TO ENGAGE.

**83% ignore their customers' questions**, while the rest are making people wait an average of 12 hours to get a response.<sup>6</sup>

## FOR THOSE WITH A STRONG PLAN, SOCIAL PROVIDES NEW TOOLS TO CONNECT

Improving engagement, measurement, and conversion capabilities is a priority for platforms to ensure advertisers continue to grow their social investment.

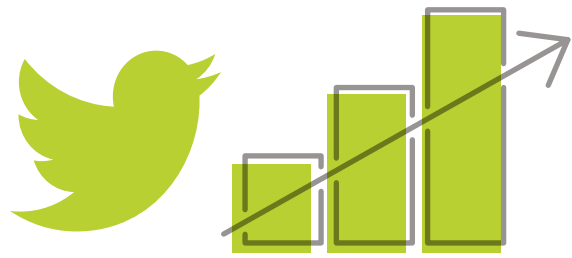


### FACEBOOK LIVE LAUNCHES

This new product gives marketers the chance to engage in real time. **People spend 3x longer watching Facebook Live video** than prerecorded video.<sup>7</sup>

### SOCIAL LEAD ADS HELP ADVERTISERS SIGN UP POTENTIAL CUSTOMERS

Facebook social lead ads streamline the process of gathering information from potential customers. Visitors who click a lead ad see a form already filled out with information they've shared with Facebook, letting them easily complete and submit the form.<sup>8</sup>



### TWITTER ROLLS OUT A NEW AD MANAGEMENT PLATFORM

Through the new "custom metrics" feature, **advertisers can now pick and choose the metrics** they would like measured for each campaign. This data can then be exported with a click of a button for easy report-sharing.<sup>9</sup>

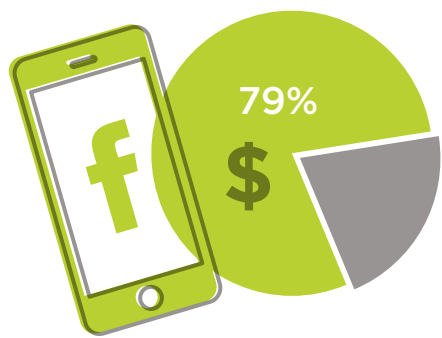
### SOCIAL SELLING IS NOW A THING

"Buy Buttons," offer a one-click function for consumers to purchase an item directly from an advertisement. **Advertisers can accurately measure the number of purchases** made due to the advertisements being served.<sup>10</sup>



## AND ALTOGETHER SOCIAL IS WORKING

Social has proven benefits to a company's bottom line. **54% of B2B marketers generated leads from social**, and **72% of brand followers on Twitter are more likely to buy from that brand**.<sup>11</sup>



### SOCIAL ADVERTISING KEEPS GROWING

As of March 2016, **Facebook had 3 million advertisers**, a 50% increase from 2015,<sup>12</sup> with 79% of ad revenue coming from mobile.<sup>13</sup>

THANK YOU FOR TAKING THE TIME TO DOWNLOAD THIS INFOGRAPHIC. FIND OUT MORE ABOUT DIGITAL MARKETING STRATEGIES BY CONTACTING YOUR NJ ADVANCE MEDIA MARKETING SOLUTIONS SPECIALIST AT (800) 501-2100 OR EMAIL [MARKETING@NJADVANCEMEDIA.COM](mailto:MARKETING@NJADVANCEMEDIA.COM).

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