STATE OF SOCIAL MEDIA

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

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.

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

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

CUSTOMERS REACH OUT FOR HELP;

70% of consumers report a response from brands they contact via social media.

BUT MARKETERS FAIL TO ENGAGE.

It is estimated that 70% of Twitter users expect a response from brands they interact with, while the rest are 83% ignore their customers’ questions.

SOCIAL PLATFORMS USED BY B2B VERSUS B2C

FOR HELP...

83% ignore their customers’ questions, while the rest are making people wait an average of 12 hours to get a response.

SOCIAL ADVERTISING KEEPS GROWING

As of March 2016, Facebook had 3 million advertisers, a 50% increase from 2015, with 79% of ad revenue coming from mobile.

SOCIAL SELLING IS NOW A THING

People spend 3x longer watching Facebook than prerecorded video.

AND ALTOGETHER SOCIAL IS WORKING

Social has proven benefits to a company’s bottom line.

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