

# WHY SHOULD MY BUSINESS USE SOCIAL MEDIA AND BLOG CONTENT?

SEE THE STATISTICS THAT ARE HELPING MARKETERS PRORITIZE SOCIAL MEDIA AND BLOG CONTENT.

The majority of marketers (59%) are using social media for **6 hours** or more each week.

People are more likely to visit a B2B tech company's website after seeing a tweet from the company, getting them one step closer to becoming a lead.

**62%** of marketers said social media became more important to the marketing campaigns in the last 6 months.

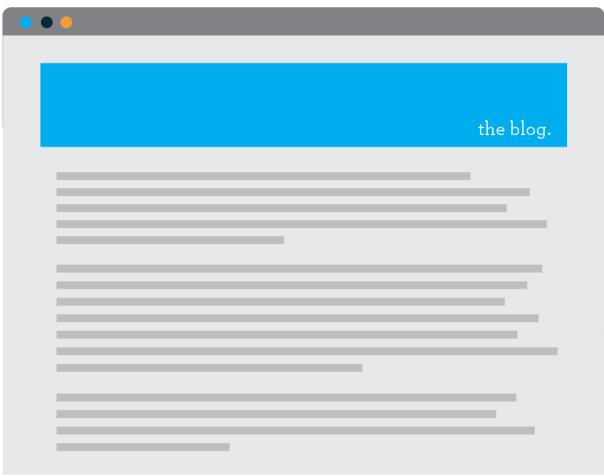
**84%** of B2B marketers use social media in some form.

**83%** of marketers indicate that social media is important for their business.

**84%** of inbound marketers cite organic sources (blogging, SEO, social media) as rising in importance.

**9%** of outbound marketers

**79%** of companies that have blogs report a positive **ROI** for content marketing in 2013.



Marketers who have prioritized blogging are 13x more likely to enjoy positive **ROI**.

**52%** of marketers cite difficulties in accurately measuring **ROI** as their biggest source of frustration in social marketing.

B2B companies place a higher value on educational formats like blogging and webinars.

**44%** of B2B marketers have generated leads via LinkedIn, whereas only 39% have generated leads through Facebook and just 30% through Twitter.

**82%** of marketers who blog daily acquired a customer using their blog, as opposed to 57% of marketers who blog monthly- which, by itself, is still an impressive result.



**48%** of landing page offers have multiple offers built in.

**68%** of B2B businesses use landing pages to garner a new sales lead for future conversion.



**42%** of offer-related graphics on landing pages are not click-able.

## How Do They Marketers Measure?

**96%** number of fans and followers

**89%** traffic the sight gets

mentions **84%**

share of voice **55%**

sentiment **51%**