Social Media
By the Numbers

Social Media Ranked #1
In a survey of US marketers as the most important marketing area over the past three years. But was ranked #6 in areas US marketers are most confident executing.

74% of marketers believe Facebook is important for their lead generation strategy.

Social media generates almost double the marketing leads of trade show, telemarketing, daily mail or PPC.

More than 23% of marketers are investing in blogging and social media.

60% of consumers say the integration of social media makes them more likely to share products and services.

93% of Marketers Use Social Media for Business
- There are lots of people out there getting involved and managing as social media strategy.
- It's becoming more common to include social media as part of an overall marketing budget or strategy.

Only 9.9% of CMOs believe social media is successfully integrated with their marketing strategy.

There are more than 3 Million LinkedIn company pages.

Companies are expected to increase their social media budget allocations from an average of 8.4% to 11.5% over the next year.
- In the next five years it’s projected to reach 21.6%.

27% Social Media Talent Gap
- 67% of large enterprises/brand companies believe social media is a very important/important skill to have, but only 40% believe their talent is stronger/much stronger than other teams.

More sources:
- FastCompany.com
- DigitalBuzzBlog.com
- AdAge.com
- OnlineMarketingInstitute.org
- Scie-social.uwm.edu
- BloggingAndSocialMedia.com
- Socialnomics.net
- Facebook.com
- PewInternet.org
- CMOSurvey.org
- LinkedIn Company Pages
- DailyMail or PPC
- Trade show, telemarketing, direct mail or PPC

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