

B2B SOCIAL MEDIA MARKETING STRATEGY & STATISTICS

1 USER GENERATED CONTENT  **90% OF CONSUMERS** say UGC has more influence over their buying decisions than email campaigns and search engine results.

9 OUT OF 10 buyers trust UGC more than they trust traditional advertising.

2 Influencer marketing content delivers **11X HIGHER ROI** than traditional forms of digital marketing. 

INDUSTRY INFLUENCERS

71% of consumers decide to join a loyalty program because they will get a discount, and 63% sign-up for the for free products. 

3 GIVEAWAYS & DISCOUNTS

These are the **2** most attractive rewards to consumers.

4 ALIGN YOUR POSTS WITH TRENDING TOPICS  **82% OF B2B PROSPECTS** are active on social media, so seize the opportunity to like, mention and share trending content.

CREATE VIDEOS  social videos generate **1200%** more shares than text and images combined. **5**