

# HOW SOCIAL IS B2B?

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Did you know that **61%** of US marketers use social media to increase their lead-gen?



**41%** of B2B companies on Facebook report generating leads

**2X** the amount of leads/month for companies that use Twitter

**67%** more leads/month for companies who have an active blog

**LinkedIn** generates more leads than Facebook, Twitter, or Blogging for B2B

## Pinterest

Is the fastest growing Social Media Network in history, hitting 10 million monthly unique visitors faster than any of its predecessors.

**IBM** reported an **AMAZING 400% INCREASE IN SALES** in the first quarter tied to a pilot program of **SOCIAL SELLING**

**65%** of a salesperson's time is spent not selling. Social Selling tools can speed up sales research.

A Wisconsin hospital and HootSuite customer is seeing a **15%** conversion of leads to sales using live tweeting during orthopedic surgery

**95%** of pipeline

**30%** of revenue at SaaS video/gamification/analytics startup PAKRAGames can be tracked to SOCIAL outreach

They surveyed over **1000** global buyers

- 1/3 have already used social media to engage with their vendors
- 75% of their buyers are likely to use social media in the purchase process in the future

**BUSINESS.COM** reports that

**55%** of B2B survey respondents search for information on **SOCIAL MEDIA**

**70%** of the buyer's journey is complete before it gets to sales

**3 KEY REASONS** why your business needs **SOCIAL SELLING**

1. Your customers are already there.
2. Your competition is there, and if not, will be soon.
3. Your employees and new hires expect it.

Did you know that online conversations with prospects can accelerate deals?



**SOCIAL NETWORK USAGE** 41% → **60%**

**MICRO-BLOGGING** 21% → **39%**

For decision makers, during period July 2009 - July 2011

