

Social Media – your sales friend

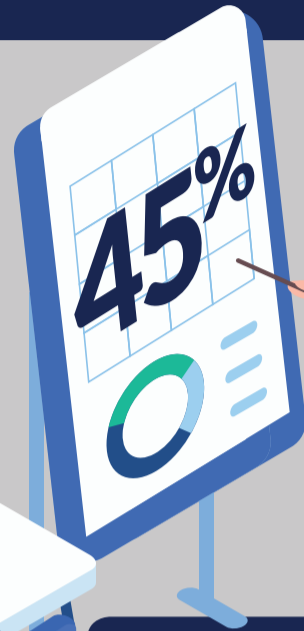
75%

75% of B2B Buyers use social media to inform buying decisions

64%

64% of B2B Buyers view 3-6 pieces of content before engaging with a sales person...

...with an additional 16% viewing 7 or more pieces



Social Sellers create 45% more opportunities

51%

Social Sellers are 51% more likely to hit target



78%

Social Sellers outsell their peers 78% of the time



70%

B2B Buyers today progress more than 70% of the way through the buying process before engaging with a sales person



INDUSTRY THOUGHT LEADERS

96%

96% of B2B Buyers want content with more input from industry thought leaders

VENDOR RELATED CONTENT

95%

95% of B2B Buyers are open to considering vendor-related content as trustworthy