

Which
Social Media
Marketing
Strategies
Work Best?



Which Social Media Marketing Tactics Work Best?

The greatest percentage of respondents from both business-to-business (B2B) and business-to-consumer (B2C) companies considered customer engagement to be the primary purpose of their social media marketing.* Website traffic also ranked high for both types of marketing professionals.

The Most Important Objectives	B2B	B2C
Improve customer engagement	43%	55%
Increase website traffic	37%	47%
Increase content reach	34%	27%
Increase sales revenue	33%	39%
Increase lead quality	29%	18%
Increase lead quantity	27%	18%
Improve search engine rankings	25%	26%
Reduce marketing costs	7%	8%
Reduce customer support costs	3%	3%

The fundamental goal of increasing sales revenue was a social goal for over one-third of marketers from both B2Bs and B2Cs. To best achieve social objectives, the greatest percentage of respondents cited creating articles and blog post content.*

The Most Effective Objectives	B2B	B2C
Creating article/blog post content	40%	36%
Creating research/whitepaper content	32%	8%
Creating video/audio content	29%	29%
Using social sharing buttons	20%	32%
Administering branded social networks	17%	27%
Advertising on social networks	9%	21%
Administering content sharing sites	9%	8%
Administering branded microblogs	5%	3%

*From a 2013 report of surveyed marketing professionals around the world conducted by Ascend2, an agency consulting company.

The top three most effective social marketing tactics were also the most difficult tactics to execute.* These findings mirror growing research that while content marketing is one of the latest and greatest marketing tactics, it is also difficult and time consuming to produce.

The Most Difficult Objectives to Execute	B2B	B2C
Creating video/audio content	32%	29%
Creating research/whitepaper content	32%	20%
Create article/blog post content	31%	28%
Administering branded microblogs	20%	20%
Administering branded social networks	19%	19%
Administering content sharing sites	17%	18%
Advertising on social networks	15%	15%
Using social sharing buttons	5%	8%

FOR MORE INFORMATION ON EFFECTIVELY USING
SOCIAL MEDIA FOR YOUR BUSINESS...

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**From a 2013 report of surveyed marketing professionals around the world conducted by Ascend2, an agency consulting company.*