

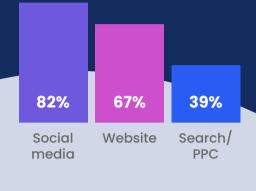
5 trends that will change how you think about social media

over the years and has gone from being a brand activity that companies did to tick the awareness box to an effective demand generation channel for top B2B marketers. To understand the true value of social media for

today's B2B organizations, we surveyed over 200 CMOs at a wide range of enterprise companies across multiple industries.

### **CHANNELS**

## Top 3 growing marketing channels for B2B companies



For 82% of CMOs, social media is the top growing marketing channel today.

# **Most effective social** media marketing initiatives

46%

Employee

advocacy



**Employee-shared** content is the best performing social content

Corporate accounts 24%

28% Owned:

> Paid: Social ads

## **VALUE**

value in B2B social media marketing? **56%** Collecting customer intelligence

ever before

Where's the

**62%** Increasing brand awareness

**67%** Improving customer experience

of CMOs call social med<u>ia</u> essential in their marketing strategy

**SPEND** 



are on the increase more than

2022 social media budgets



of CMOs are planning to spend in excess of \$100K



media budgets raised by an

2021 2022 \$80K \$97K Organic B2B social average of 21%

84% of CMOs plan on increasing their social media budget in 2022

item on the roadmap for leading B2B companies. **Download report** 

This infographic is based on The State of B2B Social Marketing report by Oktopost. Learn how social media has become a top

For more B2B CMO insights, watch our webinar about the state of B2B social today.

**Watch now**