

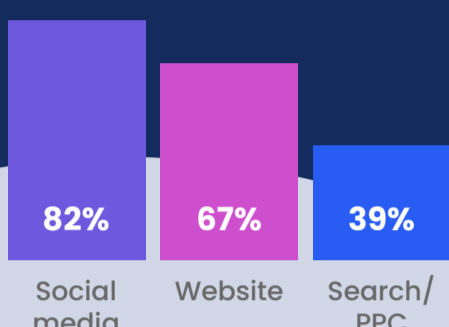
5 trends that will change how you think about social media

Organic social media has changed a lot 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

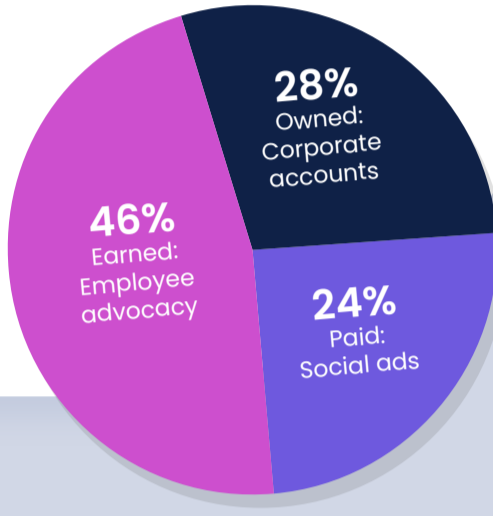
01 Top 3 growing marketing channels for B2B companies



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

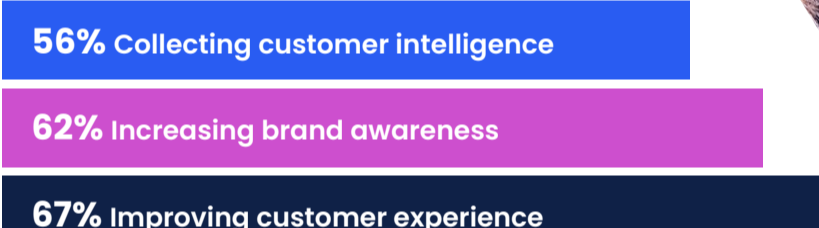
02 Most effective social media marketing initiatives

Employee-shared content is the best performing social content



VALUE

03 Where's the value in B2B social media marketing?



93% of CMOs call social media essential in their marketing strategy

SPEND

04 2022 social media budgets are on the increase more than ever before



05



Organic B2B social media budgets raised by an average of 21%

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