

in the know:

# social marketing

B2B/B2C TWEETS POSTS NETWORKING REACH  
 PLATFORMS LEADS SHARING EXPOSURE  
 FOLLOWERS FREQUENCY RELEVANCE TOUCH POINT  
 CAMPAIGN REPURPOSE TIME INTENSIVE RESPONSE  
 CLICK THROUGH SEO ROI SALES RESULTS

When the 'big' social media platforms burst onto the scene in 2002 and 2003 it was a time of novelty for marketers. Questions were asked like: *Can this be a new marcom channel? How do we use this to reach our prospects and customers?* Today, little has changed and yet, everything has changed.

Facebook claims more than 1.3 billion active users, Twitter also claims 1.3 billion users but 100 million login daily, and LinkedIn has 433 million members — most of which are not your customers or your prospects. But they all generate posts and updates, contributing to the noise and clutter you want to break through and rise above. And let's get real for a moment... If you have a follower who receives 500 posts over 8 hours, that's just over one post every minute. Who has time to see or read each one? And that's the biggest problem for social media today. When it comes to marketing, social media's success may be it's own downfall. The window of opportunity for your post to be seen is fleeting.

## The good

\$ **17.34B**

is projected to be spent on U.S. social media in 2019 — an increase of over 70% from 2015<sup>1</sup>

**89%**

believe social media increases brand awareness<sup>2</sup>

**66%**

reported social media generated leads<sup>2</sup>

## The bad

**19%**

spend more than 20 hours on social media marketing every week<sup>2</sup>

**40%**

say managing social media communications is more difficult than it was a year ago<sup>2</sup>

**59%**

reported difficulty in measuring their ROI on social marketing<sup>2</sup>

## The other

**23%**

of marketers think Facebook traffic has declined in the last 12 months<sup>2</sup>

**81%**

of marketers have integrated their social and traditional marketing activities<sup>2</sup>

**54%**

aren't convinced their Facebook marketing is effective<sup>2</sup>

**59%**

of marketers saw a rise in their search engine rankings following a year or more of social media activity<sup>2</sup>

**90%**

of marketers are still looking for the most effective social tactics and the best ways to engage their audience<sup>2</sup>

**60%**

of marketers currently use video in their marketing and 73% plan to increase their use of video<sup>2</sup>

**86%**

of marketers use Facebook ads, while 18% use Twitter ads<sup>2</sup>

**89%**

of marketers think social media increases exposure<sup>2</sup>

**21%**

of marketers have been using social media for less than 12 months<sup>2</sup>

**66%**

of marketers reported seeing lead generation benefits via their social media activity<sup>2</sup>

Challenged to reach your market and grow your share?

Drawing from over 25 years of marketing experience with clients both large and small, **indigoOne** helps businesses connect to their customers and prospects in meaningful ways — turning your investment in advertising into increased sales revenue.

From building brand awareness to lead generation and customer retention, we have helped clients valued at \$20 million to \$2 billion grow their customer base.

What can we do for you?



**The new concept is sooo cool. I see what you mean about the interactive quality — much better this way.**

**You guys are great!"**

Lawson Software

Check out our [blog](#) and learn more at [indigo-one.com](#)

<sup>1</sup> <http://www.statista.com/topics/1538/social-media-marketing/>  
<sup>2</sup> <http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2016/>