



Businesses on Social Media

Statistics and Trends

Social networking is the top online activity in the US, with the average American spending 37 minutes per day



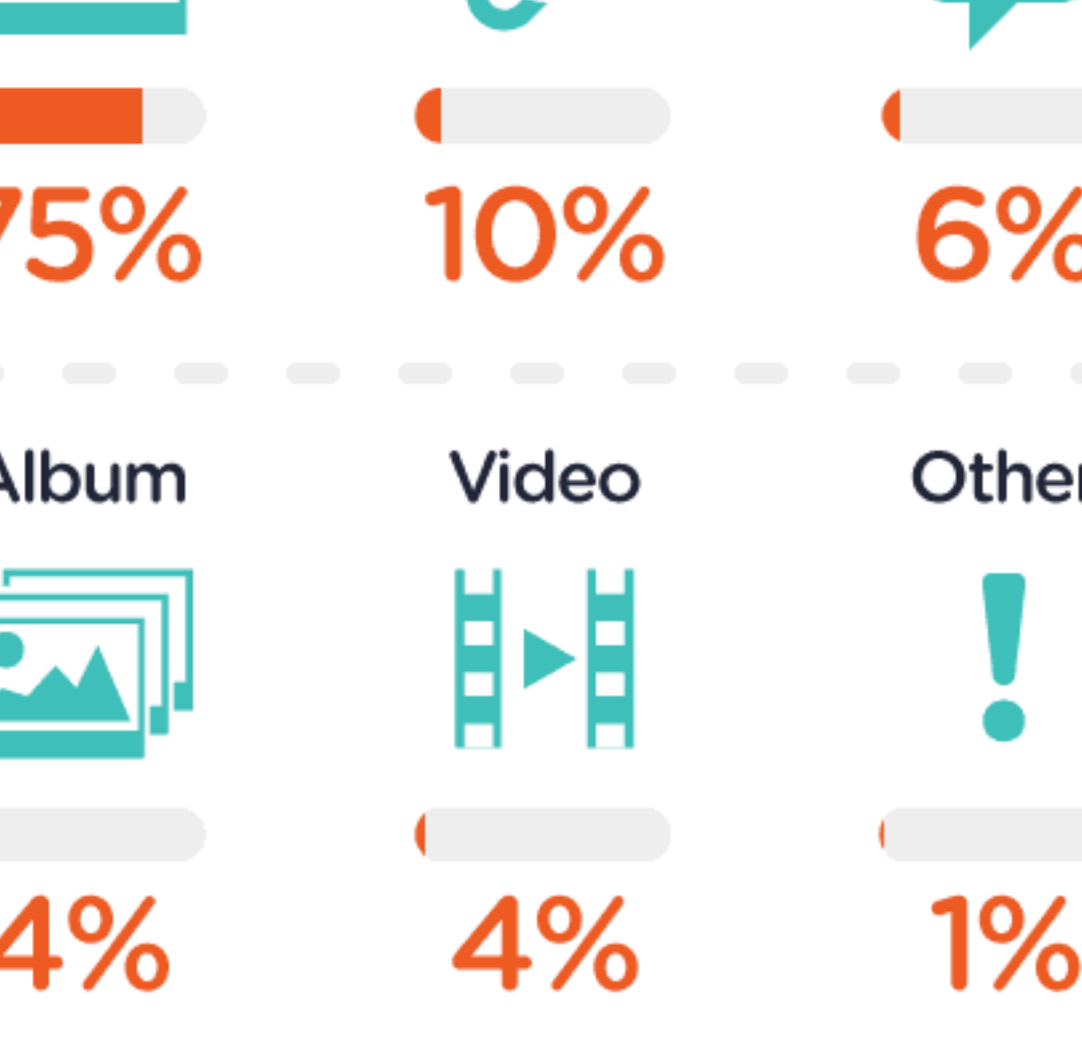
46% of web users look towards social media when making a purchase.



Social Media Adoption Of Top Brands



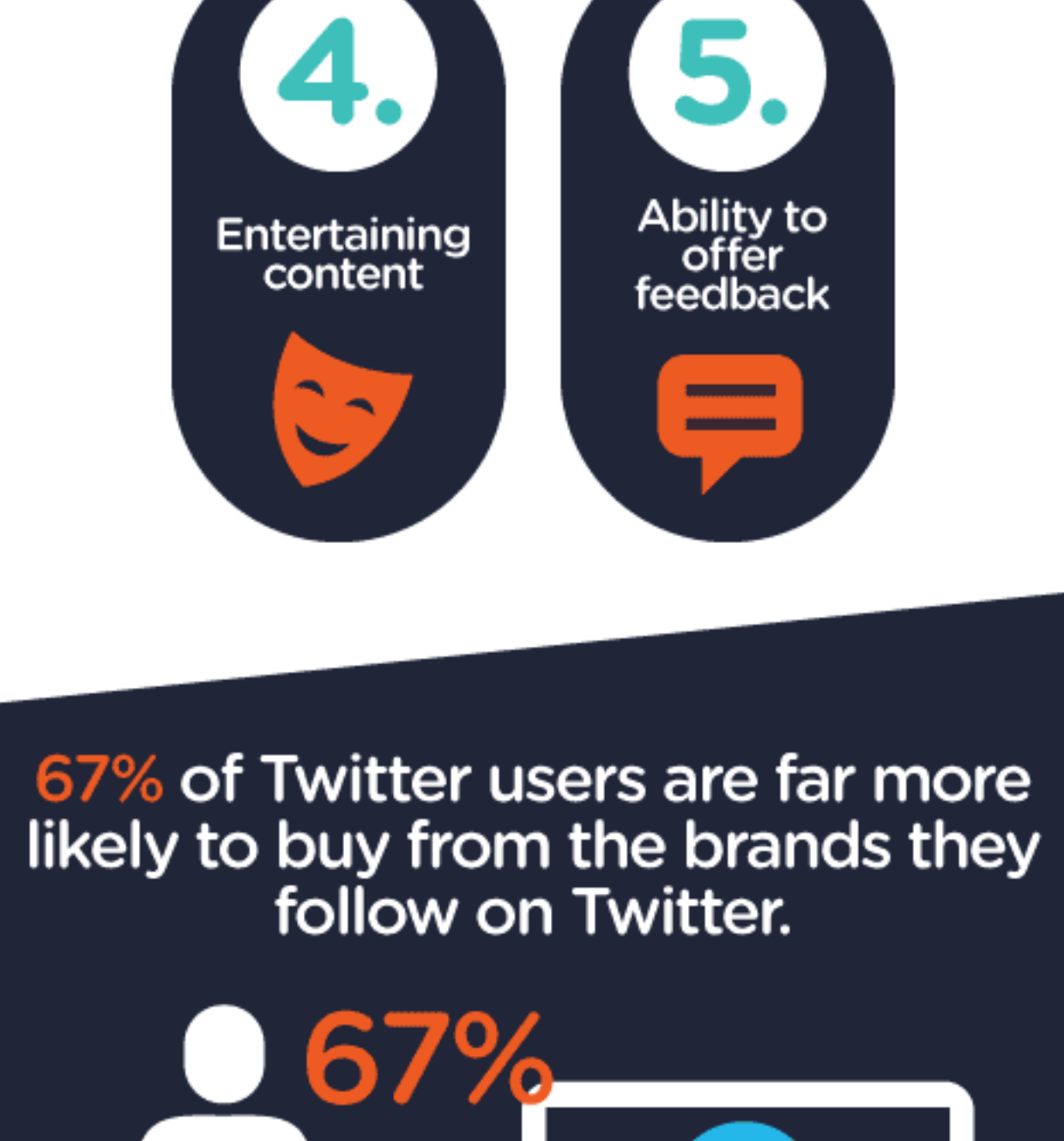
8 out of 10 SMBs use social media for their business to drive growth.



3 in 5 SMBs say they've gained new customers by using social media



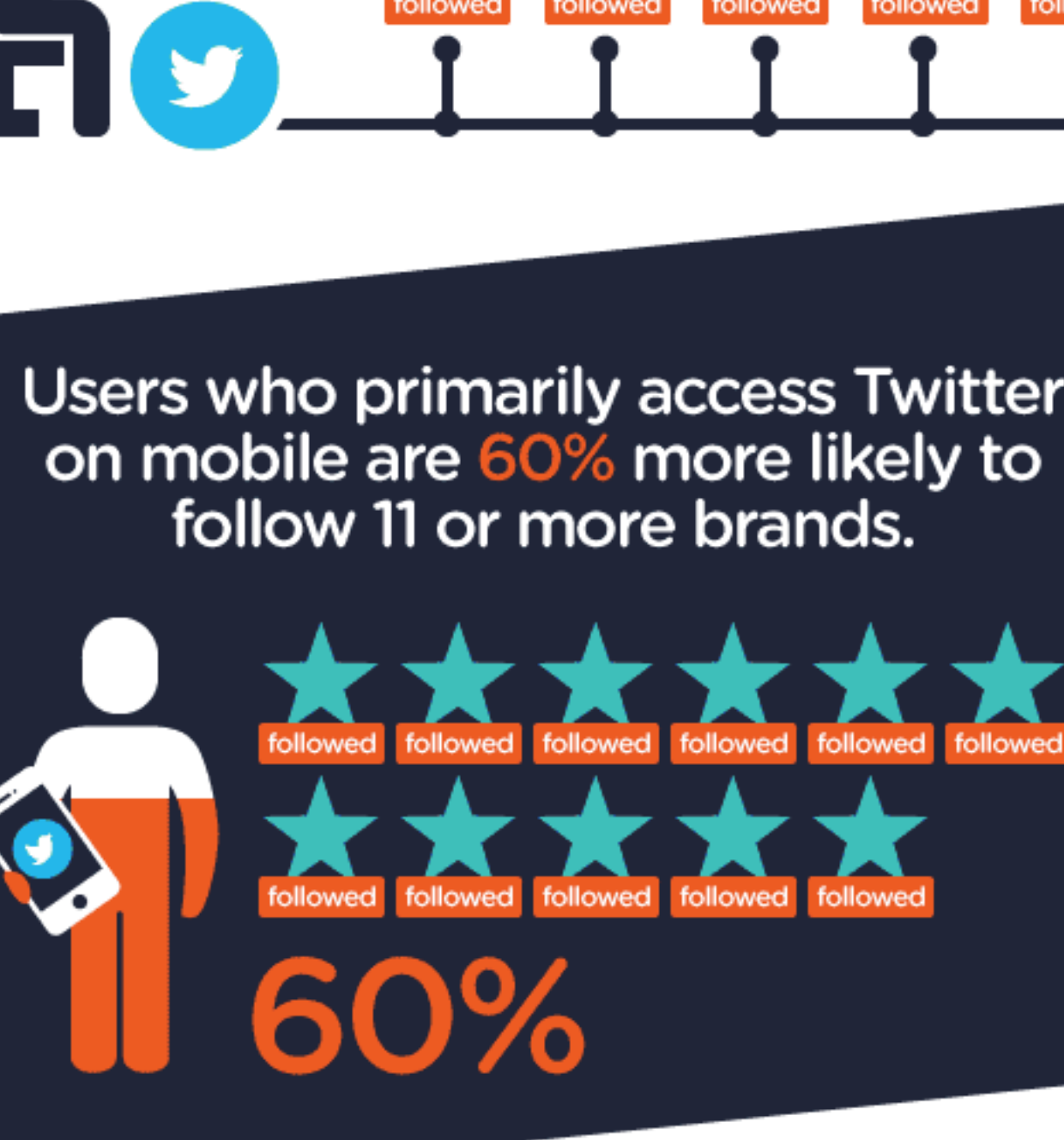
B2B marketers invest in social media to:



70% of business-to-consumer marketers have acquired customers through Facebook



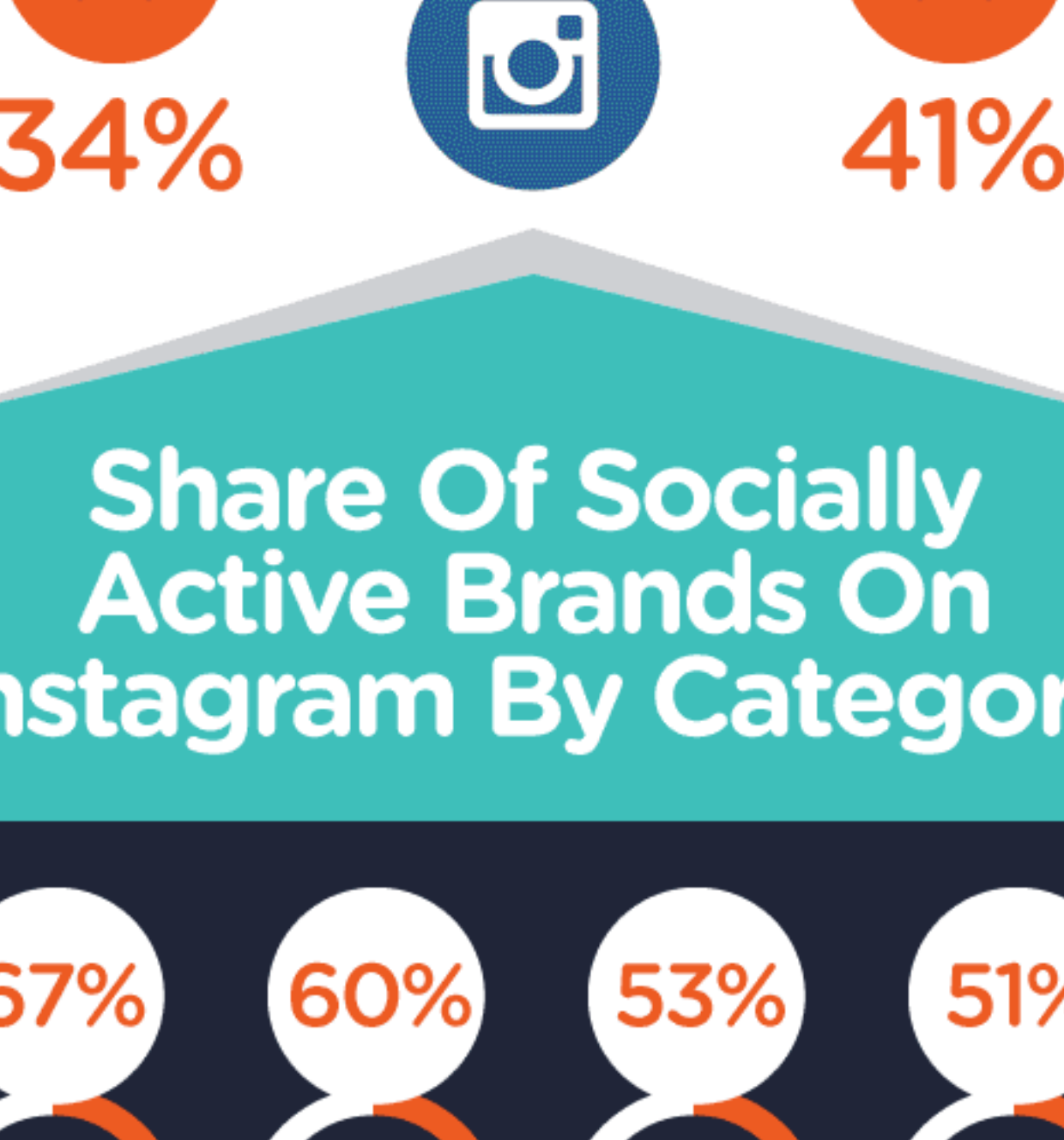
Types Of Content Posted By Brands On Facebook



Sentiment Of User Interaction With Brands On Social Media



Top 5 Reasons Why People Follow Brands On Social Media



67% of Twitter users are far more likely to buy from the brands they follow on Twitter.



37% of Twitter users will purchase from a brand they follow



Over 90% say they follow businesses on Twitter to get discounts and promos.

The average Twitter user follows five or more brands.

Users who primarily access Twitter on mobile are 60% more likely to follow 11 or more brands.

83.8% of luxury brands have a presence on Pinterest

90% of US online specialty retailers use Pinterest, up from 81% in 2012

41% of brands post 1 or more photos per week to their Instagram accounts, up from 34% in Q4 2012

Share Of Socially Active Brands On Instagram By Category

Compiled & designed by:

Sources:

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