

# World in a Social Media Nutshell



## Is 2015 a good year to invest in social media marketing?

The jazz of emails, appointments and advertisements are primary. As much as it's professional, B2B marketing thrives more in surprises. Social media brings out the soft individual sides to hard-core professionals. The element of surprise-and-smile HERE is more effective than in any board-room presentations. Keep the corporate poker-faces for boring business outings. Heart-out is the way to go in social media.

The launch-time couldn't have been better...

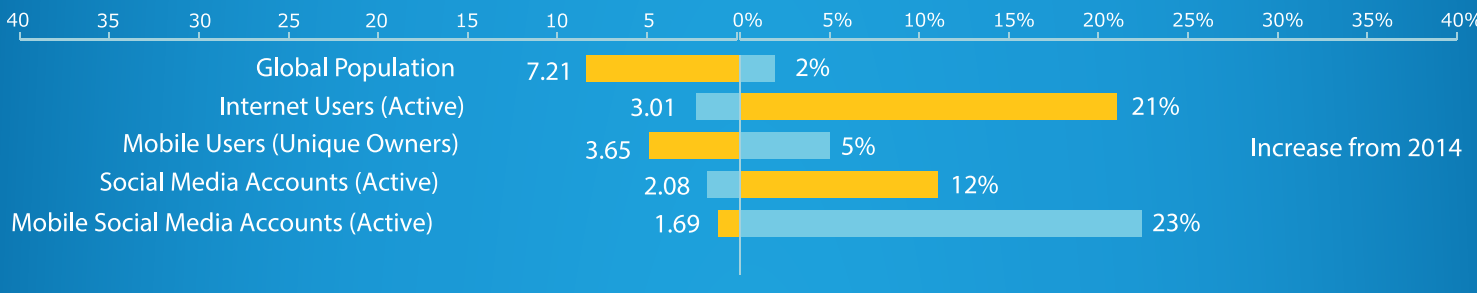
## B2B BUYERS – do they ALWAYS mean BUSINESS???

At the end of the day, a businessman (businesswoman too) is also a human being – and sometimes – ardent shopaholics!

Dr Jekyll -Mr Hyde

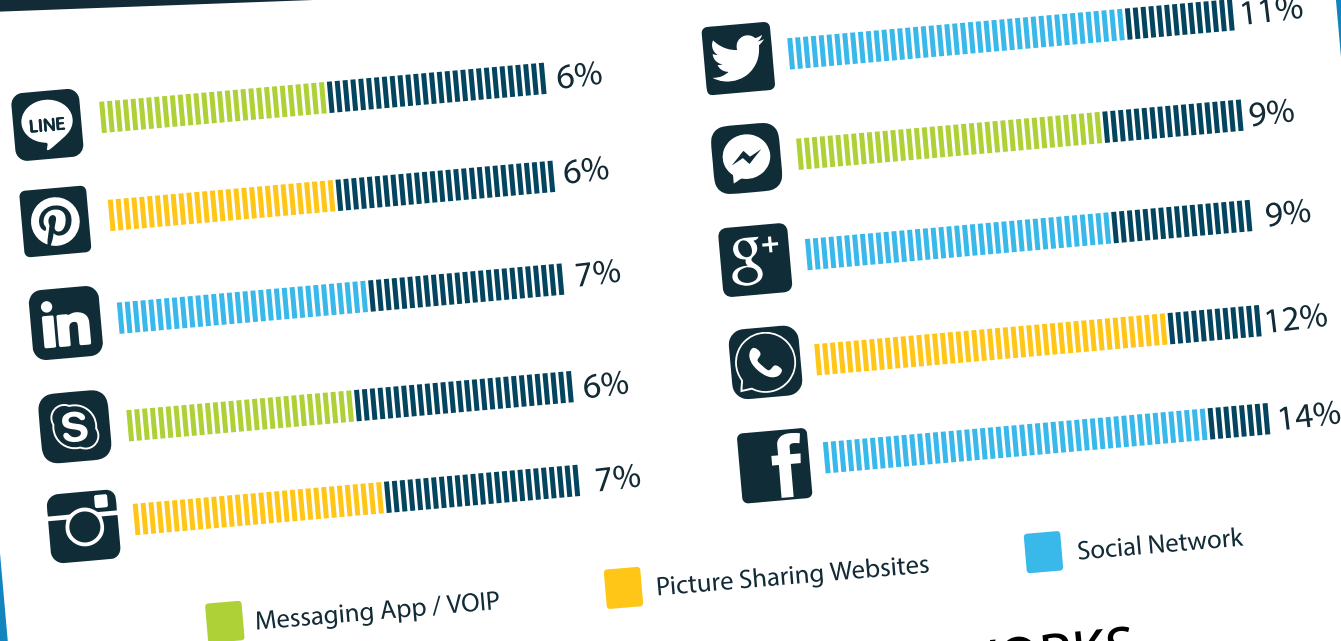
Mean Green Business	Buyer Blues
<b>48%</b> B2B buyers don't buy new solutions in fear of risks	<b>2X</b> the influence on B2B buying than conventional business value-based buying
<b>74%</b> B2B clients prefer business values	<b>68%</b> buyers are ready to pay higher price for a service with personal values
<b>14%</b> of them observe deviations in what B2B suppliers have to offer	<b>8.5%</b> B2B customers will pay higher price for services with NO sentimental value
<b>31%</b> below prospective buyers only feel that B2B brands personalize	<b>71%</b> prospects purchase a product based solely on personal values

## WHERE'S the BUZZ? IS IT ACTUALLY HAPPENING???



(Approximate amounts in billions; as per Jan, 2015 estimates)

## MOST Active Social Media Platforms in 2015:

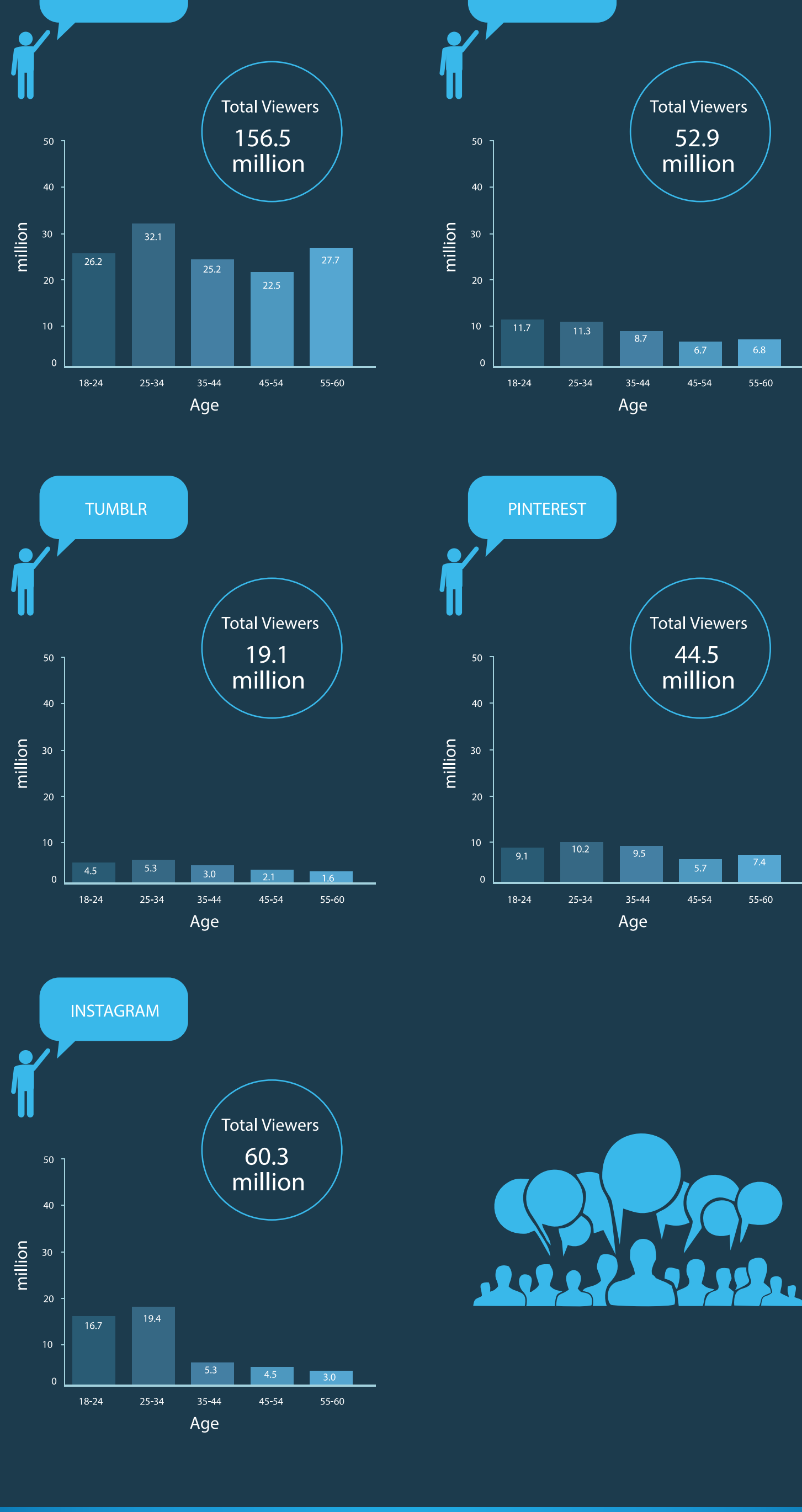


## MARKET SHARES OF SOCIAL NETWORKS

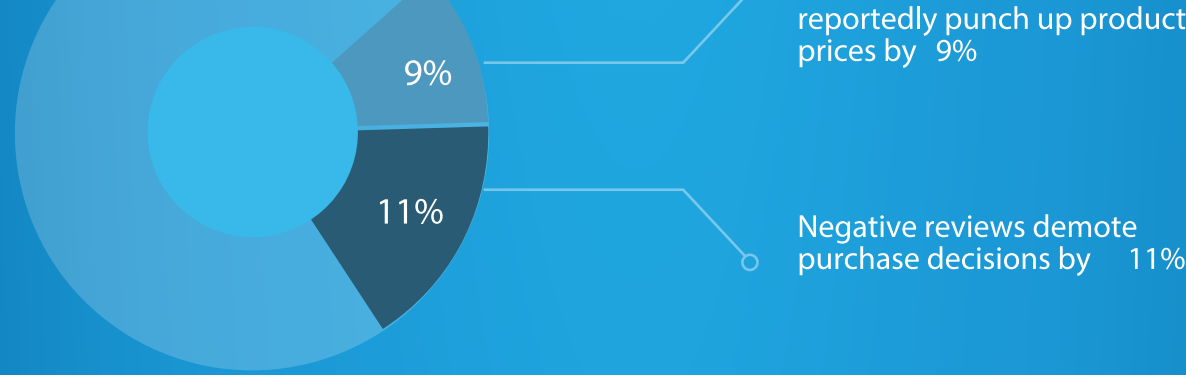
On an average, active users spend about **2.4 hours** on social media websites EACH DAY.

## PEOPLE ENGAGING IN SOCIAL MEDIA - DEMOGRAPH

The Top 5 Big Churners (by Age-Group):



## Two-face of Social Media

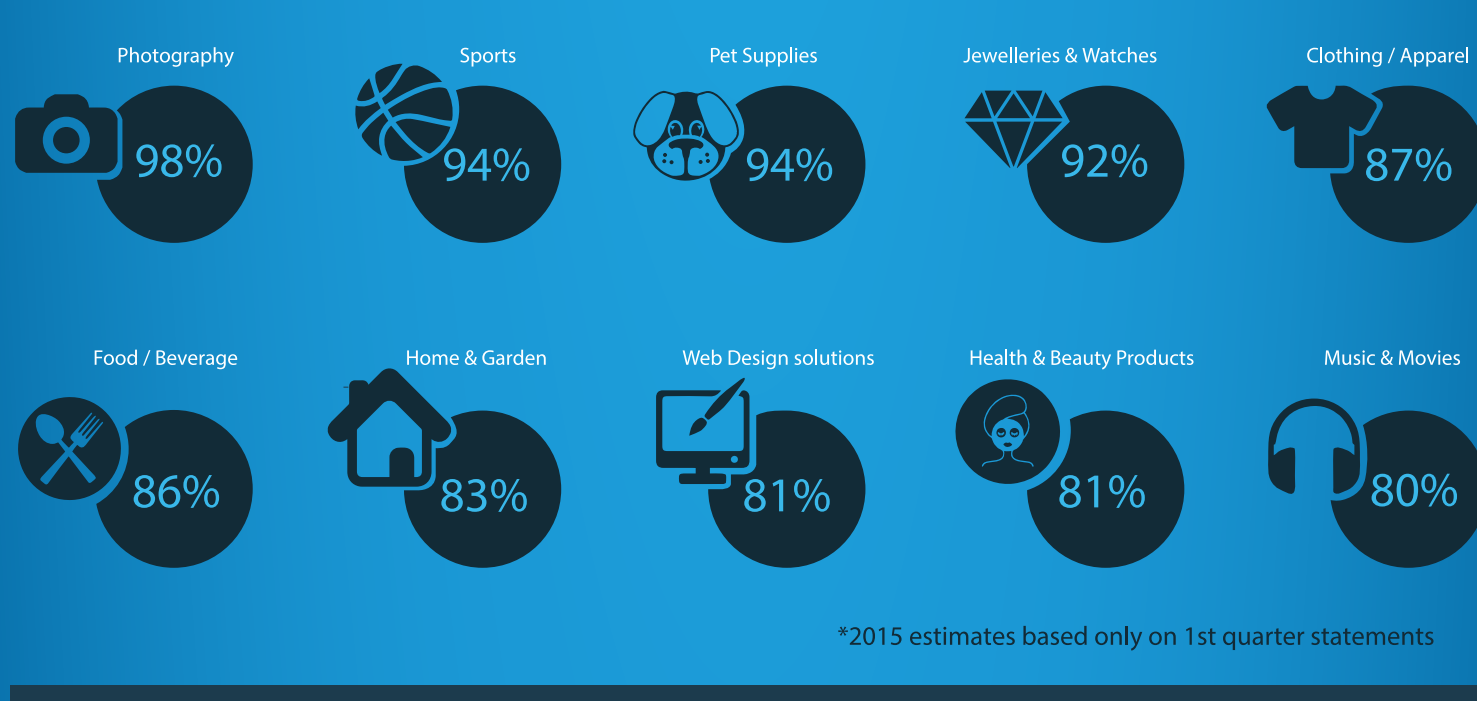


## ORDER, WHERE'RE YOU FROM?

In the last 5 years (2011-2015\*), Facebook alone has generated more business – for businesses – unlike any other social networking website. Based on the industry, revenue generation has been from excellent to good, and poor.

### Percentage of social media orders coming from Facebook

(An industry-based dissection of North America)



\*2015 estimates based only on 1st quarter statements

In total, Facebook was responsible for driving **85%** of the total sales through social media orders in US.

Facebook has been voted the **must-have social network for marketers** across the world last year.

## THE COMPANY AFFILIATE:

Social media marketing has been adopted in all industries. Companies are already applying their strategies in full throttle – setting social markets as priority:

### 1. As Content Marketing Strategy:

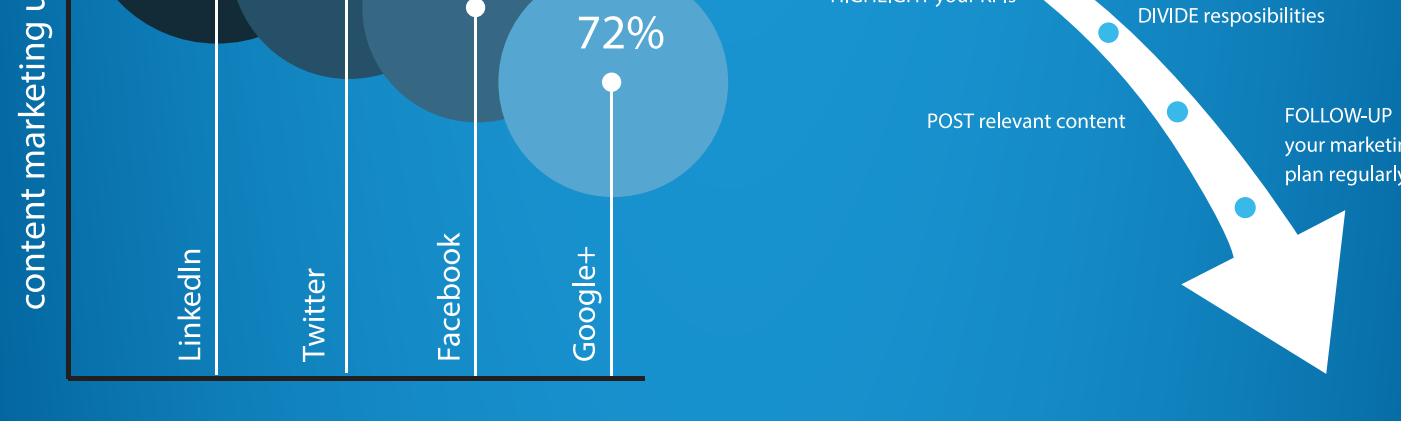


Even this infographic scores lower **(62%)** than social media content in terms of market saleability!

### 2. In B2B Marketing:

Professional social websites are stepping up their games and capturing major B2B markets like recruitment, resources and more!

### Stepping up Your Social Media Game:



Of course, there's no guarantee for success. But try the method on a billion prospects – and even the slimmest probability seem enough to rule profits in your favor. It's social media that's the place to be. Try Lake B2B's advanced social media marketing skills and ensure the optimum impact of your online presence. Contact us at 800-710-5166. Send your suggestions at info@lakeb2b.com.

Source:  
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 • We Are Social  
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