



2015 SOCIAL MEDIA MARKETING INDUSTRY REPORT

*How Marketers Are Using
Social Media to Grow
Their Businesses*

MAY 2015

BY MICHAEL A. STELZNER

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Letter from the author...



Hello fellow marketer!

Welcome to our 7th **annual study!** Social media marketing is still growing. And for businesses, social media is essential, as you'll see detailed in this year's report.

This **53-page report** contains easy-to-digest insights into how marketers are currently using social media and their future plans.

If you're in charge of marketing your business, you'll want to closely **examine the 80+ charts** on following pages. I'll reveal the "not-so-obvious" findings among this data-rich content.

The report will uncover the "who, what, where, when and why" of social media marketing.

More than 3700 of your fellow marketers provided the kind of insight you won't find elsewhere.

I hope you enjoy it! **If you find value here, please let your peers know about this report.**

You can find the original page for the report here:
<http://www.socialmediaexaminer.com/report2015/>



All my best!

Michael A. Stelzner
Founder, Social Media Examiner
Host, Social Media Marketing podcast

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Executive summary

This study surveyed over 3700 marketers with the goal of understanding how they're using social media to grow and promote their businesses. On the following pages, you'll discover:

- **The top social media questions marketers want answered:** We reveal the big questions marketing pros want answered about social media.
- **The time commitment:** We examine the weekly hours marketers invest in their social media efforts. This analysis will be helpful for marketers just getting started or those seeking support staff.
- **The benefits of social media marketing:** This section of our study reveals all of the major advantages marketers are achieving with their social media efforts. We also look at how weekly time invested and years of experience affect the results.
- **Most-used social media platforms:** Discover which platforms marketers are using and how their usage will change this year. We also examine which platforms experienced marketers are using.
- **Social media networks people want to learn more about:** In this section, we reveal the social platforms that marketers are most interested in learning about.
- **Other analyses:** We also examine the role of content in social media marketing, paid social media and how marketers respond when new networks emerge. In addition, we take a look at how business-to-business (B2B) companies differ from business-to-consumer (B2C) companies and whether the size of a business has any bearing on results. We also highlight significant changes since our 2014 study.

How to use this report: Regardless of your experience with social media marketing, there's something here for you. If you're a beginner, **take a look at the time commitment, benefits and platforms that your peers are using.**

If you're experienced with social media, **compare yourself against other marketers, see which platforms they're looking at next and determine whether you're achieving the same benefits as your more experienced peers.**

Major findings

Here's a quick summary of our primary findings:

- **Twitter, YouTube and LinkedIn hold the top spots for future plans:** A significant 66% of marketers plan on increasing their use of these social networks.
- **Marketers want to learn most about Facebook:** While 93% of marketers are using Facebook, 68% want to learn more about it and 62% plan on increasing Facebook activities.
- **Video becoming important:** A significant 57% of marketers use video in their marketing; however, 72% want to learn more about video marketing and plan on increasing their use of video.
- **Podcasting on growth trajectory:** Only 10% of marketers are involved with podcasting, yet 26% plan on increasing their podcasting activities and 43% of marketers want to learn more about podcasting.
- **Facebook and LinkedIn are the two most important social networks for marketers.** When allowed to only select one platform, 52% of marketers selected Facebook, followed by LinkedIn at 21%.
- **Most marketers aren't sure their Facebook marketing is effective:** Only 45% of marketers think that their Facebook efforts are effective.
- **Tactics and engagement are top areas marketers want to master:** At least 91% of marketers want to know the most effective social tactics and the best ways to engage their audience with social media.

The above summary is merely a taste of what's in this report.

On the following pages, you'll find more than 80 charts that visually convey some fascinating findings. For example, we look at which social networks are used by those who invest the most time in social media marketing, the benefits achieved by those who've been at this for years and how marketers respond to new social networks.

Top 5 social media questions marketers want answered

The **top social media questions marketers want answered can be summarized in the following keywords: tactics, engagement, measurement, audience and tools**—in that order. As the social media marketing industry continues to expand and change, the needs of marketers are clear. Below are the top issues marketers are facing today with social media marketing. At least 87% of marketers surveyed felt they are struggling to answer all of the following questions:

#1: TACTICS: What social tactics are most effective?

The number-one question marketers want answered (92%) is which tactics work best. This is not a surprise, given the constant changes taking place across many social networks.

#2: ENGAGEMENT: What are the best ways to engage my audience with social media?

Figuring out how to best connect with people remains high on the list of questions marketers want answered (91%). Engaging with customers is becoming a unique competitive advantage.

#3: MEASUREMENT: How do I measure the return on my social media marketing?

A significant 88% of marketers want to know how to measure their return on investment for social media activities. This question has been top of mind for marketers for the last 5 years.

#4: AUDIENCE: How do I find my target audience with social media?

Locating ideal customers and prospects is a big concern for marketers (87%). Marketers are looking for guidance sifting through enormous social networks and connecting with the right people.

#5: TOOLS: What are the best social management tools?

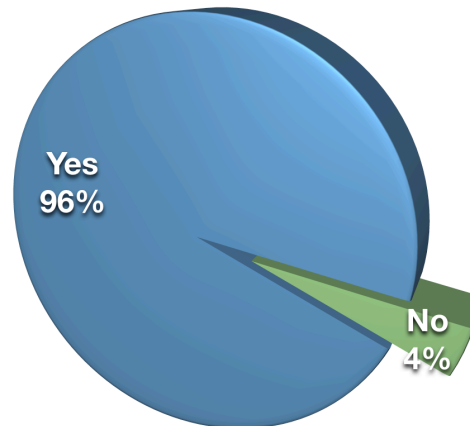
Marketers want better tools to simplify their social media tasks. A surprising 87% don't know which tools are best.

Use of social media marketing

We asked a few questions to determine the survey participants' experience using social media to market their businesses.

Use of social media marketing

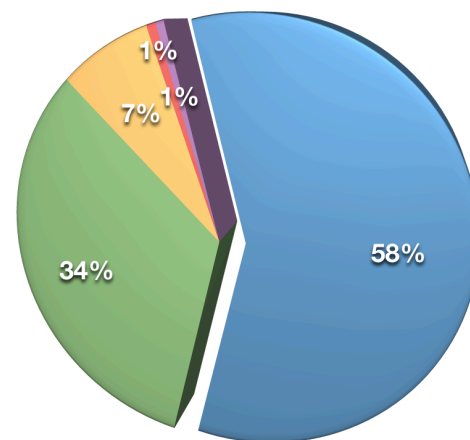
We began by simply asking marketers if they use social media to market their businesses. The overwhelming majority (96%) indicated they are participating in social media marketing.



Social media is important for my business

A significant 92% of marketers said that social media was important to their businesses.

This is the same as our 2014 findings, where 63% strongly agreed and 29% agreed.



- Strongly agree
- Agree
- Uncertain
- Disagree
- Strongly disagree

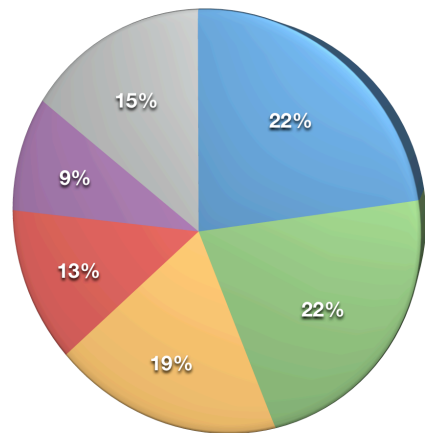
Years using social media marketing

We asked participants how long they've been using social media marketing.

Fifty-six percent of marketers surveyed have at least two years of social media marketing experience.

Note: For a detailed demographic breakdown of survey participants, see pages 49–51 of this report.

On the following pages, we asked marketers to rate their agreement with a few broad statements related to social media.



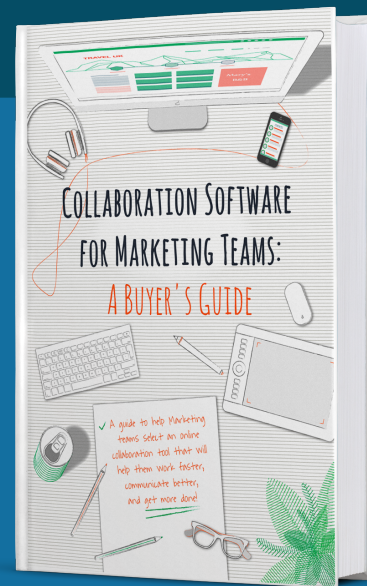
● Less than 12 months ● 1 to 2 years
● 2 to 3 years ● 3 to 4 years
● 4 to 5 years ● More than 5 years

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Improve team collaboration,
project management & visibility

What's inside:

- ✓ How to select the right tool
- ✓ Details of critical capabilities
- ✓ Handy printable checklist



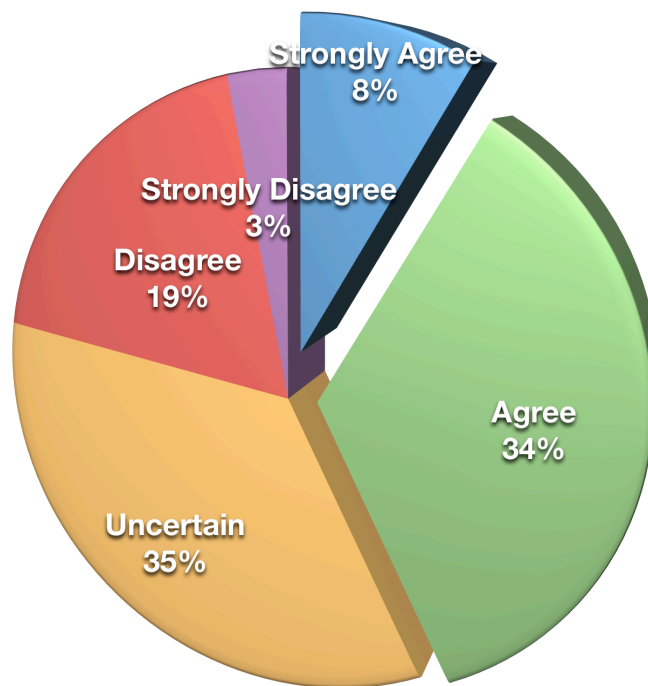
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Wrike

Measuring social media ROI

We wanted to understand marketers' ability to measure their social media activities, so we asked them to rate their agreement with the following statement: "I am able to measure the return on investment (ROI) for my social media activities."

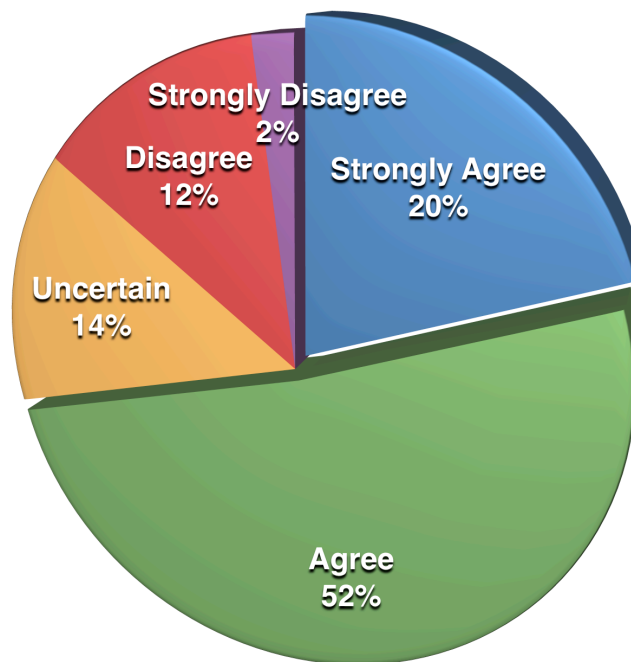
Only 42% agreed they are able to measure their social activities. The ROI issue has plagued marketers for years. In 2014, 37% indicated they could measure ROI and in 2013, it was 26%.



Analyzing social media

We wanted to understand marketers' ability to analyze their social media activities, so we asked them to rate their agreement with the following statement: "I regularly analyze my social activities."

A significant 72% of marketers surveyed analyze their social media activities.



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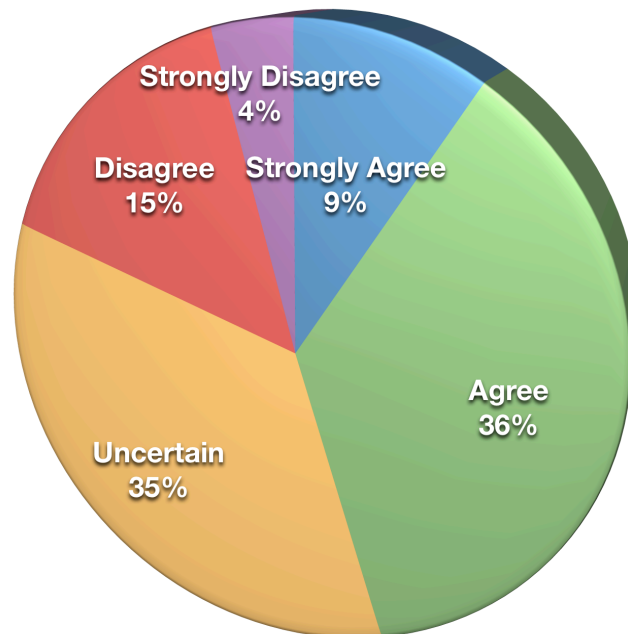
Simply Measured

Effectiveness of Facebook marketing

We asked marketers if they agreed with the statement: "My Facebook marketing is effective."

Only 45% of marketers feel like their Facebook efforts are working, a slight increase from 43% in 2014. However, most marketers either don't know or indicated that their Facebook marketing is NOT working.

B2C marketers were far more likely to agree or strongly agree (51%) than their B2B peers (36%). Larger businesses were much more likely to agree that their Facebook marketing efforts were effective. For example, 50% of businesses with 1000 or more employees agreed, compared to only 33% of the self-employed.

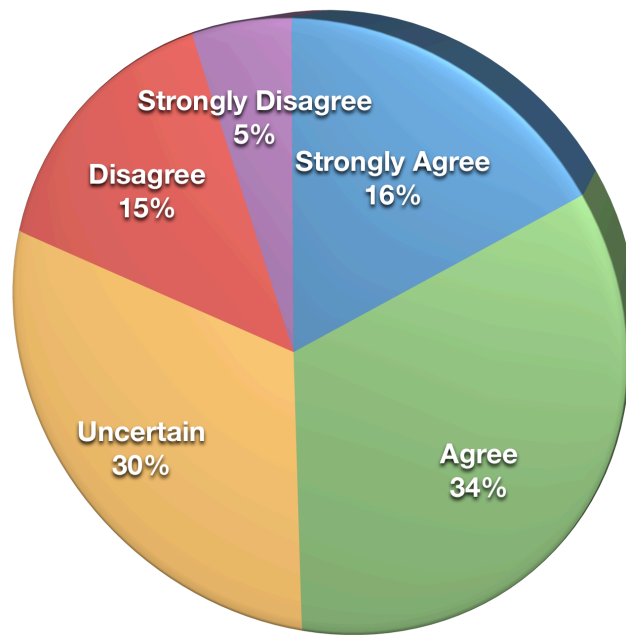


Mobile-optimized blogs

We asked those marketers who have blogs to rate their agreement with the following statement: "My blog is optimized for mobile readers."

Fifty percent of marketers surveyed have a mobile-optimized blog, up from 43% in 2014.

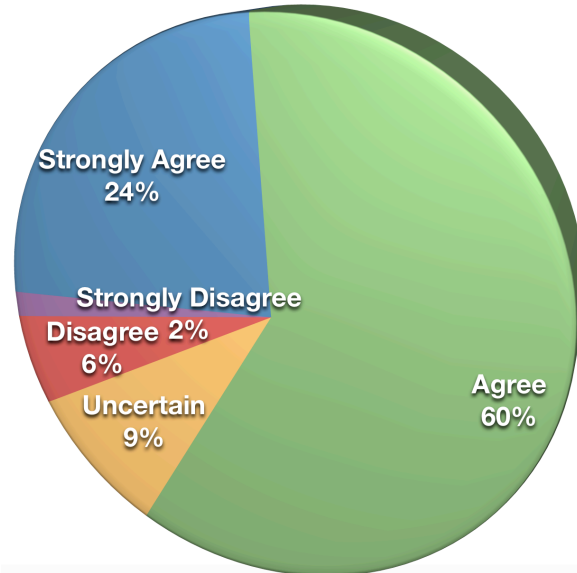
B2B marketers were more likely to have their blogs mobile-optimized (56%), when compared to B2C marketers (45%).



Integrated social activities

We asked marketers to rate their agreement with the following statement: "I have integrated social media into my traditional marketing activities."

Eighty-four percent of marketers agreed that they have integrated their social media and traditional marketing activities, slightly up from 83% in 2014.



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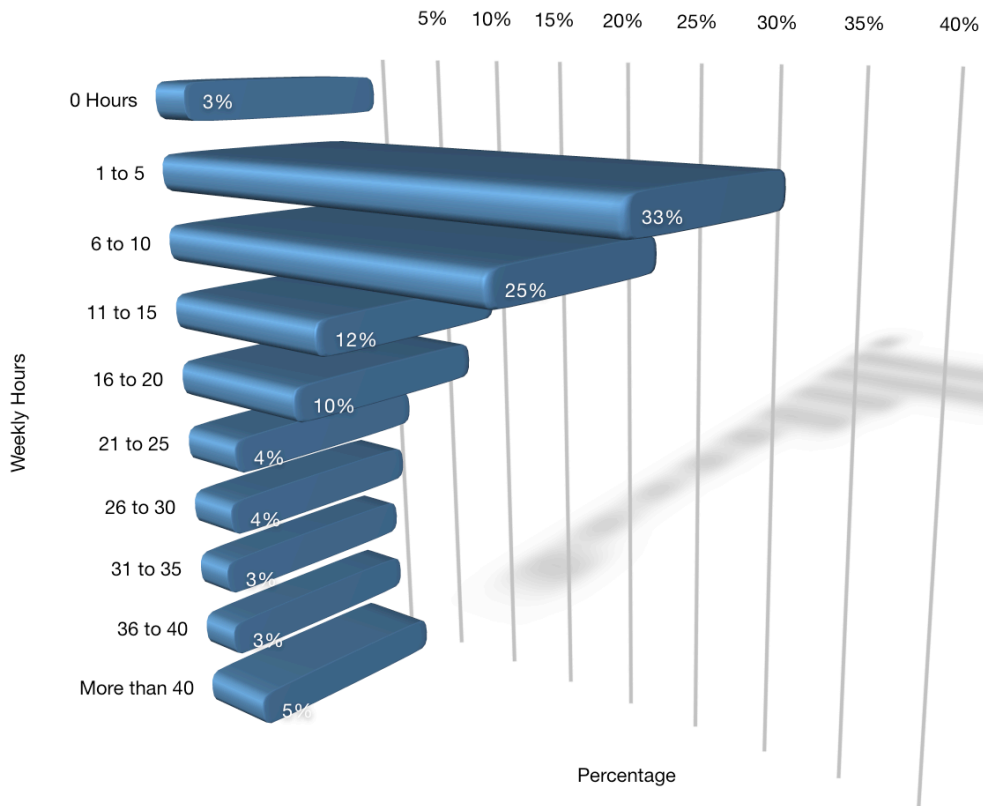
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- ✔ Win you more business
- ✔ Convince prospects of the value your agency brings to the table
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Weekly time commitment for social media marketing



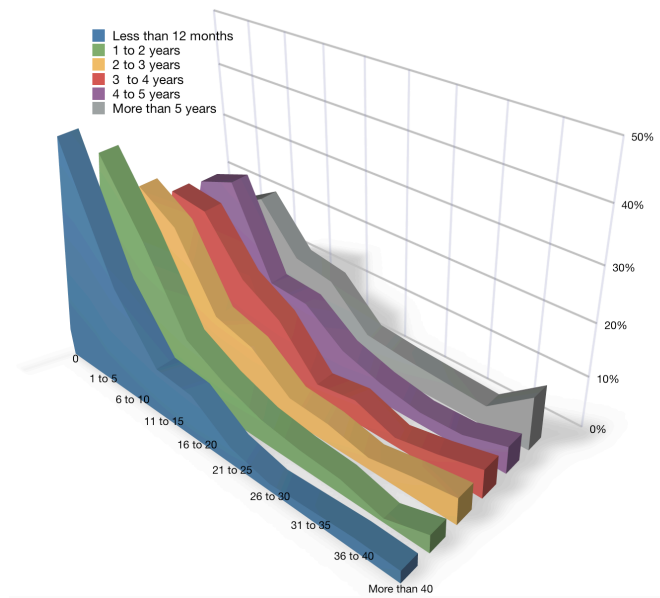
A significant 64% of marketers are using social media for 6 hours or more and 41% for 11 or more hours weekly. It's interesting to note that nearly 19% of marketers spend more than 20 hours each week on social media.

The experience factor

There's a direct relationship between how long marketers have been using social media and their weekly time commitment.

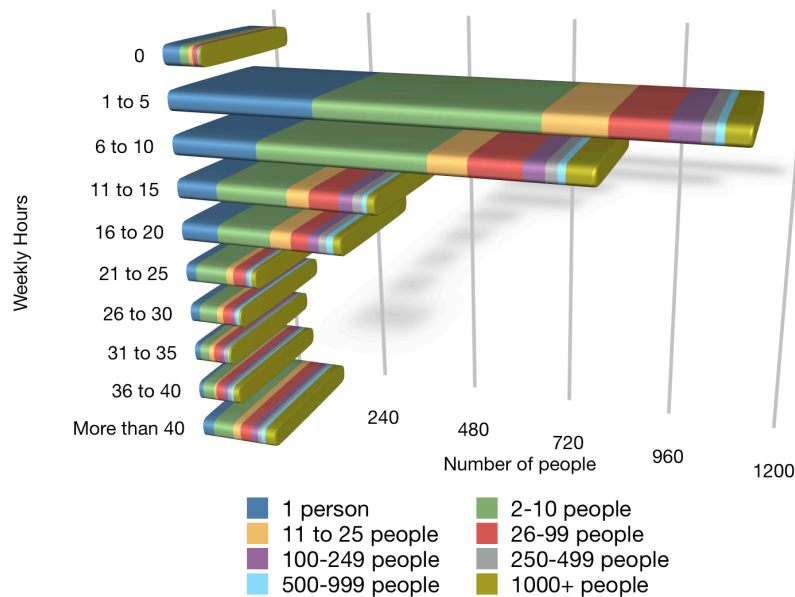
For people **just beginning** with social media (less than 12 months of experience), 49% spend **5 or fewer** hours per week.

However, of folks who have been **doing this for 2 years or longer**, at least 68% spend **6 hours or more per week** on social media activities.



How the time commitment varies with business size

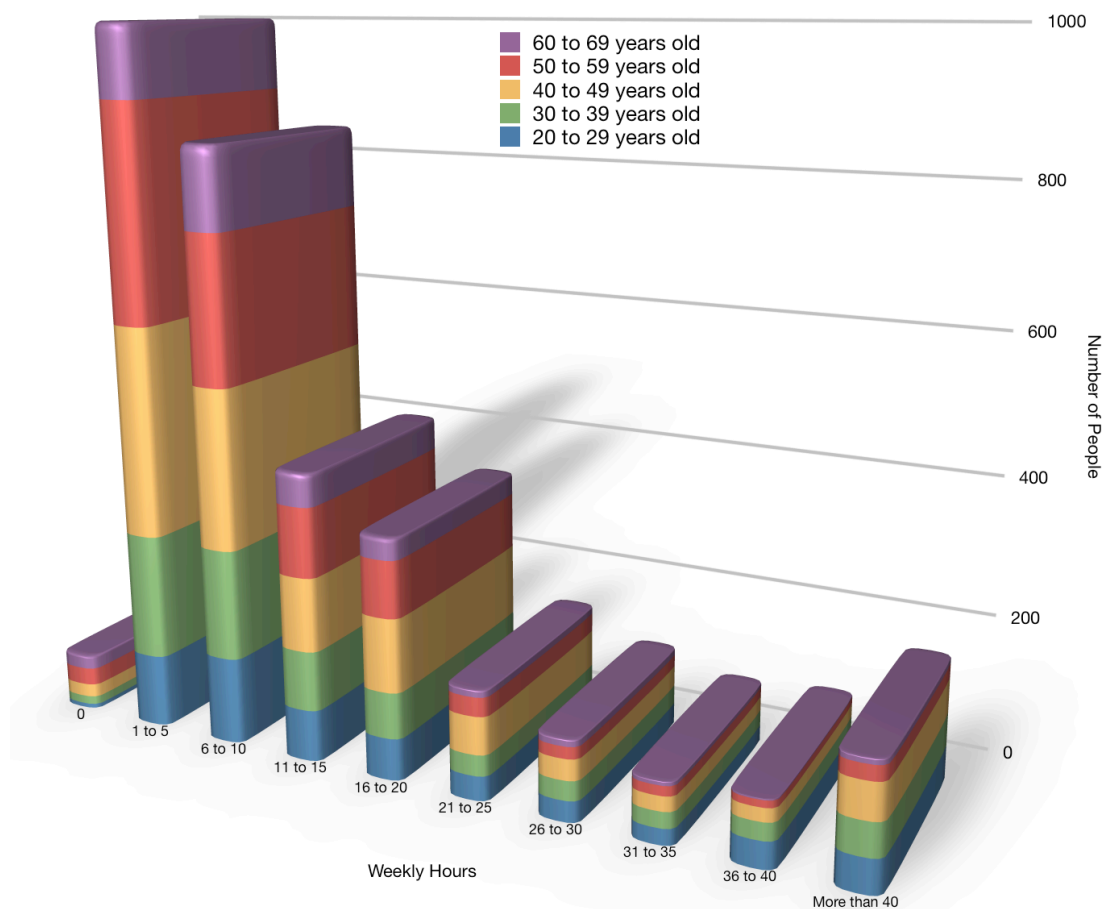
This chart shows how different-sized businesses invest their time with social media activities.



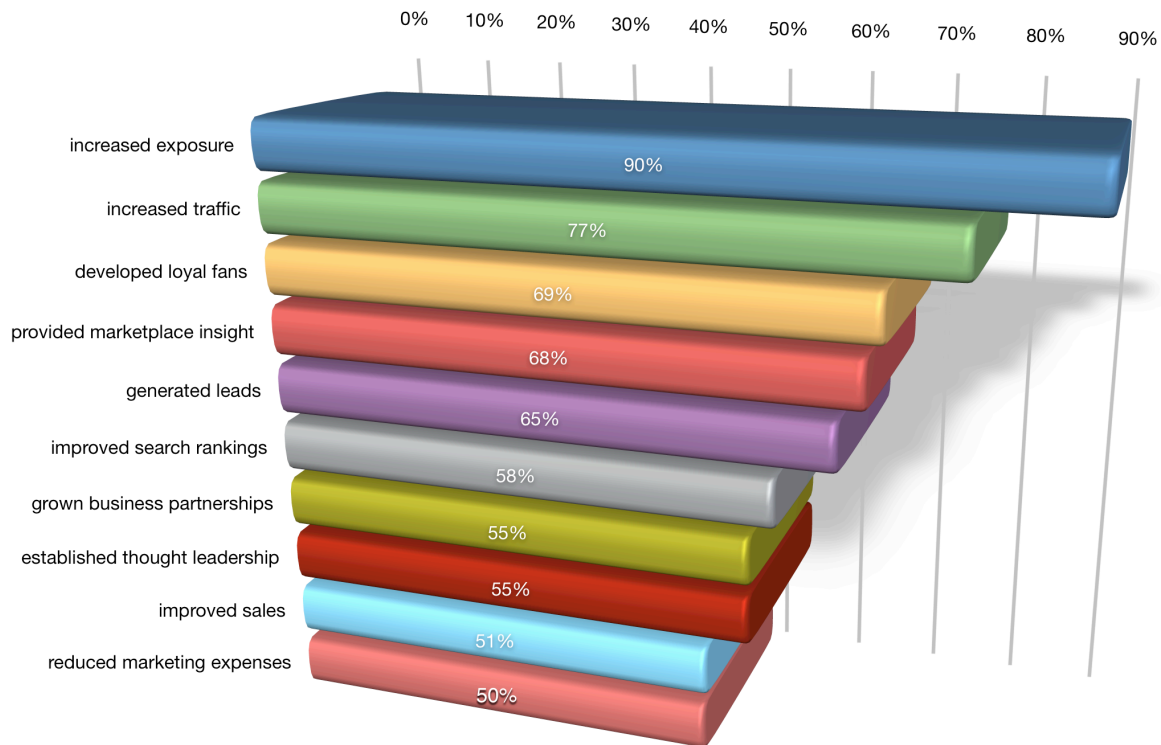
Age factor

There's a direct relationship between a marketer's age and the time spent marketing with social media. The younger the marketer, the more time he or she spends on social media.

Notice the green and blue segments taking up a significant portion of the bar in the higher weekly hours below. Of those spending more than 40 hours per week doing social media marketing, 54% are younger than 40.



Benefits of social media marketing



The top two benefits of social media marketing are increasing exposure and increasing traffic. A significant 90% of all marketers indicated that their social media efforts have generated more exposure for their businesses. Increasing traffic was the second major benefit, with 77% reporting positive results.

Most marketers are using social media to develop loyal fans (69%) and gain marketplace intelligence (68%).

Changes since our 2014 study: The order of the benefits has not changed, but all have dropped 1% to 3%, with the exception of improved sales (increased 1%). Establishing thought leadership is a new benefit we started measuring in 2015.

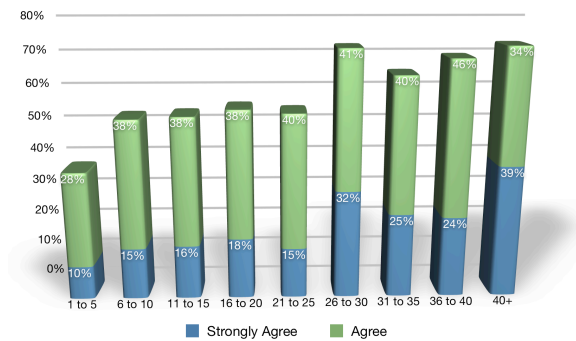
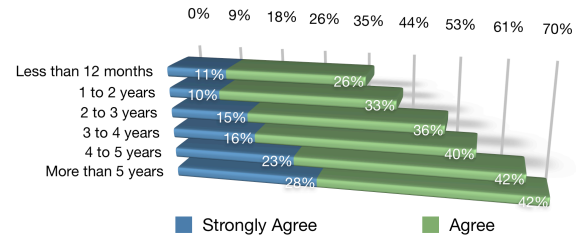
Some questions that naturally emerge from the above chart might include, "Can I achieve more benefits by investing more time in social media?", "Are marketers who've been using social media for years gaining even better results?" and "Is there a difference between B2B and B2C?" The following charts address these questions.

Improved sales

It takes time to develop relationships that lead to sales. However, a large percentage of marketers who take the time find great results.

For example, more than half of marketers who've been using social media for at least 2 years report it helped them improve sales. More than half who spend 6 or more hours per week find the same results and 73% of those who spend 40+ hours per week earn new business through their efforts.

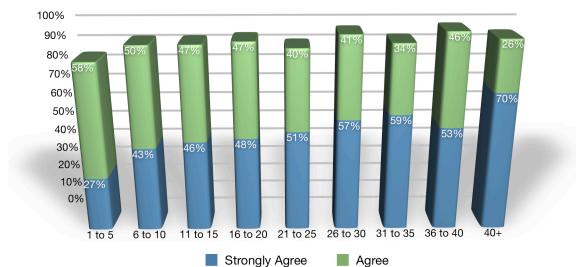
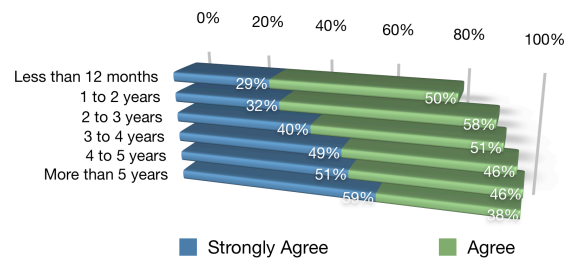
Conversely, 49% of all marketers taking this survey report that social media has *not* helped them improve sales (see page 17). This may be because they lack the needed tools to track sales.



Increased exposure

With as little as 6 hours per week, the vast majority of marketers (91%+) indicated their social media efforts increased exposure for their businesses.

Nearly all marketers (91%+) who've been employing social media marketing for one year or longer report it generates exposure for their businesses.

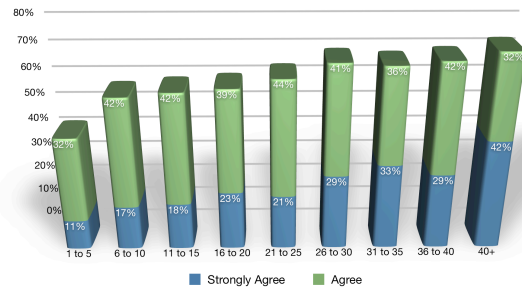
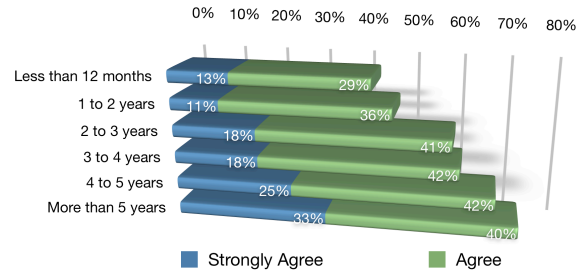


Grew business partnerships

The more time marketers invest in social media, the more they gain business partnerships. **More than half of marketers who've invested at least 2 years in social media marketing report that new partnerships were gained.**

More than half of those investing as little as 6 hours per week in social media were able to build new partnerships.

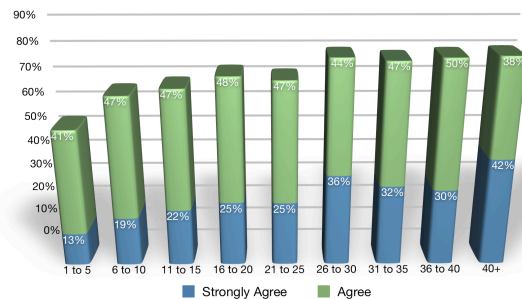
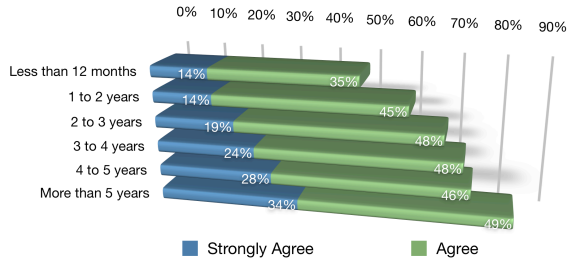
Marketers selling to other businesses were more likely to achieve this benefit (61%) than those selling to consumers (52%).



Generated leads

By spending as little as 6 hours per week, 66%+ of marketers see lead generation benefits with social media.

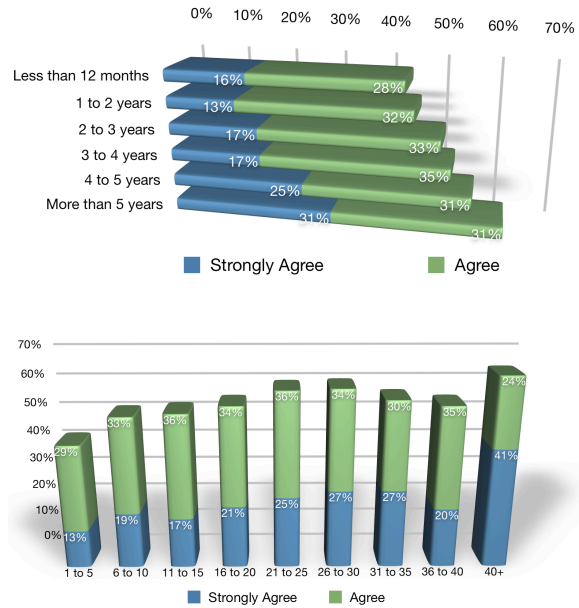
More than half of marketers with at least one year of social media experience were generating leads with social platforms.



Reduced marketing expenses

More than half of those who spend at least 6 hours per week on social media efforts saw a benefit of reduced marketing expenses.

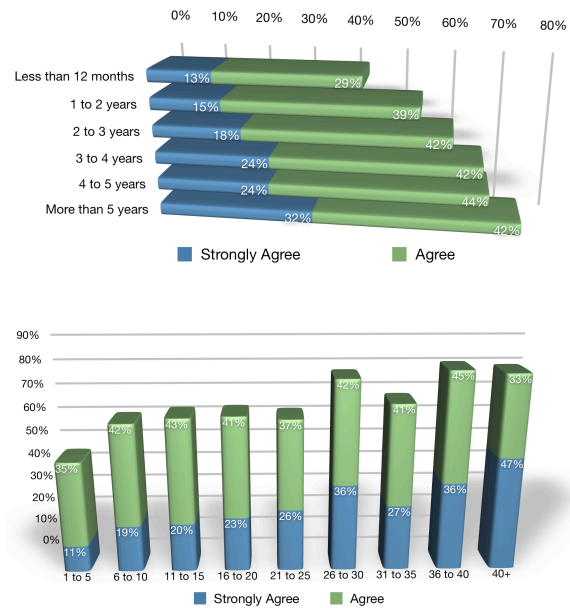
At least 52% of businesses with 10 or fewer employees agreed social media reduced marketing expenses, while only 41% of businesses with 1000 or more employees agreed.



Improved search rankings

Improved search engine rankings were most prevalent among those who've been using social media for one year or longer, with 54%+ reporting a rise.

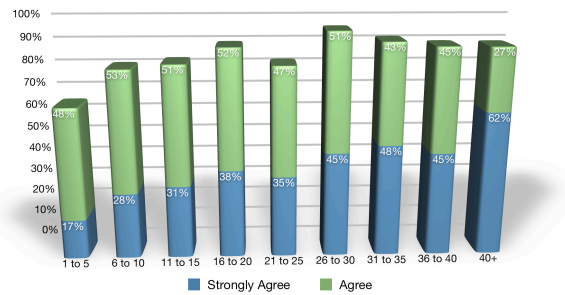
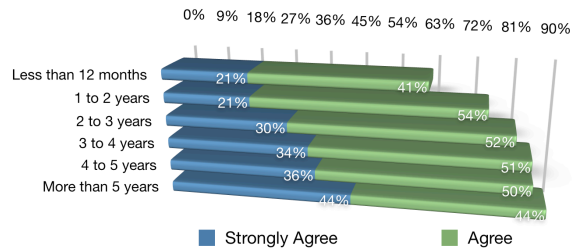
At least 61% of those investing a minimum of 6 hours per week in social media marketing saw improvements in search engine rankings.



Increased traffic

A significant 81%+ of participants found that increased traffic occurred with as little as 6 hours per week invested in social media marketing.

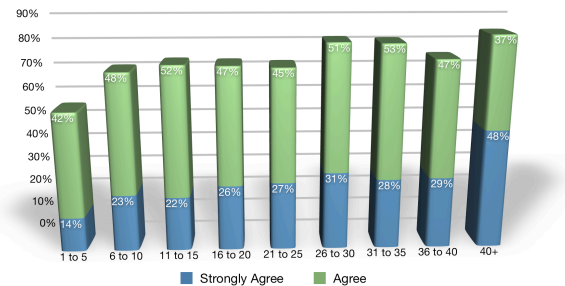
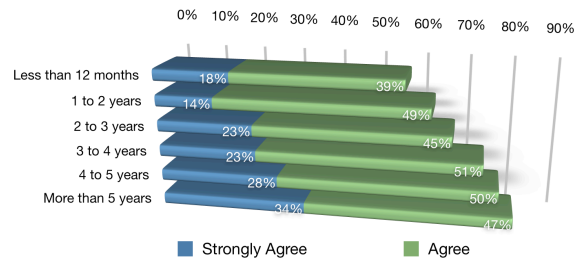
And those who've used social media for 1 year or more reported substantially better results (75%+ reported benefits), compared with those with less experience.



Provided marketplace insight

Of those with at least 1 year of experience, 63% or more found social platforms provided marketplace insight.

At least 71% of those spending at least 6 hours per week were more likely to gain marketplace insight.



Developed loyal fans

Of those who have been using social media for at least 1 year, 64% found it useful for building a loyal fan base.

Time invested makes a difference. Of those spending at least 6 hours a week, 72% found benefit, compared to 57% of those spending 5 hours or fewer per week.

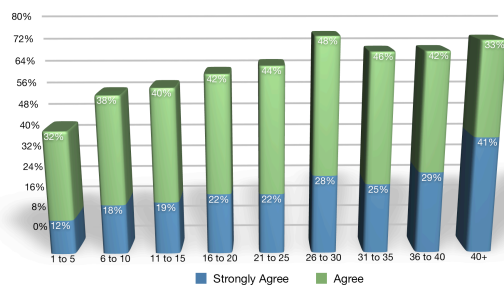
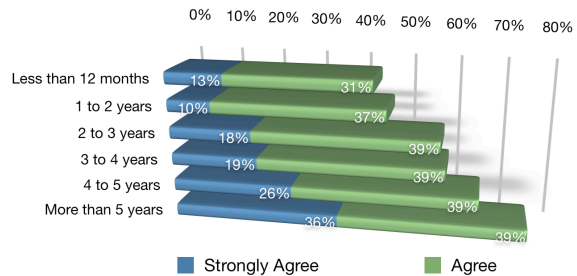
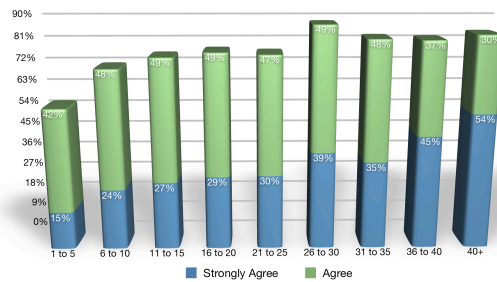
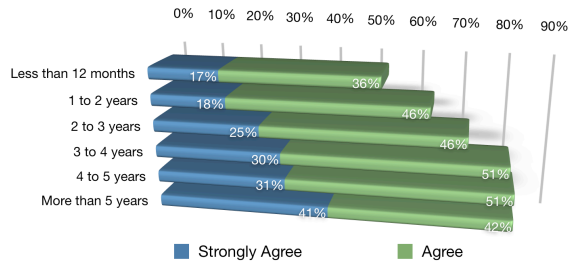
B2C marketers (73%) were much more likely to develop a loyal fan base through social media than B2B marketers (63%).

Established thought leadership

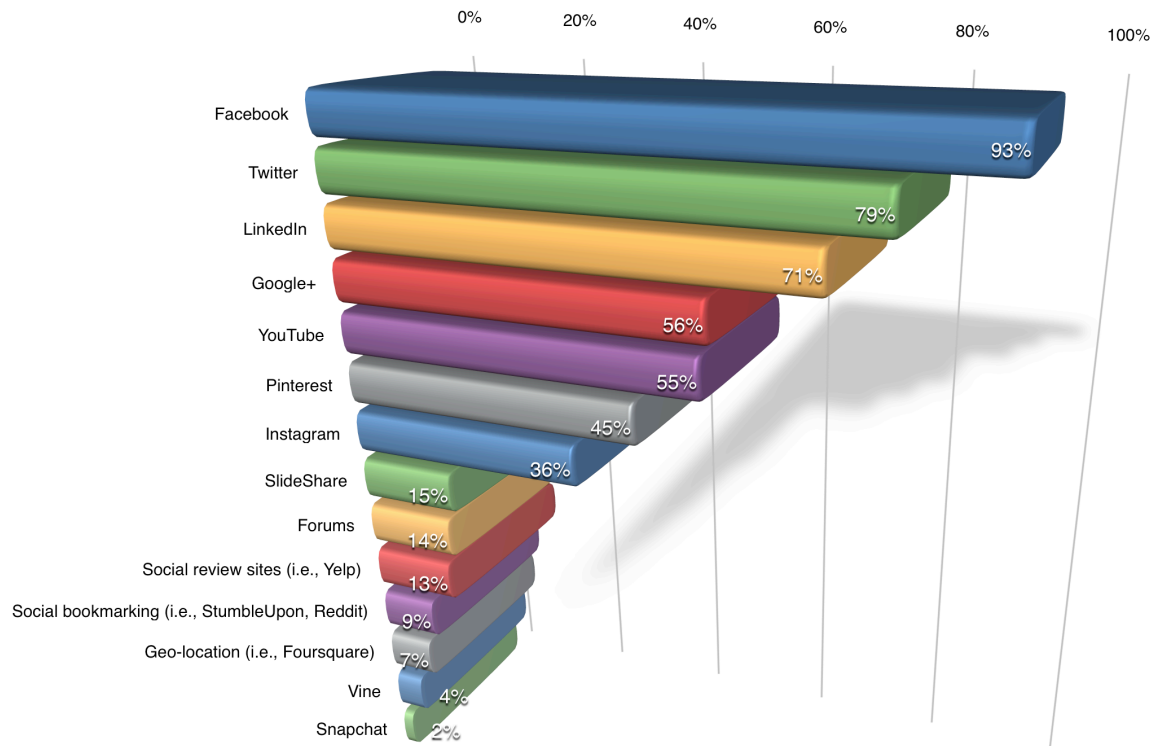
More than half of marketers who have been using social media for 2 or more years (57%+) have been able to establish thought leadership.

Most marketers (56%+) gained thought leadership with at least 6 hours per week.

B2B marketers were more likely (64%) to use social media to gain thought leadership than B2C marketers (50%).



Commonly used social media platforms



Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest and Instagram were the top seven platforms used by marketers, with Facebook leading the pack by a long shot. All of the other platforms paled in comparison to these top seven.

We added a **new platform** this year: SlideShare. We also moved blogging and podcasting into a new content focus chart you'll find on page 42.

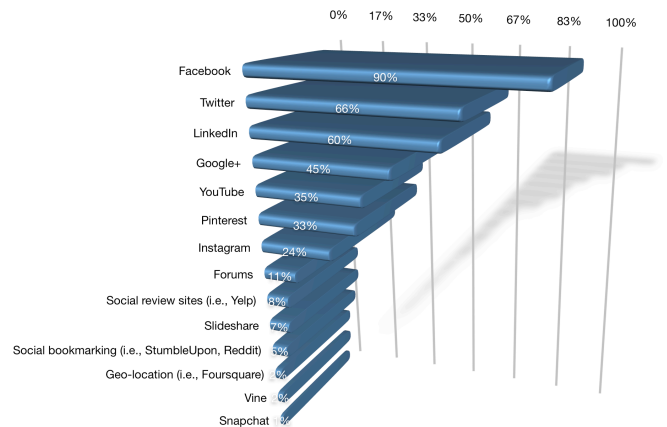
CHANGES SINCE 2014: Facebook declined from 94% to 93% and Twitter from 83% to 79%. Google+ increased by 2% from 2014, taking the fourth position. Instagram rose significantly from 28% in 2014 to 36% in 2015.

YouTube is more commonly used by larger businesses. For example, 71% of businesses with 100+ employees use YouTube, compared to 38% of the self-employed.

Here is a close examination of which social channels experienced social media marketers are using, compared to those just getting underway.

Platforms used by those with less than 12 months experience

Those just getting underway with social media marketing select Facebook as their number-one choice (by a long shot), followed by Twitter and LinkedIn.



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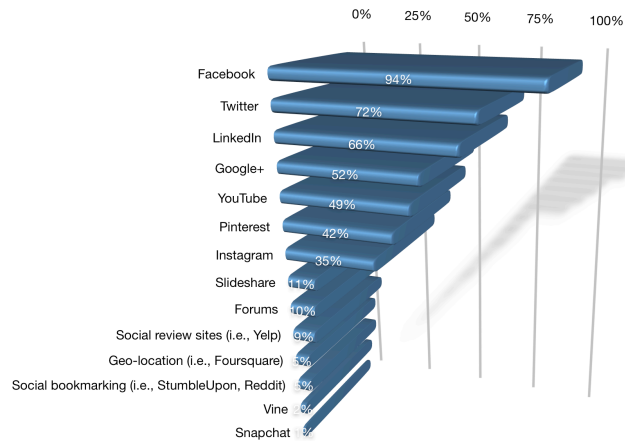
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Platforms used by those with 1 to 2 years experience

For marketers who have been employing social media marketing for 1 to 2 years, Facebook and Twitter remain the top two choices.

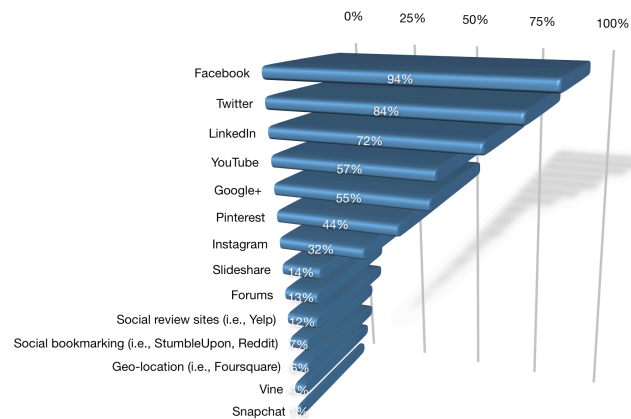
Notice that YouTube is used by nearly half of marketers in this group.



Platforms used by those with 2 to 3 years experience

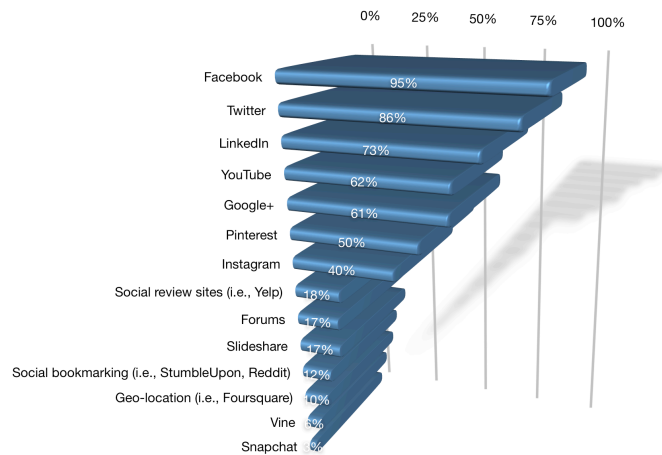
Facebook and Twitter are the two standouts among the platforms used by social media marketers with 2 to 3 years experience.

YouTube passes Google+ to take the number-four slot for this group.



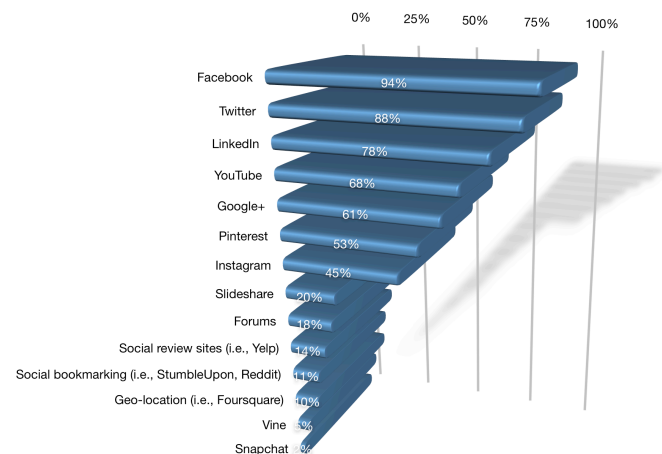
Platforms used by those with 3 to 4 years experience

Nearly all marketers with 3 to 4 years of social media experience use Facebook (95%).



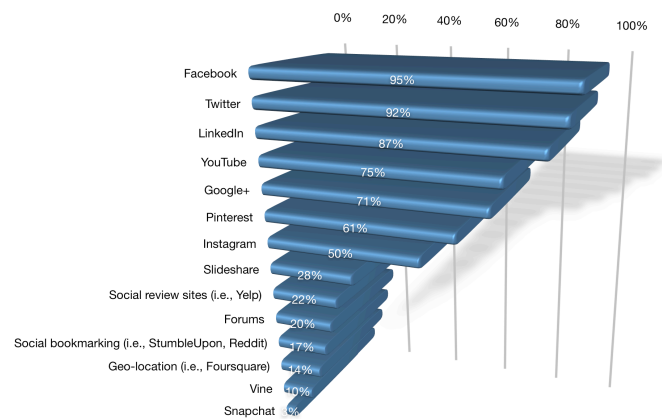
Platforms used by those with 4 to 5 years experience

As marketers gain experience, their marketing efforts seem to expand across all major social platforms.



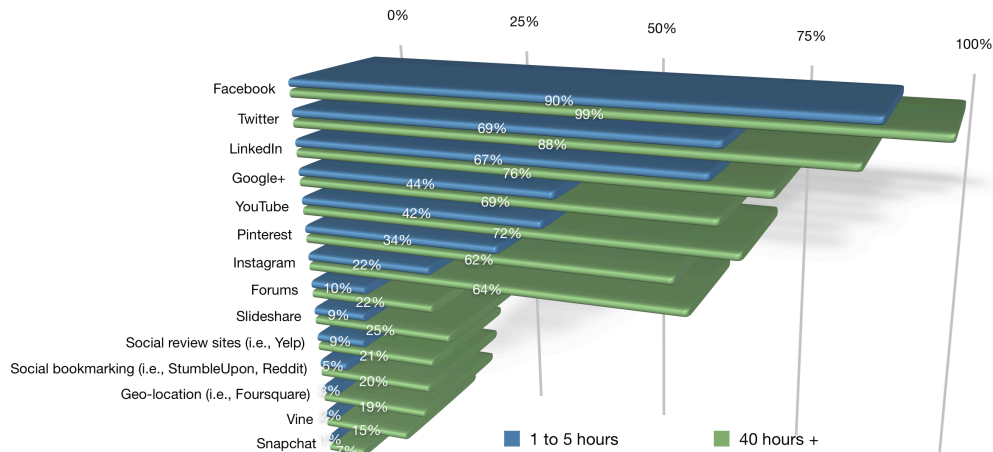
Platforms used by those with more than 5 years experience

Those with the most social media marketing experience also put the highest focus on each of the social networks.



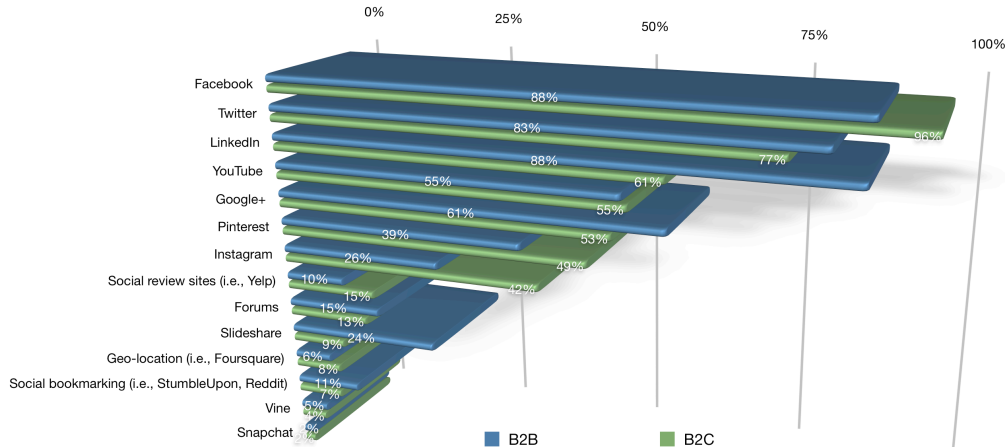
Platforms used by those who commit small versus large amounts of weekly time to social media

This chart shows where marketers putting in the least time are investing versus those putting in the most time. There are a few interesting findings here. Marketers investing 40+ hours per week are much more focused on Instagram (42% more), Google+ (25% more), YouTube (30% more) and Pinterest (28% more) than those investing 6 or fewer hours a week with social media.

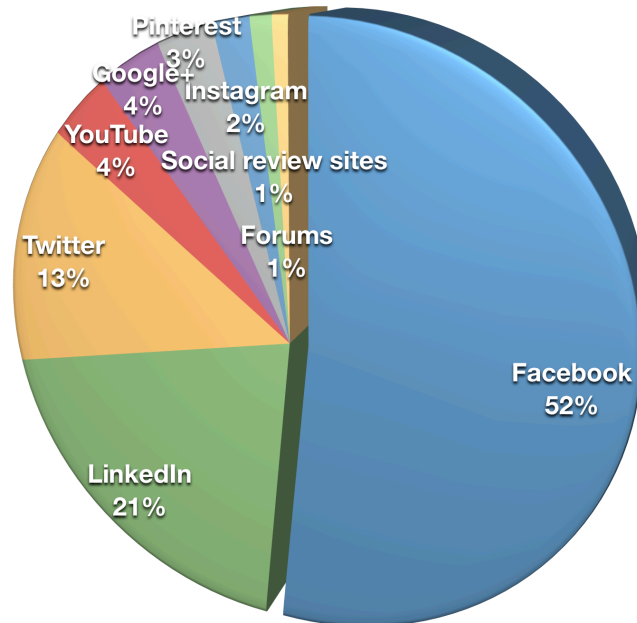


Platforms used by B2B versus B2C

This chart shows how B2B social media use differs from B2C-focused marketers. B2C marketers are more focused on Facebook, YouTube, Pinterest and Instagram. B2B marketers are more focused on LinkedIn, Twitter, Google+ and SlideShare.



The most important social platform for marketers is...



We asked marketers to select the single most important social platform for their business. Because only one choice was allowed, the findings are revealing.

More than half of marketers (52%) chose Facebook as their most important platform, followed by LinkedIn (21%), Twitter (12%) and then YouTube (4%). This chart clearly reveals Facebook is still the primary platform for marketers.

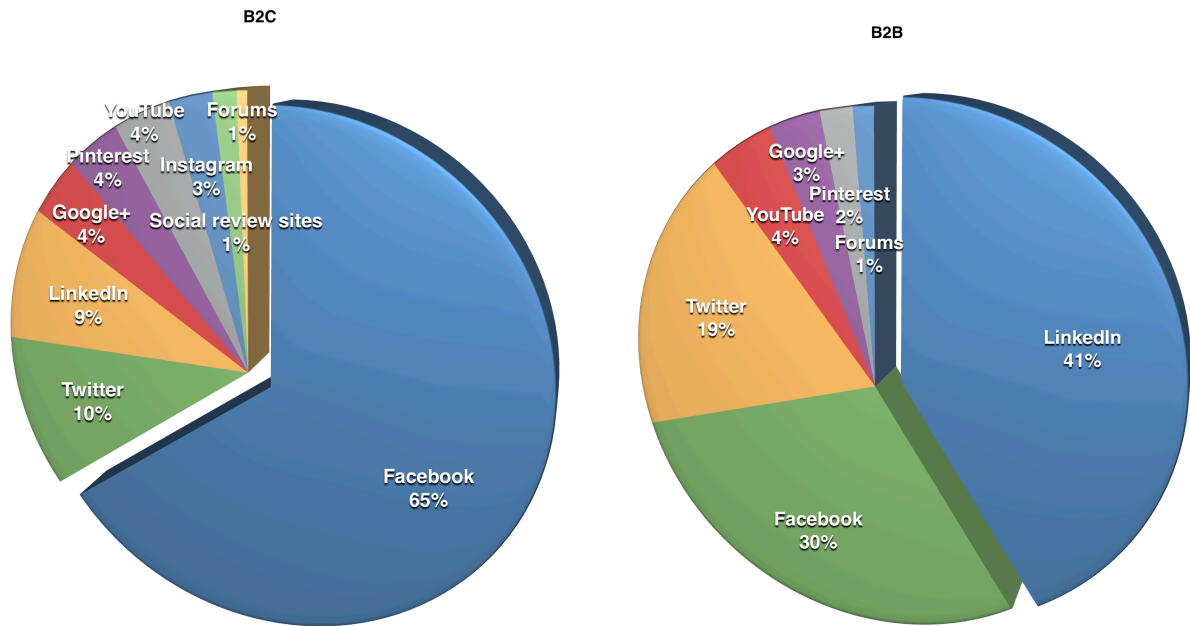
CHANGES SINCE 2014: Facebook slightly decreased in importance, down from 54% to 52%. LinkedIn increased to 21% from 17%. Twitter and YouTube grew 1% and YouTube slightly edged out Google+.

Among the self-employed, only 44% selected Facebook as most important, followed by LinkedIn (23%), Twitter (26%) and Pinterest (6%).

B2B vs. B2C

Notice the fascinating differences between B2B- and B2C-focused marketers.

Clearly Facebook dominates in the B2C space (65% of marketers select it as their number-one choice). However, for B2B marketers, LinkedIn passes Facebook and Twitter plays a much more important role.



How will marketers change their future social media activities?

We asked marketers to indicate how they will change their social media use in the near future. Respondents were asked to indicate whether they will increase, decrease, remain the same or not utilize various social media channels.

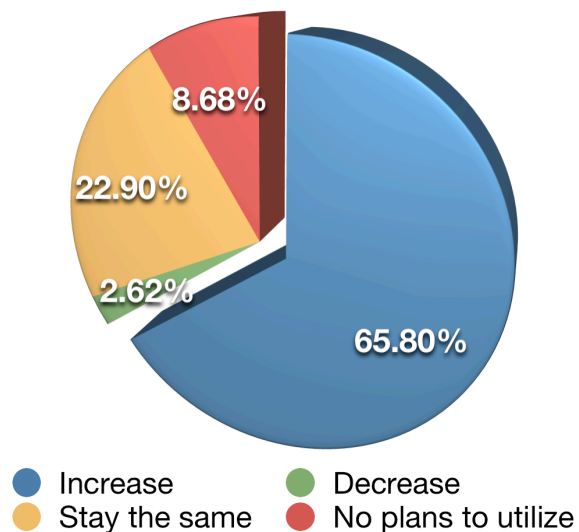
Marketers plan on increasing their use of Twitter (66%), YouTube (66%), LinkedIn (66%) and Facebook (62%), in that order. A significant 82% said they have no plans to utilize Snapchat. Sixty-one percent have no plans to use Vine.

Note: We rounded the results on the following pages, but ranked the order based on results that are not rounded.

Here is a breakdown by social media channel:

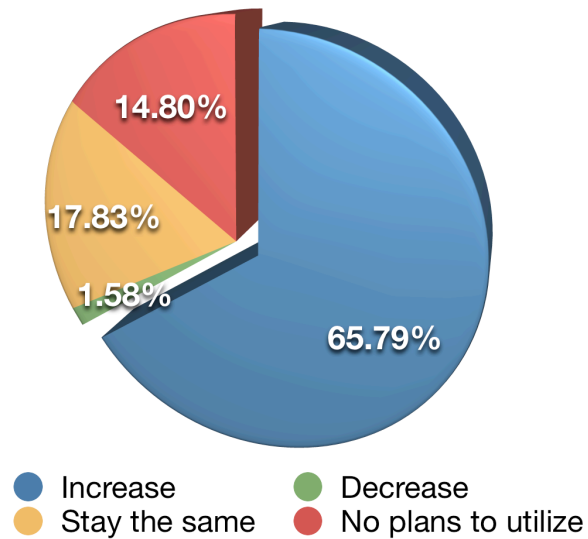
#1: Twitter

A majority of marketers (66%) will increase their activities on Twitter. Twitter barely edged out YouTube (by .01%) and moved from its number-three slot in 2014.



#2: YouTube

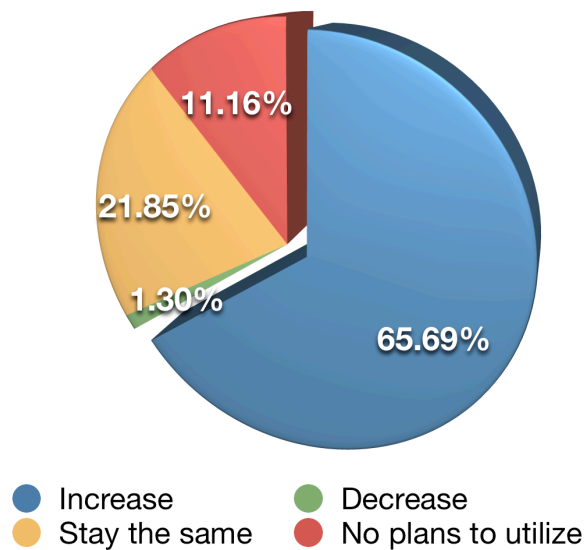
A significant 66% of marketers plan on increasing their YouTube marketing. However, 15% have no plans for using YouTube.



#3: LinkedIn

A significant 66% of marketers plan on increasing their use of LinkedIn, an increase from 64% in 2014.

As expected, B2B marketers are significantly more likely to plan on increasing their use of LinkedIn (80% of B2B vs. 56% of B2C).



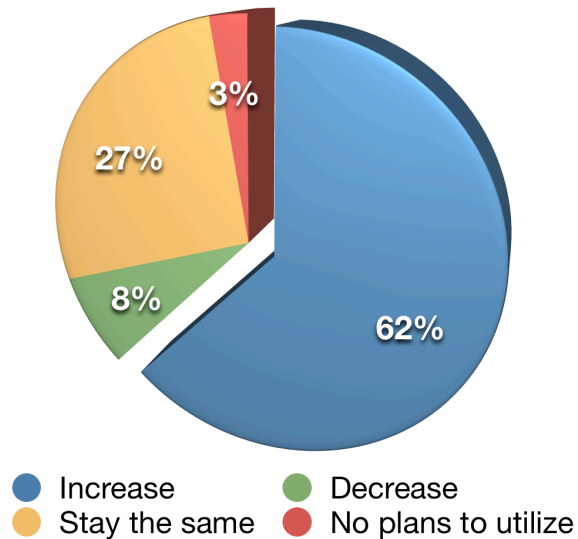
#4: Facebook

Our research shows a decline in the use of Facebook among marketers. It moved from the number-two slot in 2013 with 70% of marketers increasing activities to 64% in 2014 and 62% in 2015. Also, 8% of marketers plan on decreasing their use of Facebook.

However, as shown earlier, Facebook is still the most important social network to most marketers.

Only 3% of marketers surveyed do not plan to utilize Facebook.

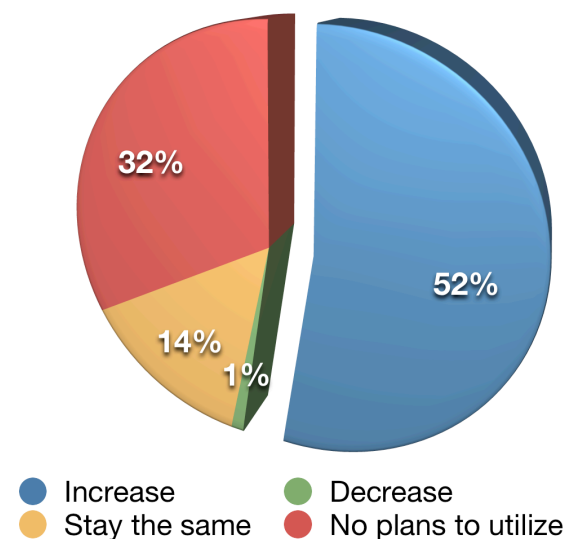
Sixty-eight percent of B2C plan on increasing Facebook efforts, compared to only 53% of B2B.



#5: Instagram

Fifty-two percent of marketers plan to increase their use Instagram (up from 42% in 2014). It is possible that marketers who are decreasing their Facebook activities are increasing their Instagram activities.

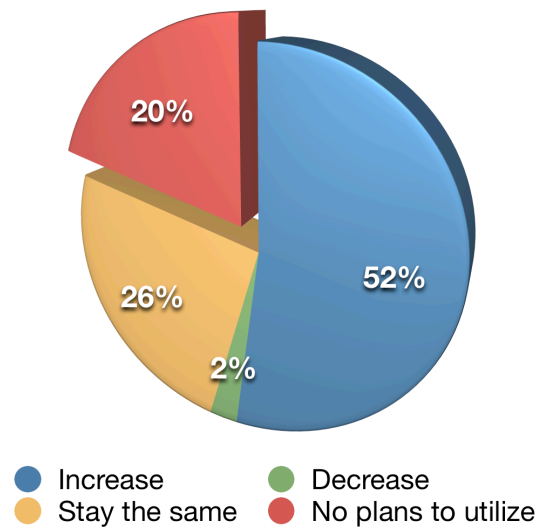
B2C marketers are significantly more likely (60%) to increase Instagram activities than B2B marketers (40%).



#6: Google+

Google+ is on the radar for many marketers. Most businesses (52%) plan on increasing their Google+ activities (down from 61% in 2014), and 1 in 5 have no plans to use Google+.

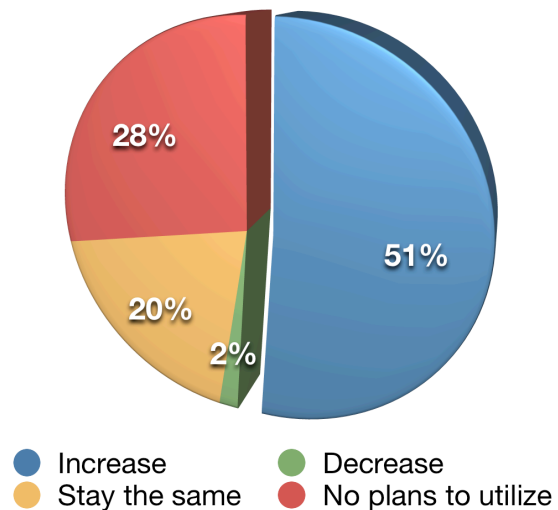
Notably, 78% of marketers plan on keeping their Google+ activities the same or increasing them, a 1% increase over 2014. These results counter critics' claims that Google+ is a sinking ship.



#7: Pinterest

Slightly more than half of marketers plan to increase their use of Pinterest. This number increased slightly from 50% in 2014.

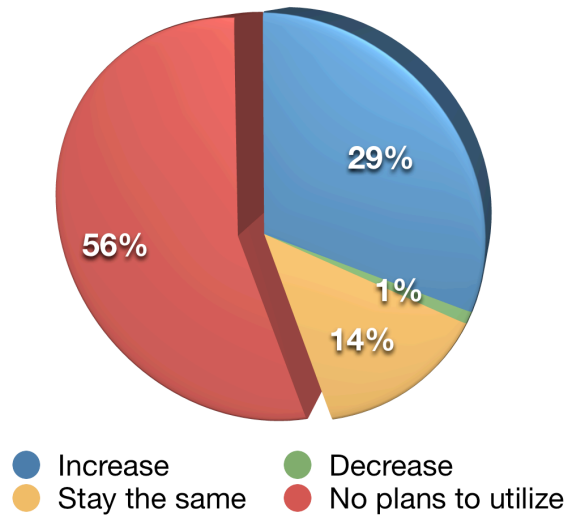
B2C marketers are significantly more likely to increase Pinterest activities (58%) versus 41% of B2B.



#8: SlideShare

Only 29% of marketers plan on increasing their SlideShare activities.

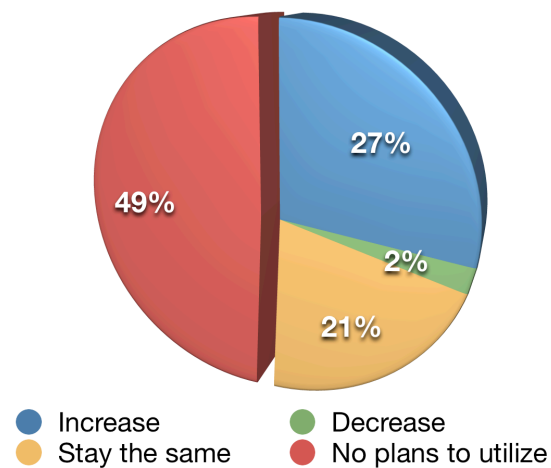
A significant 43% of B2B marketers will increase their SlideShare activities, compared to just 26% of B2C.



#9: Forums

Forums, perhaps the oldest form of social media, saw a slight increase from 2014, where 26% planned on increasing activities and 52% had no plans to use forums.

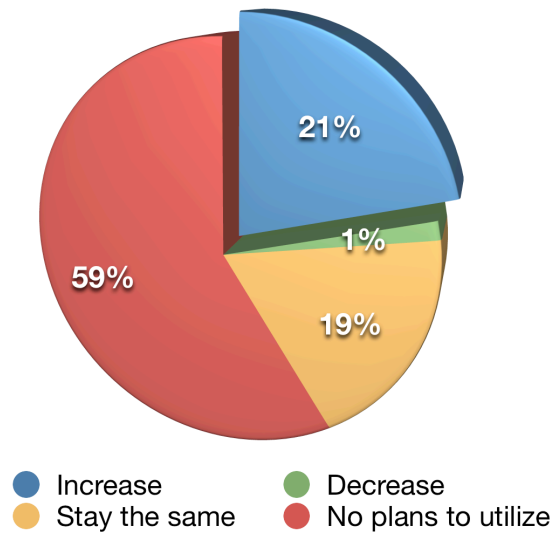
B2B marketers plan on increasing their forum use more (30%) than B2C marketers (26%).



#10: Social review sites (i.e., Yelp)

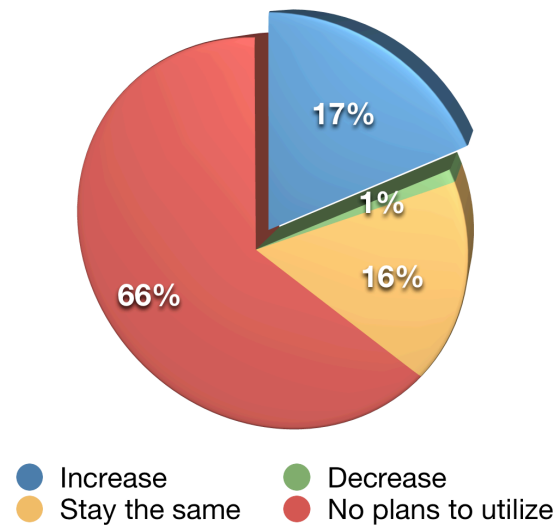
Only 21% of marketers plan on increasing activities on social review sites like Yelp.

B2C marketers plan to invest more on social review sites (24%) compared to B2B marketers (17%).



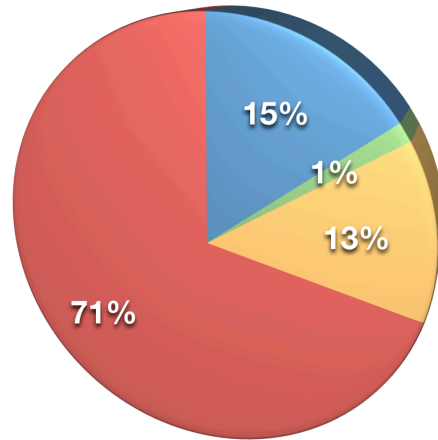
#11: Social bookmarking

A mere 17% of businesses plan on increasing their social bookmarking activities with sites like StumbleUpon (down from 18% in 2014), while 66% have no plans to use social bookmarking.



#12: Vine

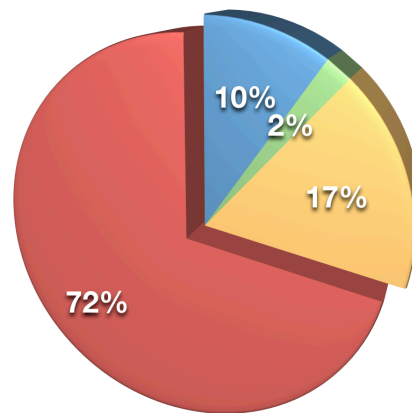
Only 15% of marketers plan on increasing their use of Vine.



- Increase
- Decrease
- Stay the same
- No plans to utilize

#13: Geo-location

Only 10% of marketers plan on increasing their use of geo-location services like Foursquare. We've seen a significant decline from 23% in 2012 to 16% in 2013 to 12% in 2014.

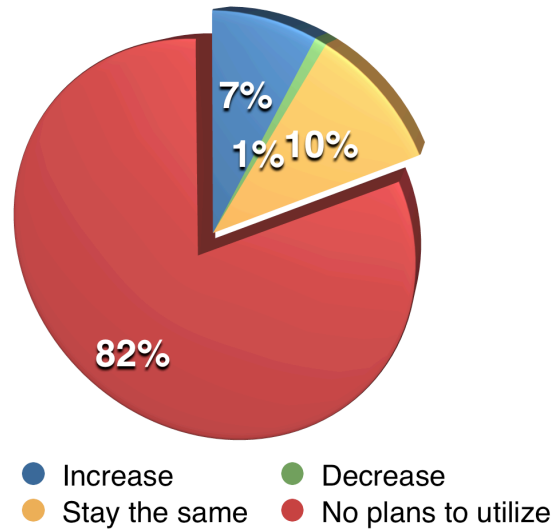


- Increase
- Decrease
- Stay the same
- No plans to utilize

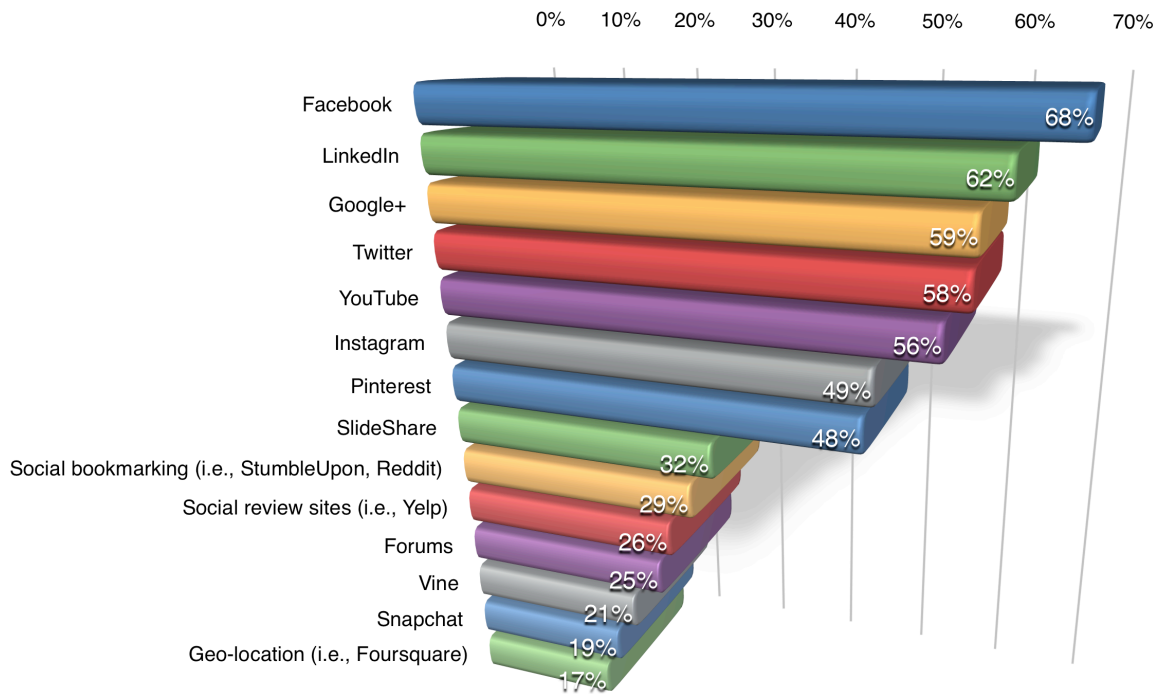
#14: Snapchat

A significant 82% of marketers have no plans to use Snapchat (improved from 85% in 2014).

Only 7% of marketers plan on increasing their Snapchat activities.



Social media platforms marketers want to learn more about



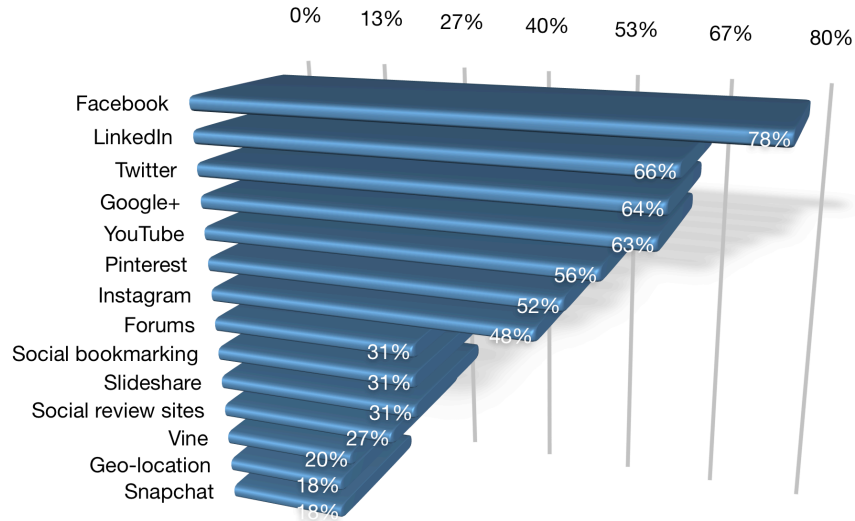
We asked marketers to identify social media platforms about which they most want to improve their knowledge. Facebook took first place, displacing Google+ as the leader from the 2014 report and growing from 56%. LinkedIn increased from 57% in 2014 to 62%.

B2C marketers are more interested in learning about Facebook (74% B2C vs. 57% B2B), Pinterest (55% B2C vs. 38% B2B) and Instagram (56% B2C vs. 39% B2B) than their B2B counterparts. And B2B marketers are far more interested in learning about LinkedIn (71% B2B vs. 55% B2C).

What follows are social platforms marketers are interested in, based on how long they've been using social media marketing.

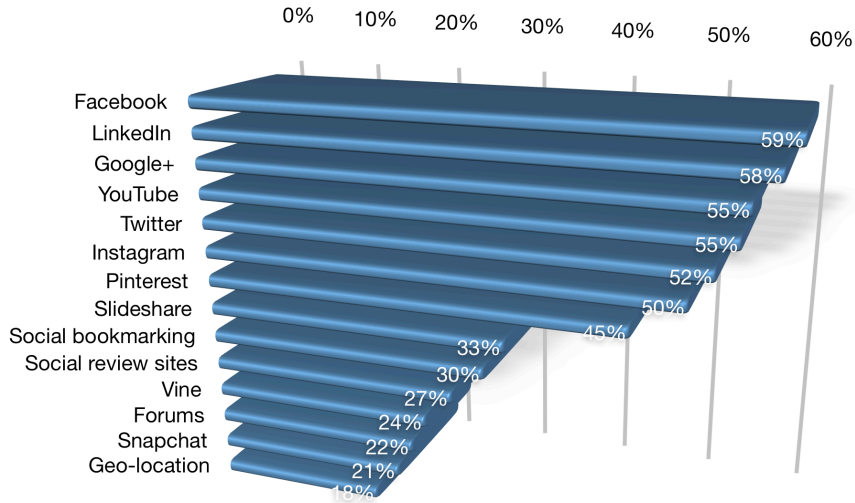
Marketers with less than 12 months social media experience:

Facebook (78%), LinkedIn (66%) and Twitter (64%) are the top social networks new social media marketers want to learn about.

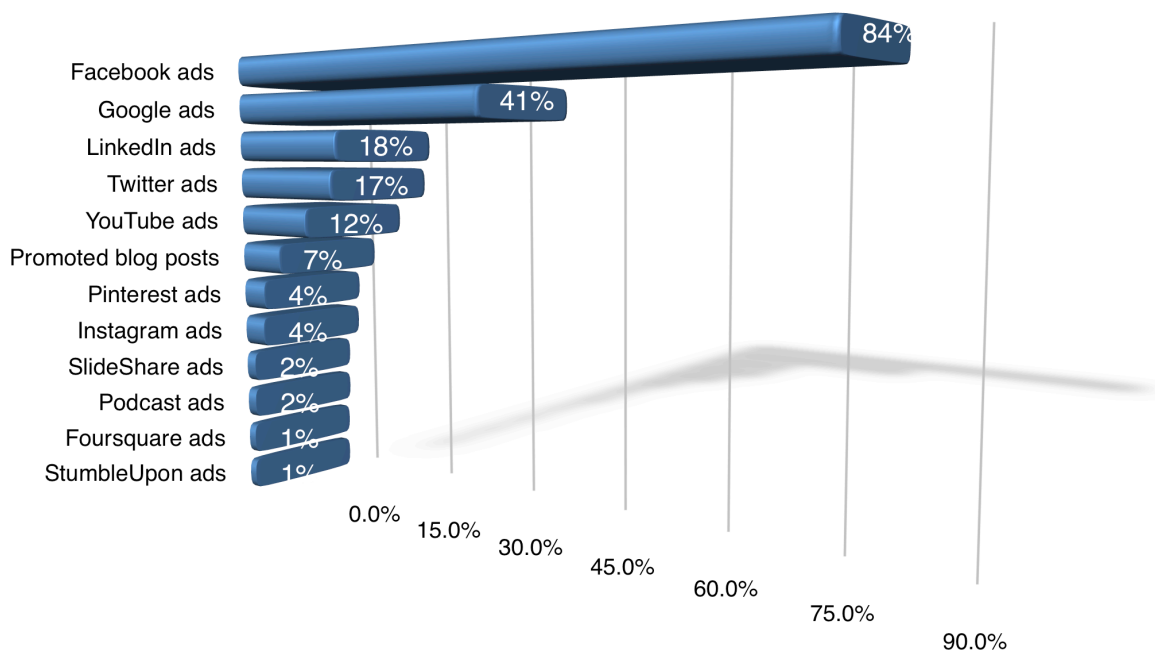


Marketers with 3+ years social media experience:

For experienced pros, Facebook (59%) still tops the list, followed by LinkedIn (58%) and Google+ (55%). It's interesting to note that in 2014, Google+ took the top spot with 64%.



Paid social media



We asked marketers to identify which forms of paid social media they regularly use.

The overwhelming majority use Facebook ads (84%), followed by Google ads (41%) and LinkedIn ads (18%). Facebook ads dropped from 90% in 2014 and LinkedIn ads dropped from 20%.

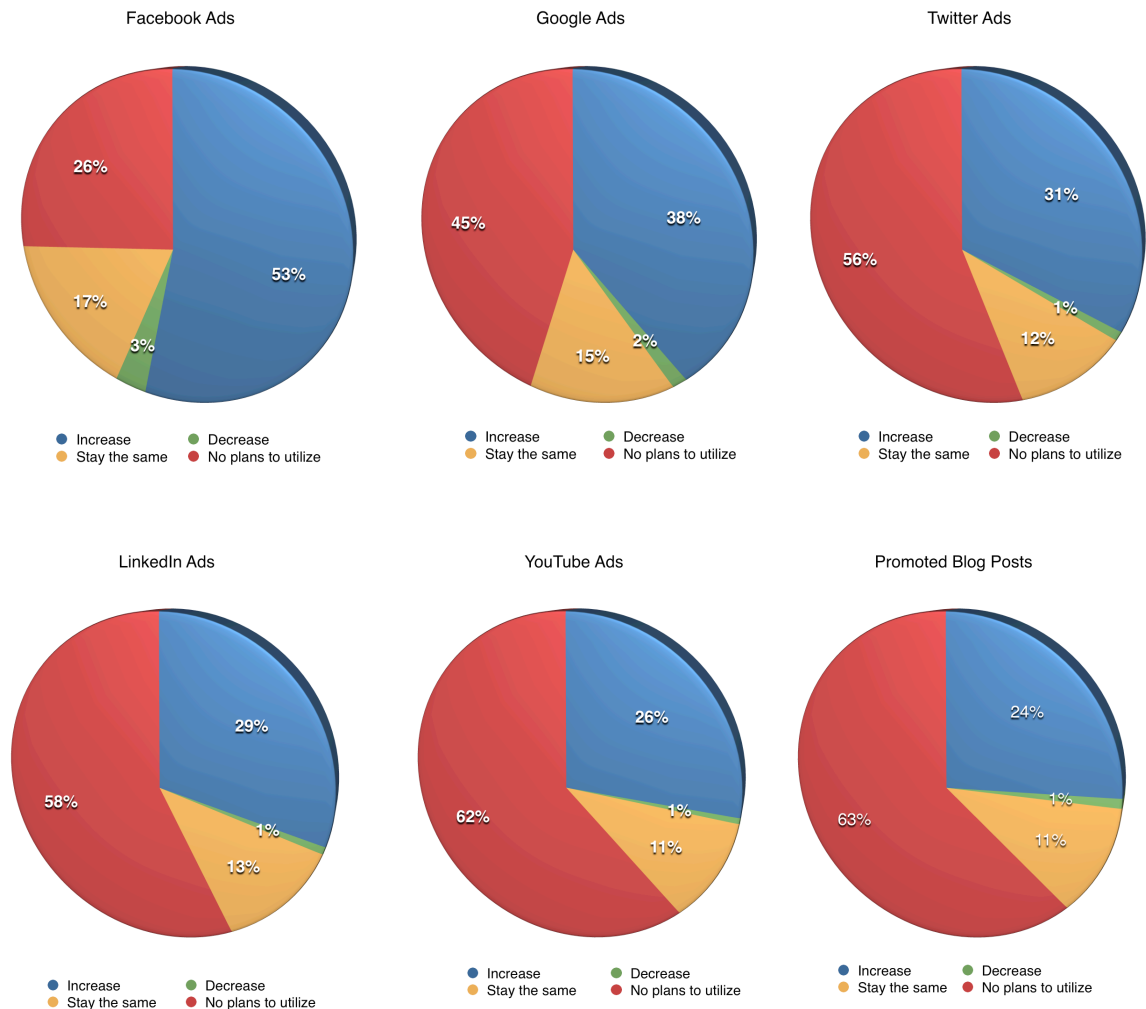
B2C marketers are using Facebook ads more (89%) than B2B marketers (75%).

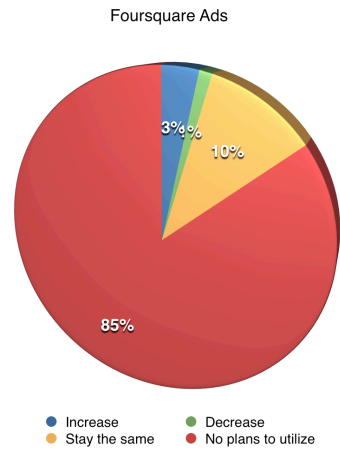
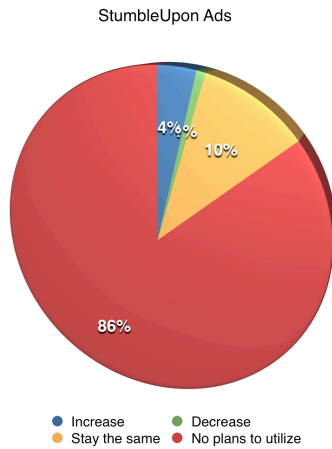
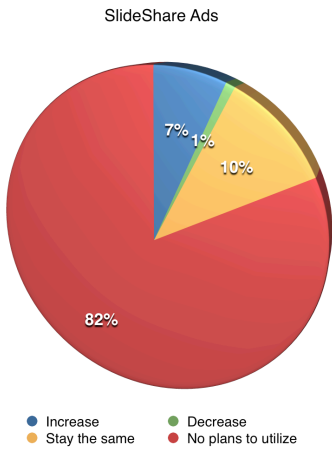
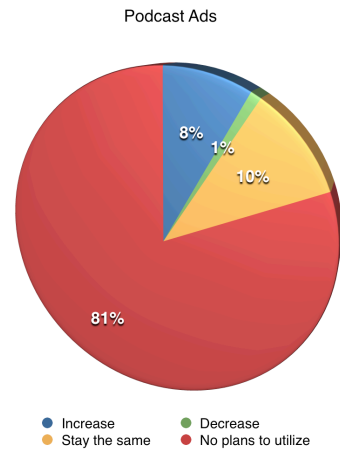
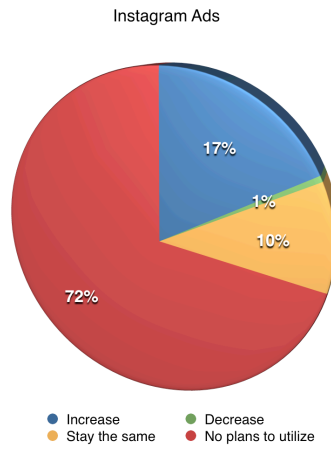
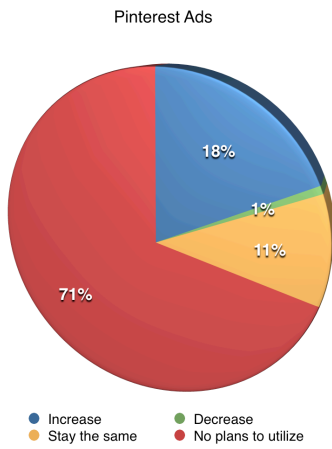
How will marketers change their paid social media activities in 2015?

We asked marketers to indicate how they will change their paid social media use in the near future. Respondents were asked to indicate whether they will increase, decrease, remain the same or not utilize various ad networks.

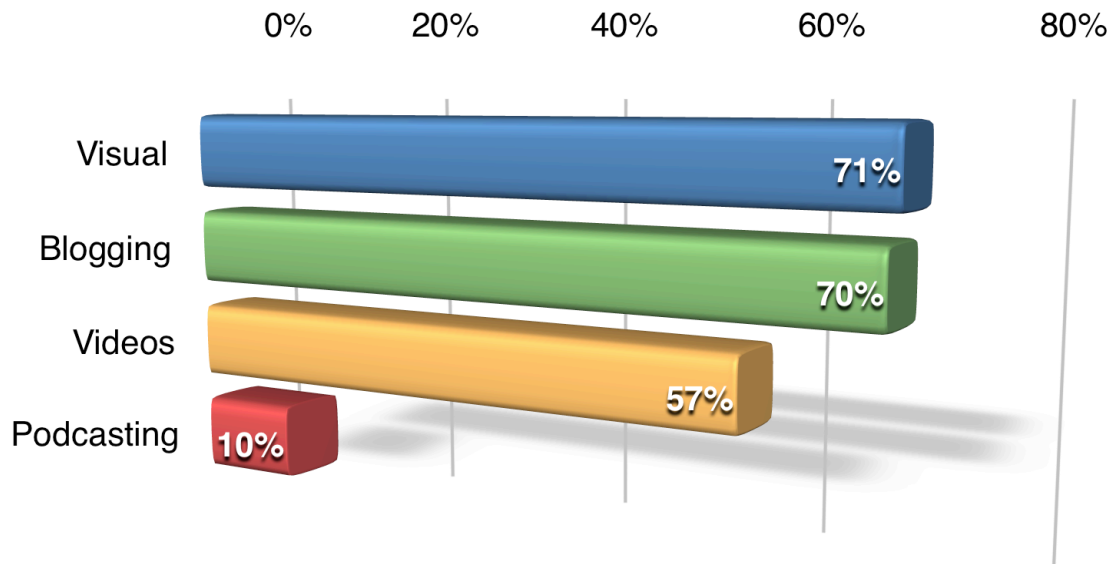
Marketers plan on increasing their use of Facebook ads (53%), Google ads (38%), Twitter ads (31%), LinkedIn ads (29%) and YouTube ads (26%), in that order. A significant 56% said they have no plans to utilize Twitter ads.

Note: We rounded the results on the following pages, but ranked the order based on results that are not rounded. Here is a breakdown by ad network:





Commonly used types of content



We asked marketers to identify the types of content they use in their social media marketing.

A large percentage (71%) use visual assets in their social media marketing. Close behind was blogging (70%).

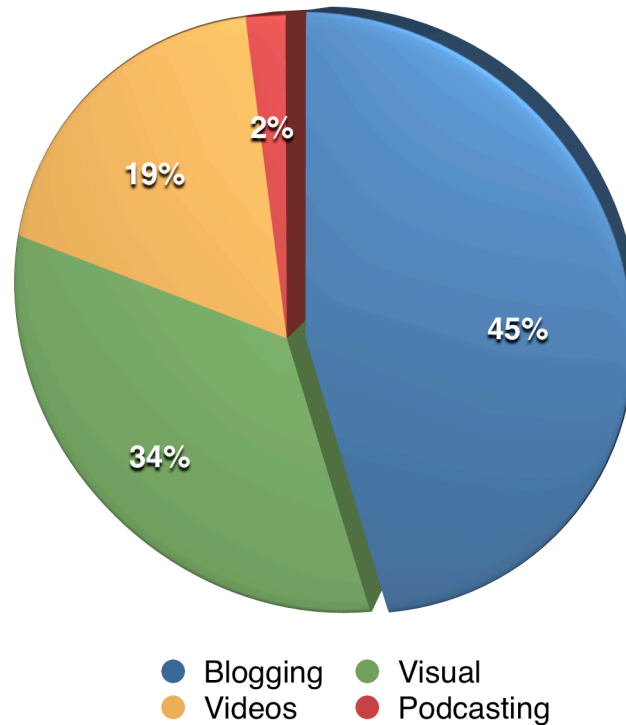
Podcasting is only used by 10% of marketers and represents an opportunity.

B2B marketers are much more likely to use blogging (77%) when compared to B2C marketers (64%).

Podcasting is also more common among B2B (12%) than B2C (9%).

The self-employed are more likely to use blogging (79%) than businesses with 1000+ employees (54%).

The most important content for marketers is...



We asked marketers to select the single most important form of content for their business. Only one choice was allowed.

Nearly half of marketers (45%) selected blogging as their most important content, followed by visual assets (34%) and then videos (19%). This chart clearly reveals the importance of the written word.

Blogging is more important for B2B marketers (57% say it is the most important) than B2C marketers (39% claim it is most important). B2C marketers place more importance on visual content (40% say it is the most important) than B2B marketers (only 24% claim it is most important).

For self-employed marketers, 57% said blogging was the most important, compared to only 29% of those at businesses with more than 1000 employees.

How will marketers change their future content activities?

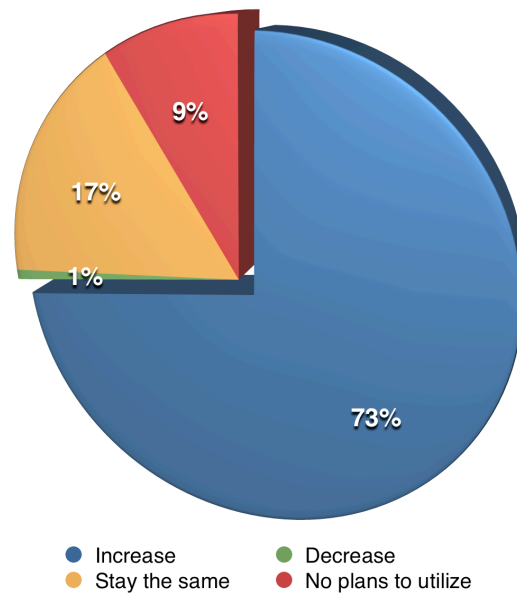
We asked marketers to indicate how they will change their use of content in the near future. Respondents were asked to indicate whether they will increase, decrease, remain the same or not utilize various forms of content.

Marketers plan to increase their use of visuals (73%), videos (72%), blogging (69%) and podcasting (26%), in that order.

Here is a breakdown by form of content:

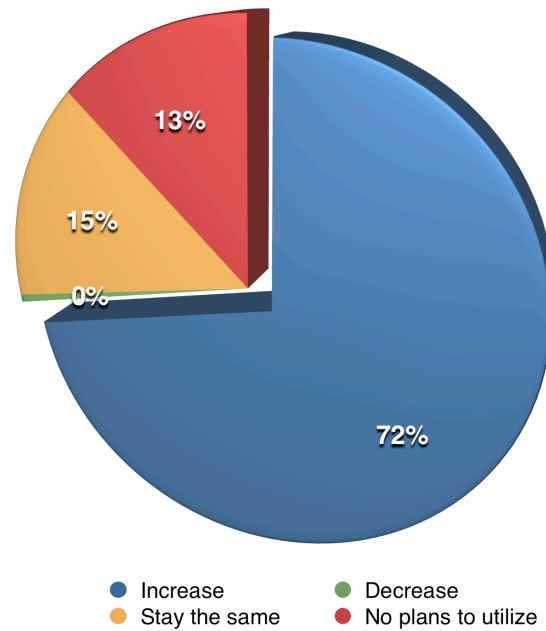
#1: Visuals

The use of visuals is a key part of most marketers' plans in 2015, with 73% planning on increasing their use of visual images.



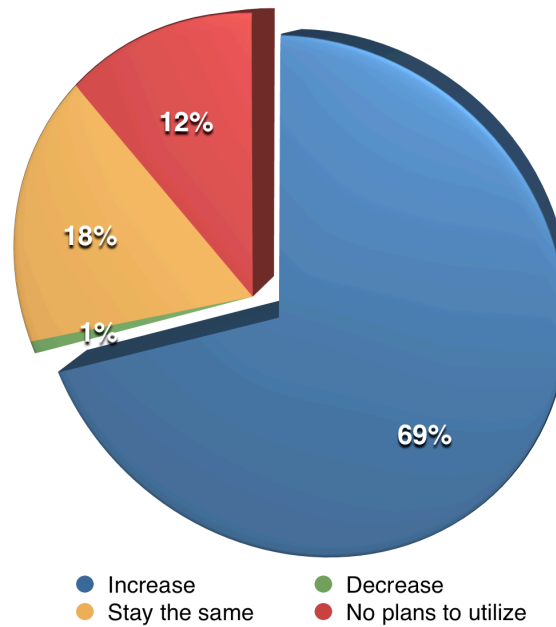
#2: Videos

Video is a large area of focus for marketers. Nearly 3 in 4 plan on increasing their use of videos.



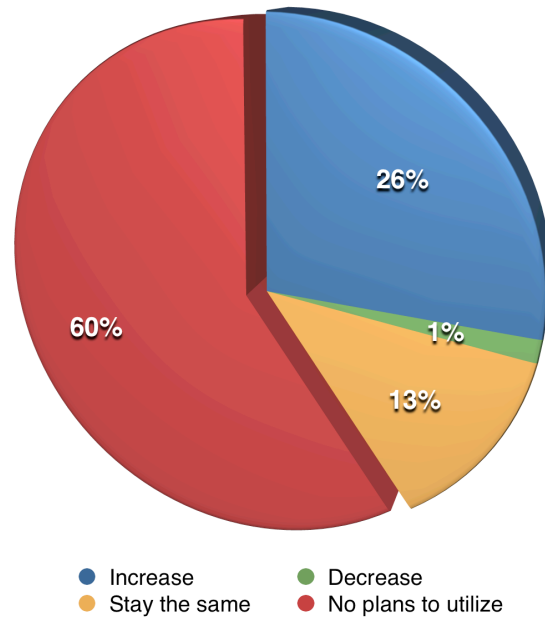
#3: Blogging

The written word is still important for marketers. A significant 69% of marketers plan on increasing their use of blogs.

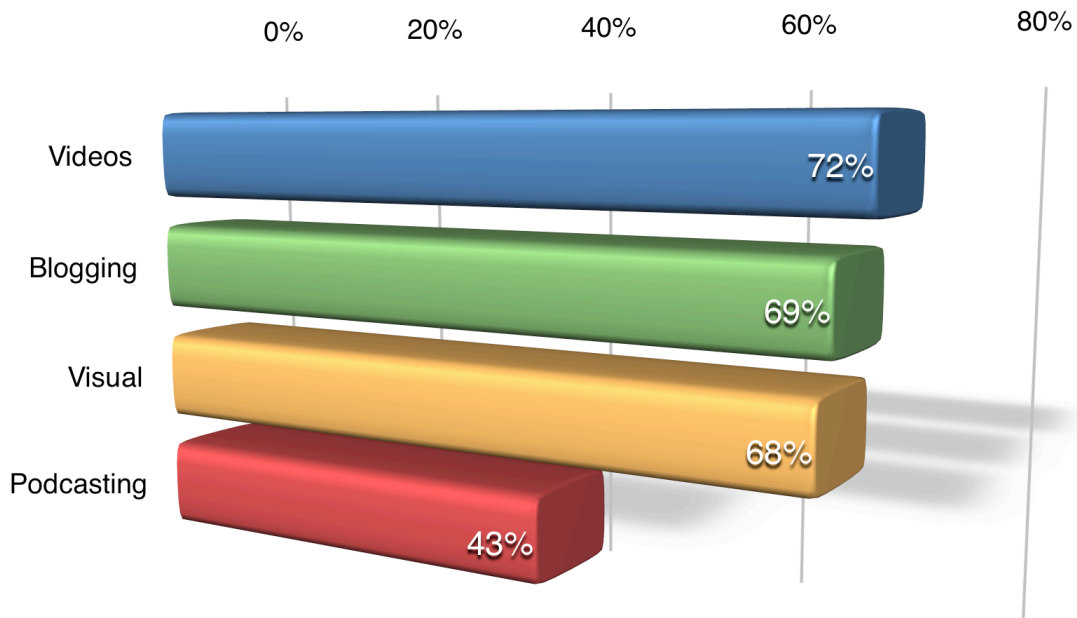


#4: Podcasting

Only 26% of marketers plan on increasing their use of podcasting and a significant 60% have no plans to get involved in podcasting.

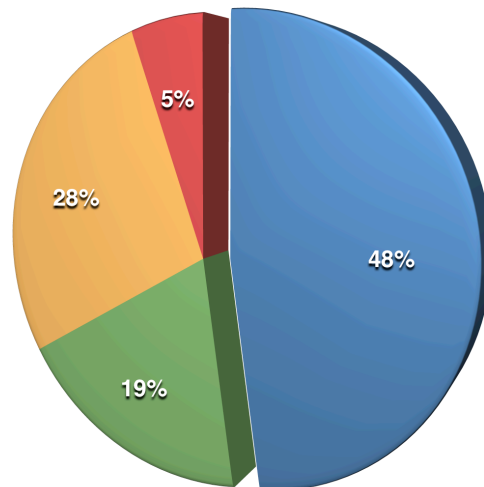


Content forms marketers want to learn more about



We asked marketers which forms of content they most want to learn more about. **Creating videos took first place as the area marketers most want to learn about,** followed by blogging and creating visuals.

How marketers respond to new social networks



- I am skeptical and wait and see what happens
- I only register my handle/username on the social network
- I try to engage on the network, but don't evangelize my presence there
- I actively engage and evangelize my presence on the network

We asked social media marketers what they do when a new social network comes on the scene. The vast majority of marketers (67%) does nothing or only registers usernames.

Only 5% of marketers actively adopt new social platforms.

Survey participant demographics

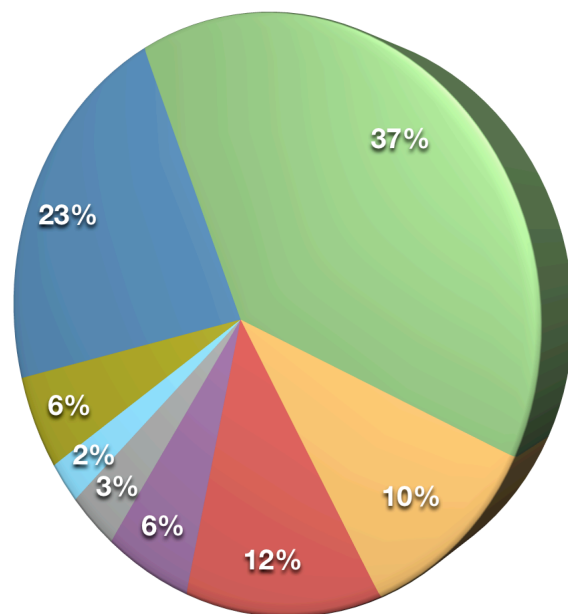
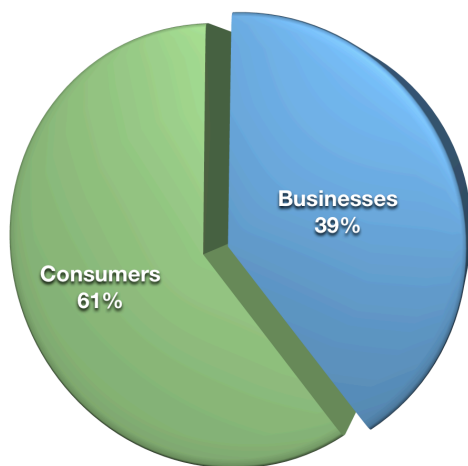
We leveraged email and social media to find participants for our survey. We conducted this survey in January 2015 by emailing a list of 330,000 marketers and asking them to take the survey. On completion of the survey, we asked participants to tweet about the survey. After 5 days, we closed the survey with **3720 participants**.

Here are the demographic breakdowns:

Survey participants

The largest group that took the survey works for small businesses of 2–10 employees (37%), followed by the self-employed (23%). Seventeen percent of people taking the survey work for businesses with 100 or more employees.

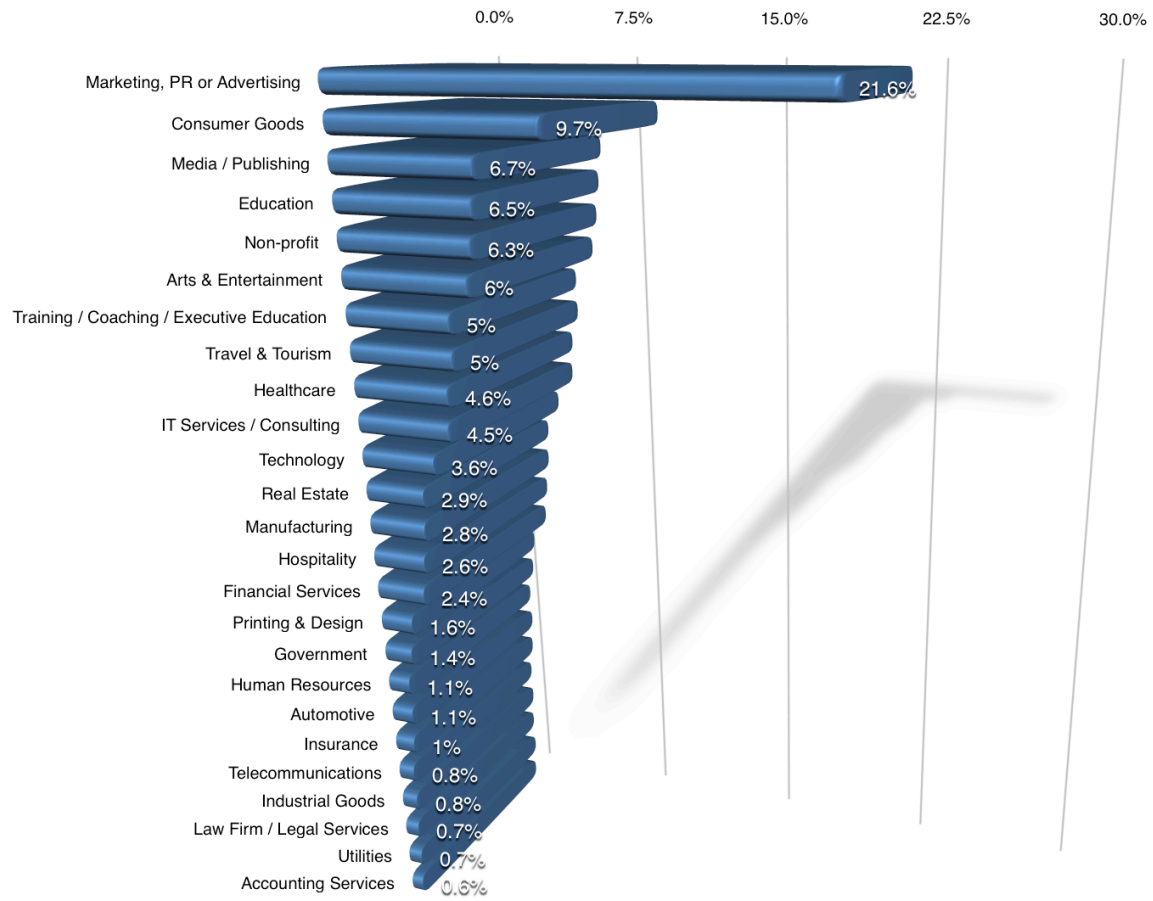
More than half (61%) of survey participants focus primarily on attracting consumers (B2C) and the other 39% primarily target businesses (B2B).



- 1 person
- 2-10 people
- 11 to 25 people
- 26-99 people
- 100-249 people
- 250-499 people
- 500-999 people
- 1000+ people

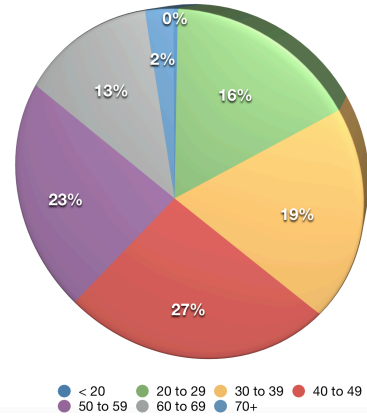
Industry

Below are the different industries of survey participants.



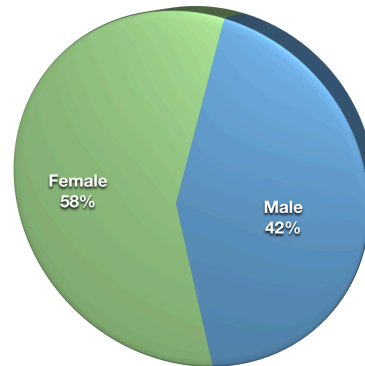
Age of participants

Most survey participants (69%) were between the ages of 30 and 59. The median age was 40 to 49.



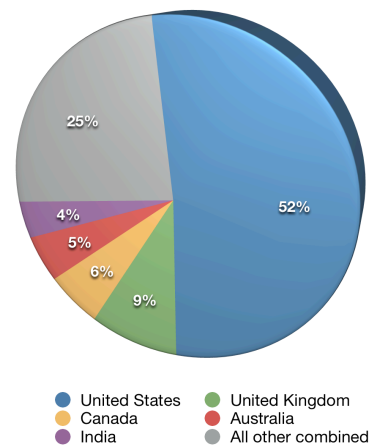
Gender

Females edged out males, representing 58% of all participants.



Country

Most participants (52%) were based in the United States, followed by United Kingdom (9%), Canada (6%) and Australia (5%).



About Michael A. Stelzner

Michael Stelzner is the **founder of Social Media Examiner**, author of the books *Launch* and *Writing White Papers* and host of the **Social Media Marketing podcast**—a top 10 marketing podcast on iTunes.

Social Media Examiner® is one of the world's largest business blogs, helping millions of businesses discover how to best use social media. Nearly 400,000 people receive Social Media Examiner's original content in their email inbox daily.

Social Media Examiner also hosts the largest social media marketing conference, **Social Media Marketing World**.

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