Social media has changed what was once a one-way flow of information between companies and individuals. An increasing number of consumers expect real-time response and engagement from brands they interact with.

**Social Media Marketing**

Social media platforms like Facebook and Snapchat are embracing new and native ways to serve ads to users. As of March 2016, Facebook had 3 million advertisers, with 79% of ad revenue coming from mobile. While Facebook, Instagram, and Snapchat are innovating native ways to serve ads, like Instagram sponsored posts compared to Facebook, there is a 50% increase from 2015, with Snapchat Stories serving ads in the fastest-growing social channel.

**Advertising on Social Media**

Advertisers can accurately measure the number of purchases made due to the advertisements being served. The new “customer metrics” feature, which offers more choice and gives advertisers control over what data is used to calculate each campaign. This data can then be exported with a click of a button for easy report-sharing.

**Facebook Live Launches**

This new product gives marketers the chance to engage in real time. People spend 3x longer watching Facebook live time than prerecorded video.

**Facebook Advertising Statistics**

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**Social Lead Ads Help Advertisers**

Social media platforms like Facebook social lead ads intensify the process of gathering information from potential customers. Visitors who click on a lead ad see a form already filled out with information they’ve shared with Facebook, letting them easily complete and submit the form. Social lead ads streamline the process of gathering information from potential customers. Visitors who click on a lead ad see a form already filled out with information they’ve shared with Facebook, letting them easily complete and submit the form.

**Social Advertising Keeps Growing**

Social advertising has become a company’s bottom line. 54% of B2B marketers generated leads from social, and 72% of brand followers on Twitter are more likely to buy from that brand.

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**Snapchat Gets Huge Views**

Snapchat, the fastest growing social channel, saw revenue in Snapchat Stories with 10 billion daily views.

**State of Social Media**

A look at the top trends shaping the world of social media marketing.

**IMPROVING SOCIAL STRATEGY AND FOCUSING ON CONSUMER EXPERIENCE IS CRITICAL**

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**FOR THOSE WITH A STRONG PLAN, SOCIAL PROVIDES NEW TOOLS TO CONNECT**

Improving engagement, measurement, and conversion capabilities is a priority for platforms to ensure advertisers continue to grow their social investment.

**AND ALTOGETHER SOCIAL IS WORKING**

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**Twitter Rolls Out a New Ad Management Platform**

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**Social Selling is Now a Thing**

McKinsey’s “Buy Button” offers a one-click function for consumers to purchase an item directly from an advertisement. “Buy Buttons,” offer a one-click function for consumers to purchase an item directly from an advertisement.

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