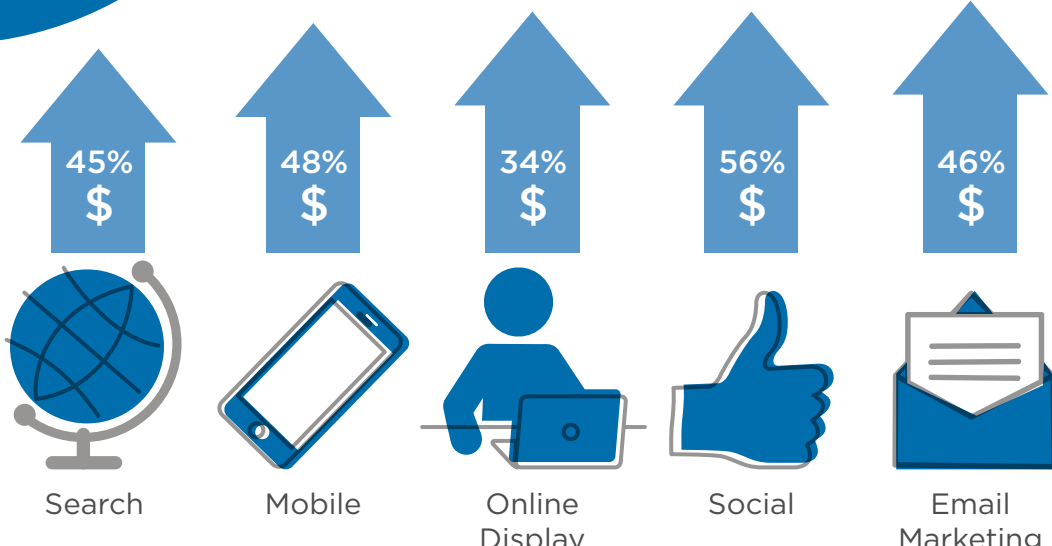


STATE OF SOCIAL MEDIA

A LOOK AT THE TOP TRENDS SHAPING THE WORLD OF SOCIAL MEDIA MARKETING

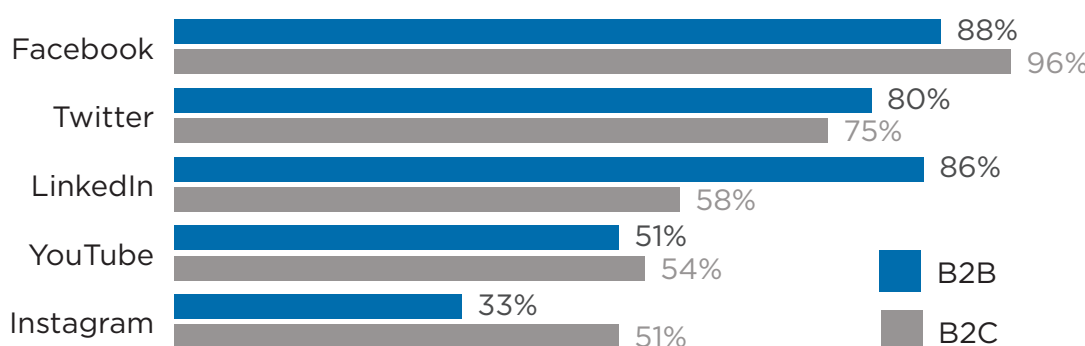
MARKETING IS SHIFTING TO SOCIAL

Marketers are investing more of their overall budget in social media, email and mobile.



MARKETERS THAT PLANNED SPENDING INCREASES FOR 2017¹

And while B2C and B2B businesses differ in how they prioritize across social platforms, the big three dominate among all marketers.



SOCIAL PLATFORMS USED BY B2B VERSUS B2C²

But up-and-comers are innovating to be more competitive. Social media platforms like Instagram and Snapchat are embracing new and native ways to serve ads to users.



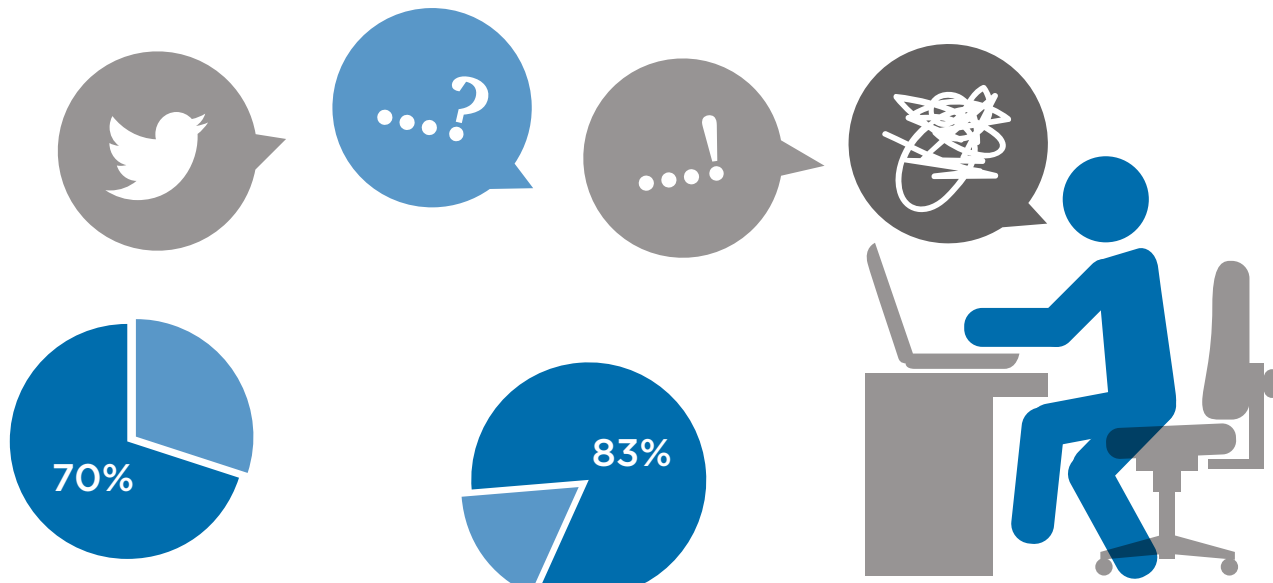
INSTAGRAM EMBRACES ADS
There is a **15x higher engagement rate** on Instagram sponsored posts compared to Facebook.³



SNAPCHAT GETS HUGE VIEWS
Snapchat, the fastest growing social channel, is now serving ads in Snapchat Stories with **10 billion daily video views**.⁴

IMPROVING SOCIAL STRATEGY AND FOCUSING ON CONSUMER EXPERIENCE IS CRITICAL

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.



CUSTOMERS REACH OUT FOR HELP...
70% of Twitter users expect a response from brands they contact directly via tweets.⁵

BUT MARKETERS FAIL TO ENGAGE.
83% ignore their customers' questions, while the rest are making people wait an average of 12 hours to get a response.⁶

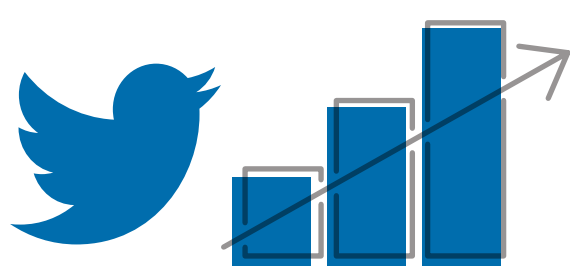
FOR THOSE WITH A STRONG PLAN, SOCIAL PROVIDES NEW TOOLS TO CONNECT

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



FACEBOOK LIVE LAUNCHES
This new product gives marketers the chance to engage in real time. **People spend 3x longer watching Facebook Live video** than prerecorded video.⁷

SOCIAL LEAD ADS HELP ADVERTISERS SIGN UP POTENTIAL CUSTOMERS
Facebook social lead ads streamline the process of gathering information from potential customers. Visitors who click a lead ad see a form already filled out with information they've shared with Facebook, letting them easily complete and submit the form.⁸



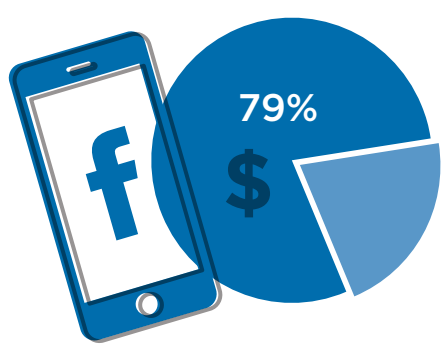
TWITTER ROLLS OUT A NEW AD MANAGEMENT PLATFORM
Through the new "custom metrics" feature, **advertisers can now pick and choose the metrics** they would like measured for each campaign. This data can then be exported with a click of a button for easy report-sharing.⁹

SOCIAL SELLING IS NOW A THING
"Buy Buttons," offer a one-click function for consumers to purchase an item directly from an advertisement. **Advertisers can accurately measure the number of purchases** made due to the advertisements being served.¹⁰



AND ALTOGETHER SOCIAL IS WORKING

Social has proven benefits to 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**.¹¹



SOCIAL ADVERTISING KEEPS GROWING
As of March 2016, **Facebook had 3 million advertisers**, a 50% increase from 2015,¹² with 79% of ad revenue coming from mobile.¹³

WANT TO TURN THESE TRENDS INTO REAL PLANS? OUR DIGITAL MARKETING EXPERTS ARE HERE TO TAKE YOUR SOCIAL MEDIA STRATEGY TO THE NEXT LEVEL. CONTACT 718.816.2804 OR EMAIL DISPLAY@SIADVANCE.COM. LEARN MORE AT STATENISLANDMEDIAGROUP.COM.

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