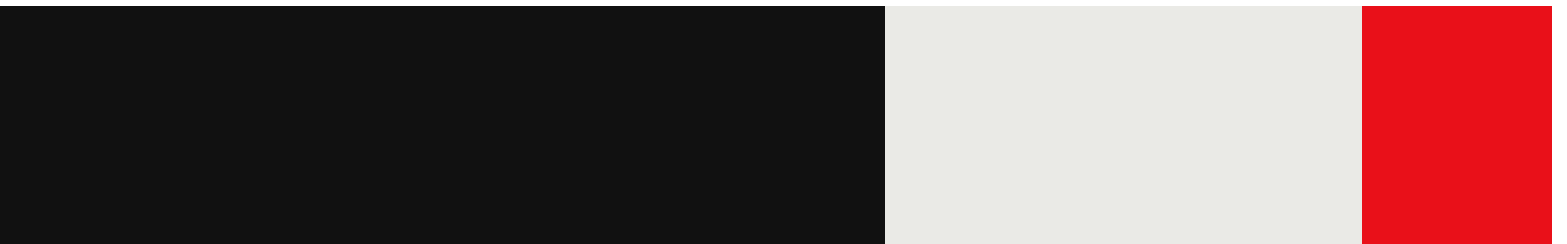


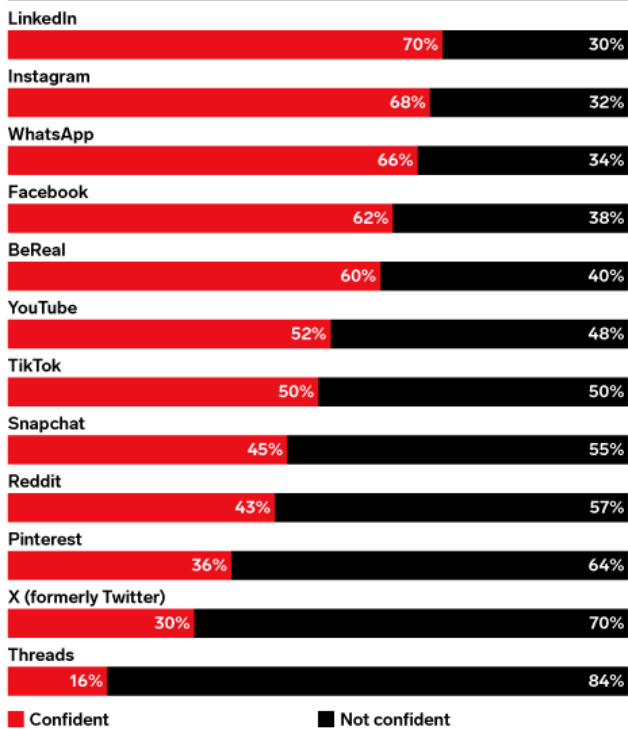
Marketers confident in LinkedIn's ability to deliver positive ROI

Article



Confidence Level of Marketers Worldwide That Social Media Platforms Deliver a Positive Return on Investment (ROI) for Their Company, Aug 2023

% of respondents



Note: n=3,891

Source: Hootsuite, "2024 Social Trends Report," Nov 14, 2023

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Key stat: LinkedIn is the social platform the most marketers worldwide (70%) are confident will deliver a positive ROI, per an August 2023 survey from Hootsuite.

Beyond the chart:

- LinkedIn's US ad revenues will rise 13.9% to reach \$4.51 billion this year, per our forecast
- A longtime staple of B2B marketing, LinkedIn has been gaining more popularity among B2C marketers as the platform introduces new ad formats and promises a brand-safe environment, according to our [LinkedIn Marketing 2024](#) report.
- Creators are also ramping up their involvement on LinkedIn, diversifying their revenue streams so they're not dependent on one specific platform, per our report.

Use this chart:

- Demonstrate the effectiveness of LinkedIn ads.

- Assess platforms for best ROI

More like this:

- Brands are still investing big in sponsored content on social media
- Cooking is the most popular form of influencer content on social media
- Social media marketers urge others to prepare, not panic, for TikTok ban
- Social media is a core part of young people's lives

Note: Respondents were asked, "How confident are you that each of the following social platforms delivers a positive return on investment for your organization?"

Methodology: Data is from the November 2023 Hootsuite "2024 Social Trends Report." 4,281 marketers and 4,508 consumers worldwide were surveyed during August 2023.