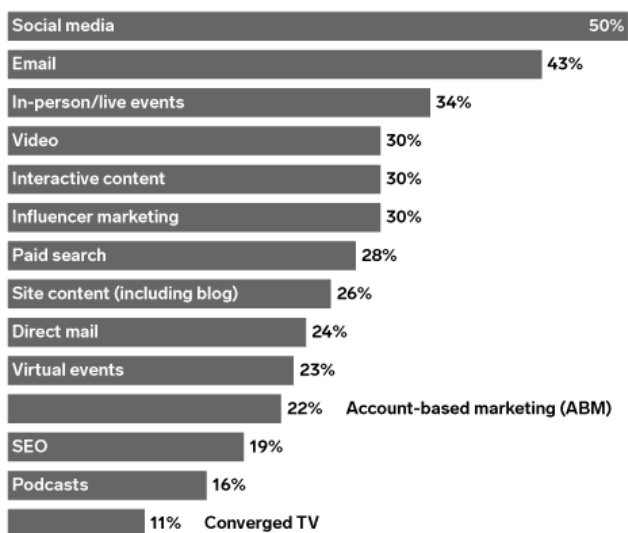# Social media most effective upper-funnel marketing tactic for B2B marketers

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.

Marketing Tactics That Contribute Most to Achieving Top-of-Funnel According to US B2B Marketers, April 2023
% of respondents

Tactic	%
Social media	50%
Email	43%
In-person/live events	34%
Video	30%
Interactive content	30%
Influencer marketing	30%
Paid search	28%
Site content (including blog)	26%
Direct mail	24%
Virtual events	23%
Account-based marketing (ABM)	22%
SEO	19%
Podcasts	16%
Converged TV	11%

Source: Ascend2, "2023 State of B2B Digital Marketing" commissioned by Wpromote, May 26, 2023

282105   eMarketer | InsiderIntelligence.com

Key stat: Half of US B2B marketers say that social media contributes most to achieving top-of-funnel goals, per Ascend2. Email (43%) and in-person/live events (34%) were the second- and third-most effective top-of-funnel tactics.

Beyond the chart:

- Millennials and Gen Zers are becoming more dominant in the B2B buying process, expecting digital-first experiences that mirror their B2C journeys, according to our "B2B Marketing Trends to Watch for 2023" report.

- Digital formats will account for nearly half (47.0%) of US B2B ad spend, which will reach $35.02 billion this year, per our forecast.

Use this chart:

- Illustrate why B2B brands should be on social media.
- Allocate digital marketing spend.
- Justify investment in in-person events.

More like this:

- LinkedIn ushers in new efficiencies with AI-generated copy suggestions
- TikTok, AI, and beyond: 6 social strategy takeaways from marketing pros
- 3 tips for a successful marketing mix modeling strategy
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- 6/9 - Make it discount
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- 6/6 - App-y shopping

Methodology: Data is from a May 2023 Ascend2 report titled "2023 State of B2B Digital Marketing" commissioned by Wpromote. 348 US B2B marketers were surveyed during April 2023. Respondents were from companies with 50 or more employees in a job role of VP/director/manager (49%), owner/partner/C-level (31%) or non-management professional (20%) with annual revenues of less than $10 million (22%), $10-100 million (43%) $100 million-$1 billion (25%), or over $1 billion (10%).