

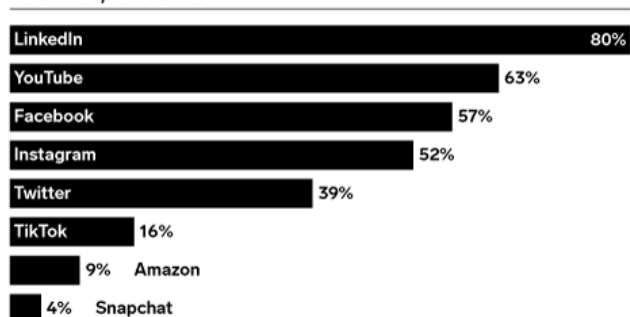
LinkedIn is the social platform of choice for B2B marketers worldwide

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](#).

Social Platforms They/Their Client Used According to B2B Marketers Worldwide, May 2023

% of respondents



Note: n=1,577; in the past year

Source: LinkedIn, "The B2B Marketing Benchmark" conducted by Ipsos, June 7, 2023

282285

Insider Intelligence | eMarketer

Key stat: LinkedIn is the social platform most commonly used by B2B marketers and their clients worldwide, according to a LinkedIn survey conducted by Ipsos. YouTube takes second place, followed by Facebook and Instagram.

Beyond the chart:

- Nearly 76 million US adults will use LinkedIn this year, representing 22.3% of the population, according to our forecast.
- LinkedIn ad revenues per user will grow 4.5% in 2023 to reach \$54.81 dollars per person, less than YouTube (a gross total of \$64.69 per user), Facebook (\$157.56 per user), and Instagram (\$174.74 per user).
- B2B audiences use YouTube to learn about everything from emerging tech to what it's like to work at a certain company, said John Chleborad, global head of advertising and social media at Accenture, per our [B2B Social Media Marketing](#) report.

Use this chart:

- Justify exploring new social media platforms for B2B marketing efforts.
- Identify where to allocate social spend across platforms.
- Build out a YouTube marketing strategy.

More like this:

- [Social media most effective upper-funnel marketing tactic for B2B marketers](#)

- LinkedIn ushers in new efficiencies with AI-generated copy suggestions
- Amazon sees massive growth potential in B2B ecommerce
- **B2B Social Media Marketing** (*Insider Intelligence subscription required*)

More Chart of the Day:

- 7/11 - **Just in Prime**
- 7/10 - **Prime expectations**
- 7/7 - **Gen Z's mind over matter**
- 7/6 - **Beauty on a budget**
- 7/5 - **Making ad-justments**

Methodology: Data is from the June 2023 LinkedIn report "The B2B Marketing Benchmark" conducted by Ipsos. 1,954 B2B marketers worldwide from various industries were surveyed during March 24-May 5, 2023 by Ipsos. Respondents were marketing leaders and CFOs with job title of C-level executives (n=751) or Senior Manager/Director/VP/President (n=1,203).