

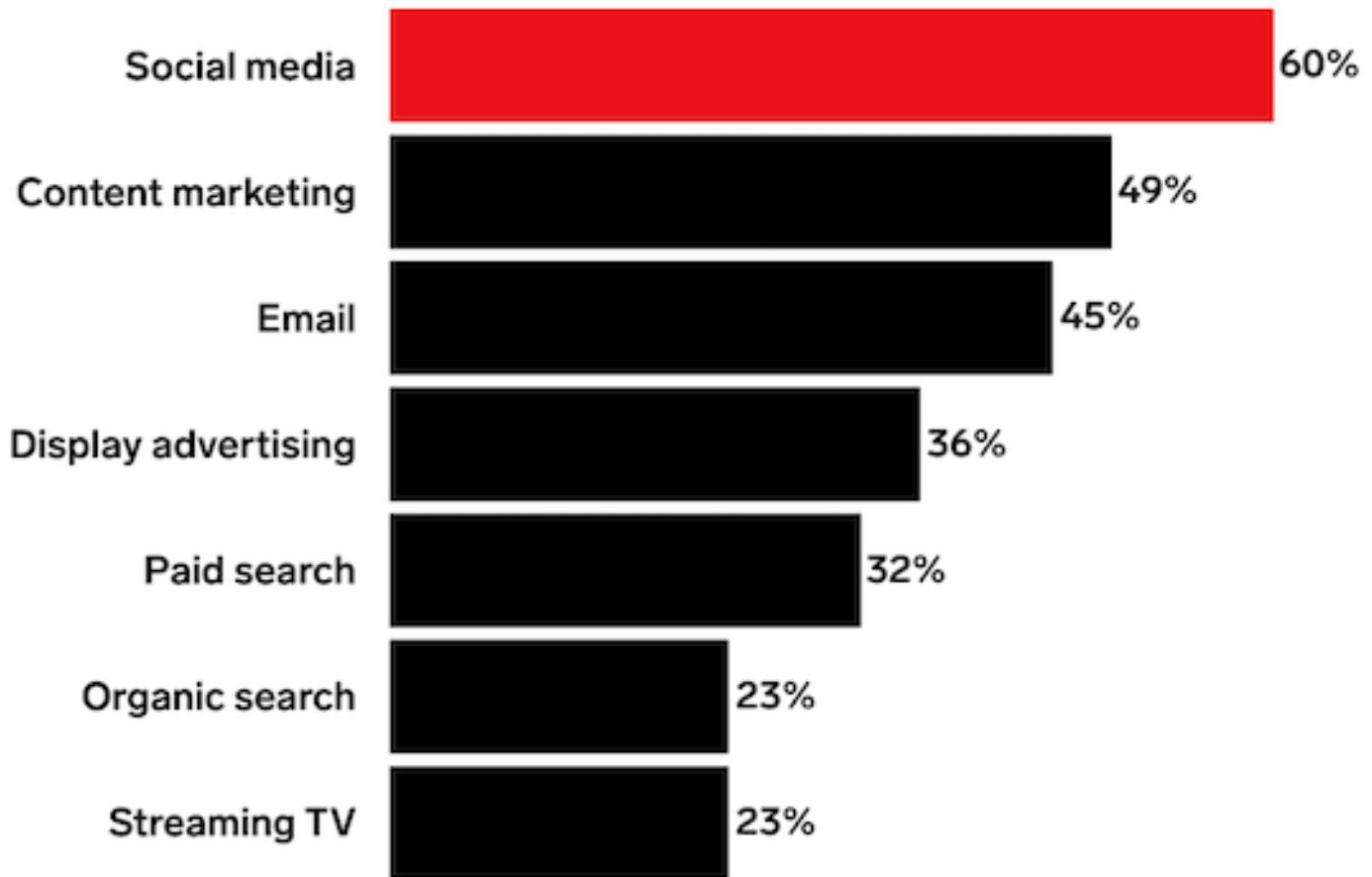
B2B marketers say social media drives revenues

Article

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Social Media Is the Most Effective B2B Channel for Driving Revenues in 2023

% of US B2B marketers, April 2023



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

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eMarketer | InsiderIntelligence.com

Key stat: Social media is the most effective B2B channel for driving revenues in 2023, according to 60% of US B2B marketers, per Wpromote and Ascend2.

Beyond the chart:

- Younger B2B buyers are driving digital-first marketing strategies as they become more engaged in the buying process, according to our [2023 B2B Social Media Marketing](#) report.

- While LinkedIn is the most popular social network used by B2B marketers worldwide, video-based platforms like YouTube and TikTok are also good for engaging B2B buyers, especially younger ones.

Use this chart:

- Justify diverse ad spend on social media platforms.
- Advocate for B2B marketers to try more video-focused social strategies.
- Illustrate why B2B marketers need to be on LinkedIn.

More like this:

- [B2B Social Media Marketing](#) (Insider Intelligence subscription required)
- [Younger B2B buyers are the main reason marketers need to refresh their social media marketing strategies](#)
- [LinkedIn ushers in new efficiencies with AI-generated copy suggestions](#)
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