

The Benefits of Social Media for Your Marketing



*Still not convinced social media can help your lead generation and nurturing efforts? These stats from **Social Media Examiner's 2014 Social Media Marketing Industry Report** may convince you otherwise.*

77% of B2C social media marketers said they believe they can grow a loyal fan base through their social accounts.

In 2014, roughly two-thirds of marketers indicated they plan to use Facebook, Twitter, and YouTube more in their marketing.

Nine in 10 marketing professionals noted their social media marketing efforts led to increased exposure for their brands.

92% of marketers deemed social media vital to their overall marketing strategies — an increase from 86% the year before.