

# The Social Media Revolution is just beginning

And even if you are a B2B company, social media is becoming more and more relevant by the day.

**67% of B2B**  
Business-to-business

**41% of B2C**  
Business-to-consumer

Have acquired a customer through Facebook.

Depending on your company's target market, >>>



**A SOCIAL MEDIA PRESENCE** on some or all of the following platforms is recommended :



Facebook

**955** million  
monthly active users

Largest age bracket of users are the **18-24**

monthly active users  
via mobile **543** million

FB users vs Cars  
**800** million vs **750** million

**7.250** million photos are uploaded to Facebook daily



Twitter

**140** million active users

**55%** of tweeters tweet via mobile

**36%** tweet at least once per day

**750** tweets every second

**67%** of users are more likely to BUY from brands they follow



LinkedIn

**187** million registered users

**2.6** million companies use LinkedIn

**50%** of users possess at least a bachelor's or graduate degree

There are more than **1** million LinkedIn groups

LinkedIn is the most important social network for B2B marketers



YouTube

**800** over million unique users per month

**500** tweets per minute contain a YouTube link

**1** minute = **2.8** million videos viewed

YouTube mobile gets over **600** million views a day



Google+

**170** million active users

The average age of users is **28** years old

**70%** of users are male

Two of the biggest user groups are:

College students & Software developers



Pinterest

**21** million unique visitors

Average time on site **16:40**

**83%** of users are female

Most popular categories

Fashion, Dessert, Clothes, Birthdays

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