

The Social Media Audience Insights Report

Cutting Through the Clutter

When it comes to marketing your business online, there are so many options. Too many, really.

What happens usually is that the onslaught of people pushing the latest shiny widget, well, it causes a lot of business owners to bounce around from idea to idea. Shiny object syndrome is something we've all experienced. Eventually, it creates paralysis.

Consider these graphics from a recent study conducted by SocialMediaToday:

- [22% of the world's population](#) is made up of active Facebook users, including 68% of adults in the United States.
- Facebook is also useful in the B2B realm—73% of people say they use Facebook for professional purposes.

But Facebook is no longer the only game in town.

LinkedIn has a highly-qualified audience and their ad platform continues to make new additions making it easier for advertisers to get their message in front of their high-ticket users.

But...like all things it comes down to having the right strategy to convert that audience into leads & appointments and eventually clients.

Analytics firms Kissmetrics recently found that over 80% of B2B Leads generated from social media came through LinkedIn.

Clearly, there are a ton of choices when deciding how you are going to grow your business, get more clients, and breakthrough the sales plateau. The list is truly endless.

If you're feeling a little overwhelmed, you're not alone. But this report and the accompanying video series will show you EXACTLY where to focus your energy and marketing budget!

Through our work with clients targeting high-ticket clients through online and social media platforms, we've found the most cost-efficient routes to scale your business with social media...

Here's the truth: Your audience IS on social media. Between Facebook and LinkedIn, there are now over 3 billion people that are on there frequently, so if you're wondering if you can find your audience this way... if they use the internet, there is a high chance they can be found on these platforms.

Facebook is almost universally considered to be the dominant player online. But it's not only for cat videos and photos of your nieces and nephews these days.

Let me set your mind at ease and tell you that decision-makers exist on Facebook as well. In fact Facebook has found ***decision makers are 2.2x more likely to be daily users than non-decision makers. And there are over 70 million businesses on Facebook.***

So to discount either LinkedIn or Facebook entirely would be a massive mistake and result in opportunities left on the table.

A Roadmap for the Process that Works

The results these people are seeing are very consistent with our findings. In fact, in the 6 years that we have been managing LinkedIn lead generation campaigns for clients across the globe, we've found a few core practices generate the vast majority of results.

The 5, 6 and multi-7 figure deals that our clients have generated have all come from a combination of the strategies these business owners report having success with.

We've identified a process that we'll be going through in this video series that we call the S.C.A.L.E Blueprint.

It's a set of 5 key elements that we'll be sharing with you that some of the most high-growth businesses have utilized to scale their lead generation and appointment-setting processes with social media.

So...Who's on Facebook Anyways?

Decisionmakers

Through Facebook's reports they've found that decision-makers in both the B2B and B2C spaces are 2.2x more likely to use their platform daily when compared to non-decision makers.

More specifically, we've identified some of the most common decision-makers our clients come across when implementing our system.

- ❖ 57 million+ CEOs - Worldwide

- ❖ 6 million CEOs in the US
- ❖ 710,000 CEOs in the UK
- ❖ 450,000 CEOs in Australia
- ❖ 450,000 CEOs in Canada



C-Suite

- ❖ 7.2 Million Business Owners Worldwide
- ❖ 3.4 Million CFOs
- ❖ 1.3 Million CMOs
- ❖ 1.2 Million COOs
- ❖ 1.5 Million CIOs
- ❖ 1.8 Million CTOs

Industry Leaders

- ❖ 15.5 Million in Healthcare
- ❖ 17.4 Million in Construction
- ❖ 10.6 Million in Food and Beverage
- ❖ 36 Million in Management
- ❖ 27 Million in Sales
- ❖ 14.4 Million in Logistics/Transportation
- ❖ 9 Million in IT
- ❖ 11.7 Million in Business and Finance
- ❖ 9.1 Million in Architecture and Engineering
- ❖ 11 Million in Insurance

Interests

- ❖ 1.5 Billion Business and Industry focused
- ❖ 710 Million in Fitness and Wellness
- ❖ 1.4 Billion in Tech
- ❖ 40.8 Million in Small Business Ownership
- ❖ 11.5 Million in Finance

And What About LinkedIn?



Though social media
for B2B marketers come from

LINKEDIN

#1 Social Media Channel

92%
OF B2B MARKETERS
LEVERAGE LINKED IN
OVER ALL OTHER SOCIAL PLATFORMS



The bulk of B2B leads still come from LinkedIn. But in the past that had been relatively limited to the runway you could reach based on how many hours were in the day or because of LinkedIn putting caps on how much prospecting and messaging you can complete.

But with their recent upgrades to their advertising platform, the tables have turned.

LinkedIn is quickly becoming one of the prime platforms for advertisers to get their message in front of the RIGHT prospects.

No matter the prospect - there is a way to target them through a Facebook, LinkedIn or a combination of both.

Stay tuned to the rest of our video series to find out how to effectively use both LinkedIn and Facebook's ad platforms to scale your lead generation and breakthrough.

What's Next?

[Review Video 1 on The Sales Plateau here!](#)

And keep your eye on your inbox for the release of Video 2 in this series on Why Most B2B Companies FAIL with Social Media and What to Do About It!

In that video you'll discover the Single Biggest Lie Most Digital Marketing Agencies Are Selling plus the 5 Keys to the S.C.A.L.E. Blueprint that will allow you to move past the Sales Plateau.