

# 2016 SOCIAL MEDIA 101 FOR BUSINESS

There are **523,000,000** Global User's on Social Media



FACEBOOK CAN INCREASE BRAND ENGAGEMENT BY **176%**

**42%** OF BUSINESSES FIND FACEBOOK VITAL TO THEIR BUSINESS SUCCESS



CUSTOMERS WHO LIKE A PAGE ON FACEBOOK HAVE A **51%** LIKELIHOOD OF MAKING A PURCHASE

Facebook



THE AVERAGE USER SPENDS AT LEAST **1 HOUR** ON FACEBOOK EVERYDAY



**73%** OF ALL USERS ARE ACCESSING FACEBOOK FROM THEIR MOBILE

**1.62 BILLION**

IF IT WERE A COUNTRY IT WOULD BE THE MOST POPULATED IN THE WORLD (AHEAD OF CHINA AND INDIA)



**21%** HIGHER ENGAGEMENT RATE WHEN TWEETS INCLUDE UP TO 2 HASHTAGS



**67%** OF TWITTER USERS ARE MORE LIKELY TO BUY A PRODUCT FROM A BRAND THEY FOLLOW

Twitter



TWEETS THAT INCLUDE HASHTAGS RECEIVE **2X** MORE ENGAGEMENT THAN THOSE WITHOUT



**320 MILLION**

THE MOST POPULATED COUNTRY USING THE UNITED STATES



**68%** OF INSTAGRAM USERS ENGAGE WITH THE BRANDS REGULARLY

POPULAR BRANDS WHO ARE ON INSTAGRAM **93%**



**\$65** AVERAGE ORDER VALUE FROM A PURCHASE MADE THROUGH INSTAGRAM

Instagram



INSTAGRAM HAS **58X** MORE ENGAGEMENT PER FOLLOWER THAN FACEBOOK



**430 MILLION**

THE MOST POPULATED COUNTRY (AHEAD OF INDIA AND CHINA)

UNITED STATES



**80%** CALL-TO-ACTION PINS INCREASE ENGAGEMENTS BY **81%**

**49%** OF PEOPLE PURCHASED FIVE OR MORE PRODUCTS THEY PINNED



**78%** OF PINTEREST USERS ARE MORE LIKELY TO PURCHASE AN ITEM THEY SAW ON THEIR NEWS FEED

Pinterest



PINTEREST GENERATES **27%** MORE REVENUE PER CLICK THAN FACEBOOK



**110 MILLION**

THE MOST POPULATED COUNTRY (AHEAD OF ETHIOPIA & VIETNAM)

ETHIOPIA & VIETNAM



**38%** INCREASED BRANDING PRESENCE IN THE MARKETPLACE

PEOPLE USING LINKEDIN FOR MARKETING **41%**



**277%** MORE EFFECTIVE FOR LEAD GENERATION THAN FACEBOOK AND TWITTER

LinkedIn



**97%** OF ALL HR AND STAFFING USE LINKEDIN IN THEIR RECRUITING EFFORTS



THE AMOUNT OF TIME PER WEEK MOST USERS SPEND ON LINKEDIN

**120 MILLION**

THE MOST POPULATED COUNTRY (AHEAD OF MEXICO & PHILIPPINES)

MEXICO & PHILIPPINES



GOOGLE+ USERS WHO INTERACT WITH THEIR FAVORITE BRANDS **41%**

**70%** OF TOP 100 BRANDS ARE USING GOOGLE+



THE +1 BUTTON ON WEBSITE GET MORE THAN **5 BILLION** HITS IN A DAY

Google+



**51%** OF DIGITAL MARKETING PROFESSIONALS USE GOOGLE+



GOOGLE+ REFERS THE QUALITY TRAFFIC : **2.45** PAGES

**430 MILLION**

THE MOST POPULATED COUNTRY (AHEAD OF THE UNITED STATES)

UNITED STATES



**43%** OF NEW CUSTOMERS BUY SOMETHING SAW IN A YT AD

TRAFFIC INCREASE ON WEBSITES FOR BUSINESSES USING YT ADS **31%**



**350** SOCIAL INTERACTIONS ARE GENERATED FOR EACH MINUTE OF VIDEO UPLOADED BY THE TOP 1,000 CHANNELS

YouTube



**44%** SHARE YOUTUBE VIDEOS THAT THEY SAW

TOP 100 BRANDS COLLECTIVELY UPLOAD A NEW VIDEO EVERY **18.5 MINUTES**

**1 BILLION**

TOTAL NUMBER OF YOUTUBE USERS

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