THE COMPLETE B2B BENCHMARKING REPORT 2016

BENCHMARK YOUR SUCCESS AND BUILD A WINNING MARKETING STRATEGY PIECE BY PIECE

DIGITAL RADISH

CONTENTS

Introduction 3

Marketing budget and overview 4

Content marketing 5

Content formats 6

Paid search and advertising 7

Direct mail 8

Events 9

Email 10

Social overview 12
- Twitter 13
- LinkedIn 14
- Facebook 15
- Slideshare 16
- Instagram 17

Thank you 18

Contact us 18

Sources 19

INTRODUCTION

At Digital Radish, we love a stat or two, so we've pieced together our favourite benchmarks from the year to help you rate the success of your marketing campaigns and best practice tips to get the best results from your software and programmes.

Read on to get the full picture and everything you need to assess the performance of your marketing channels...

MARKETING BUDGET AND OVERVIEW

How do the following trends reflect your own plans for this year?

84% of marketers increased or maintained their spend in 2015[1]

More than a third of CMOs say that digital marketing will account for 75% or more of their spending within the next five years[2]

Mobile marketing has gone from 7.4% of the digital marketing budget in 2012, to 11% in 2015[3]

38% of marketers are planning to shift from traditional mass advertising to more personalised digital channels[4]

Last year (2015), companies spent an average of **11.4%** of their revenue on marketing[5]

B2B marketers allocate 28% of their total marketing budget to content marketing (which has not changed since 2014)[6]

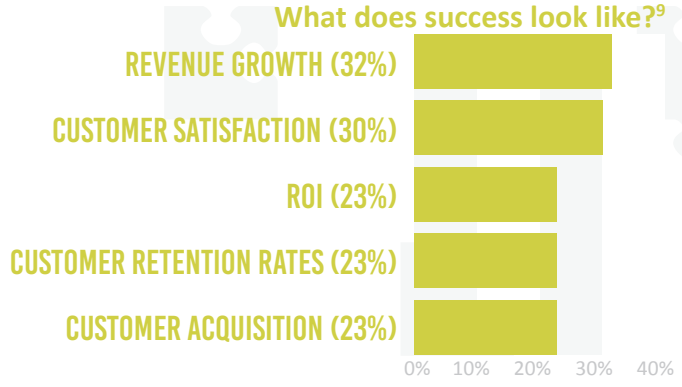
64% are looking to invest their budget in their website and 45% in events[7]

38% of marketers have seen their budget increase since last year[8]

What does success look like?

In order for marketing departments and agencies to determine their level of success, there are many different factors to take into consideration. The top digital marketing metrics are fairly evenly split, but revenue growth is the top metric marketers use to benchmark success, closely followed by customer satisfaction, indicating that the clients' opinions are still important.

You can use the following stats to benchmark your own success and build a winning strategy piece by piece.



Return on investment and costing

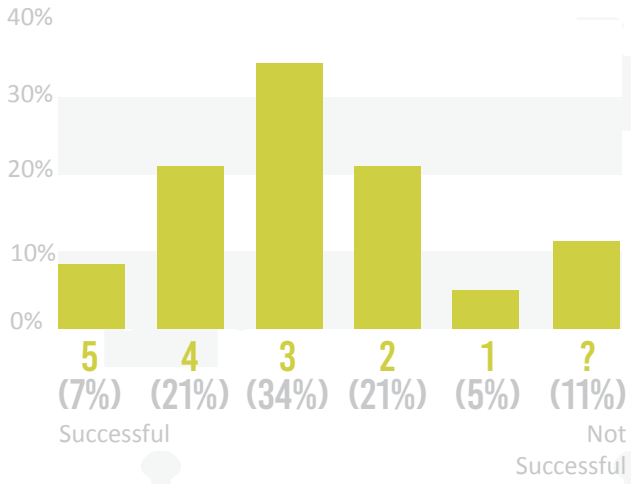
Only half of B2B marketers formally measure their ROI for online marketing[10] and of those who do, the majority only believe they do so with moderate success. This highlights the need to pay attention to budgets and have a formal strategy in place to plan and record their marketing across all channels.

Here is an insight into what marketing channels work based on lead generation converted to sales: (based on data from Marketo).

When a deal is made, first touch (FT) credit is given to the programme that originally created or acquired the lead. Multi touch (MT) examines the value of every marketing interaction with an account. A CEO may have signed off a deal, but the marketing team may have influenced that decision, having engaged with your content – that is MT pipeline.

The ROI then reflects what value you are getting for your costing returns. Email has the highest ROI, blogging; direct mail and telemarketing all perform strongly.

UK marketers rate their organisation's success at tracking ROI[11]



Cost per lead by channel

	FT pipeline $	MT pipeline $	Cost $	ROI
Website	19,744,488	30,189,046	0	N
Online advertising	19,173,873	24,453,482	3,125,045	700
Email blast	770,172	10,984,277	14,840	73,900
Tradeshow	11,535,566	10,031,669	898,696	1,100
Webinar	3,839,137	9,729,975	453,310	2,100
Micro-event	1,769,701	4,184,745	421,964	900
Email blast CTA	8,542	3,601,290	26,665	13,500
Sales outbound	22,451,888	2,945,444	0	N
Content syndication	1,235,129	1,874,981	346,649	500
Roadshow	1,839,574	1,784,598	240,677	700
Microsite	852,667	1,696,328	0	N
Blog	359,278	1,628,362	0	N
Virtual trade show	4,097,296	1,480,521	254,200	500
Marketing qualified	891,313	1,261,394	214,310	500
Survey	534,954	956,839	7,500	12,700
Direct mail	79,997	872,336	24,205	3,600
Sponsorship	693,997	397,725	146,161	200
Marketing prospecting	7,167,262	365,995	191,668	100
First touch direct mail	0	241,988	30,495	800
Call blitz	0	122,438	0	N
Telemarketing	641,853	110,342	7,375	1,500

ONLY 7% OF MAKETERS RATE THEIR ROI TRACKING AS 'VERY SUCCESSFUL'

CONTENT MARKETING

B2B marketers continue to be heavily focused on creating engaging content, with 72% citing it as their top priority over the next year.

Content is also the area that most marketers will invest in this year, with 69% of senior marketers allocating their digital marketing budget to website content, development and performance optimisation.[12] According to ALF Insight, "One vital area for content investment will be websites, which should be a company's flagship source of content."

This aligns with website traffic ranking as content marketers' most favoured metric for measuring success.

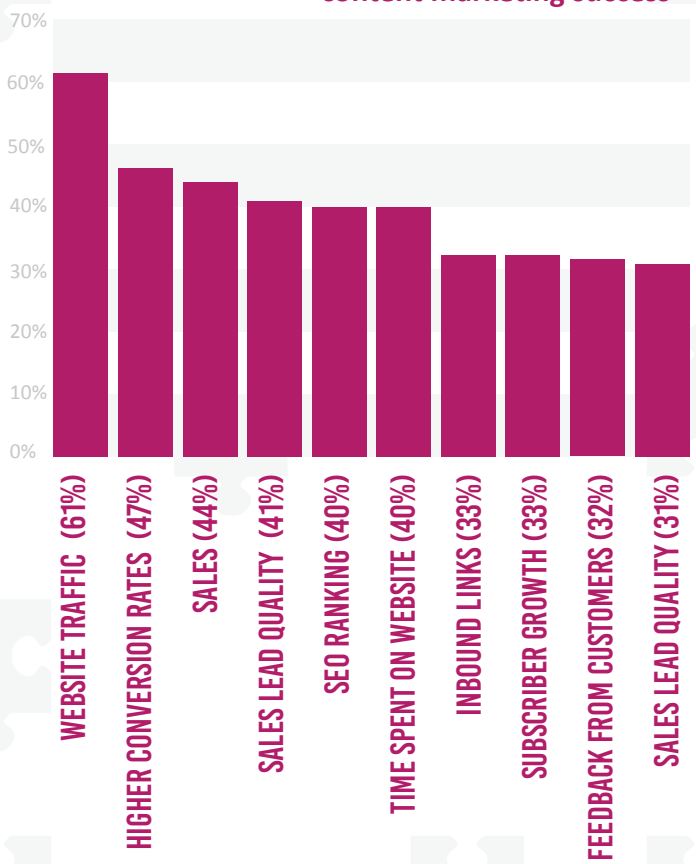
Website traffic continues to be the most favoured KPI, which as the Content Marketing Institute highlighted: "Regardless of how effective they are at content marketing, UK marketers still gauge their success on who is directed to their website."

Back in 2014, brand awareness topped the list of goals for B2B content marketers, but it has been pushed aside with engagement now being the primary goal. It seems as marketers settle into the comfort of knowing that their brand is being well received by clients, they are now looking to retain those customers.

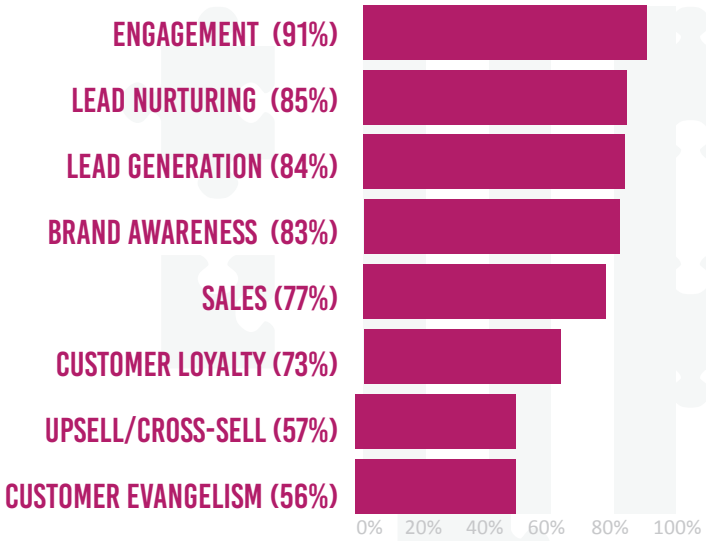
This can be achieved through social media, personalised emails, and targeted events.

WEBSITE TRAFFIC CONTINUES TO BE MARKETERS' MOST FAVOURED KPI

Metrics for measuring B2B content marketing success[13]



Organisational goals for UK content marketing[14]



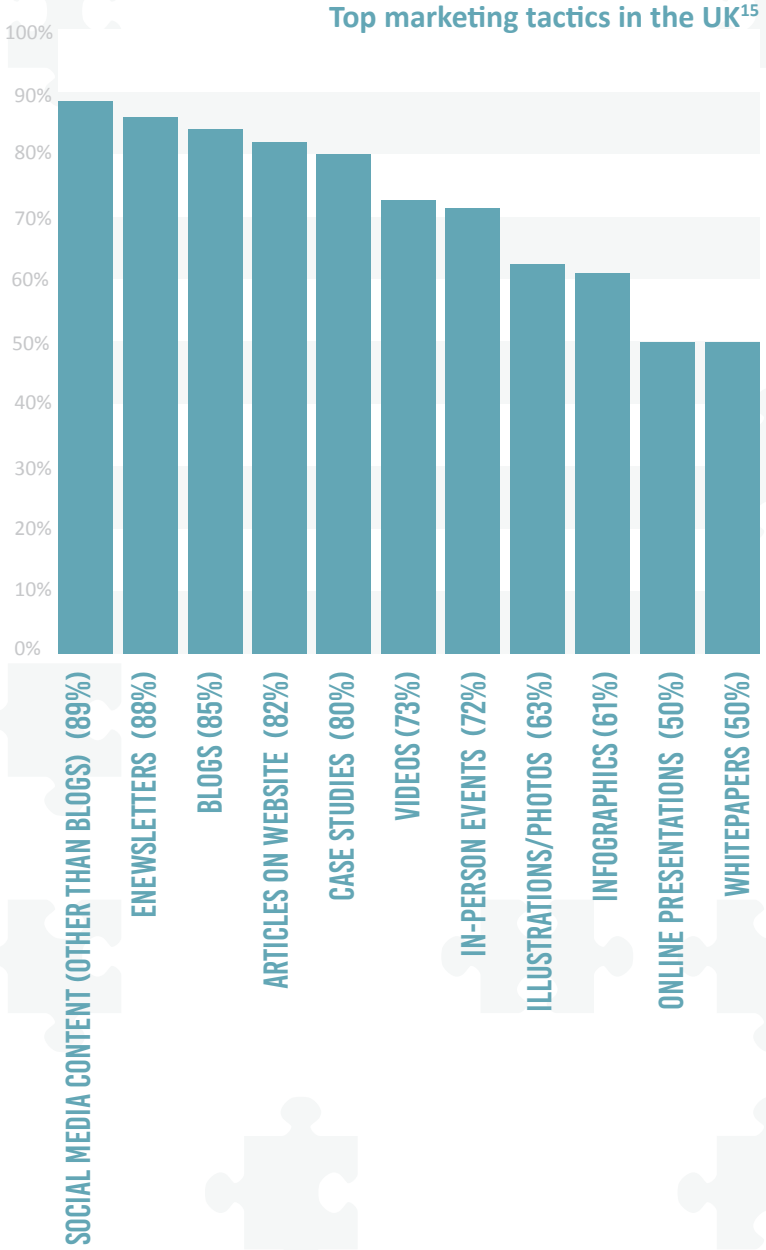
CONTENT FORMATS

UK marketers are using a variety of marketing tactics. Marketers who blog are 13 times more likely to drive positive ROI than those who don't, despite it being the third most favoured format behind social media and eNewsletters.[16]

Infographics are becoming an increasingly popular way to present data in an easily digestible way in a world of information overload. The use of infographics grew by 51% last year.[17]

As technology progresses, marketers should look for more innovative ways to enhance their campaigns. Consider adding value and intrigue to your content with virtual or augmented reality (VR and AR). With products including Oculus, Magic Leap and HoloLens, the VR/AR market can bring print and videos to life, as well as aiding data collection and enabling experiential communication.[18]

Top marketing tactics in the UK[15]



MARKETERS WHO BLOG ARE 13 TIMES MORE LIKELY TO DRIVE POSITIVE ROI THAN THOSE WHO DON'T.

PAID SEARCH AND ADVERITISING

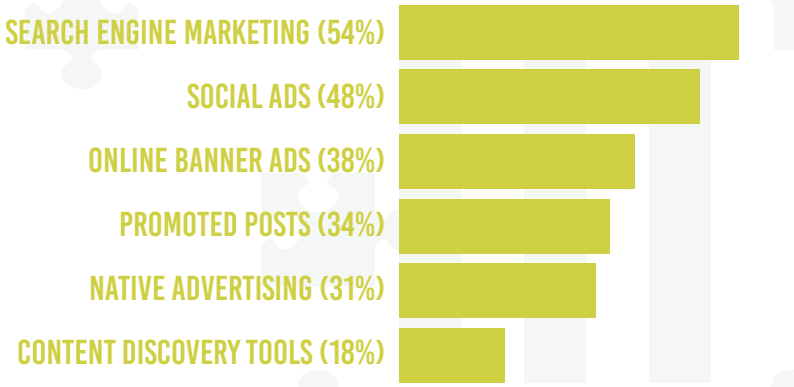
Paid search engine marketing or pay per click (PPC) is responsible for a modest, yet still appreciable, 4.7% of referrals to B2B sites (compared to a 40% referral rate for organic search).[19]

Paid search links also perform marginally better for visits that convert into sales; for example, MarketLive's survey of eCommerce sites suggested an average conversion rate of 2.6% for paid search links compared to 1.9% for organic.[20]

Search is the most common starting point for mobile research with 48% using this method to navigate to content.[21]

PPC is a cost effective method because, as the name suggests, you only pay for clicks. You also set your budget so it's easy to control costs. Your PPC results can also be used to inform your other marketing channels by indicating which keywords are the most successful.

UK paid advertising usage[22]



Note: (% represents marketers who rated channels as 'Effective' or 'Very Effective')

BEST PRACTICES:

Direct your PPC traffic to specific landing pages to increase lead capture. Focus on the benefits of the offer and consider removing distractions such as navigation bars.

Use A/B testing to monitor the click through rate and conversion rate and determine the CTAs and headlines.

Your PPC campaign can inform your natural search efforts. While the results of your SEO strategy can take time to filter through, a PPC campaign can be used to test the wording of headlines and copy to see what resonates with your target audience.

PPC IS RESPONSIBLE FOR 4.7% OF REFERRALS TO B2B SITES

DIRECT MAIL

Despite today's technology-driven world, direct mail has proven that it still has a valuable role to play in the marketing mix. Direct mail campaigns boast an impressive 3.4% response rate compared to just 0.12% for emails.[23]

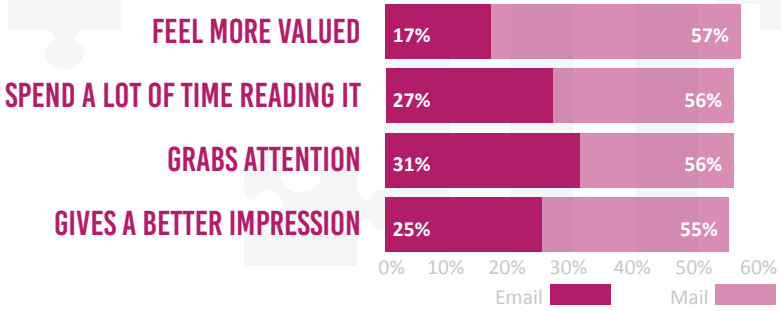
Direct mail campaigns can still yield a solid ROI. Cost per lead for direct mail works out at £35.40, compared to £36.21 for PPC and £38.05 for email.[24]*

35% of marketers are still investing in direct marketing campaigns, but the best way is to combine direct mail and email. This multi-touch approach will also help to track response rates, as despite direct mail's effectiveness, it is hard to measure initial interest, such as open rates.[25]

It is proven that it is best not to sell on the first mailing,[26] but in subsequent drops, use a singular call to action, and include a promotion or free gift/ download to see responses increase by up to 50%.[27] Today, more marketers are incorporating technology into this traditional method by including QR codes that recipients can enter online and subsequently be tracked, or by including AR/VR enhancements.

**converted from USD*

How mail earns you time with your audience[28]



BEST PRACTICE:

69% of recipients will open a letter from a company about a promotion or special offer.[29]

After using direct mail to target your prospect, use content and email to create a sales opportunity.[30]

You can get from 10 to 25% or more of DM leads to take the next step in your buying cycle, by agreeing to see your rep or sending you a purchase order.[31]

Have a singular call to action.[32]

Use the visual, tangible aspect of mail to your advantage: be attention grabbing with images or an infographic.

DIRECT MAIL CAMPAIGNS BOAST AN IMPRESSIVE 3.4% RESPONSE RATE COMPARED TO JUST 0.12% FOR EMAILS

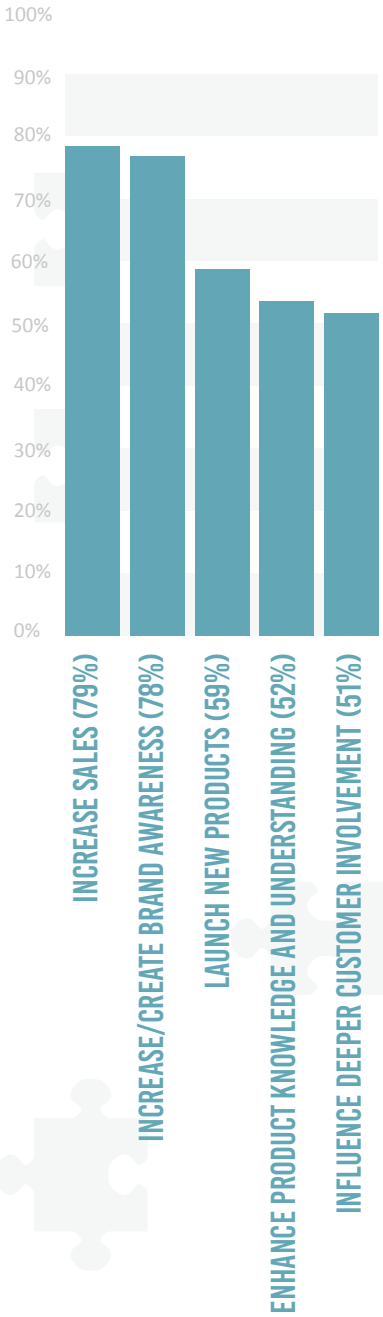
EVENTS

Don't be fooled into thinking that in-person events have been pushed to the side as businesses look to focus on digital. As Social Fresh says, "Despite all the hype about online, 67% of B2B content marketers consider event marketing to be their most effective strategy."[33]

Events are on an upward trajectory with 59% of companies using events to showcase new products compared to 48% two years ago.[34]

For the fifth year in succession, 'in-person events' tops the list of most effective tactics used by marketers – clocking up a 69% effectiveness rating.[36] ROI ratios are on the up: the number of top performers getting a five-to-one return on their investment in events doubled from 7% to 14% between 2013 and 2014.[37]

Events used to meet objectives[35]



67% OF B2B CONTENT MARKETERS CONSIDER EVENT MARKETING TO BE THEIR MOST EFFECTIVE STRATEGY

EMAIL

Despite overflowing inboxes being one of today's biggest business bugbears, 73% of marketers see email as a core part of their business.[38]

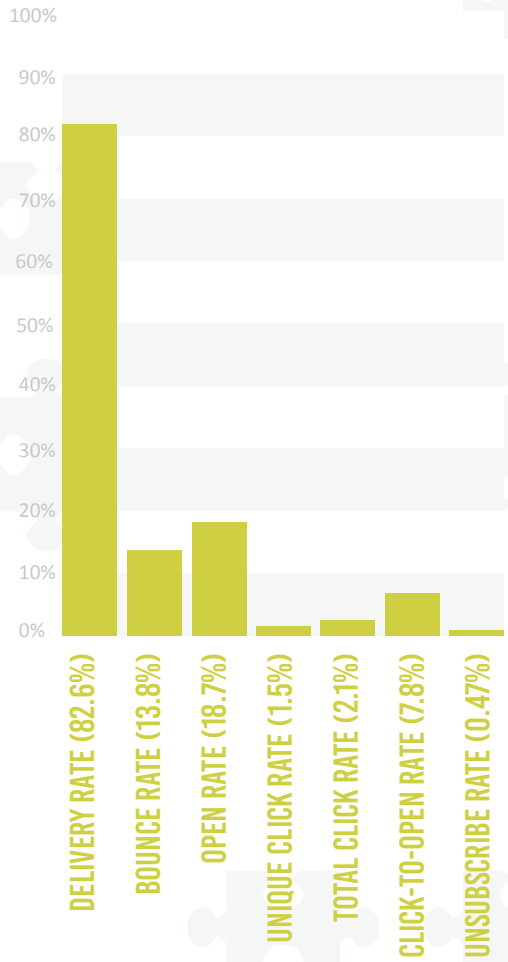
It is also an essential lead generation tool, with 78% of B2B marketers using email for lead generation[39] with a further 60% of B2B executives saying that email is their best performing channel in regards to ROI.[40]

B2B emails tend to have a great open rate (30% according to Hubspot's benchmark data)[41] which will remain high so long as marketers have a well researched prospect list to send to. This also keeps bounce rate low. Click rates tend to be lower, so ensure that call to actions are singular and clear to increase click through rate (CTR).

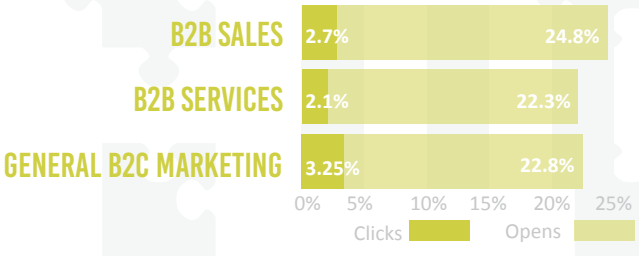
Mobile readership continues to surpass desktop readership, with 44.7% of email opens occuring on a mobile device, so ensure that all emails are formatted to be mobile-friendly.

It is worth investing in email marketing to take advantage of technologies such as personalisation, automation and A/B testing. 76% of marketers are investing in email marketing in this coming year.[42]

B2B email benchmarks[43]



Opens and clicks across sectors[44]



60% OF B2B EXECUTIVES SAY THAT EMAIL IS THEIR BEST PERFORMING CHANNEL IN REGARDS TO ROI

EMAIL - BEST PRACTICES

FREQUENCY:

Companies that send 16 - 30 campaigns a month see a click rate more than two times greater than those that send two or fewer campaigns a month.[45]

BEST TIME:

Best time: Send marketing emails between 5pm and 7pm, 'The Post-Work Peak' to maximise open rates – over 26% emails sent at this time are opened.[46]

Another good time is between 3pm and 5pm, the time when concentration wanes at work and recipients are more likely to check their emails.[47]

BEST PRACTICE:

Make sure emails are mobile friendly – mobile responsive design emails had a 21% higher click-to-open rate.[48]

Personalise emails (e.g. name and company) to improve CTR by 14% and conversion rates by 10%.[49]

Pay particular attention to the subject line: be useful, ultra-specific, unique and urgent. Keep to 70 characters or less for inbox visibility (40 characters on mobile).[50]

Have a strong, singular CTA to drive conversion rates.[51]

Emails containing more hyperlinks had higher CTR.[52]

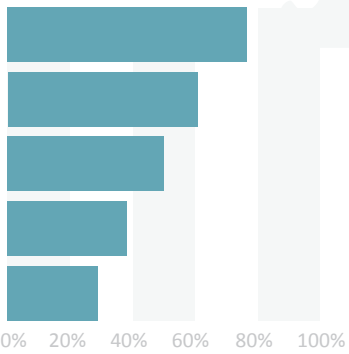
SOCIAL

With social media playing an increasingly important role in the B2B buyer research process, 37% of buyers said they spend more time using social media to research solutions compared to 20% in 2012.[53]

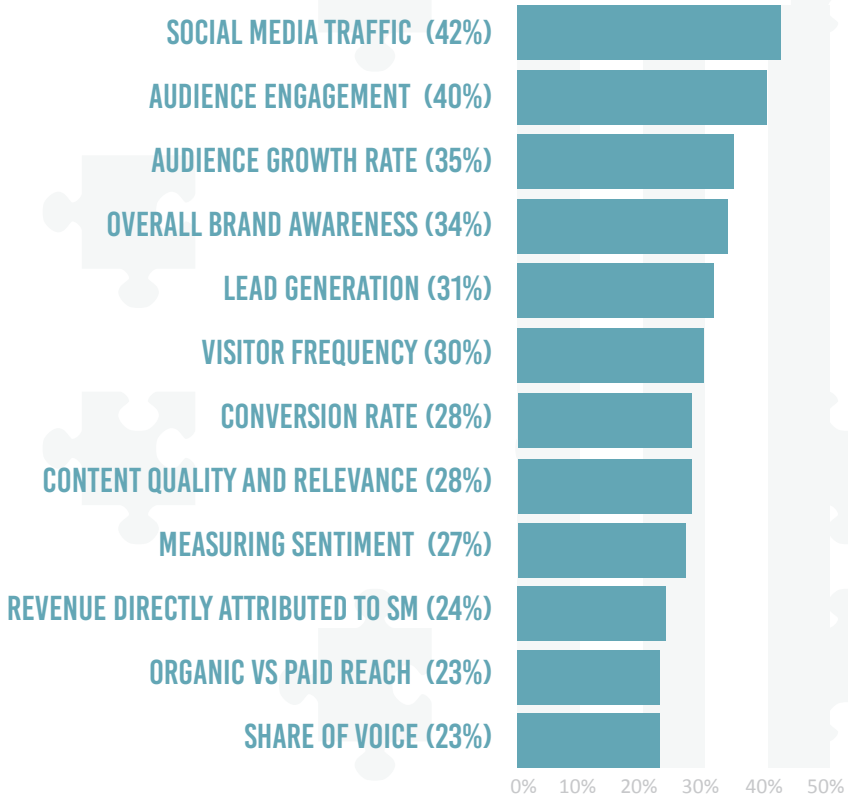
With 64% of marketers seeing social media marketing as a critical enabler of products and services, social has become a staple feature in B2B marketers' arsenal.[54]

In terms of how social is used, Twitter has replaced LinkedIn as the platform UK marketers deem the most effective. Twitter is essentially the water cooler for B2B marketers, as well as one of the most effective prospecting channels.[55]

Effectiveness of UK Social media platforms[56]



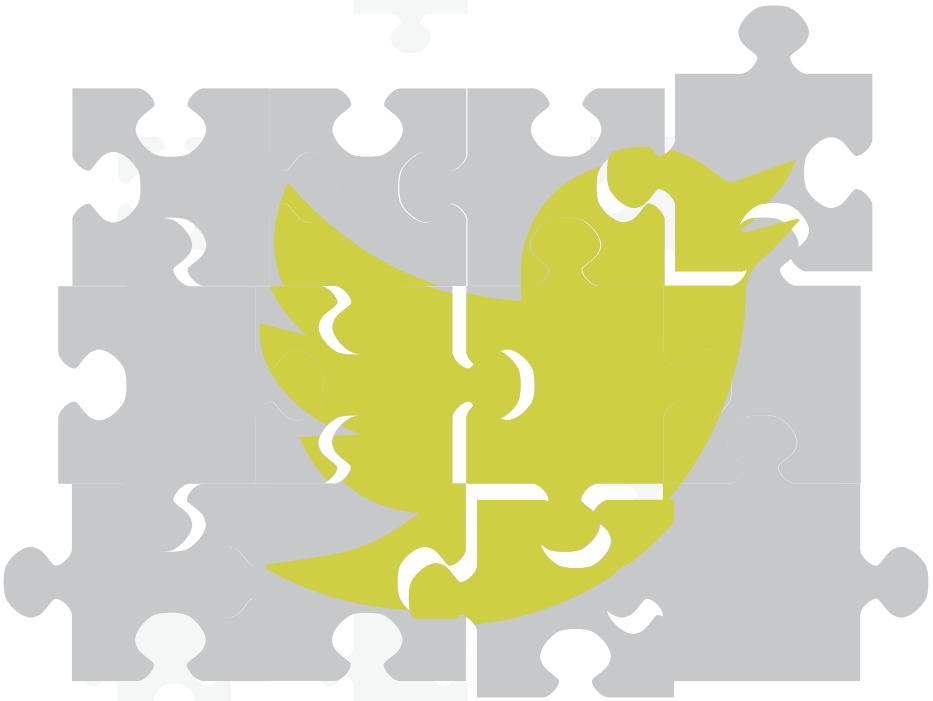
Metrics used to measure social media marketing success[57]



Note: (% represents marketers who rated channels as 'Effective' or 'Very Effective')

64% OF MARKETERS SEE SOCIAL MEDIA MARKETING AS A CRITICAL ENABLER OF PRODUCTS AND SERVICES

TWITTER



Tweets with hashtags receive twice the engagement, but those with more than two hashtags see a 17% drop.[58]

Use infographics – lots of people search for the word 'infographic' and can get up to 832% more retweets than articles.[59]

12-3PM

Optimal time to tweet is on weekdays between 12 – 3pm, with a peak later in the afternoon at 5pm.[60]

Use images – they get 18% more click throughs, 89% more favourites and 150% more retweets.[61]

85%

of followers feel more connected with businesses after following them and 72% of followers are more likely to buy something from a business they follow.[62]

LINKEDIN



80%

of B2B leads generated through social media are from LinkedIn.[63]

20x

LinkedIn recommends posting at least 20 updates a month (five a week) to maximise reach to **60%** of your audience.[64]

TUESDAY
10AM – 11AM

is the the best time to post or midweek from **7:30 – 8:30am, 12pm**, and **5 – 6pm.**[65]

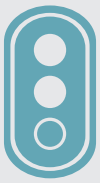
53% of members are interested in company news and **43%** of members are interested in new products.[66]

70%

Your own employees are **70%** more likely to click, share and comment on a LinkedIn update and spread the message to their network.[67]

FACEBOOK





Facebook can increase traffic to a company website by as much as **150%.**[68]

1PM – 4PM

is the optimum time to post late in the week or at the weekend. Top times specifically are: Saturday and Sunday at **12 – 1pm,** Thursday and Friday at **1 – 4pm** and Wednesday at **3pm.**[69]

LINKS – 37%
PHOTOS – 40%
VIDEOS – 45%

Add media to your posts to boost engagement rates.[70]

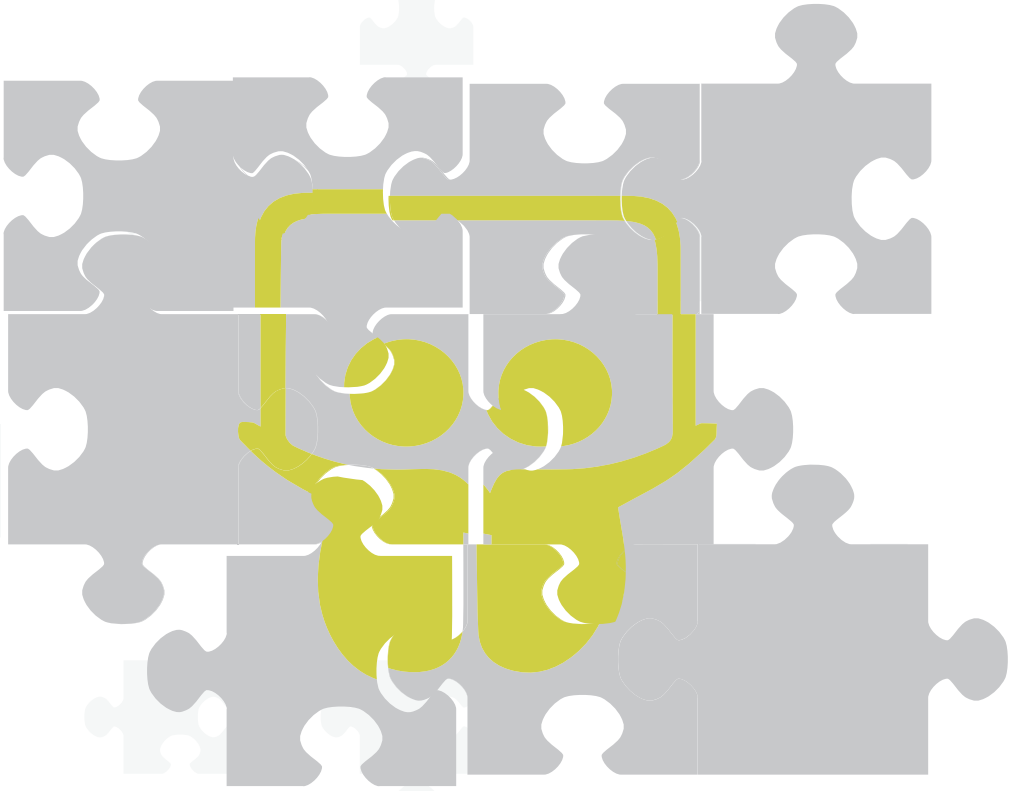
KEEP IT BRIEF

Posts with under **250 characters** or less can get up to **60%** more engagement and those with less than **80 characters** get up to **66%** engagement.[71]



More than **70%** of interactions occur during the first hour after a post is made, so timing is critical.[72]

SLIDESHARE



25.32%
CONVERSION RATE

Slideshare is proving to be one of the most successful platforms in terms of ROI, with an impressive **25.32%** conversion rate for B2B businesses, compared to Twitter at 1.28% and Facebook at 1.08%.[73]

The six most-used tags on SlideShare are 'business', 'market', 'trends', 'research', 'social media', and 'statistics', which proves its worth in the B2B arena.[75]

KEEP IT BRIEF

The optimum presentation length is **10-30** slides long, with an average of **24 words** per slide.[75]

Visual content is the most successful: last year the number of images increased by **53%** and images were **16%** bigger.[76]

Share infographics as they get five times more likes than presentations, and **21** likes more than documents and are more shared on social networks.[77]

INSTAGRAM



4 HOURS

Photos typically have a life of around 4 hours of visibility before they get buried in followers' feeds.[78]

#

Create a hashtag specific to your brand to drive traffic and encourage fans to post their own images with this hashtag.[79]

WEDNESDAY 5PM – 6PM

Is the best time to post on Instagram.[80]

Videos are a popular way to showcase company offerings: **40% of the most shared** Instagram videos are posted by brands. [81]

WWW.

Add a link in your bio to a targeted landing page in order to drive Instagram users into your marketing funnel.[82]

CONTACT US

We're an insight-led marketing agency. We build creative campaigns for businesses with ambitious growth plans. We act as a strategic partner with our clients, pulling together our years as in-house marketers and our digital marketing strategists to drive brand awareness and customer acquisition for ambitious businesses. We specialise in helping technology and media businesses launch new products and crack new markets, with clients such as: Unity Technologies, Acision, EMAP, World Trade Group, Sport England, ukactive and Guinness World Records.

Digital Radish has also been recently been ranked the second fastest growing marketing agency in the UK, named as one of the UK's top 100 start-ups and won a B2B marketing award.

Contact us:

If you fancy a quick coffee to discuss your growth plans, please get in touch!
lorna@digitalradish.co.uk
or call: **+44 (0) 20 3609 1349**
www.digitalradish.co.uk

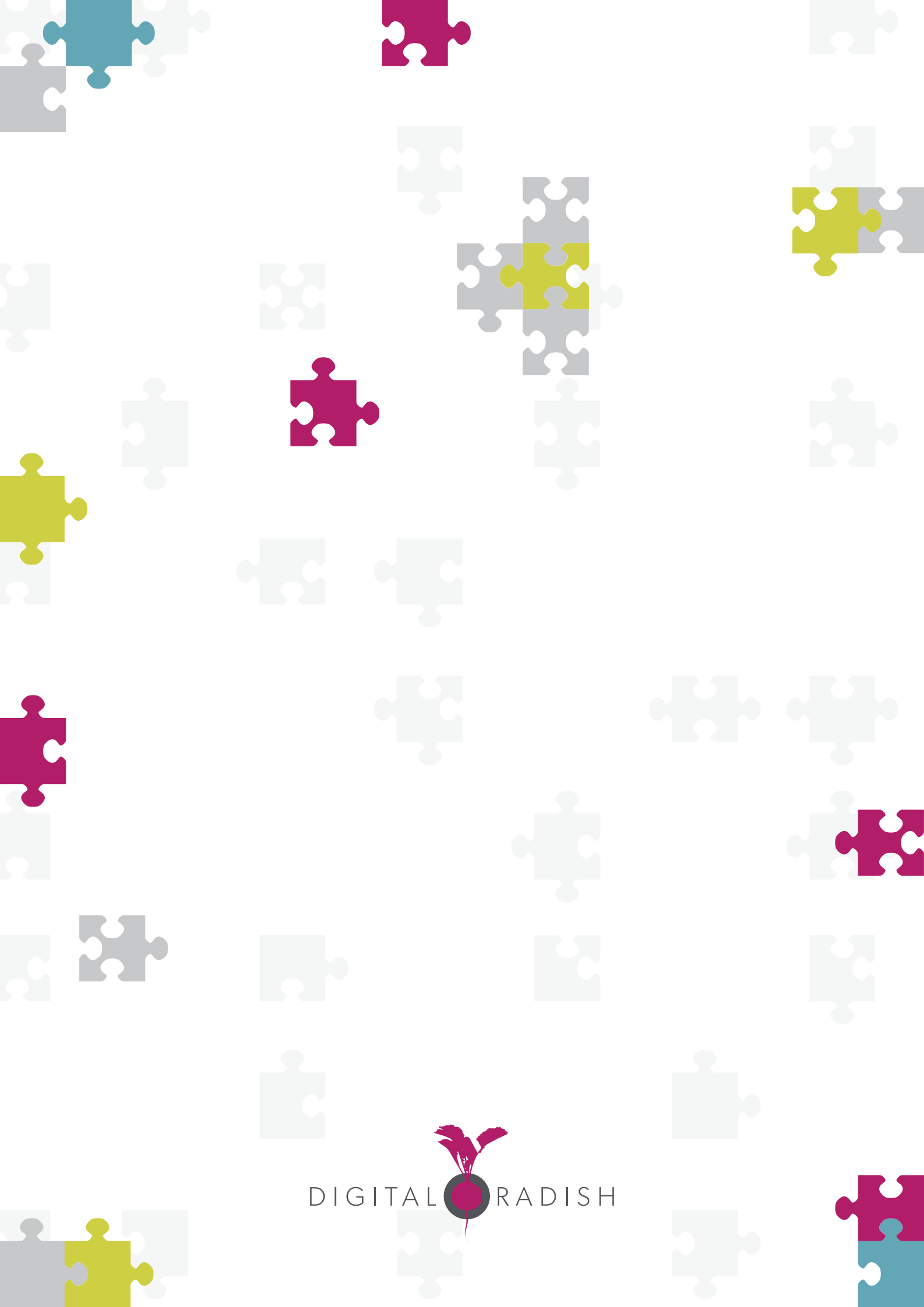
THANK YOU

Thank you for reading our benchmarking report, we hope you found it useful and can use it to build on your own success.

If you would like insight on how to better your ROI, create thought-leading content, use PPC effectively, launch an email or direct mail campaign, run an event or improve your social media traction, please do get in touch!

SOURCES

[1.] ALF Insight, ALF Marketing Trends, Spend and Forecasts 2015, http://www.alfinsight.com/files/8914/2851/3684/ALF_MarketingTrendReport_DRAFT_7.pdf
[2.] CMO Council, Marketing Spend, https://www.cmocouncil.org/facts-stats-categories.php?view=all&category=marketing-spend
[3.] Gartner, Big Budgets, Big Ambitions for Marketing in a Digital World, http://blogs.gartner.com/annamaria-virzi/2015/12/10/big-budgets-big-ambitions-marketing-digital-world/
[4.] ALF Insight, ALF Marketing Trends, Spend and Forecasts 2015
[5.] Gartner, Big Budgets, Big Ambitions for Marketing in a Digital World
[6.] Content Marketing Institute, B2B Content Marketing 2016 Benchmarks, budgets and trends, http://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016_B2B_Report_Final.pdf
[7.] ALF Insight, ALF Marketing Trends, Spend and Forecasts 2015
[8.] Digital Radish, Marketing DNA for Fast Growing businesses, http://www.digitalradish.co.uk
[9.] Salesforce, 2015 State of Marketing, https://www.salesforce.com/form/marketingcloud/2015-state-of-marketing.jsp
[10.] MarketingProfs, B2B Brands Score With Online Marketing, http://www.marketingprofs.com/charts/2011/4231/b2b-brands-score-with-online-marketing
[11.] Content Marketing Institute, Content Marketing in the UK: 2015 Benchmarks, Budgets and Trends, http://contentmarketinginstitute.com/2014/12/uk-2015-content-marketing-research/
[12, 13, 14, 15.] CMO Council, APAC Digital Directions White Paper, http://www.cmocouncil.org/download-center.php?id=294
[16.] Hubspot, State of Inbound 2015, http://www.stateofinbound.com
[17.] Freely, The Ultimate List of Marketing Statistics for 2015, https://freely.net/marketing-statistics/
[18.] Marxent Labs, Top Virtual Reality and Augmented Reality Trends for 2015, http://www.marxentlabs.com/top-virtual-reality-augmented-reality-trends-2015/
[19.] Freely, The Ultimate List of Marketing Statistics for 2015
[20.] MarketingProfs, Paid Search vs Organic Search: Which converts better? http://www.marketingprofs.com/charts/2013/11551/paid-search-drives-more-conversions-than-organic-search
[21.] Salesforce, 2015 State of Marketing
[22.] Content Marketing Institute, Content Marketing in the UK: 2015 Benchmarks, Budgets and Trends
[23.] Marketing Charts, Direct Mail Tops Email For Response Rates; Costs Per Lead Similar, http://www.marketingcharts.com/wp/traditional/direct-mail-tops-email-for-response-rates-costs-per-lead-similar-22395/
[24.] Online Marketing Institute, Why Direct Mail Still Yields the Lowest Cost-Per-Lead and Highest Conversion Rate, http://www.onlinemarketinginstitute.org/blog/2013/06/why-direct-mail-still-yields-the-lowest-cost-per-lead-and-highest-conversion-rate/
[25.] ALF Insight, ALF Marketing Trends, Spend and Forecasts 2015
[26.] Hubspot, Direct Mail Marketing Strategy, http://blog.hubspot.com/insiders/direct-mail-marketing-strategy
[27.] Bly, The Business to Business Marketing Handbook, http://www.bly.com/content/B2BMktgHdbk.pdf
[28, 29.] Royal Mail, Mail and email 2014, http://www.royalmail.com/corporate/marketing/insights/mail-and-email
[30.] Hubspot, Direct Mail Marketing Strategy, http://blog.hubspot.com/insiders/direct-mail-marketing-strategy
[31.] Bly, The Business to Business Marketing Handbook
[32.] Hubspot, Direct Mail Marketing Strategy
[33.] Freely, The Ultimate List of Marketing Statistics for 2015
[34, 35.] Event Marketing Institute, EMI research reveals that event marketing delivers, http://www.3dexhibits.com/Posts/2014/06/emi-research-reveals-event-marketing-delivers/
[36.] Content Marketing Institute, B2B Content Marketing 2014 Benchmarks, Budgets and Trends
[37.] EventTrack, Event & Experiential Marketing Industry Forecast & Best Practices Study, http://www.retailsafari.com.au/wp-content/uploads/2014/06/EventTrack-2014-Executive-Summary.pdf
[38.] Salesforce, 2015 State of Marketing
[39.] Direct Marketing, Data Byte: B2B companies unhappy with lead-gen outcomes, http://www.dmnews.com/marketing-strategy/data-byte-b2b-companies-unhappy-with-lead-gen-outcomes/article/340833/
[40.] Business2Community, Three essential steps to B2B lead gen success, http://www.business2community.com/b2b-marketing/three-essential-steps-b2b-lead-gen-success-2015-01122694#ISv4WzYxaQXFsSSR.97
[41.] Hubspot, What's a Good Email Open Rate & Click Rate? http://blog.hubspot.com/marketing/email-open-click-rate-benchmark
[42.] ALF Insight, Marketing Trends, Spend and Forecasts 2016, http://unbouncepages.com/alf-marketing-trends-2016-social/
[43.] MarketingProfs, Marketing Email Benchmarks, http://www.marketingprofs.com/charts/2014/25246/marketing-email-benchmarks-open-rates-by-industry-device-trends
[44.] Sign Up, The 2014 UK email marketing benchmark report, http://www.signupto.com/assets/email-benchmark-2014.pdf
[45.] Hubspot, What's a Good Email Open Rate & Click Rate?
[46.] Pure 360, The open rate landscape, http://www.pure360community.co.uk/__data/assets/pdf_file/0010/38593/Pure360-The-open-rate-landscape.pdf
[47.] Business Zone, When is the best time to send an e-shot or e-newsletter? http://www.businesszone.co.uk/community-voice/blogs/cheesleyalan/when-is-the-best-time-to-send-an-e-shot-or-e-newsletter
[48.] MarketingProfs, Marketing Email Benchmarks
[49.] Hubspot, The Ultimate list of marketing statistics, http://www.hubspot.com/marketing-statistics
[50, 51.] Elevation B2B, B2B Email copy best practices, http://www.elevationb2b.com/blog/2013-b2b-email-copy-best-practices
[52.] Informz, Benchmark Data: Results by Email Client Type
[53.] DemandGen, The 2014 B2B Buyer Behaviour Survey, http://e61c88871f1fbaa6388d-c1e3bb10b0333d7ff7aa972d61f8c669.r29.cf1.rackcdn.com/2013-B2b_Buyer_Behavior_Survey_FINAL.pdf
[54.] Salesforce, 2015 State of Marketing
[55.] Marketo, Definite guide to social media, http://uk.marketo.com/_assets/uploads/Definitive-Guide-to-Social-Marketing.pdf?20130113004536
[56.] Content Marketing Institute, Content Marketing in the UK: 2015 Benchmarks, Budgets and Trends
[57.] Salesforce, 2015 State of Marketing
[58, 59.] Blogspot, 14 ways to increase your clickthrough rate on Twitter, http://blog.hubspot.com/marketing/twitter-increase-clickthrough-rate
[60.] CoSchedule, Best times to post on social media, http://coschedule.com/blog/best-times-to-post-on-social-media/
[61.] Blogspot, 14 ways to increase your clickthrough rate on Twitter
[62.] Business2Community, 10 things B2B marketers should be doing on Twitter, http://www.business2community.com/brandviews/act-on/10-things-b2b-marketers-twitter-01008499
[63.] Content Marketing Institute, B2B Content Marketing 2014 Benchmarks, Budgets and Trends, http://www.marketingprofs.com/assets/files/pdf/B2B_Research_2014_MProfs.pdf
[64.] Capterra, 18 Extraordinary lead gen statistics for B2B marketers in 2015, http://blog.capterra.com/lead-gen-statistics-b2b-marketers-2015/
[65.] LinkedIn, LinkedIn Best Practices, http://www.slideshare.net/LImarketingsolutions/linked-in-targetedstatusupdatesbestpractices
[66.] CoSchedule, Best times to post on social media
[67.] LinkedIn, LinkedIn Best Practices
[68.] LinkedIn, LinkedIn Company pages and followers, https://business.linkedin.com/content/dam/business/marketing-solutions/global/en_US/site/subsites/content-marketing/pdf/CompanyPagesPlaybook6-11-13.pdf
[69.] Marketing Profs, Five ways to boost B2B fan engagement on Facebook, http://www.marketingprofs.com/short-articles/2452/five-ways-to-boost-b2b-fan-engagement-on-facebook
[70.] CoSchedule, Best times to post on social media
[71.] Marketing Profs, Five ways to boost B2B fan engagement on Facebook
[72.] Buffer, We tested all the best advice to get more clicks on Facebook. Here's what worked, https://blog.bufferapp.com/facebook-marketing
[73.] Marketo, Facebook Cheat Sheet, https://www.mnstate.edu/uploadedFiles/Content/Marketing/Social_Media/Facebook-Cheat-Sheet.pdf
[74.] Social Media Today, SlideShare: The Undisputed Heavyweight Champion of B2B Social Media Marketing, http://www.socialmediatoday.com/content/slideshare-undisputed-heavyweight-champion-b2b-social-media-marketing#sthash.HyavH8Oa.dpuf
[75.] Content Marketing Institute, The marketers guide to SlideShare, http://contentmarketinginstitute.com/education/books/the-marketers-guide-to-slideshare/
[76, 77.] Slideshare, Zeitgeist 2013, http://www.slideshare.net/Slideshare/slideshare-zeitgeist-2013-29038790
[78.] Shortstack, 14 tips for getting more followers and likes on Instagram, http://www.shortstack.com/small-biz-social-friday-14-tips-for-getting-more-followers-and-likes-on-instagram/
[79.] CIO, How to market your business on instagram, http://www.cio.com/article/3035660/marketing/how-to-market-your-business-on-instagram.html
[80.] Shortstack, 14 tips for getting more followers and likes on Instagram, http://www.shortstack.com/small-biz-social-friday-14-tips-for-getting-more-followers-and-likes-on-instagram/
[81, 82.] Expanded Ramblings, Important Instagram stats, http://expandedramblings.com/index.php/important-instagram-stats/3/#.U6wG8q1dUeQ
[83.] Social Media Examiner, 13 Instagram marketing tips from the experts, http://www.socialmediaexaminer.com/13-instagram-marketing-tips-from-the-experts/


DIGITAL RADISH