B2B Marketing™



BENCHMARKING REPORT

SOCIAL MEDIA 2015/2016

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In association with Circleresearch The B2B experts



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Do B2B marketers have their ***heads in the clouds*** when it comes to

SOCIAL MEDIA?

B2B Marketing's new *Social Media Benchmarking Report*
reveals that marketers may be stuck in a social media rut. Here's why:

Only half of marketers say social is an important part of their marketing



56% critical or important

44% of some importance or limited/no importance

but not much has changed ***since 2014***



62% critical or important

38% of some importance or limited/no importance

Marketing allocates

12% of budget

20% of time **to social media**

Social media activity is ad hoc for almost

3 in 5 B2B organisations



42% strategic activity

56% ad hoc

Most actively used platforms



76% Twitter **71%** LinkedIn **47%** YouTube

Most effective platforms



58% LinkedIn **24%** Twitter **9%** Facebook

Marketers are focusing on reach, rather than engagement



16% use social media to interact

69% broadcast own content

13% direct conversations

Most effective content formats:

- Infographics
- Videos
- Images

But the most used content formats are:

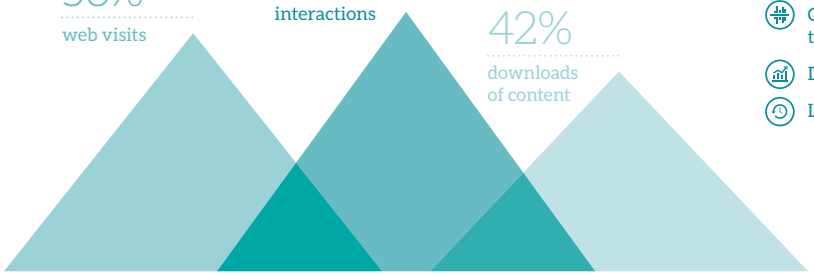
- Links to longer content
- Videos
- Written copy

Measurements used to evaluate success:

56% web visits

58% interactions

42% downloads of content



Top challenges

- Cutting through the noise
- Difficulty proving ROI
- Lack of time

Introduction

JESSICA MCGREAL
DIGITAL CONTENT MANAGER
B2B MARKETING



There's no denying it: social media has become a staple of the B2B marketing mix. Since 2012 we have tracked B2B organisations' social journey in our benchmarking research, from the dismissal of social media as a consumer-only phenomenon until today. It's been three years packed with highs and lows – and despite its significance being at last acknowledged – there is still some way to go to keep up with the ever-changing social media landscape.

This year's report shows marketing departments are spending 12 per cent of their annual budget and 20 per cent of their time on social media. However, though over half (56 per cent) believe social plays an important role in their marketing, the same percentage still relies on ad-hoc activity, rather than formalised strategies.

This is not to say the industry doesn't know what it's doing when it comes to social media marketing: the research reveals marketers understand the most effective platforms and content (including the increasing significance of video in social sharing). At the same time a lot of this knowledge is squandered rather than used.

For example, while interactions are deemed the most important way to evaluate social media success (selected by 58 per cent of respondents), 69 per cent of social media activity is focused on broadcasting brand content, and just 16 per cent on interacting.

The findings suggest some marketers are stuck in a social media rut: doing what they are comfortable with (as they have been for years), rather than carrying out social campaigns based on the knowledge they've acquired and an understanding of what works best.

This year's *Social Media Benchmarking Report* should be a warning to B2B marketers to shake up their social media activity before it's too late. Implementing a formal strategy, utilising effective platforms, creating consumable content, as well as allocating more time to engagement rather than broadcasting is a must if B2B brands are to reap the rewards this channel can offer in future without being left behind.

The research phase for this year's report was carried out in July 2015, with a total of 105 B2B marketers completing our online survey.

Credits

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Research: Agnes Losonczi, senior research executive, Circle Research

The growing social media divide?

ANDREW DALGLISH
DIRECTOR
CIRCLE RESEARCH



The allure of social media in B2B is growing rapidly. Over four in five marketing teams (83 per cent) now post on social media – an activity that consumes one fifth of their time (20 per cent) – and three quarters (77 per cent) expect to spend more time doing this over the next 12 months. In addition, just like an investor keenly eyeing their growing wealth portfolio, as the 'value' of social media in B2B rises, so too does the attention paid to tracking its performance. Over one third (35 per cent) of organisations now subscribe to a paid social media monitoring platform.

However, this bounty is not being distributed equally. Instead, the power of social media is merging around two behemoths: Twitter and LinkedIn. These networks are used by over nine in 10 organisations, regularly updated by more than seven in 10, and are expected to have the strongest growth in usage of any social media channels over the next 12 months.

At the other end of the spectrum, still struggling to scrape together a B2B living, is Google+. Used and updated by significantly fewer organisations, Google+ is considered to be less effective at achieving marketing goals. In fact, despite its obvious SEO benefits, fewer than one per cent of organisations think it is the most effective social media platform.

As Twitter and LinkedIn continue their charge for dominance, it's easy to assume they will continue to overshadow competitor networks. But wait – who's that poking their head over the parapet? There's another contender on the block: the ambitious maverick, YouTube. Despite currently having lower usage than Twitter or LinkedIn, this channel is nevertheless striving for high growth (a net 76 per cent growth in usage anticipated over the next 12 months).

In a world where the biggest challenge facing marketers on social media is cutting through the noise (38 per cent), YouTube is offering the promise of differentiation through rich media. While the majority of organisations are using social media as a side-act to funnel clients into bigger pieces of content on their websites (85 per cent), this isn't always working too well – fewer than one in three (31 per cent) describe this as very effective. Instead, social media needs to become the star performer in its own right. The most compelling social media posts are infographics (67 per cent believe they are very effective) and videos (66 per cent). It is on this differentiated footing that YouTube is preparing its ascent up the B2B social media ladder.

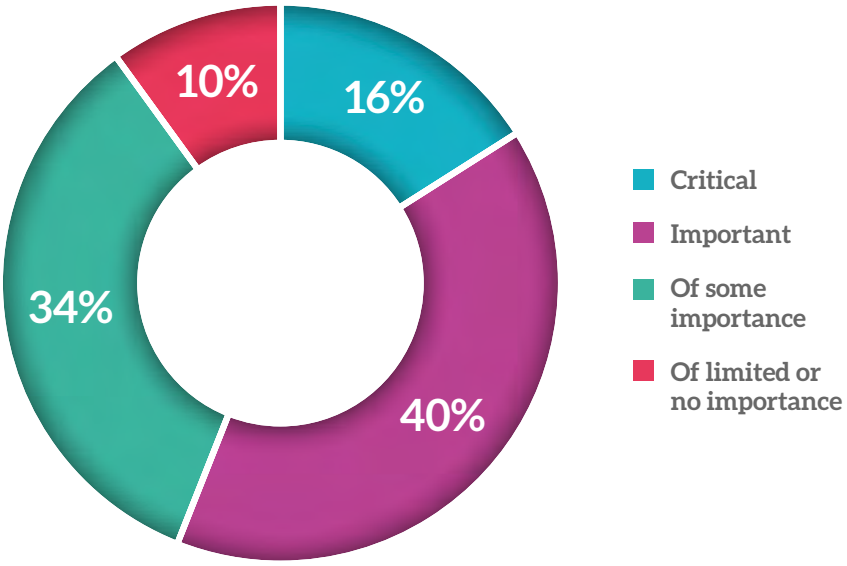
So the next time you're embarking on a content plan, take time to consider how you can repurpose material in new and interesting formats on social media, whether that be Twitter, LinkedIn or YouTube. Pull out those killer stats in an infographic, or have a chat with your CEO on film. Let social media become the star.

Circleresearch
The B2B experts

Current trends in social media

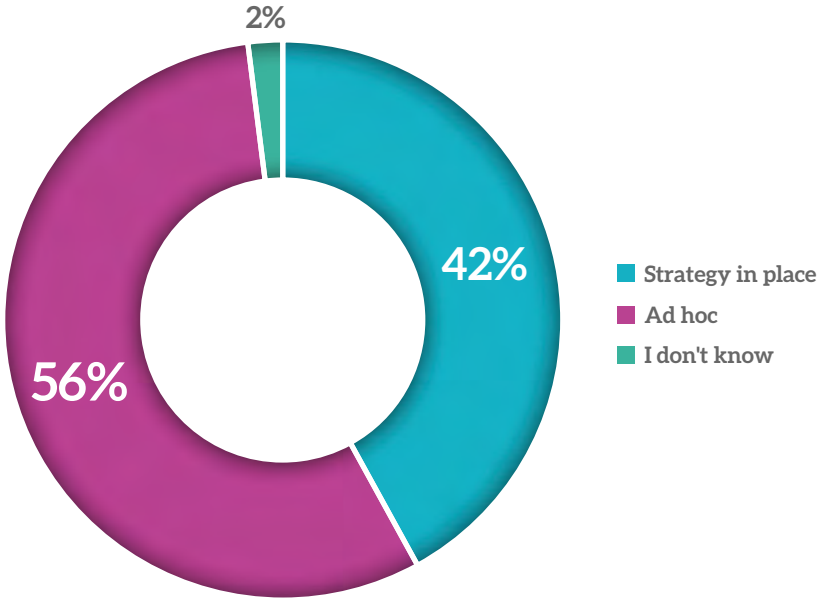
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Q: How important a part of your marketing activity is social media?



Over half say social media is an important part of their marketing activity

Q: Do you have a social media strategy in place or is your activity typically ad hoc?



Social media activity is ad hoc for almost three in five

1: Overview

Are B2B brands stuck in a social media rut?

Forty per cent of the B2B marketers surveyed within this research project said social media is an 'important' part of their marketing activity, and a further 16 per cent said it's 'critical'. While it's great news to hear over half of respondents believe social is important, not much has changed since 2014 when 48 per cent deemed social as 'important' and 14 per cent 'critical'.

However, despite the majority of B2B marketers believing social is critical, for the majority social media activity remains ad hoc. Fifty-six per cent lack a strategy and key objectives, while only 42 per cent have a strategy in place, and two per cent even admitted they didn't know if they had a strategy or not.

A lack of strategy and key objectives means marketers are risking wasting their time and resources by sending out batch-and-blast updates without any real purpose. Social media audits, strategies and content calendars could allow teams to structure their social efforts towards certain goals, such as increased web traffic from social.

This inconsistency between what marketers say ('social is important') and what they do (activity remains ad hoc) is a worrying trend. An inconsistency between what marketers say and their day-to-day reality is highlighted time and time again throughout this research project.

Guiding light

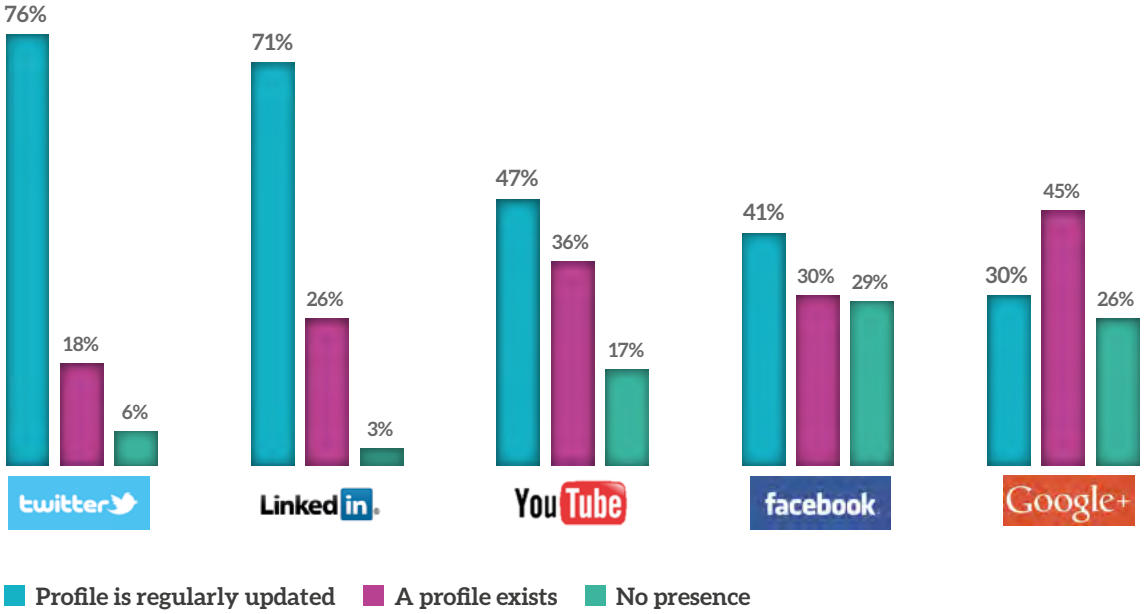
More encouragingly, the majority (64 per cent) of respondents now have social media guidelines, up from 52 per cent last year. Setting up guidelines (as well as running training) is fundamental for B2B brands big and small. It will ensure consistent brand voice on social as well as empowering employees to become advocates across different networks.

These initial findings show B2B organisations aren't moving forwards in their social media thinking. Without an increased focus on social media and its integration with other channels B2B brands will undoubtedly be left behind.

TOP TIP

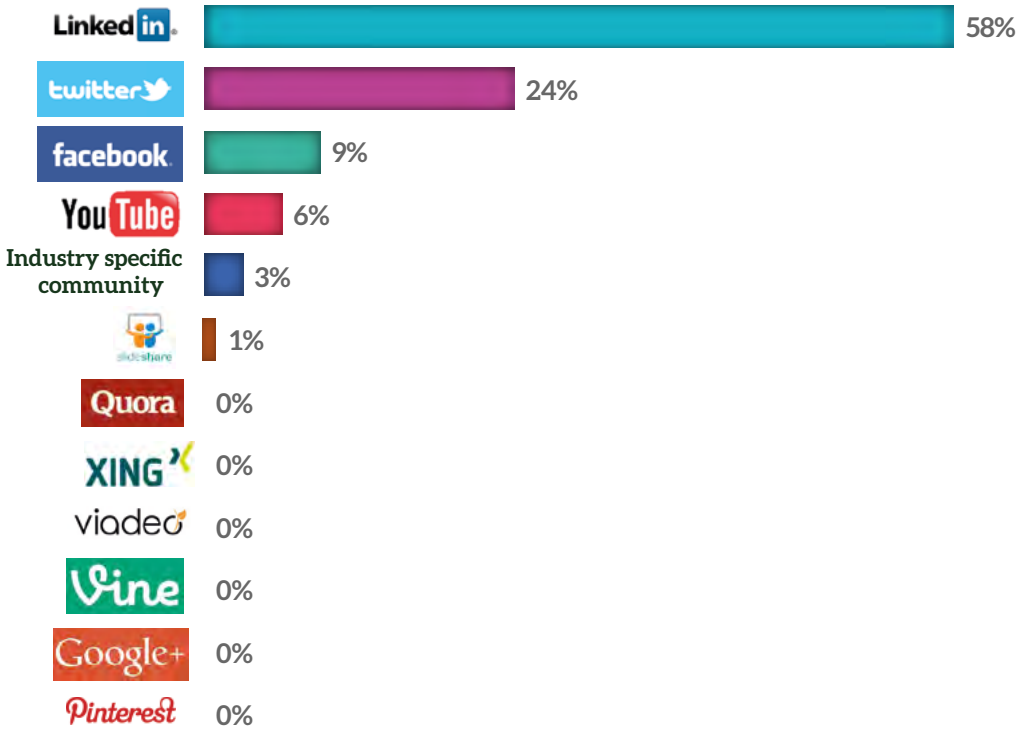
When creating social media guidelines include your company's social media objectives to ensure employees understand the aims of social media marketing. These can then act as motivational company goals all employees can strive towards.

Q: What's the extent of your organisation's presence on the following social networks?



Twitter and LinkedIn are the most actively used platforms
Note: some percentages have been rounded up

Q: And which of these social networks do you find is the most effective in achieving your marketing goals?



Three in five say LinkedIn is the most effective platform in achieving marketing goals
Note: some percentages have been rounded up

2: Platforms

The growth of visual social platforms

Over the last 12 months, Twitter has overtaken LinkedIn as the most used social media network by B2B organisations. Seventy-six per cent of respondents regularly update their Twitter profile and a further 18 per cent have a profile. LinkedIn follows directly behind with 71 per cent regularly using the professional network and 26 per cent with a company profile. Only six per cent of marketers admitted their brand has no presence on Twitter, and three per cent do not use LinkedIn.

Despite not being the most actively used, LinkedIn remains the most effective platform for achieving marketing goals. The professional network was selected by 58 per cent of respondents, while Twitter was chosen by just 24 per cent.

Use of these two top platforms is only set to soar over the next 12 months, with 90 per cent of marketers expecting to increase their use of LinkedIn, followed by Twitter and YouTube (both selected by 77 per cent).

What's perhaps most interesting here is the growing significance of YouTube. As well as an expected increased usage in the next year, the video platform has overtaken Facebook since 2014 as the third most used social network in B2B. Forty-seven per cent of respondents said they regularly update their YouTube channel, and a further 36 per cent have a profile. These findings show marketers are aware of the power of visual content, especially engaging video (more on this later).

Yet, only a small group of respondents are currently utilising the newer visual social networks in their marketing efforts. Just four per cent of respondents regularly update Pinterest and three per cent Vine. Although this is set to increase slightly over the next year (24 per cent of respondents expect to increase their presence on Pinterest and 19 per cent on Vine), it's not enough to keep up with social media users' growing hunger for consumable visual content.

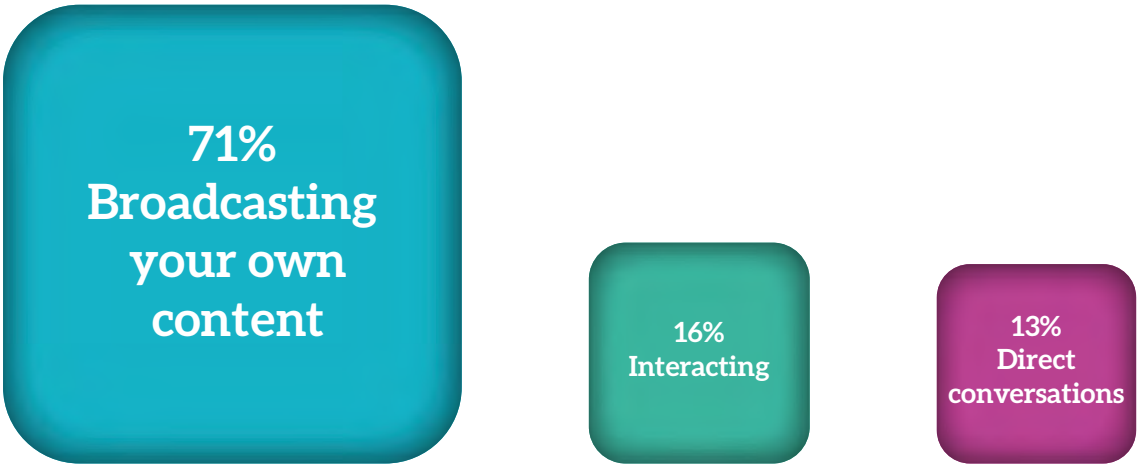
It's clear marketers understand the power of visual social platforms. Nevertheless, it's crucial that organisations step out of their comfort zone and look into launching on other visual networks. Of course, first find out where your audience is and then experiment. The fact that platforms like Vine and Pinterest are less saturated by brands means it will be easier for organisations to stand out from the crowd and, therefore, reap rewards from their social efforts.

TOP TIP

Before launching on a new social network do your research. Ask yourself the following questions:

- **How many of your customers use the platform? Will this number grow?**
- **Where will it fit in with your overall strategy? Does it integrate with any other networks?**
- **What are your key objectives for launching on the platform?**
- **What content will you need to create?**
- **Will the rewards outweigh the time and resources you put in?**

Q: What percentage of your social media activity is devoted to...?



The majority of social media activity is spent broadcasting own content

Q: Which of the following types of content does your organisation post on social media?



Links to longer content is the most widely used content type

3: Activity

B2B brands are reaching customers, but not engaging them

B2B organisations use social media as a medium to reach customers and prospects, but not to directly interact with them. Respondents revealed that on average they dedicate 71 per cent of their social media activity to broadcasting brand content, with little time spent on engagement. Just 16 per cent of time was spent on interaction and 13 per cent on direct conversations with users.

Social media networks should not only be used as broadcast platforms; marketers also need to put a larger focus on engagement (rather than reach). Broadcasting links to content to your follower base is all well and good in the short term, but interacting and conversing with followers is far more valuable as a means of creating a real community.

Creating a group of like-minded individuals will also help fulfil the most important objectives of social media activity which respondents deemed as: 'driving traffic to website' (chosen by 65 per cent), 'strengthening thought leadership position' (62 per cent) and 'branding and positioning' (57 per cent).

What content works

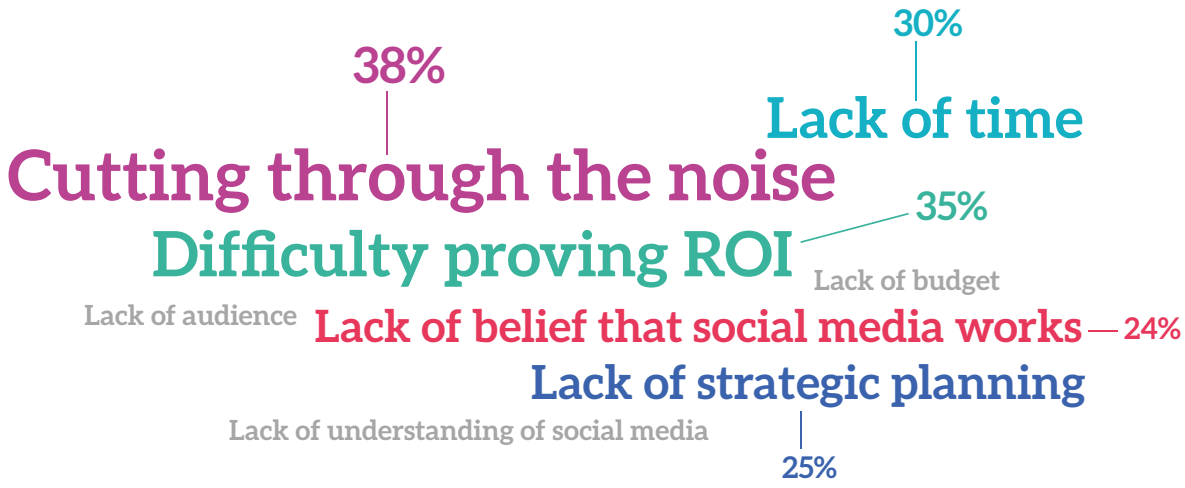
Visual content wins hands down when it comes to the most effective content types on social media. Infographics were listed as the most effective format, described as 'very effective' by 67 per cent, and 'somewhat effective' by 31 per cent. This was followed by videos which were described as 'very effective' by 66 per cent and 'somewhat effective by 34 per cent'. In third place was images, which were described by 57 per cent as 'very effective' and 35 per cent as 'somewhat'.

It's clear marketers understand what content works, and what doesn't, on social media. However, the research also highlights that these insights are not always put into practice. The most widely used content format is links to longer content (selected by 85 per cent of respondents), despite being listed as the seventh most effective content type. Written copy also features in the top three (widely used by 73 per cent of respondents), despite only 33 per cent believing it to be 'very effective.' Only 52 per cent are actually using infographics, despite selecting them as the most effective content format.

TOP TIP

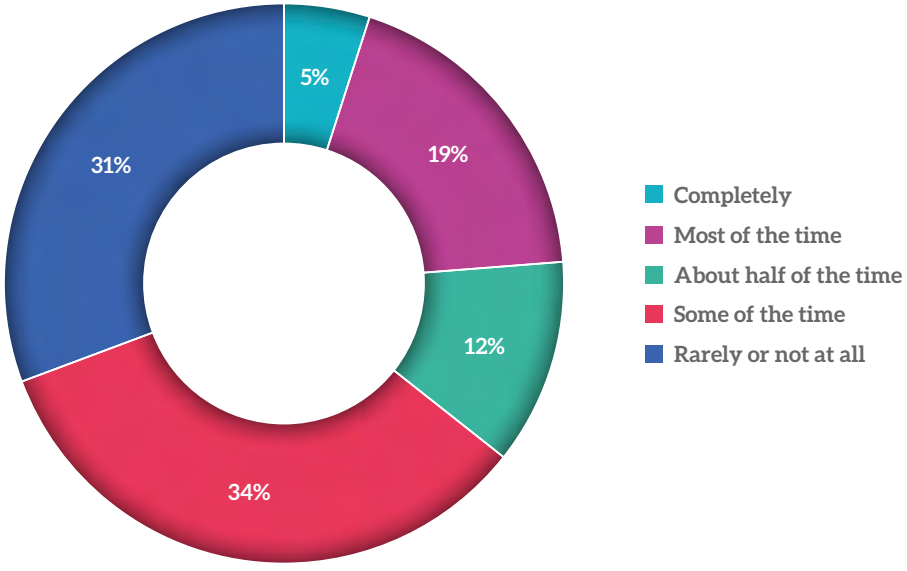
When planning the content for your next social marketing campaign, consider swapping long-form pieces or more snackable visual formats. This doesn't necessarily need a big budget – there are plenty of free options available. For example, use Piktochart to create quick and simple infographics from your latest research or pull stats on a subject from around the web.

Q: Please select the top two challenges you face in relation to social media.



Cutting through the noise is the biggest challenge

Q: To what extent would you say you can demonstrate ROI from your social media activity?



Marketers are still struggling with social ROI
Note: some percentages have been rounded up

4: Challenges

Issues with ROI

Due to the ever-increasing popularity of social networking it comes as no surprise that 'cutting through the noise' is the top challenge facing our respondents (chosen by 38 per cent). This problem is likely to remain as brands increase their use of social networks within their marketing.

Following closely behind, the top challenge is 'difficulty proving ROI', selected by 35 per cent of marketers. The marketing department's love/hate relationship with proving its worth means this challenge warrants further investigation.

Although respondents may be stressed about their ability to truly measure their brand's social worth, this research project shows that only two in five senior managers actually expect social media to demonstrate ROI (38 per cent). While 34 per cent rarely or never expect their social media manager to demonstrate a ROI for their social endeavours.

This might be a good thing for marketers running their organisation's social network, as the research reveals the ability to demonstrate ROI is considered to be relatively poor. A mere five per cent said they could measure ROI 'completely', 19 per cent 'most of the time' and 12 per cent 'half of the time'. At the other end of the scale, 34 per cent of marketers said they could only measure ROI 'some of the time'. This means a whopping 31 per cent can 'rarely or never' measure ROI on their social marketing.

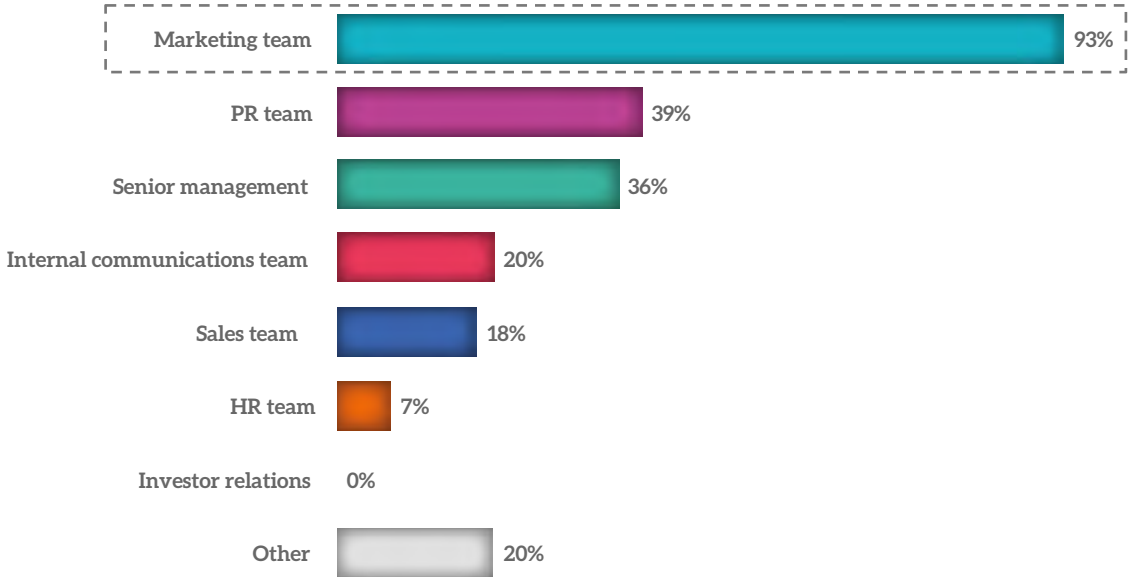
The reason for this quickly became apparent when we asked marketers the question: 'Do you currently use or plan to use any technology to help track the effectiveness of your social media?' Just 35 per cent said they make use of a paid-for social media monitoring platform. The majority (75 per cent) rely on their website analytics to measure social campaigns. These platforms, like Google Analytics, focus on web traffic from social rather than audience breakdowns, engagement and interactions. This is making it difficult for marketers to even attempt to prove anything more than the basics.

But it's not all doom and gloom: respondents were confident about improving their ability to prove ROI over the next 12 months. Fifty-five per cent of marketers expected to 'slightly improve' their ability to demonstrate ROI, and a further 23 per cent said they anticipated a 'great improvement'.

TOP TIP

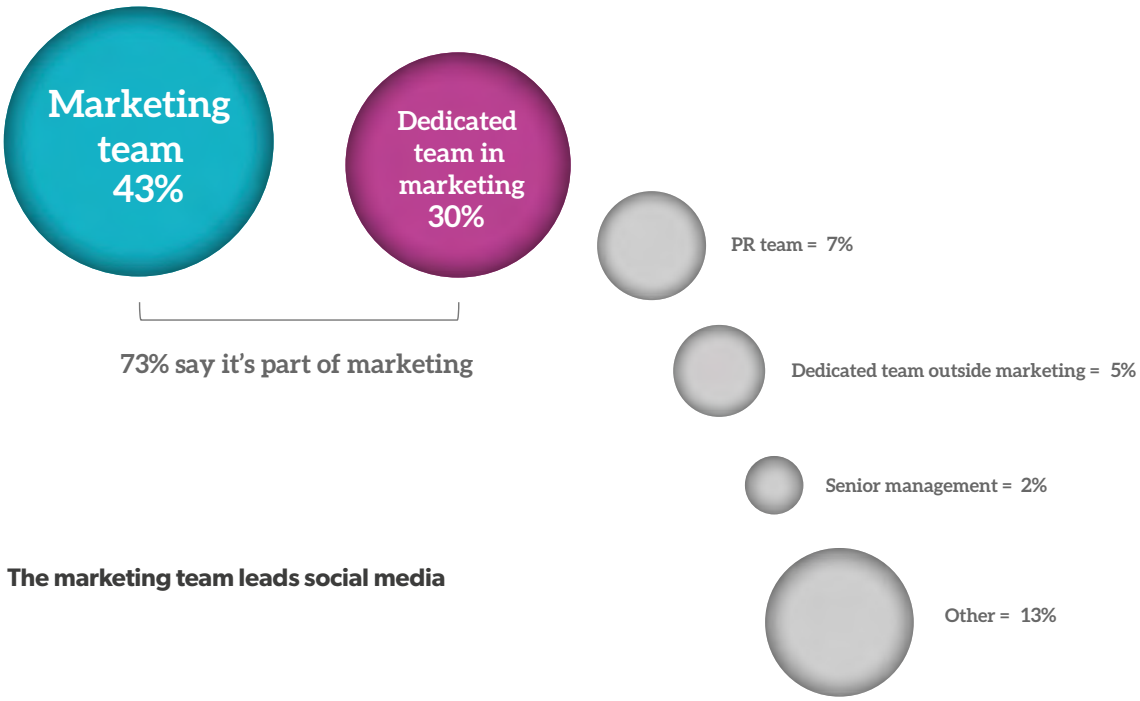
To stand out from the competition, consider launching a social campaign where the aim is to engage your audience, rather than drive traffic. To get your audience talking build the activity around a provocative question like: 'What are your biggest social marketing fails?'

Q: Who is involved in developing your social media strategy?



Social media strategy is developed by the marketing team

Q: Who leads social media activity in your organisation?



The marketing team leads social media

5: Culture

Marketing leading the way

The marketing department owns social activity in B2B organisations. More than nine in 10 (93 per cent) of those with a social media strategy said the marketing department was involved in developing it. This was followed by the PR team (involved in 39 per cent of cases) and senior management (36 per cent).

After developing a strategy, it remains a part of marketing's remit to drive social media activity; 73 per cent of respondents said leading social activity was the job of marketing. Forty-three per cent of the time it is run by marketing, while 30 per cent had a dedicated social media team within the department. This means that in 83 per cent of cases, marketing is the department that posts on social media channels on behalf of the business.

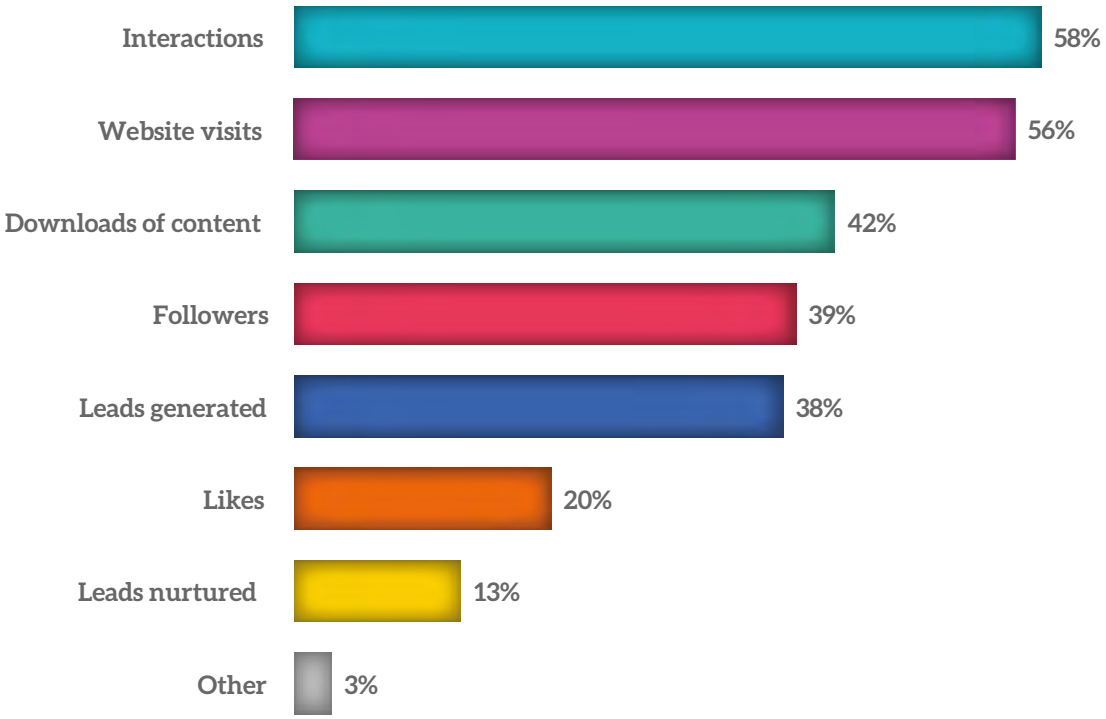
With marketing leading the way when it comes to social media, it's worth drilling down into how the department is using its time and resources. The research reveals that this year marketing is spending 12 per cent of its annual budget on social media, while it allocates 20 per cent of its time to social.

In addition, time dedicated to social media is expected to increase over the next 12 months. Twenty-one per cent of respondents believed it would 'increase significantly', and a further 57 per cent said it would 'increase slightly'. At the same time, budget spend is also set to rise. Fourteen per cent of marketers agreed resources would 'increase significantly', and a further 56 per cent 'slightly'.

TOP TIP

Taking ownership of social media means a lot more than setting up a strategy and posting updates, it means educating employees. This involves training, guidelines and email updates about upcoming campaigns for all employees as well as employee advocate programmes to support those using social to promote the brand.

Q: Which of the following do you pay most attention to when evaluating the success of your social media?



Interactions and website visits are most relevant when evaluating success

6: Success

The big picture

We've addressed platforms, content, challenges and culture and finally it's time to examine what success looks like.

Over the last 12 months, interactions have overtaken website visitors as the most popular way to evaluate the success of social media marketing. Now 58 per cent of B2B marketers measure success by interactions, up nearly 10 per cent from last year (49 per cent). Web traffic appears in a close second place with 56 per cent using these stats to evaluate success, followed by downloads of content (42 per cent) in third place.

The mix of success factors listed in the top three shows marketers are beginning to appreciate the big picture when it comes to social media – it's not just about followers or traffic but also engagement and thought leadership.

At the other end of the scale are leads nurtured (chosen by 13 per cent), likes (20 per cent) and leads generated (38 per cent). The fact 'leads' appear twice at the bottom of the list suggests that marketers recognise the need to drive social sales, but are still struggling.

7: Conclusion

The *2015 Social Media Benchmarking Report* proves B2B organisations are now comfortable and succeeding with social media. Marketers clearly appreciate the vital role social plays within marketing. However, it is also evident that despite understanding what works and what doesn't, sometimes this knowledge is not put into action.

The difference between what marketers say and the day-to-day reality is highlighted continuously throughout the report. Inconsistencies appear in various areas from platform use and content creation to overall objectives and ROI. To ensure social media campaigns are a success, marketers will need to bridge these gaps and put the knowledge they have evidently acquired to good use. If marketers fail to follow their own advice, their social activity will probably fail in 2016.

Over the next year it would be encouraging to see B2B marketers actively keeping up-to-date with the latest social developments as well as experimenting with new platforms and content. As this channel continues to develop and mature so do the opportunities available to brands. In the future, organisations will need to formalise ad-hoc activity with an even stronger focus on engagement to overcome some of the biggest challenges associated with social media. Once overcome, the rewards will be plentiful.

TOP TIP

Make sure your social media marketing is cutting edge by and you are ahead of the latest platform updates and trends by following their company blogs:

LinkedIn
business.linkedin.com/en-uk/marketing-solutions/blog

Twitter
blog.twitter.com/advertising

YouTube
youtube-global.blogspot.co.uk

Facebook
facebook.com/business/news

Partner comment

2

In B2B social media, insight is foresight

ROBYN PIERCE
HEAD OF SOCIAL MEDIA
THE CROCODILE



There are no two ways about it. Social media has grown up. For brands, this means having a grown-up strategy in place, proper budget allocation for paid social media and the ability to distil meaning from immense amounts of unstructured data.

This isn't easy, but nothing worthwhile is. Looking after the content demands of a social media programme alone is a challenging and time-intensive business. But with advances in platform capabilities and the availability of ever-more powerful analytics and insight tools, it is possible to derive a great deal of business intelligence from the data buried in the social landscape and to react and adapt accordingly.

Vanity metrics such as basic reach and engagement measures do have their place. For example, it's important to know the size of the opportunity and to aim high in terms of audience acquisition. Why stop at 1000 followers on Twitter if the leading trade magazine in your industry has 40,000? But the bigger picture and the opportunities to achieve real value for your business is what you get from more sophisticated data analysis.

Data mined from social media can uncover insights into purchase intent, drivers of sentiment and competitor performance, all of which can be used to inform business decisions. Approaching data collection and analysis with real business questions in mind is the best approach to gaining actionable insight. Keep these questions front of mind and manipulate social data to form mini focus groups that answer them.

Listen to targeted conversations, review topics, peaks and troughs in activity over defined periods of time and see where your audience's interests lie in relation to your brand and competition. Using the knowledge gained to create influential content and advertising strategies targeted to these segments of people is likely to have positive results.

It is easy to treat social media as a tactical afterthought rather than an important part of the marketing mix. Doing social media well demands strategic thinking and technology-driven insight, combined with an 'always on' attitude and a relentless focus on the customer across place, device and time. Get to know the people engaging in your industry's conversations. Join them. Yes – think B2B and content that resonates, but more importantly, think P2P (person-to-person).

When The Crocodile first started dabbling in social media back in 2008 we were essentially just building audiences in order to publish news and case studies directly on behalf of clients. Now, with experience gained across a diverse range of industries, and a carefully assembled social arsenal, we are champions of using social media analytics to create conversations and content that deliver ROI for our clients. It's an art based on data. A strategic, insight-driven approach designed to get people talking. These days, there's simply no excuse for notice boarding, haphazard posting and one-way conversation.

The methodology is simple: use insight to get to know the landscape, connect with your audience, listen, learn and adopt a 'test and invest' approach. Bold, persistent innovation is most definitely the order of the day, and you can use the insights you collect to guide you.

B2B marketers: Three strategies for social marketing success

MERINDA PEPPARD
EMEA MARKETING DIRECTOR
HOOTSUITE



For B2B brands, it's hard to equate hundreds of likes on a single social post to an increase in sales. In a world where the sales cycle can take a year and it takes a sophisticated marketer to accurately measure their social ROI, it is understandable why some B2B organisations have been slow to invest.

However, as marketers, we know the extent to which social is engrained in the way we consume information is continuing to rise. Capitalising on this opportunity depends on our ability to effectively utilise social channels to ensure we reach the right people with the right content at the right time.

1. Use social as a sales tool

No matter what industry your business operates in, the buying process has changed. Customers are more socially connected; they have access to vast amounts of information, and rely on digital peer networks for advice and news.

Operating in this informed world means prospects aren't interested in returning cold calls. Instead they do their own research, with recent studies indicating that 57 per cent of the purchasing process is already complete by the time a customer gets in touch.

Here, social provides the ultimate opportunity for B2B marketers and sales teams to become part of the initial buying process. By using social tools that monitor social conversations in real-time, brands can gather an intelligent understanding of their customers' needs and engage with them directly with less competing noise.

2. Refresh your influencer strategy

A key component of marketing for B2B and B2C alike has always been leveraging advocates and customers through word-of-mouth and relationship marketing. Through social, we now have the ability to measure the effectiveness of our initiatives and tie them to sales.
Having an outreach programme for influential experts can be as simple as extending your press relations to bloggers, or as advanced as bespoke social communities of customer advocates and industry experts.

It is important to provide value up-front and give influencers what they want – engagement. Interact through content they are sharing, participate in conversations they are starting and invite them to participate in marketing activities. Maintaining the relationship is the hardest step. One way to do this is to create Twitter lists for your influencers.

3. Leverage your employees

There is usually a direct correlation between executive social activity and company investment in social marketing. A great way to get execs involved is to extend your PR function to those who are actively using social media. Execs can also help employees by motivating them with purpose on social, an important factor for CSR and extending the employer brand. But the key to scaling social media through employee advocates is to mitigate risks through formalised workflows, processes and education.

Marketing's role is not just about managing a social advertising budget and copywriting smart calls to action. It is about enabling social conversations for the entire organisation, from front-line sales, client relationship managers and customer service teams. Enlisting your employees to amplify your content will extend your organic reach without the need for increasing budgets.

The key to an effective social strategy that directly impacts the organisation's bottom line is challenging the brand to think out of the marketing box and look at ways to transform its organisation into a social business. Although most sectors within B2B have been slow to adopt social (with business software the obvious exception), the pioneers within their field will be sure to capture a first-mover advantage, and reap the rewards.

Partner showcase

3

3.1 The Crocodile

Date founded	1990
HQ address	2 - 4 Hoxton Square London N1 6NU UK
Website	thecroc.com
Twitter	@crocbites
Telephone number	+44(0)207 749 4400
Contact email address	robyn.pierce@thecroc.com

Personnel

Number of permanent staff 2015	29

Key personnel

Head of social media	Robyn Pierce
MD	Adam Wooff
Creative director	Chris Tongeman
Partner	Jason Talbot
Partner	Fiona Stevens

Work

Sector specialisms	Technology, financial services, professional services, consumer retail
Key clients	EMC, Nectar, Standard Life, Swatch Group, KPMG, Equinix

Client testimonials

"There's a lot riding on the success of the KPMG HGT Group. I was delighted with the intelligent, innovative way The Crocodile approached this challenge; asking us to be brave with our thinking and encouraging collaborative input. The results underline the success of the strategy." *Tim Kay, technology start-up evangelist, KPMG HGT Group*

"Superpoints was a fantastic celebration of the Nectar Business programme and our most successful social campaign to date. The Crocodile demonstrated a clear understanding of our objectives and came up with a clever, engaging idea, which delivered outstanding results." *Kate Madden, marketing manager, Nectar Business*

"Professionals in the hair and beauty industry are tough to reach via traditional marketing techniques and for a high-volume, low-value business model, traditional one-to-one marketing is expensive. The Crocodile demonstrated a clear understanding of our commercial objectives and built a highly successful social media strategy. Through Facebook we now have the attention of more than 21,500 individuals within our target market and a cost-effective new revenue generating channel." *Geoff Morris, CEO, Ellisons*

Success

Awards	B2B Winner Dadi Finalist Social Buzz Winner



LET'S

inspire

create

SUCCEED

captivate

analyse

INVENT

The Crocodile creates conversations. We provide a powerful blend of strategic, creative and technology-enabled marketing services to ensure you enjoy rewarding dialogue with your customers and prospects.

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3.2 Hootsuite

Date founded	2008
HQ address	Henry Wood House 2 Riding House St London W1W 7FA United Kingdom
Website	hootsuite.com
Twitter	@hootsuite
Telephone number	+44(0)207 0482029
Contact email address	emeamarketing@hootsuite.com

Personnel

Number of permanent staff 2015	1000+

Key personnel

CEO	Ryan Holmes

Work

Sector specialisms	Media and entertainment, BFSI, agency, B2B, education, government, retail, CPG, healthcare, technology, transportation
Key clients	Virgin, Orange, WWF, Bupa, Cambridge University

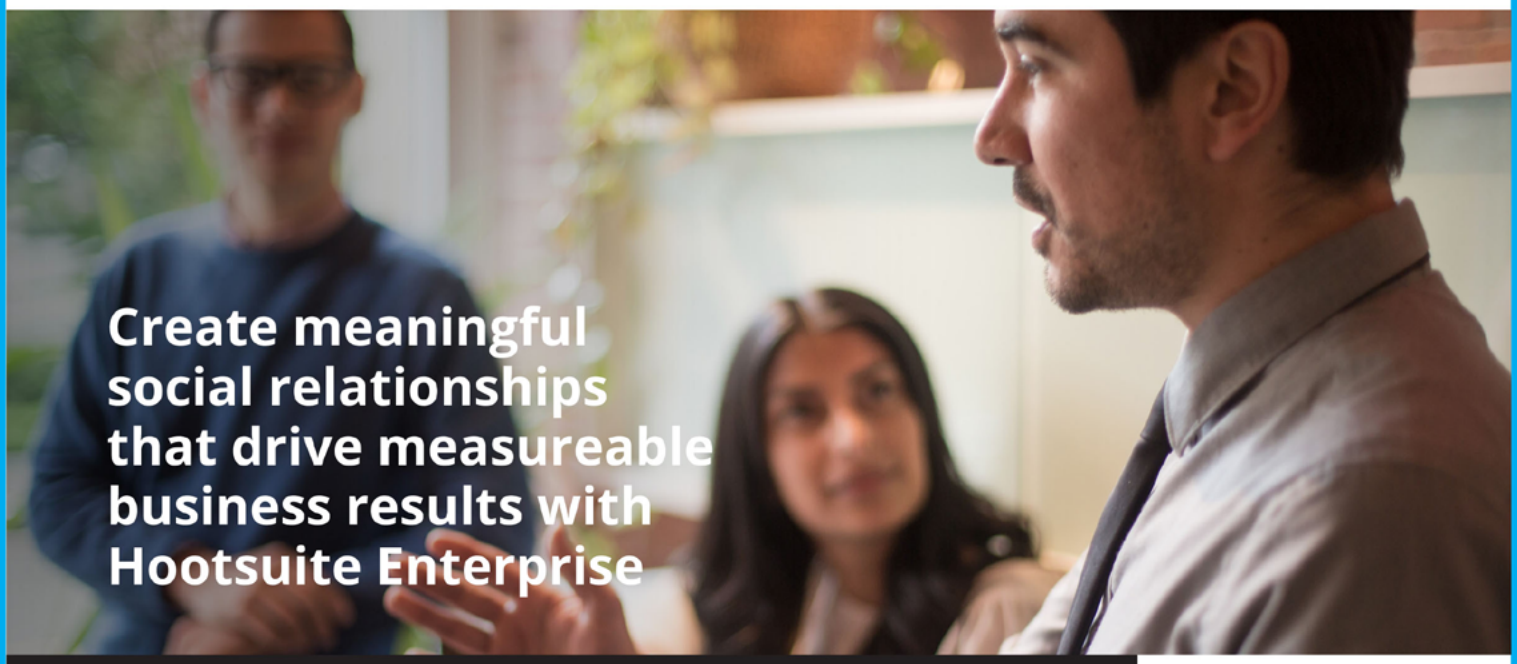
Client testimonials

"If we weren't using Hootsuite we'd have a lot of admin, a lot of emails, we would have a lot of inefficiency. For the customer it would be a lot slower, it would feel more clunky, and I think it would lead to a lot more customer frustrations. Hootsuite helps us streamline all that." *Josie Salkey, digital content manager, Bupa Global*

"With Hootsuite's help, we established a secure, unified, and centralised infrastructure. Hootsuite allowed for seamless scaling across platforms, countries, and departments." *Andreas Maurer, head of corporate PR, 1&1 Internet*

"It is invaluable for saving money and time – not having to send officers out to find and arrest someone when people hand themselves in is a great example. Now that we're seeing these direct results and tangible benefits, social media is becoming more and more a part of the police job." *West Midlands Police*

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Circle Research uses market research to help clients solve business issues, grasp opportunities and develop competitive advantage. The average client engages Circle Research on more than four projects, and counting. Here's why:

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- Multi-award winning – benefit from extensive experience and best-in-class approach.
- Commercial acumen – receive commercially sound, engagingly presented recommendations that drive action.
- International – seamlessly covering your entire footprint.
- Delighted clients – you'll love the Circle experience.

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Call Andrew Dalglish, director at Circle on +44 (0) 20 7960 3802 or email him on andrew.dalglish@circle-research.com

About B2B Marketing

B2B Marketing is the comprehensive information resource for B2B marketers. Its mission is to provide practitioners with the information they need to perform better and achieve more, whatever sector of the B2B space they are operating in.

Launched in 2004 as B2B Marketing magazine, it has since evolved into a multi-faceted resource, delivering a broad range of content in a variety of different forms and formats.

Its key products are:

- Online community
- Magazine
- Awards
- Research and reports
- Training
- Events
- Membership

For more information on any of these products or services go to b2bmarketing.net or call +44(0)20 7014 4920

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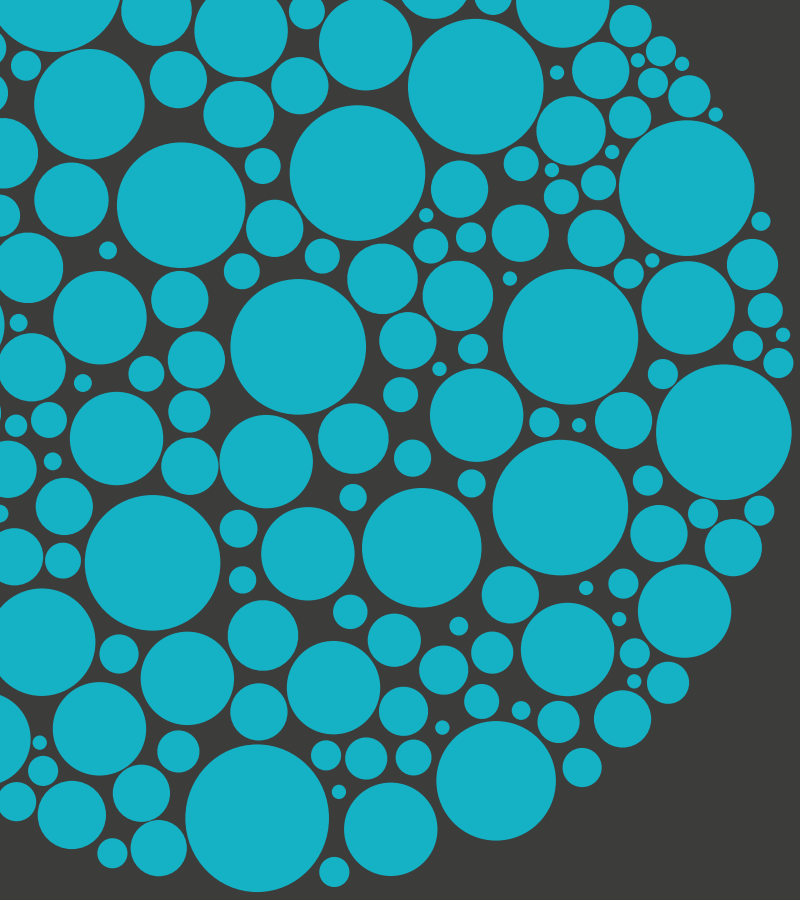
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