

# Social Media & Digital Marketing Statistics to enter 2024

## LinkedIn Statistics

**89%**

According to a report, **89% of B2B marketers rely on LinkedIn for lead generation**, and 62% say it generates leads successfully.

Source: LinkedIn Business

**2 X**

Businesses that post weekly on LinkedIn get **2x more engagement** than those that don't.

Source: LinkedIn Ads Blog

**3 X**

**InMail has a 300% higher response rate than email**, with a 10-25% hit rate on LinkedIn. Sponsored InMail has an open rate of 52% on LinkedIn.

Source: LinkedIn Business

## Social media marketing Statistics

**52%**

52% of respondents say that **social media has become more important** for their organization due to economic uncertainties.

Source: Meltwater

**32%**

On average, **32% of the total marketing budget** will be invested in social media.

Source: Meltwater

**71%** of B2C organizations **work with influencer marketing** or are planning to do so.

Source: Meltwater



## Social Media Statistics

### Measuring success



**80%** social media engagement  
**65%** followers  
**59%** website traffic

When asked for the top three metrics to measure success, social media engagement (80%), number of followers (65%) and website traffic (59%) came up most frequently.

Source: Meltwater

**81% of Millennials** share information about their job on social media, compared to **72% of Generation Z**.

Source: The Marketing Advisory Network



**60%**

60% of firms measure their success of social media engagement by the **growth in the number of social followers**.

Source: Hinge Marketing

**44%**

**44% of internet users aged 16 to 64 use social media as a primary source of information** when they're researching brands.

Source: Tagbox

## Video Marketing Statistics

**5 X**

Video is **5x more likely to spark a conversation** than any other type of content shared on LinkedIn.

Source: LinkedIn Ads Blog

**90%**

91% of businesses use video as a marketing tool in 2023 and **98% of marketers value video as an 'important part' of their marketing strategy**.

Source: Wyzowl State of Video Marketing 2023

**\$1 billion**

Consumer spending on TikTok crossed over **\$1 billion** globally in 2023.

Source: Social Pilot

**5 million**

There are over **5 million businesses** and countless small businesses on TikTok.

Source: TikTok Newsroom

**5.95%**

The average **engagement rate** on TikTok is **5.95%**.

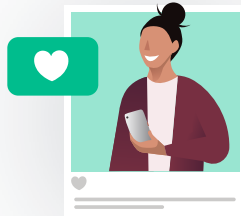
Source: House of Marketers



## Brand Loyalty Statistics

**81% of brands use social media marketing to raise brand awareness and loyalty** and 60% to increase brand engagement.

Source: Meltwater



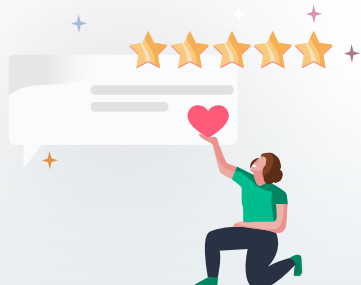
**59% of consumers prepared to pay more to purchase from their preferred brands**, showing an increase in brand loyalty.

Source: Marigold Consumer Trends Index



57% of consumers think their favorite brand working hard to **build a relationship with them is important** or critically important.

Source: Marigold Consumer Trends Index



## Employee Advocacy Statistics

**14 X** Employees are **14x more likely to share video content from their company** vs. other content types.

Source: LinkedIn

A post shared by an employee is seen as **3x more authentic** than the same post published on a company page.

**3 X**

Source: LinkedIn Business

**19%**

**19% of organizations have an employee advocacy strategy** in place, and 12.59% are planning on setting up one.

Source: Meltwater



**88%**

88% of respondents trust recommendations from people they know.

Source: Edelman Trust Barometer



**82%**

82% of consumers proactively seek referrals from people they trust before making a purchasing decision.

Source: Nielsen

