

# SOCIAL BUSINESS

## OPTIMISING ENGAGEMENT AND INTERACTION BY PLATFORM

ANALYSIS OF 17.5 MILLION SOCIAL MEDIA POSTS BY NEARLY 18,000 BRANDS, MEASURED ON ENGAGEMENT AND INTERACTION

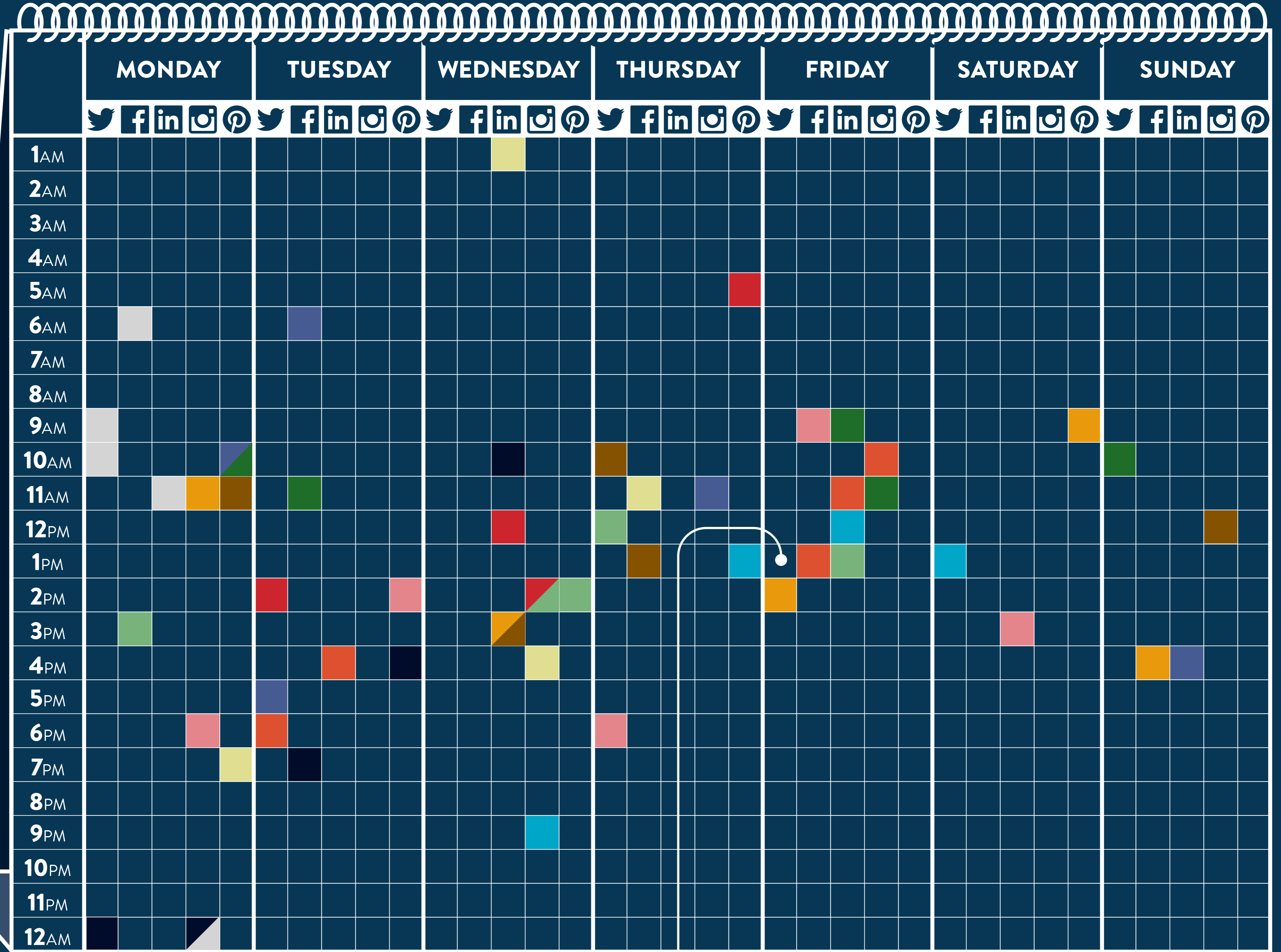


Source: TrackMaven 2016

## BEST TIMES TO POST ON SOCIAL MEDIA BY SELECTED INDUSTRY

ENGAGEMENT AND INTERACTION RATES DIFFER FOR EACH INDUSTRY AND PLATFORM

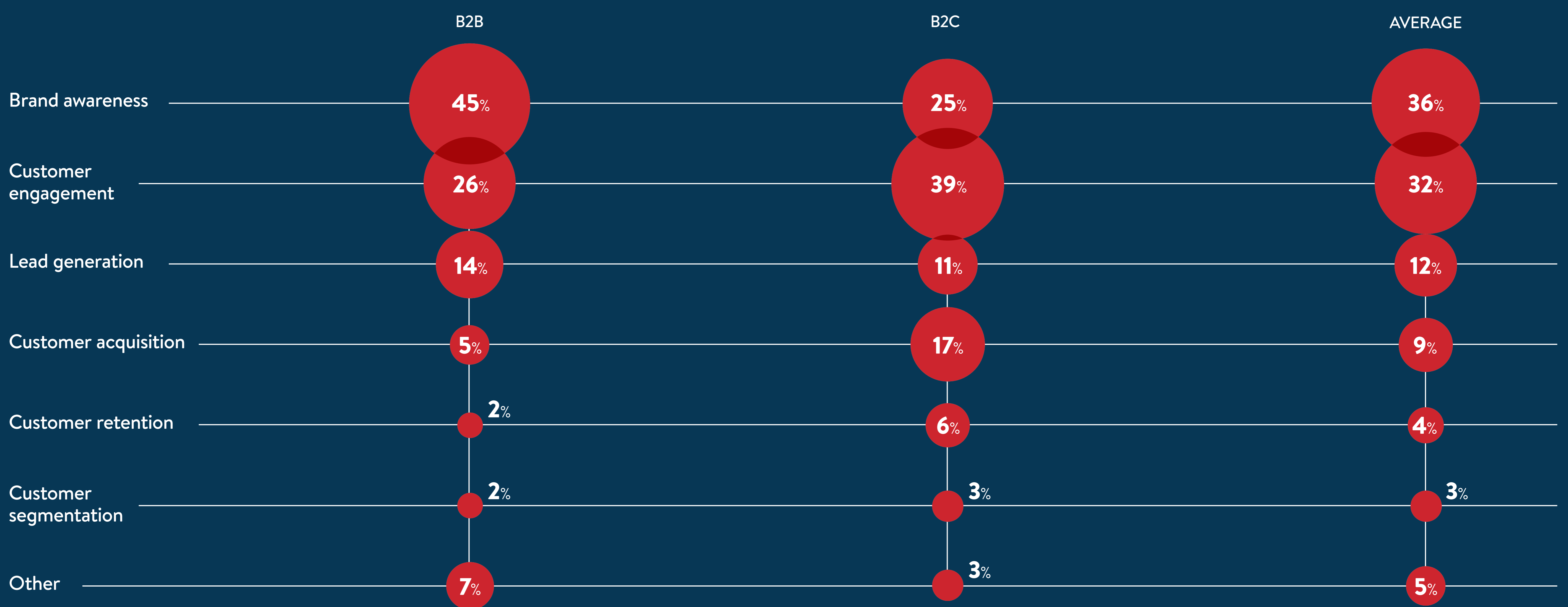
- Apparel and fashion
- Automotive
- Banking
- Cosmetics
- Entertainment
- Gaming
- Medical devices
- Pharmaceuticals
- Real estate
- Restaurants
- Sports
- Utilities



Source: TrackMaven 2016

## PRIMARY AIM OF MARKETING USING SOCIAL MEDIA

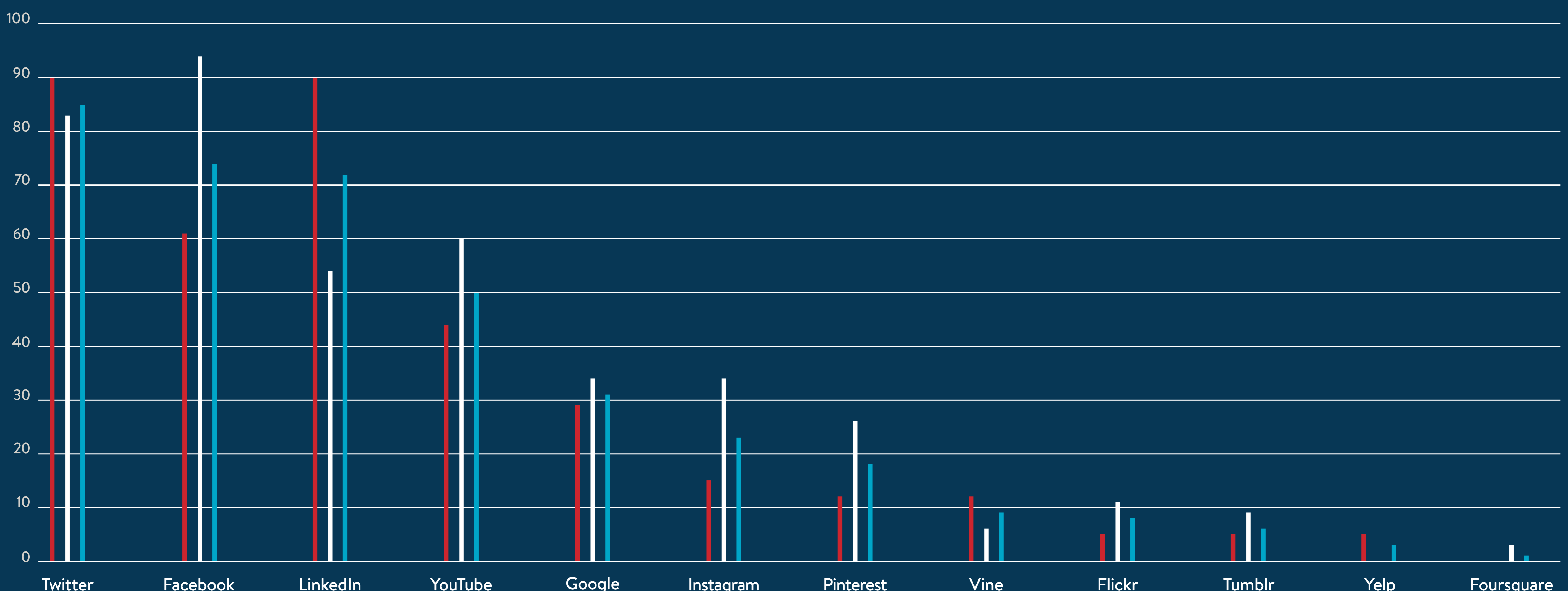
PERCENTAGE OF BUSINESS-TO-BUSINESS (B2B) AND BUSINESS-TO-CONSUMER (B2C) MARKETERS THAT RATED THE FOLLOWING THEIR PRIMARY AIM



Source: DMA 2016

## SOCIAL MEDIA PLATFORMS IN ORDER OF POPULARITY IN MARKETING

PERCENTAGE OF B2B AND B2C MARKETERS THAT USE THE FOLLOWING PLATFORMS



Source: DMA 2016