



2019 SOCIAL MEDIA MARKETING INDUSTRY REPORT

*How Marketers Are Using
Social Media to Grow
Their Businesses*

MAY 2019

BY MICHAEL A. STELZNER



SocialMedia
Examiner

Copyright 2019, Social Media Examiner

Letter from the author...



Hello, fellow marketer!

Welcome to our **11th annual report!** This is the longest-running social media marketing study. And yes, social media marketing is still changing.

This **46-page report** contains easy-to-digest insights into how marketers are currently using social media and their future plans.

If you're in charge of marketing your business, you'll want to closely **examine the 60+ charts** on the following pages. I'll reveal the "not-so-obvious" findings in this data-rich content.

The report covers all of the major social platforms, organic and paid activities, content marketing, and much more.

More than 4,800 of your fellow marketers provided the kinds of insights you won't find elsewhere.

I hope you enjoy it! **If you find value in this report, please let your peers know about it.**

You can find the original page for the report here:
<https://www.socialmediaexaminer.com/report2019/>

All my best!

Michael A. Stelzner
Founder, Social Media Examiner
Host, Social Media Marketing podcast

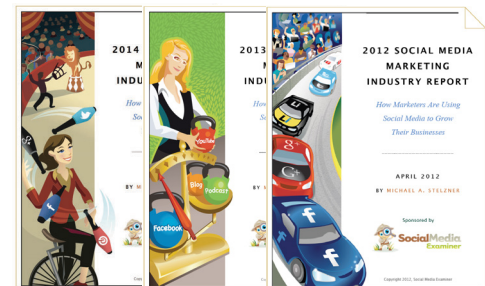


Table of contents

EXECUTIVE SUMMARY	4
MAJOR FINDINGS	5
TOP QUESTIONS FACED BY SOCIAL MEDIA MARKETERS	6
BENEFITS OF SOCIAL MEDIA MARKETING	7
COMMONLY USED SOCIAL MEDIA PLATFORMS	11
THE MOST IMPORTANT SOCIAL PLATFORM FOR MARKETERS IS... ..	15
THE RISE AND FALL OF SOCIAL PLATFORMS	17
ORGANIC SOCIAL MEDIA POSTING	18
SOCIAL MEDIA PLATFORMS MARKETERS WANT TO LEARN MORE ABOUT	26
VIDEO CHANNELS USED BY MARKETERS	27
AVERAGE VIDEO LENGTH	28
VIDEO ORIENTATION	29
LIVE VIDEO USE	30
AVERAGE LIVE VIDEO LENGTH	31
HOW WILL MARKETERS CHANGE THEIR FUTURE VIDEO MARKETING ACTIVITIES?.....	32
VIDEO PLATFORMS MARKETERS WANT TO LEARN MORE ABOUT	34
SOCIAL MEDIA ADS	35
HOW WILL MARKETERS CHANGE THEIR FUTURE SOCIAL MEDIA AD ACTIVITIES?.....	36
SOCIAL MEDIA AD PLATFORMS MARKETERS WANT TO LEARN MORE ABOUT.....	38
MEASURING ROI OF ORGANIC SOCIAL ACTIVITIES	39
FACEBOOK ANALYTICS INSIGHT	40
GOOGLE ANALYTICS INSIGHT	41
SURVEY PARTICIPANT DEMOGRAPHICS	42
ABOUT MICHAEL A. STELZNER	46

Executive summary

This study surveyed more than 4,800 marketers with the goal of understanding how they're using social media to grow and promote their businesses. On the following pages, you'll discover:

- **The top social media questions marketers want answered:** We reveal the big questions today's marketing pros want answered.
- **The benefits of social media marketing:** This section of our study reveals all of the major advantages marketers are achieving with their social media efforts. We also look at how years of experience affect the results.
- **Most-used social media platforms:** Discover which platforms marketers are using now and how their usage will change over the next 12 months. We also examine which platforms experienced marketers are using and the most important platforms for marketers.
- **Organic social media posting:** We explore how marketers plan on changing their future organic activities by platform.
- **Video marketing:** We reveal the video channels most popular with marketers, the length and orientation of their videos, their use of live video, and how they plan on changing their video marketing over the next 12 months.
- **Paid social media:** We reveal the social advertising platforms marketers are using, how their use of ads has changed in the last year, and which ad platforms they plan to focus on in the next 12 months.
- **Other analyses:** We examine marketers' ability to calculate return on investment (ROI) and their interest in analytics. In addition, we take a look at how business-to-business (B2B) companies differ from business-to-consumer (B2C) companies. We also highlight significant changes since our 2018 study.

Major findings

Here's a quick summary of some of our more interesting findings:

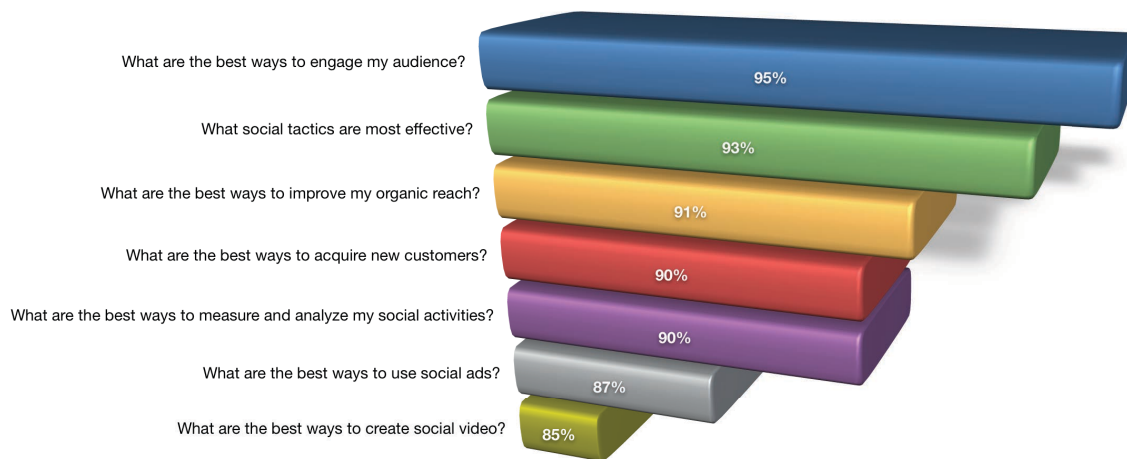
- **Facebook declining:** There's a clear indication that marketers are diversifying away from Facebook. For the first time in the last 5 years, Facebook lost share as the most important platform for marketers, dropping from 67% in 2018 to 61% in 2019. One in ten marketers indicated they'll be decreasing their organic marketing on Facebook. Only 51% of marketers plan on increasing their Facebook organic activities, down from 62% in 2018.
- **Interest in Messenger bots declining:** Messenger bots haven't caught on with marketers. Only 14% of marketers are using bots (down from 15% in 2018). Only 32% of marketers plan on increasing their bot activities, down from 39% in 2018. Interest in learning more about Messenger bots dropped to 45% from 70% in 2018.
- **Instagram is hot:** Seventy-three percent of marketers are using Instagram, up from 66% in 2018. It's the second most important social platform for marketing (behind Facebook) and surpassed LinkedIn for the first time. A significant 69% of marketers plan on increasing their Instagram organic activities over the next 12 months. Instagram is the number-one platform marketers want to learn more about, surpassing Facebook for the first time.
- **Engagement matters most:** For the first time in our study, how to achieve better engagement is the top question marketers want answered. This is likely in reaction to Facebook news feed changes made in early 2018 that incentivize meaningful social interactions.
- **YouTube interest is high:** A significant 71% of marketers plan on increasing their use of YouTube video and 75% want to learn more about marketing on the platform. YouTube is the number-one video channel, used by 57% of marketers.
- **Facebook dominance still strong:** A very significant 94% of marketers use Facebook (followed by Instagram at 73%). Sixty-one percent of marketers claim Facebook is their most important social platform. Facebook ads are used by 72% of marketers and 59% plan on increasing their use of Facebook ads over the next 12 months.

The above summary is just a taste of what's in this report. On the following pages, you'll find 60+ charts that visually convey some fascinating findings.

Top questions faced by social media marketers

We asked marketers whether they'd like answers to broad social marketing questions. The graph below indicates the percentage who agreed or strongly agreed that they were seeking answers to these questions.

At least 85% of marketers surveyed were interested in answers to all of the following questions:

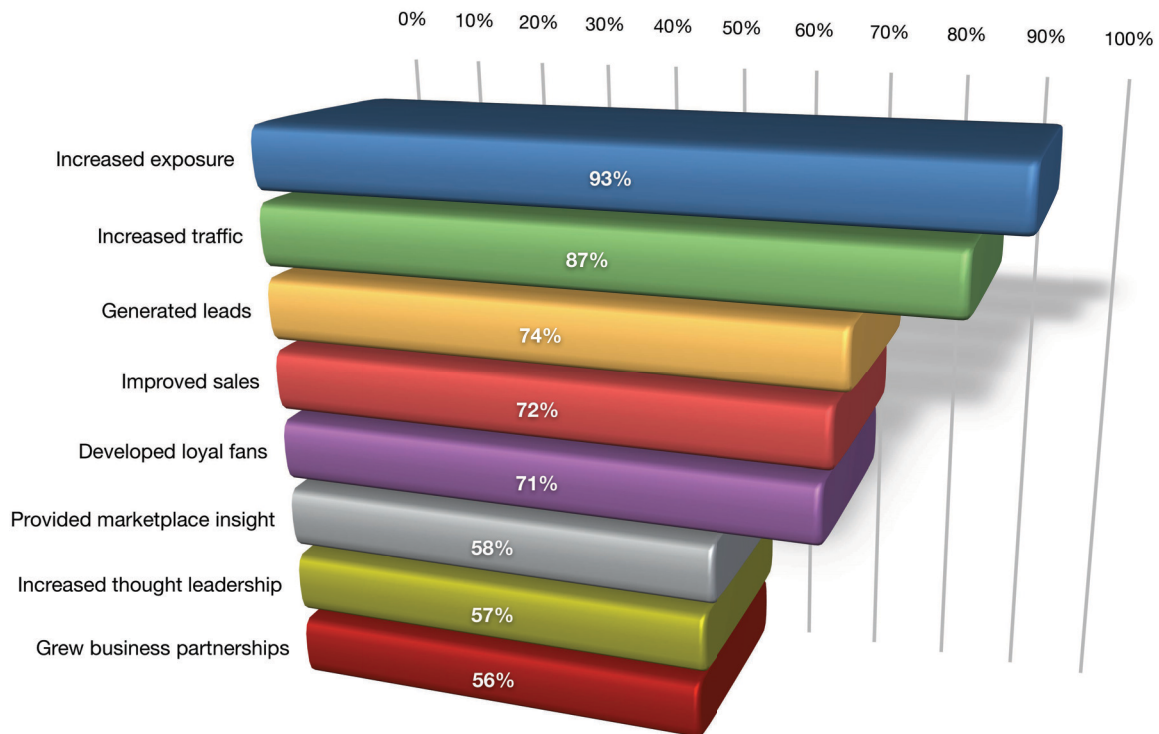


This can be summarized with the following keywords:

1. Engagement
2. Tactics
3. Organic Reach
4. Customer Acquisition
5. Measurement
6. Ads
7. Video

For the first time ever, achieving better engagement is the top question marketers want answered.

Benefits of social media marketing



A significant 93% of all marketers indicated that their social media efforts have generated more exposure for their businesses. Increased traffic was the second major benefit, with 87% reporting positive results. These benefits have remained in the top two spots for the last 5 years.

All of the benefits have improved since 2018:

- Increased exposure grew to 93% from 87%.
- Increased traffic improved to 87% from 78%.
- Generated leads increased to 74% from 64%.
- Improved sales rose to 72% from 53%.
- Developed loyal fans grew to 71% from 63%.
- Provided marketplace insight expanded to 58% from 54%.
- Increased thought leadership increased to 57% from 46%.
- Grew business partnerships improved to 56% from 49%.

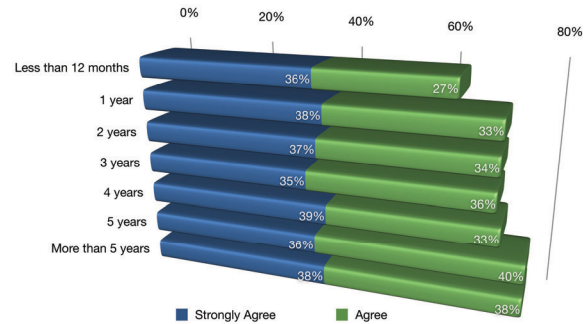
A question that naturally emerges from the above chart is, "Are marketers who've been using social media for years achieving better results?" The following charts address this question.

Improved sales

A large percentage of marketers find better sales results with more years of social media experience.

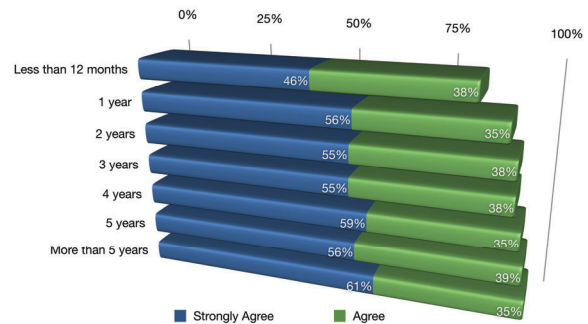
For example, more than 70% of marketers who've been using social media for more than 12 months report it helped them improve sales.

In the past, using social media for selling was a big challenge for marketers. It appears that most have overcome this issue.



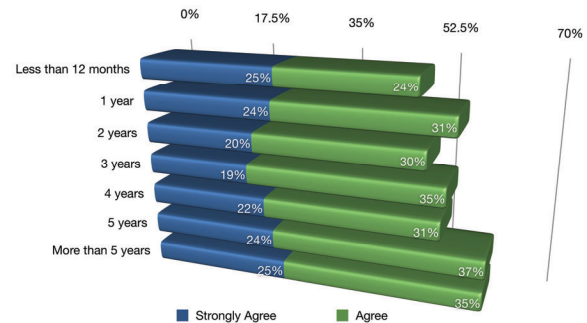
Increased exposure

Nearly all marketers (91%+) who've been using social media marketing for 1 year or longer report it generates exposure for their businesses.



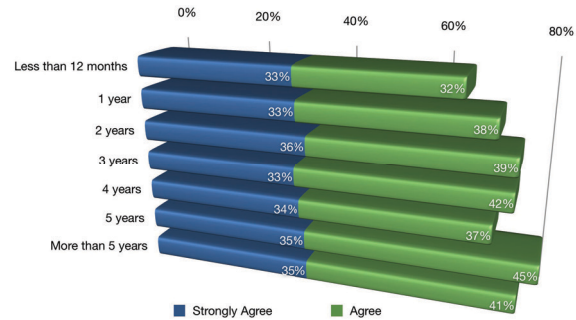
Grew business partnerships

Using social media to grow partnerships seems to be underused by most marketers.



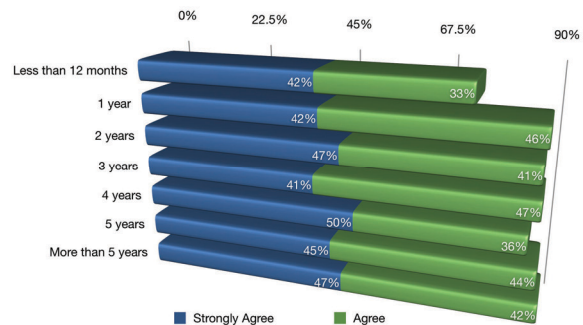
Generated leads

More than two-thirds of marketers with more than 12 months of social media marketing experience were generating leads with social platforms.



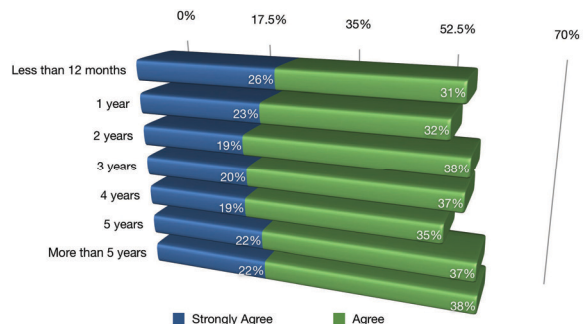
Increased traffic

Those who've used social media for 1 year or longer reported substantially better results driving traffic (86%+ reported benefits), compared with those with less experience.



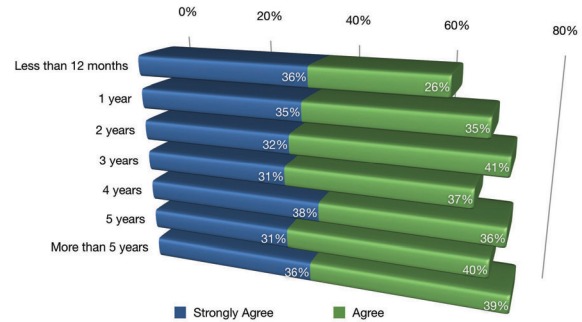
Provided marketplace insight

There doesn't appear to be much of a change in this benefit based on years of experience.



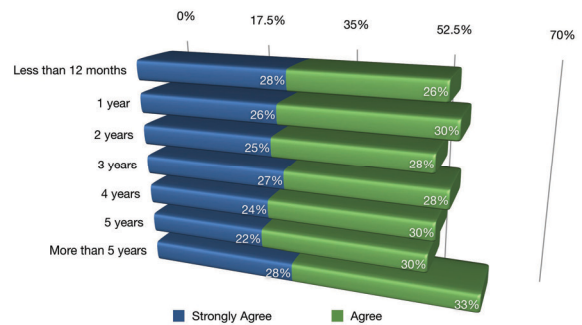
Developed loyal fans

Building a loyal fan base seems to be an advantage that improves over time.



Increased thought leadership

Only those with the most experience (5+ years) have seen real success with building thought leadership.



The Complete Influencer Marketing Toolkit

[Download Now](#)

ASPIREIQ

ASPIREIQ Academy Marketing Solutions

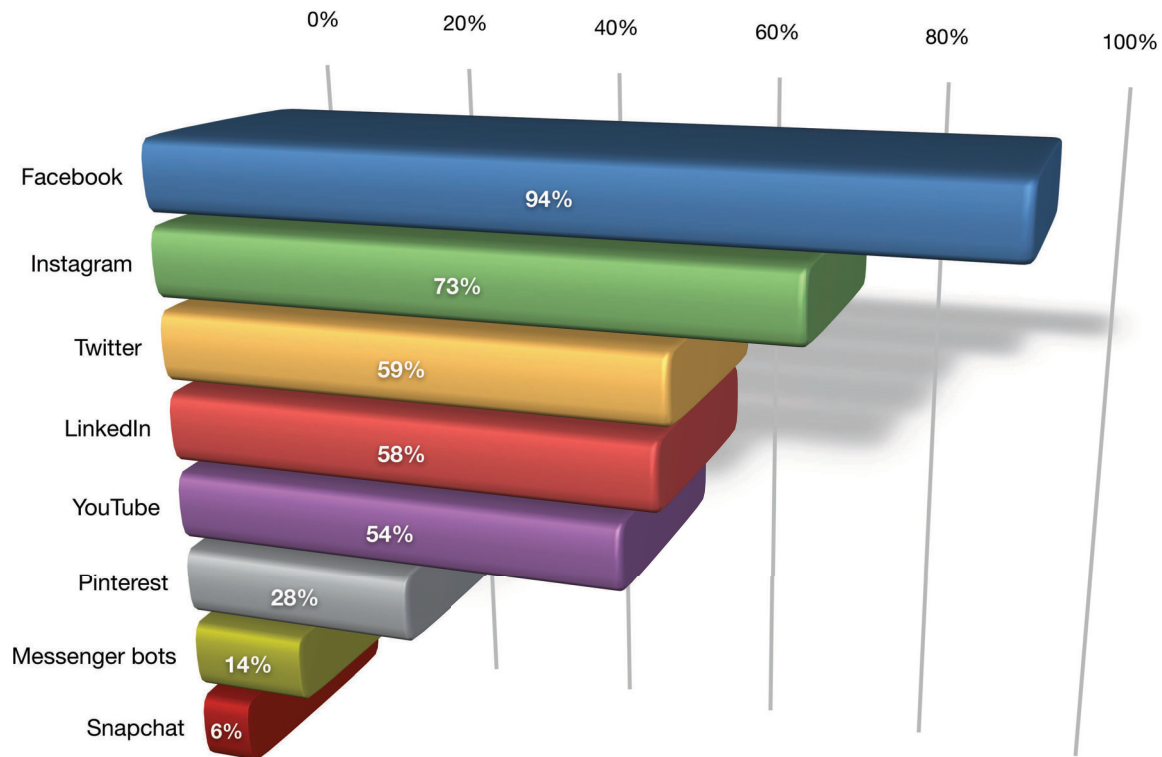
AspireIQ Influencer Marketing Academy

[ENROLL NOW](#)

How Much to Pay an Instagram Influencer

The Ultimate Guide to Influencer Marketing

Commonly used social media platforms



Facebook and Instagram are the top two platforms used by marketers, by a long shot. All other platforms lag behind these top two.

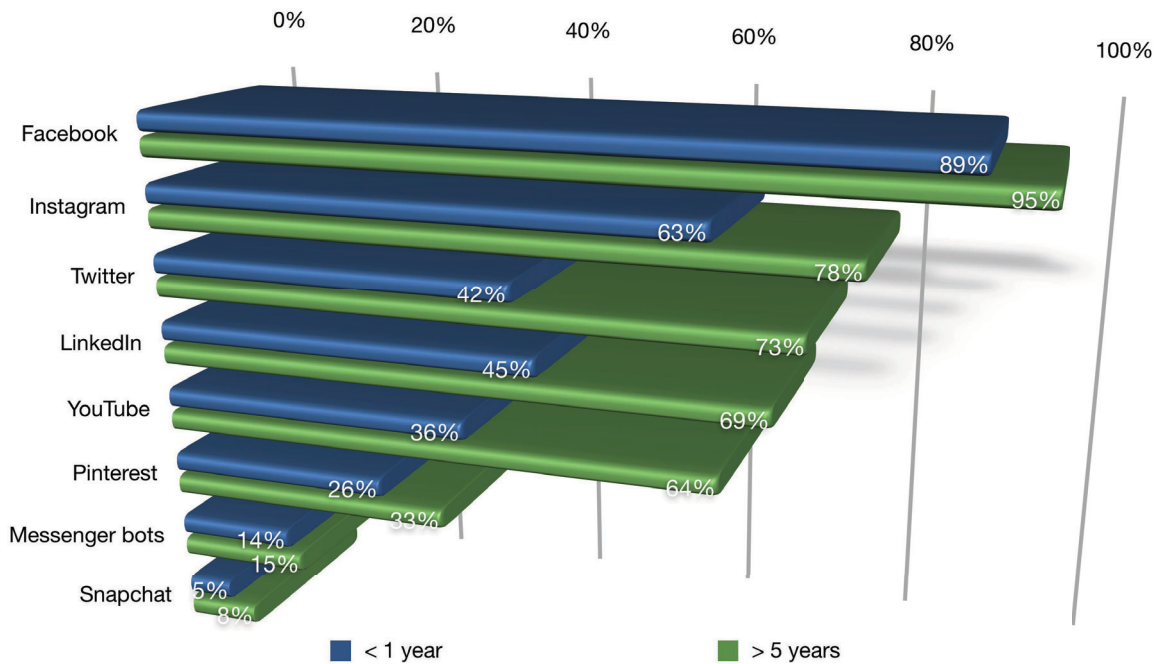
NOTABLE CHANGES SINCE 2018

- Instagram grew from 66%.
- Twitter fell from 62%.
- LinkedIn expanded from 56%.
- YouTube moved up from 50%.
- Pinterest rose slightly from 27%.
- Snapchat declined from 8%.

Platform use: Beginners vs. advanced marketers

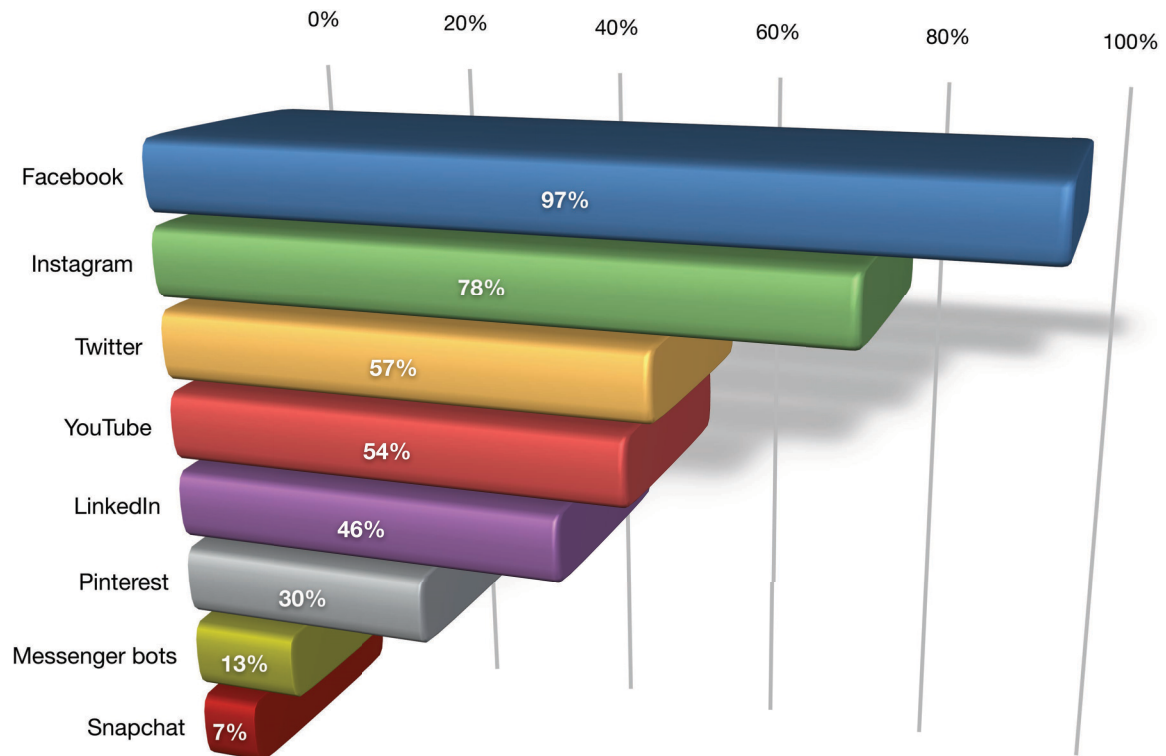
Here's a close examination of which social channels experienced social media marketers are using (the green bars: more than 5 years experience), compared to those just getting started (the blue bars: less than 12 months experience).

New social media marketers mostly focus on Facebook (89%) and Instagram (63%). The most experienced marketers are highly diversified.



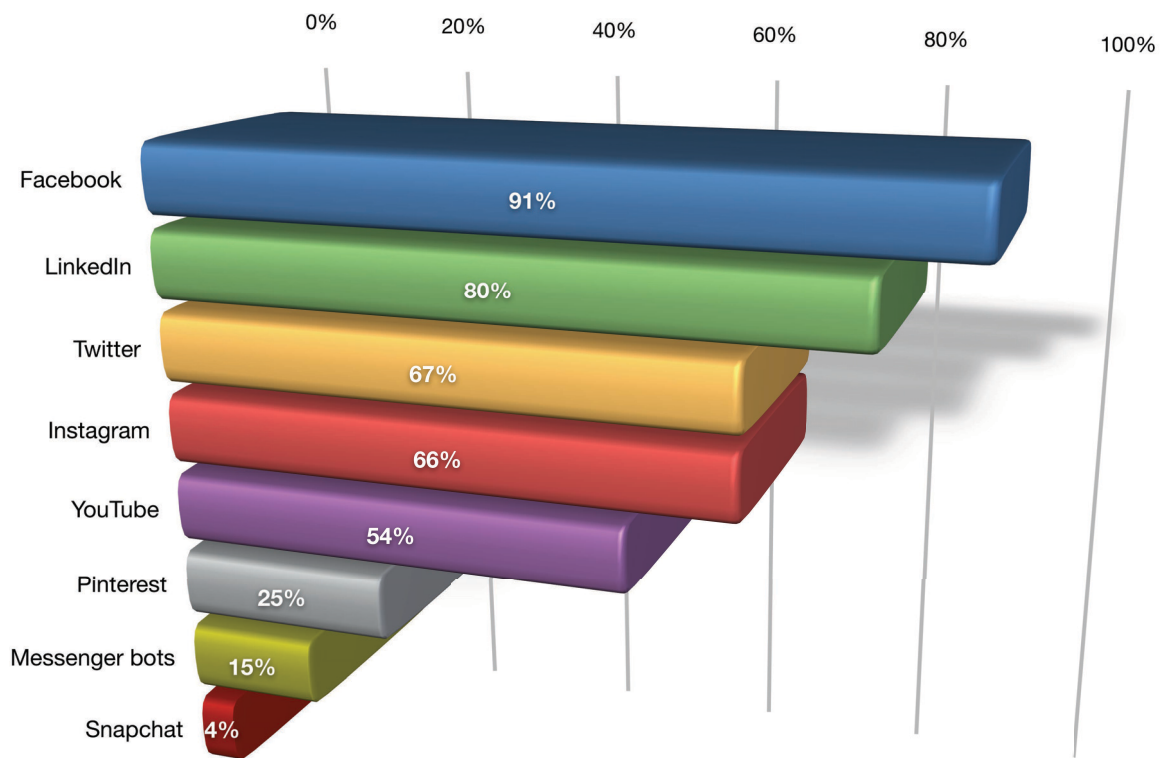
Platform use: B2C marketers

This chart shows that nearly all business-to-consumer (B2C) marketers are focused on Facebook. Interestingly, B2C marketers reduced their use of Twitter (down from 62% in 2018) and increased their use of Instagram (up from 72% in 2018).



Platform use: B2B marketers

This chart shows that most business-to-business (B2B) marketers use Facebook and a significant percentage use LinkedIn. B2B marketers have increased their use of Instagram in the last year, up from 57% in 2018.





Discover the best social media marketing techniques from the world's top experts



SOCIAL MEDIA MARKETING WORLD

Join thousands of fellow marketers and influencers at the mega-conference designed to empower you with business-building ideas—brought to you by Social Media Examiner.

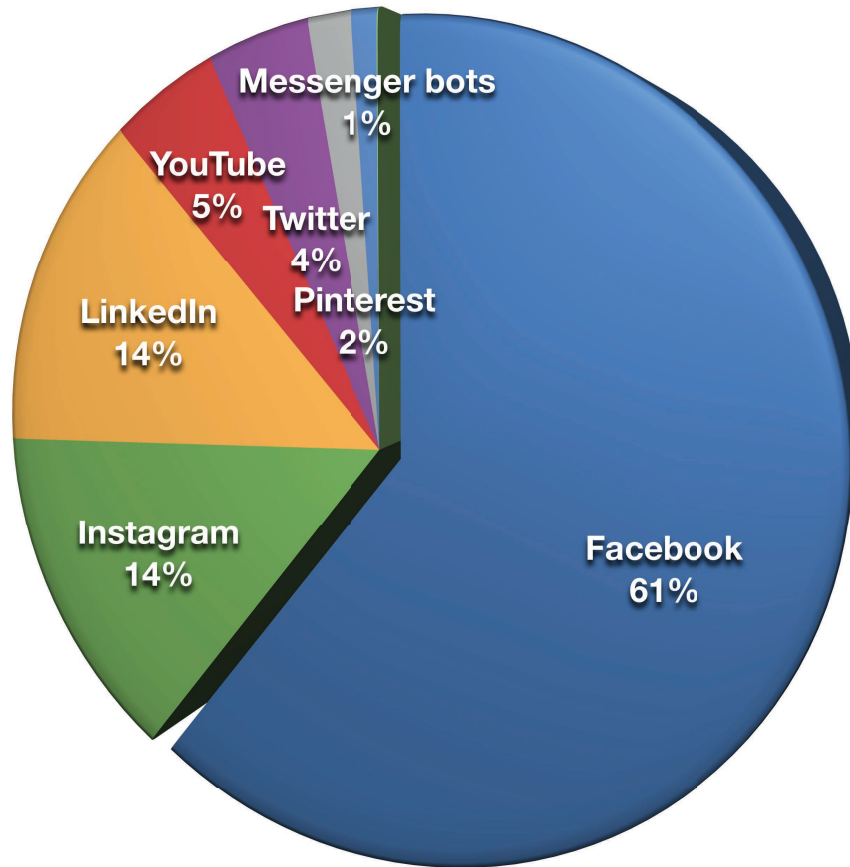


[CLICK HERE FOR DETAILS](#)

A World-Class Conference in America's Finest City:
San Diego, California

Visit SocialMediaExaminer.com/event

The most important social platform for marketers is...



We asked marketers to select the single most important social platform for their business. Because only one choice was allowed, the findings are revealing.

Most marketers (61%) chose Facebook as their most important platform. This chart clearly reveals Facebook is still the primary platform for marketers.

NOTABLE CHANGES SINCE 2018

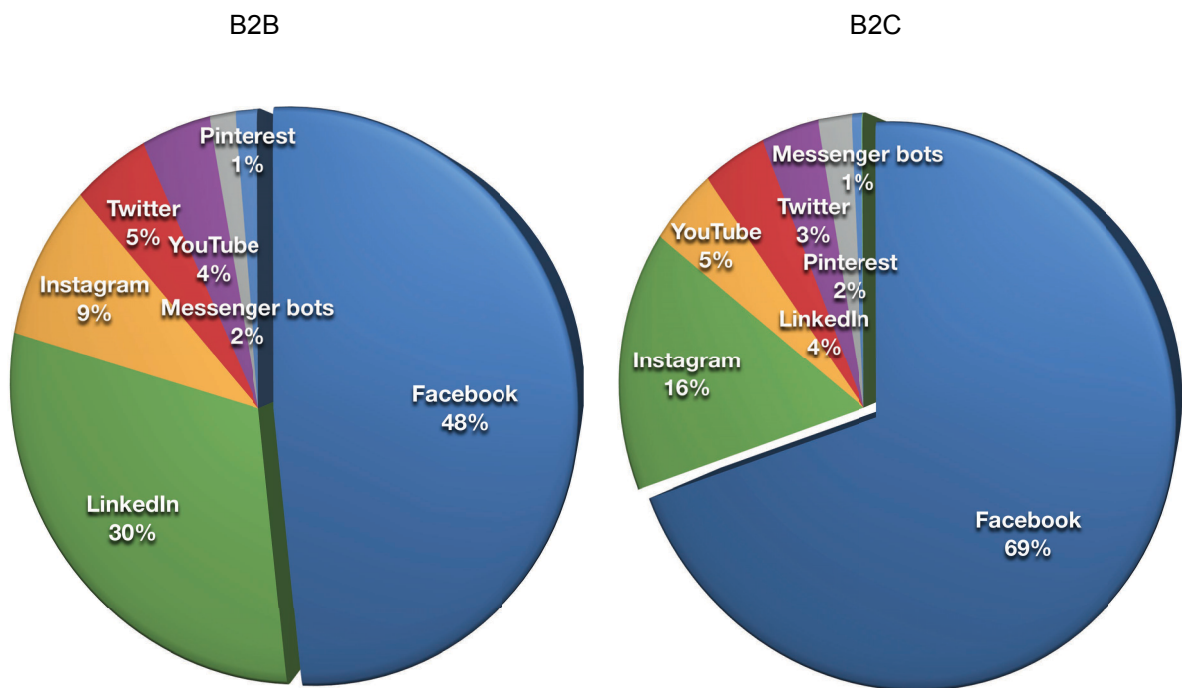
- Facebook dropped from 67%.
- Instagram jumped from the #3 slot to the #2 slot, up from 10%.
- LinkedIn lost the #2 slot, but grew from 12%.
- YouTube grew to the #4 slot, up from 4%.

B2B vs. B2C

Notice the fascinating differences between B2B- and B2C-focused marketers.

Clearly, Facebook dominates in the B2C space (69% of marketers select it as their number-one choice). However, for B2B marketers, Facebook also grabs the most important slot, surpassing LinkedIn.

Facebook dropped from 75% of B2C claiming it was their most important platform in 2018 to 69% in 2019.

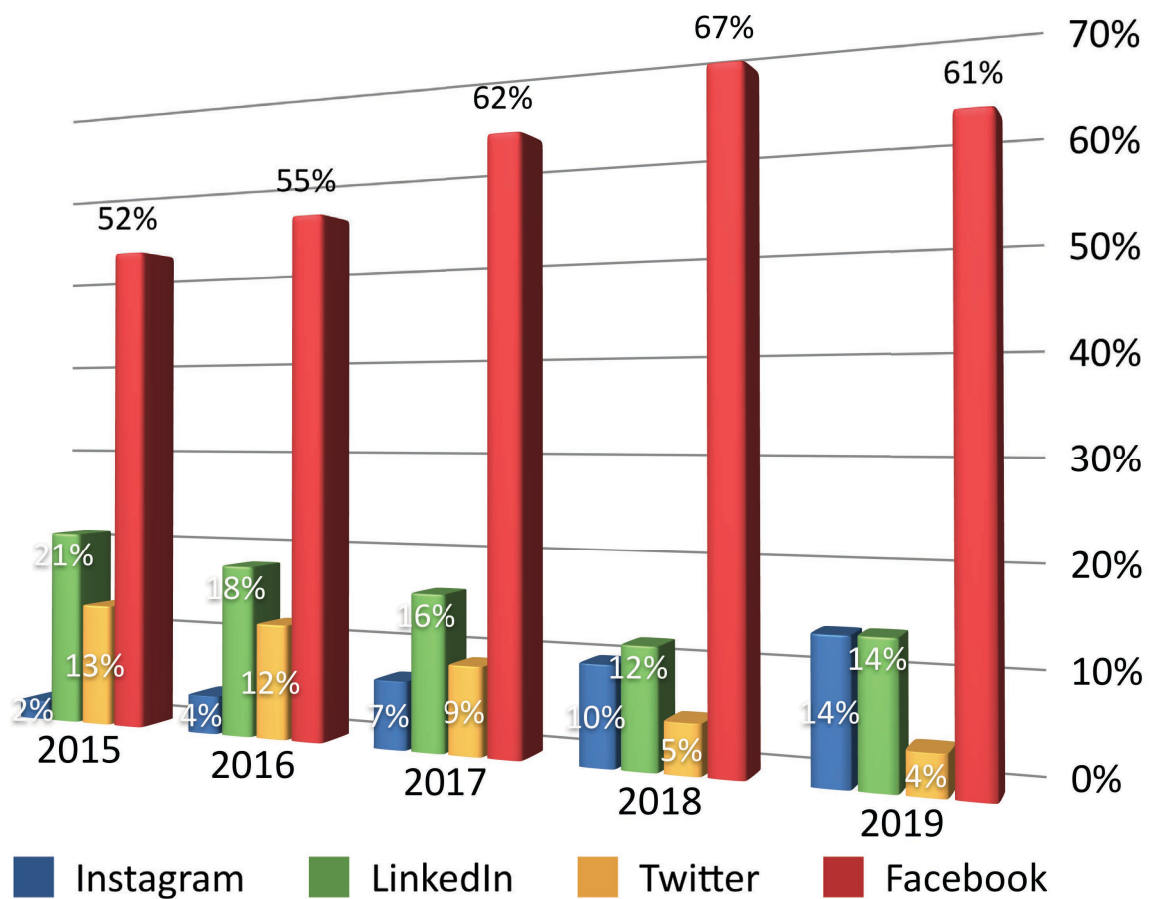


The rise and fall of social platforms

Here we show the top four social platforms that marketers deem most important over a 5-year period.

For the first time in the last 5 years, Facebook lost share as the most important platform for marketers, dropping from 67% in 2018 to 61% in 2019.

The rise of Instagram can be clearly seen (blue), alongside the decline in Twitter (yellow).



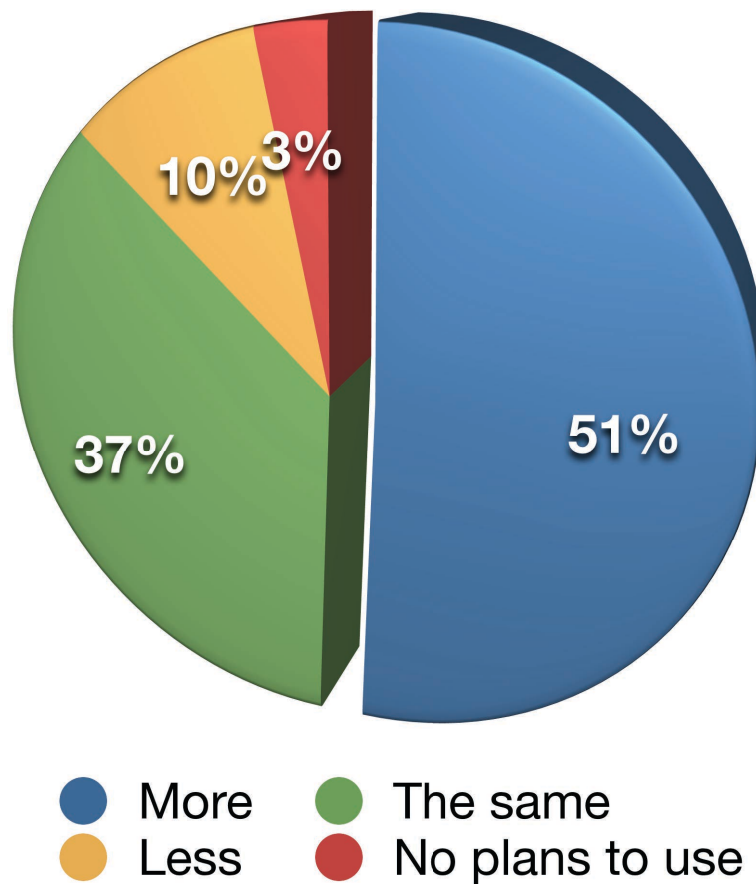
Organic social media posting

We asked marketers how their organic posting activities will change over the next 12 months. Here's a breakdown by social media channel:

Future Facebook plans

Our research shows that 10% of marketers indicated they'll be decreasing their organic marketing on Facebook. This is greater than for any other platform.

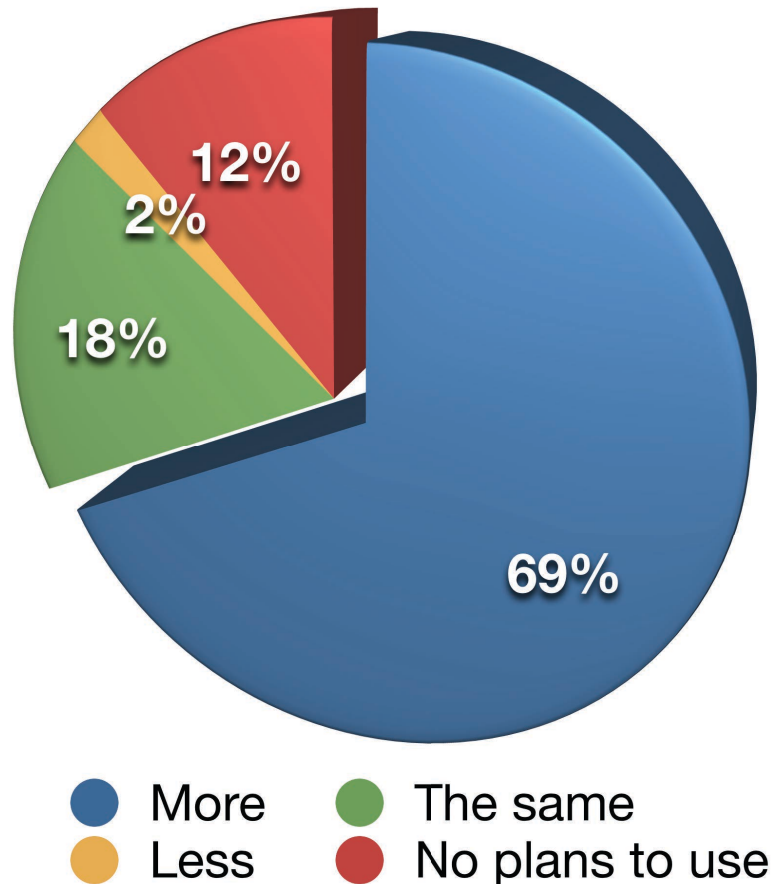
Fifty-one percent of marketers plan on increasing their Facebook organic activities, a drop from 62% in 2018. Yet, as shown earlier, Facebook is still the most important social network for most marketers.



Future Instagram plans

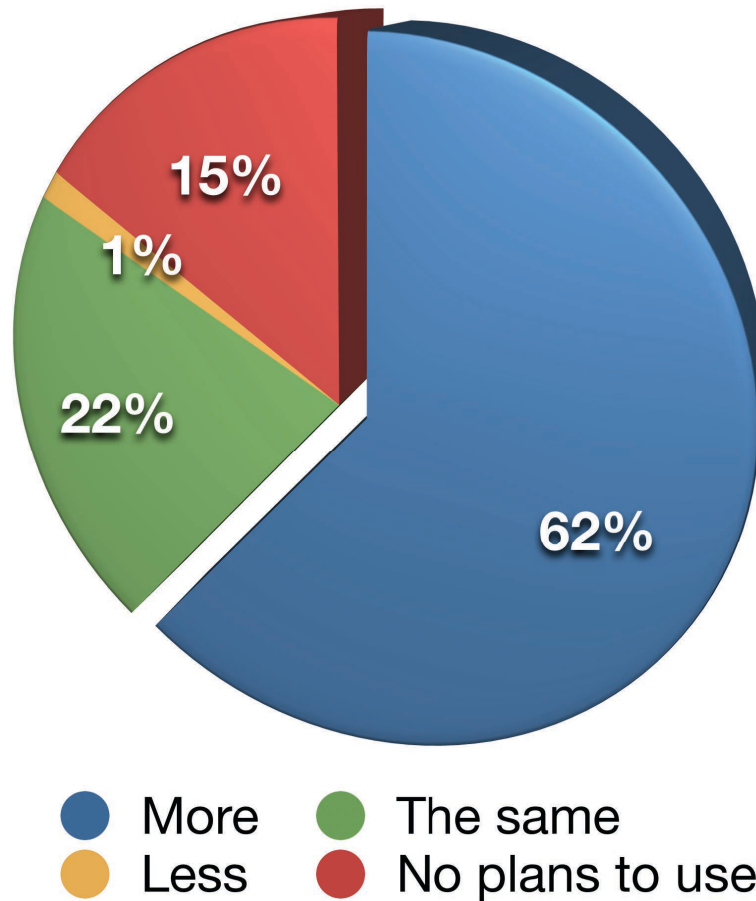
Our research shows a significant **69% of marketers plan on increasing their Instagram organic activities** over the next 12 months, up from 66% in 2018.

Seventy-three percent of B2C marketers plan on increasing Instagram organic activities, compared to 65% of B2B.



Future YouTube plans

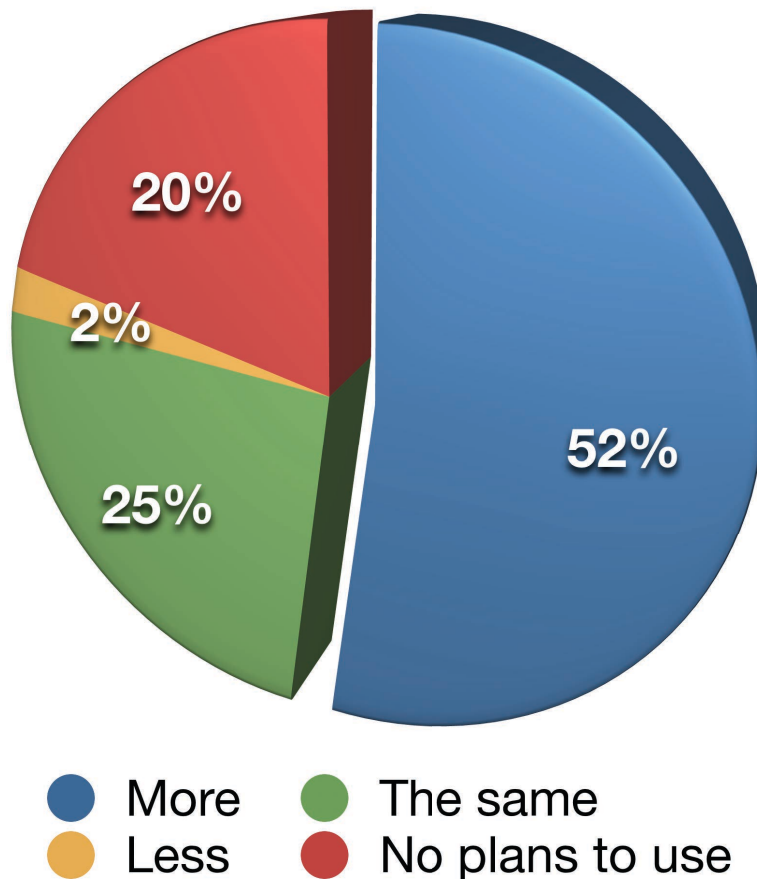
A significant 62% of marketers plan on increasing their YouTube organic activities over the next 12 months. This is an increase from 2018 when 58% of marketers planned on doing more organically with YouTube. Note that on page 32, we asked this question in a different way and 72% of marketers indicated they plan to increase their YouTube video marketing efforts.



Future LinkedIn plans

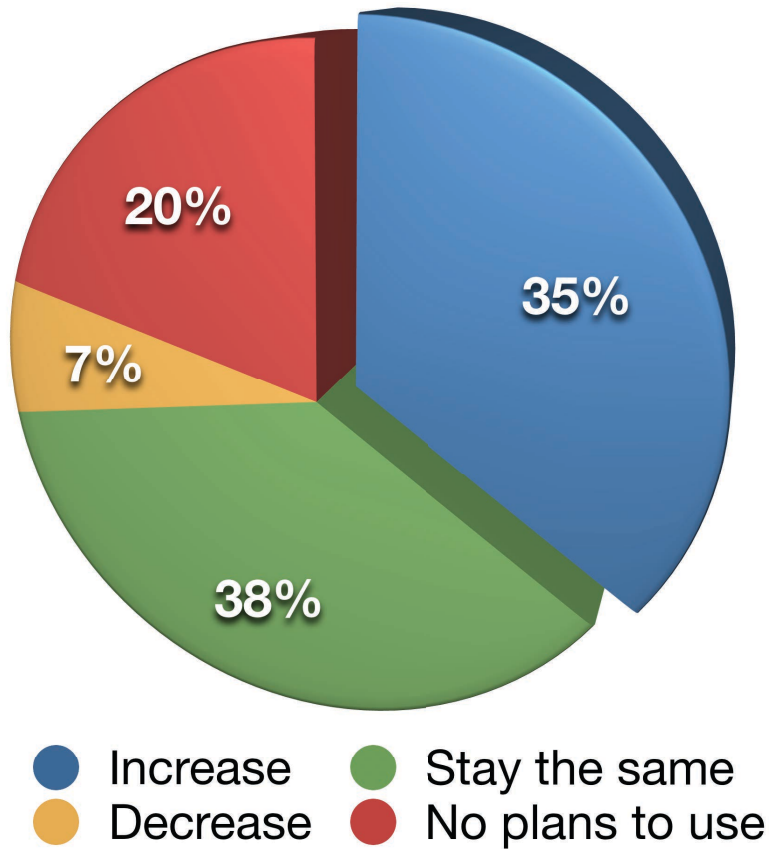
More than half of marketers (52%) plan on increasing their LinkedIn organic activities over the next 12 months, up 1% from 2018.

Seventy percent of B2B plan on increasing LinkedIn organic activities, compared to 44% of B2C.



Future Twitter plans

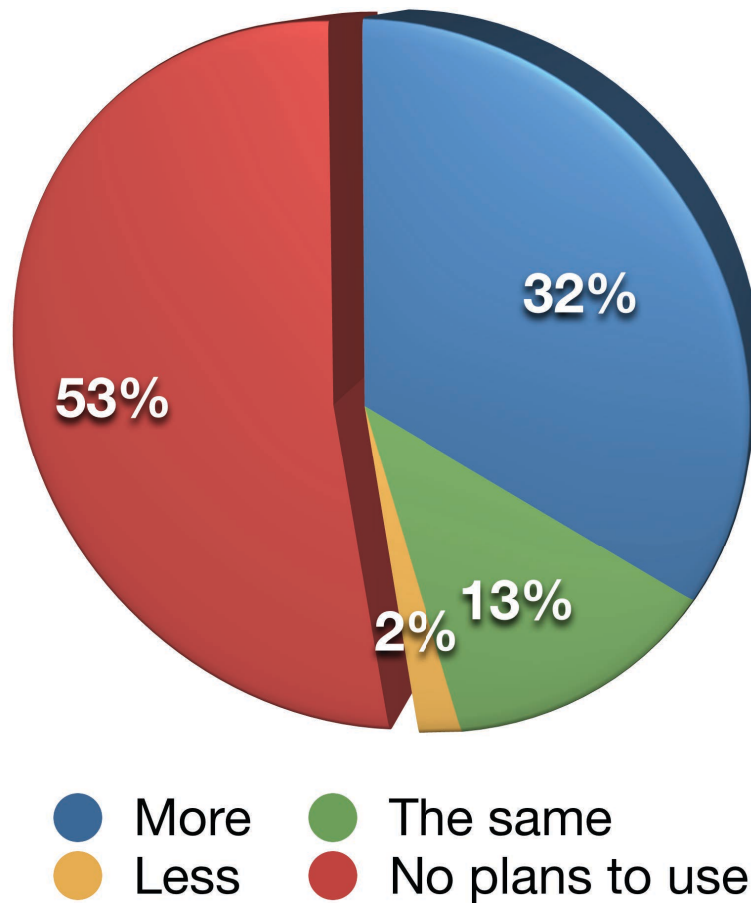
About one in three (35%) marketers plan on increasing their Twitter organic activities over the next 12 months, down from 44% in 2018.



Future Messenger bot plans

About one in three marketers (32%) plan on increasing their Messenger bot activities over the next 12 months, a drop from 39% in 2018.

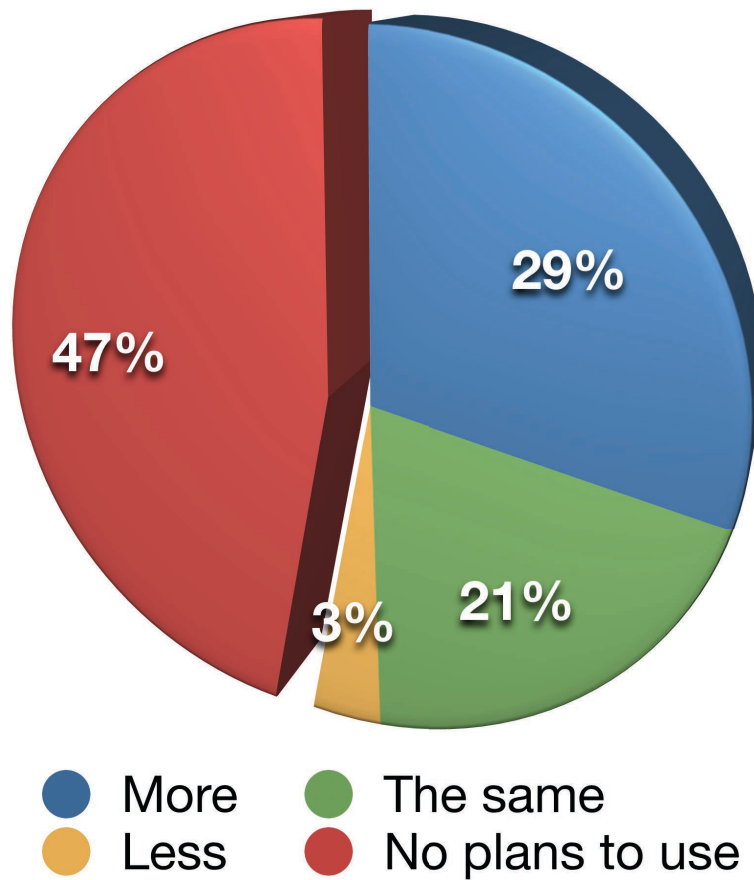
It's also worth noting that 53% of marketers have no plans to implement Messenger bots, up from 49% in 2018. Overall, marketers' Messenger bot activities are shrinking rather than increasing.



Future Pinterest plans

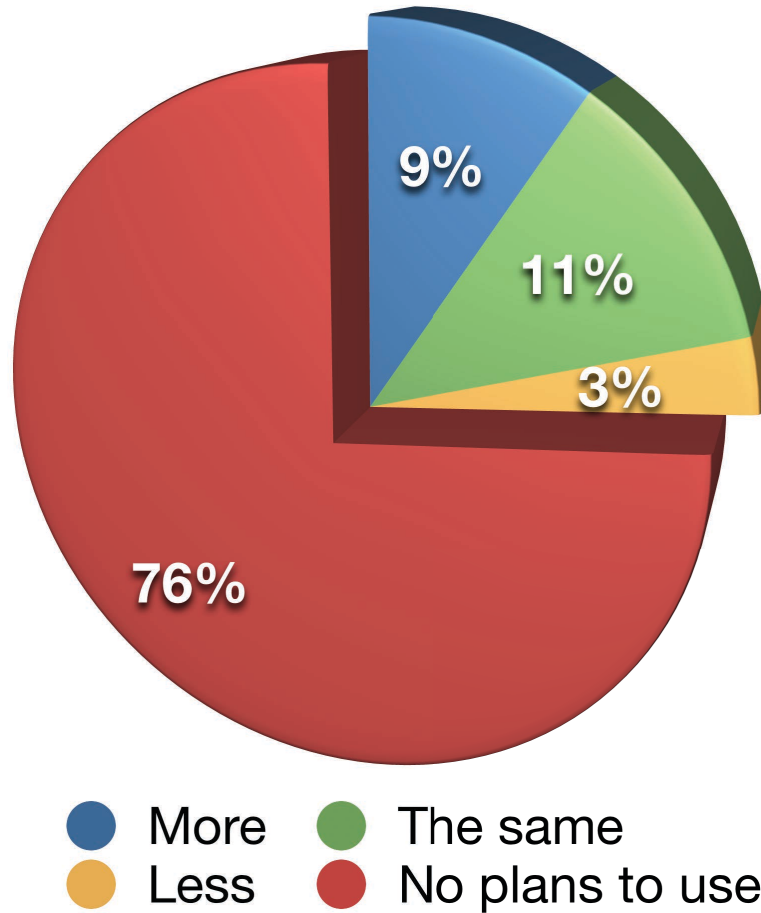
Twenty-nine percent of marketers plan on increasing their Pinterest organic activities over the next 12 months.

Thirty-one percent of B2C marketers plan on increasing Pinterest organic activities, compared to 24% of B2B.

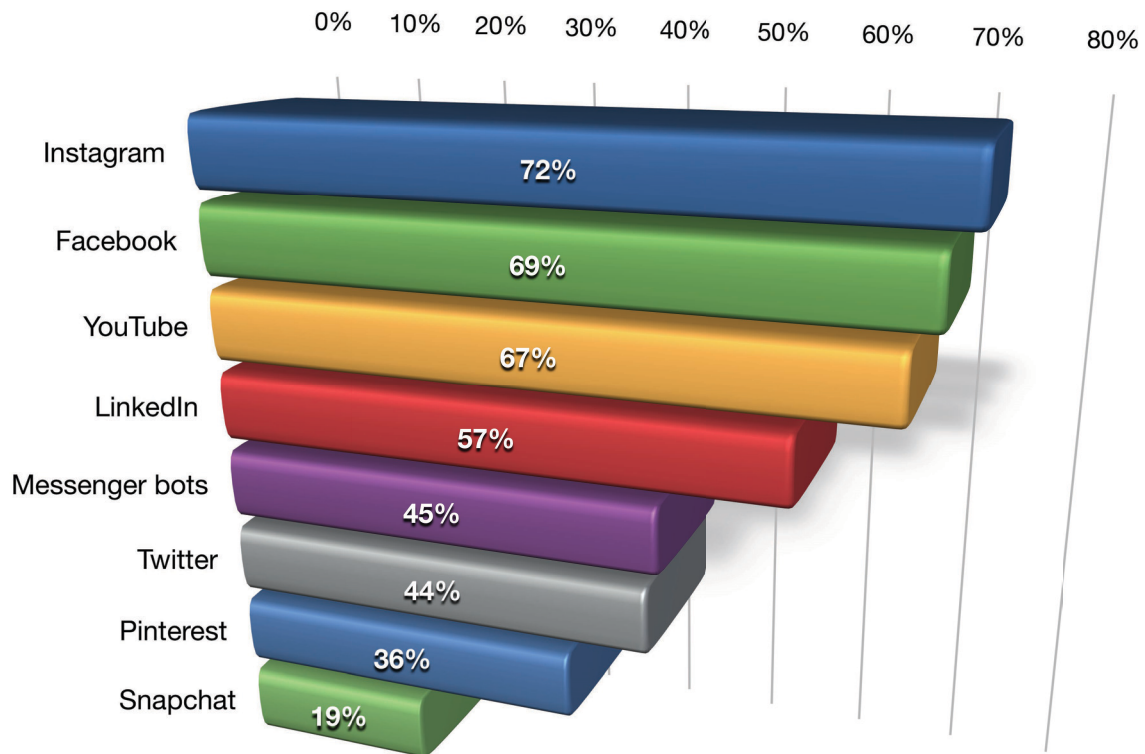


Future Snapchat plans

Only 9% of marketers plan on increasing their Snapchat organic activities over the next 12 months, down from 16% in 2018. A significant 76% of marketers have no plans to use Snapchat, up from 72% in 2018.



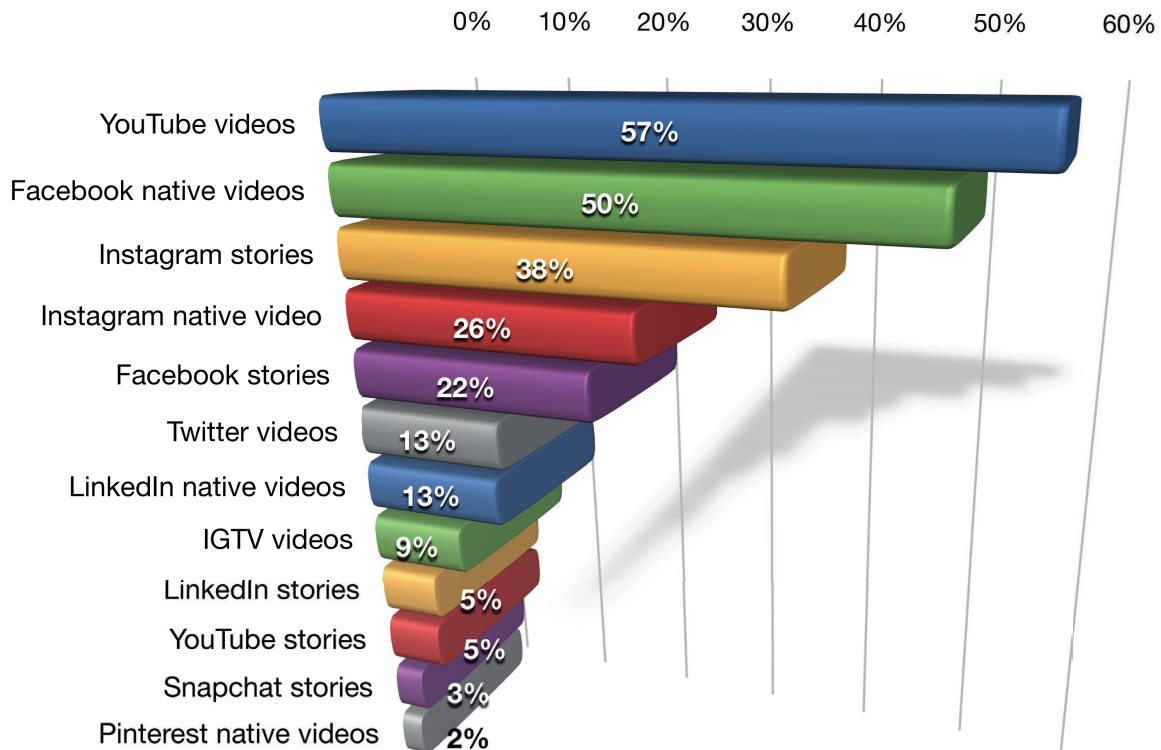
Social media platforms marketers want to learn more about



We asked marketers to identify which social media platforms they want to learn more about. Instagram surpassed Facebook for the first time. Interest in learning more about Facebook marketing dropped to 69% from 79% in 2018. Messenger bots dropped to 45% from 70% in 2018.

B2C marketers are more interested in learning about Instagram (76% B2C vs. 65% B2B), Facebook (74% B2C vs. 62% B2B), and Pinterest (38% B2C vs. 31% B2B), than their B2B counterparts. B2B marketers are far more interested in learning about LinkedIn (71% B2B vs. 50% B2C).

Video channels used by marketers

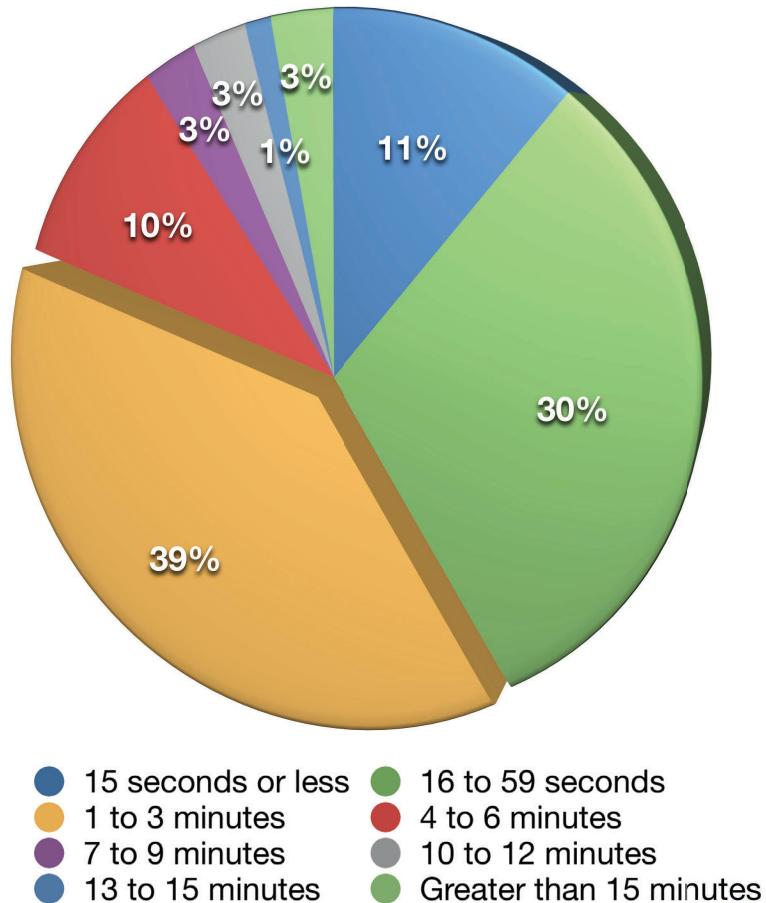


We asked marketers to indicate which platforms they regularly used for their video marketing. YouTube was the number-one video channel used by 57% of marketers, followed by Facebook native videos (50%).

B2C marketers use more Instagram stories (42% B2C vs. 32% B2B) and Facebook native video (53% B2C vs. 45% B2B), than their B2B counterparts. B2B marketers use more LinkedIn native video (21% B2B vs. 8% B2C).

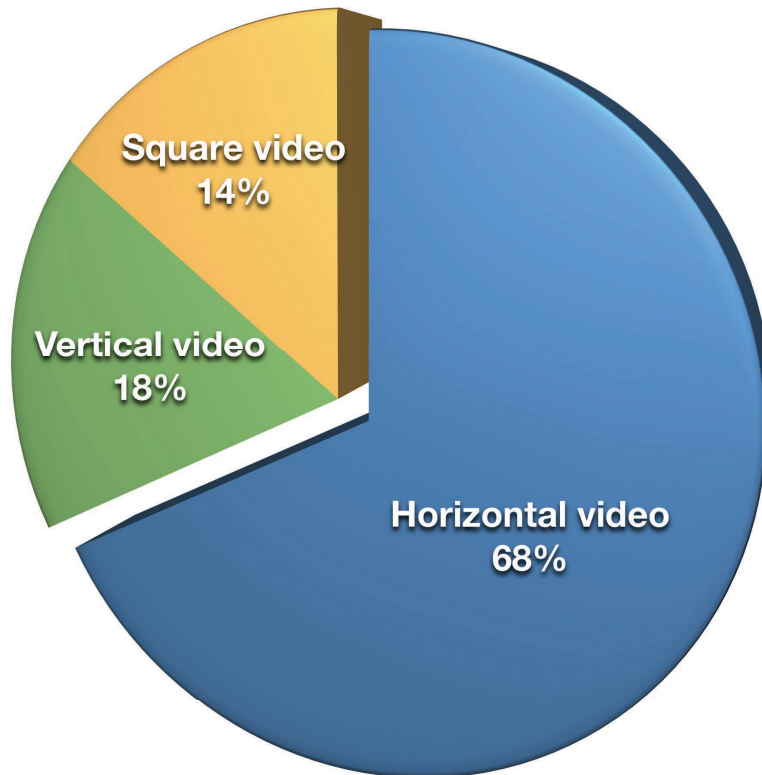
Average video length

We asked marketers about the average length of the videos they created. **The most popular length was 1-3 minutes (39%) followed by 16-59 seconds (30%).** A significant 80% of marketers are creating videos that are 3 minutes or less.



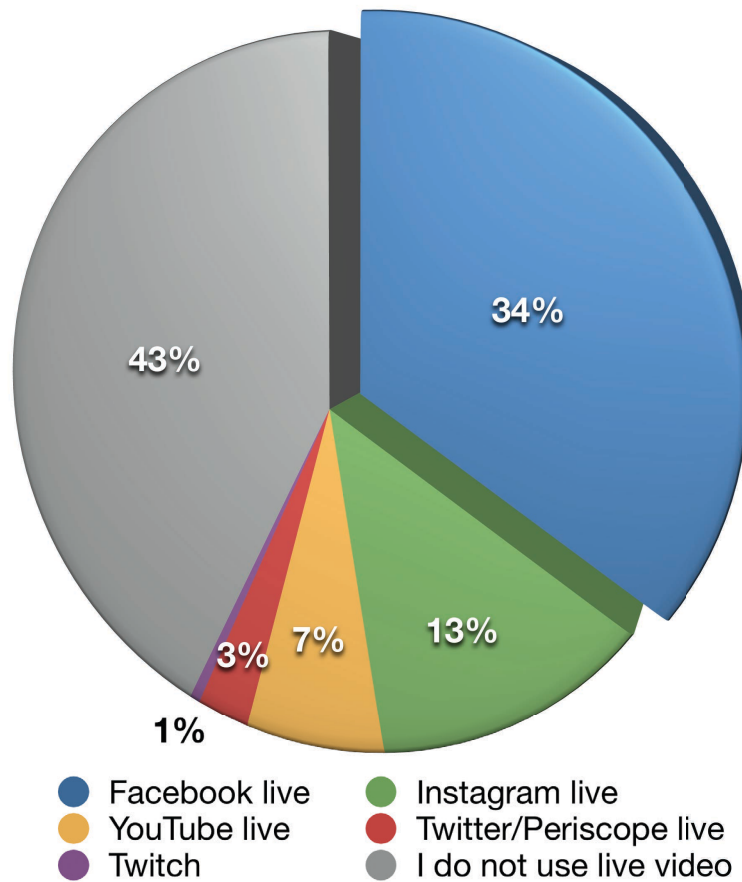
Video orientation

We asked marketers to indicate the orientation of most of their videos. **Horizontal video is the most popular orientation (68%).**



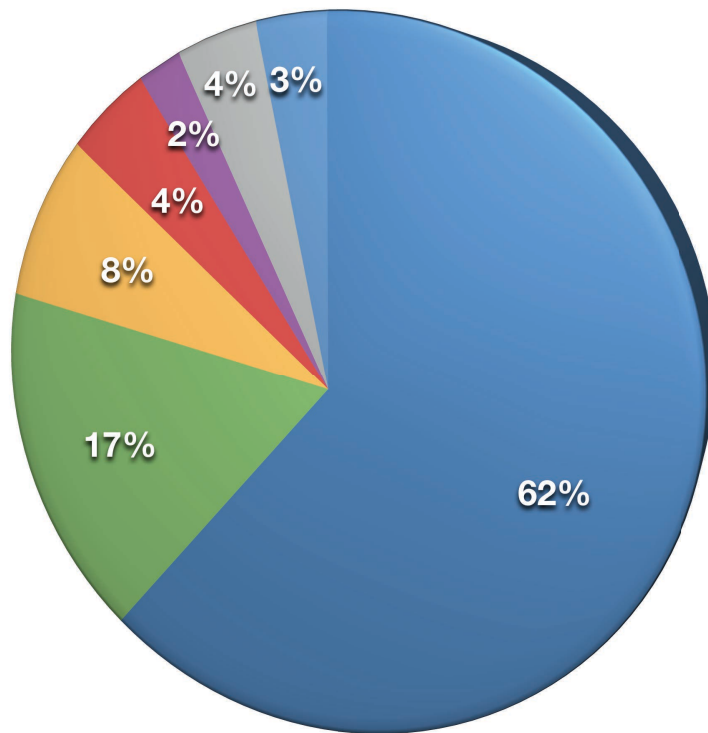
Live video use

We asked marketers to indicate the platforms they use for live video. Surprisingly, 43% of marketers don't use live video. Facebook is the most popular live video platform (34%).



Average live video length

We asked marketers to indicate the average duration of their live videos. **The most popular length was less than 10 minutes (62%).**



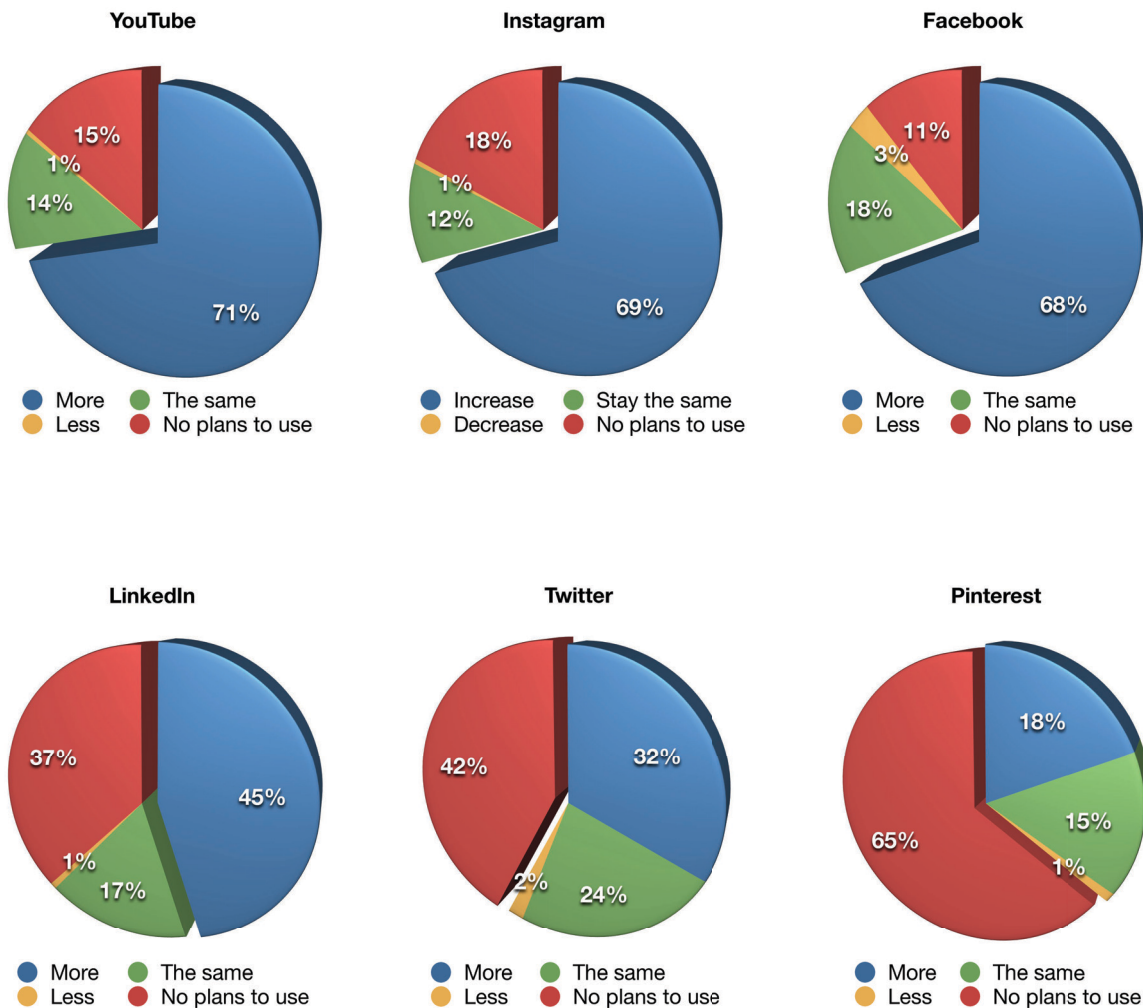
- Less than 10 minutes
- 11 to 20 minutes
- 21 to 30 minutes
- 31 to 40 minutes
- 41 to 50 minutes
- 51 to 60 minutes
- Greater than 60 minutes

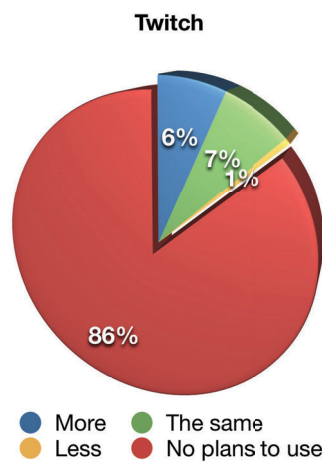
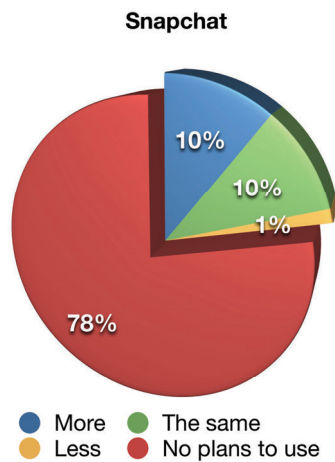
How will marketers change their future video marketing activities?

We asked marketers to indicate how they'll change their video marketing use in the near future. Respondents were asked to indicate whether they plan to increase, decrease, remain the same, or not use various platforms in their video marketing.

Marketers mostly plan on increasing their use of YouTube video (71%), Instagram video (69%), and Facebook video (68%).

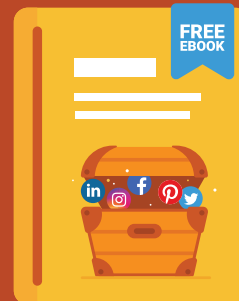
Here's a breakdown by platform:





Boost Your Results on Every Social Media Platform with SEMrush

SEMrush's Social Media Toolkit helps you streamline your social media posting and connect with the right audience. Our tracking and posting solutions are available on different platforms: Facebook, Twitter, Instagram, Pinterest, and LinkedIn.



This guide will tell you how to:

Optimize your content for each social media platform you are targeting

Make content visually appealing and clickable

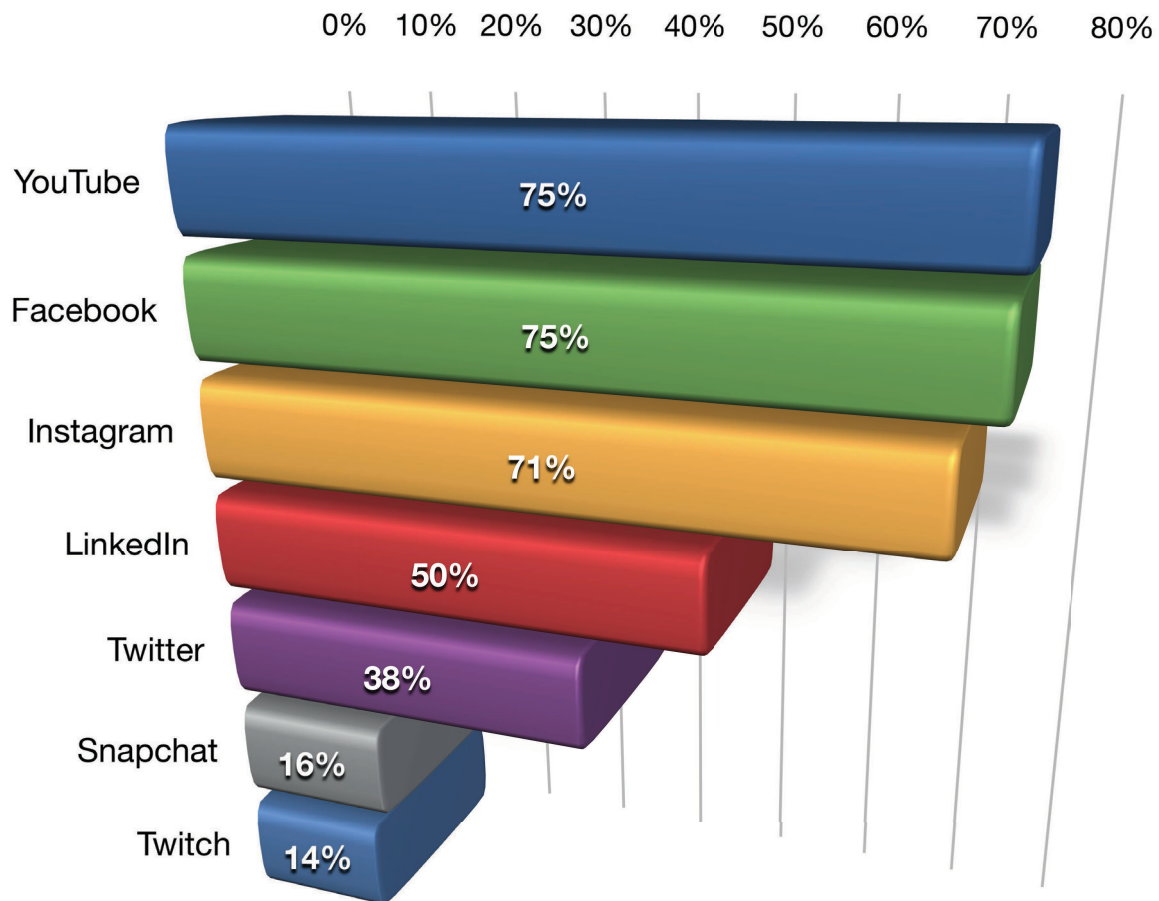
Utilize different scheduling schemes and manage editorial calendar

Curate content and RSS feeds

Assess the performance of your posts as well as those of your competitors

DOWNLOAD NOW!

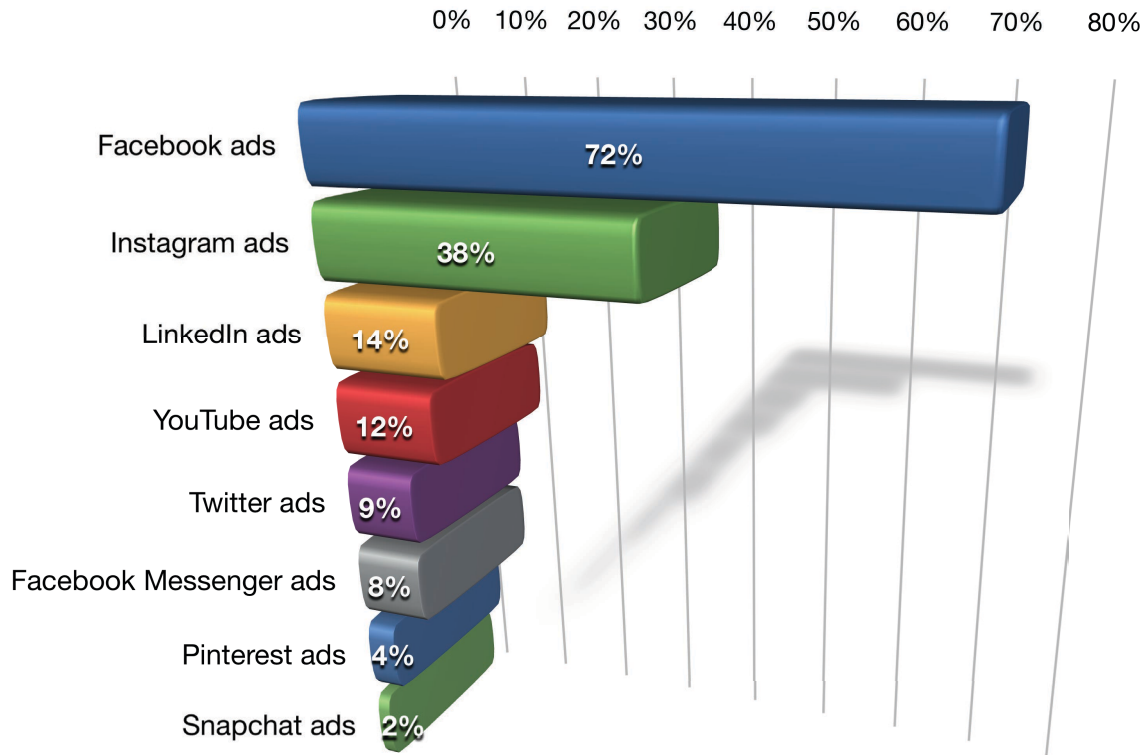
Video platforms marketers want to learn more about



We asked marketers to tell us the platforms where they'd like to improve their video marketing knowledge. YouTube and Facebook were the top video platforms marketers wanted to learn more about, tied at 75% each.

B2C marketers are more interested in learning about Instagram video (75% B2C vs. 64% B2B) and Facebook video (78% B2C vs. 68% B2B) than their B2B counterparts. B2B marketers are far more interested in learning about LinkedIn video (66% B2B vs. 41% B2C).

Social media ads



We asked marketers to identify which platforms they regularly use for social media ads.

The ad platform most used by marketers is Facebook (72%), followed by Instagram (38%). Instagram ad use rose from 31% in 2018.

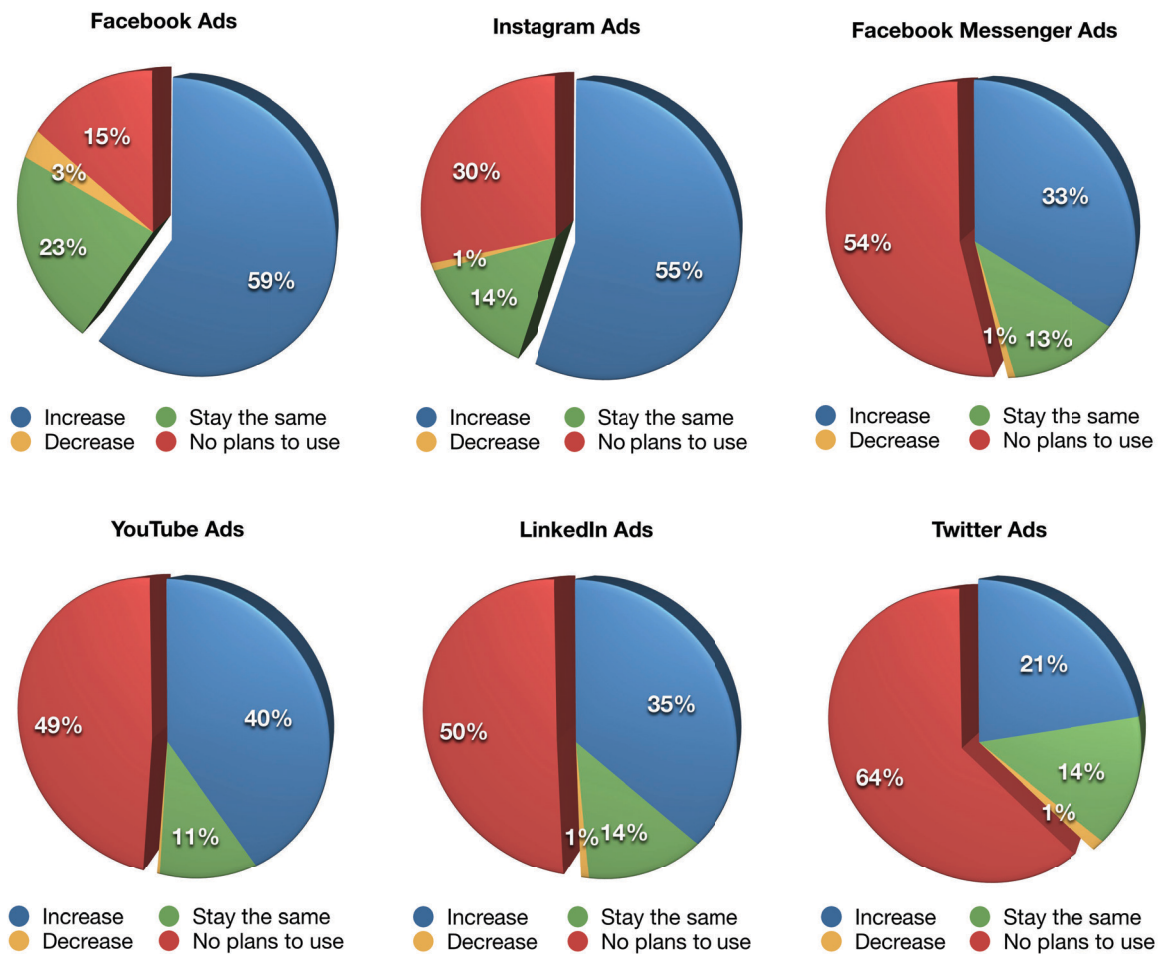
B2C marketers are more likely to use Facebook ads (76% B2C vs. 65% B2B) and Instagram ads (43% B2C vs. 30% B2B) than their B2B counterparts. B2B marketers are using more LinkedIn ads (24% B2B vs. 9% B2C).

How will marketers change their future social media ad activities?

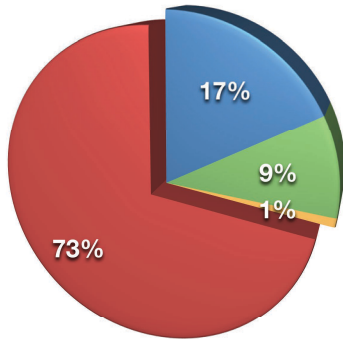
We asked marketers to indicate how they'll change their social media ad use in the near future. Respondents were asked to indicate whether they plan to increase, decrease, remain the same, or not use ads on various platforms.

Marketers mostly plan on increasing their use of Facebook ads (59%, down from 67% in 2018), Instagram ads (55%, up from 53% in 2018), and YouTube ads (40%, up from 35% in 2018). A significant 73% said they have no plans to use Pinterest ads and 84% have no plans to use Snapchat ads.

Here's a breakdown by ad platform:

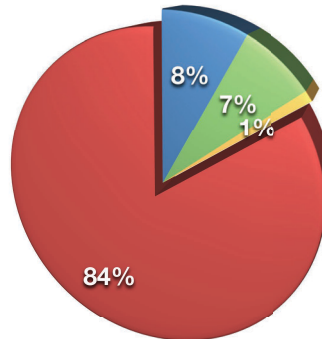


Pinterest Ads



- Increase
- Stay the same
- Decrease
- No plans to use

Snapchat Ads



- Increase
- Stay the same
- Decrease
- No plans to use

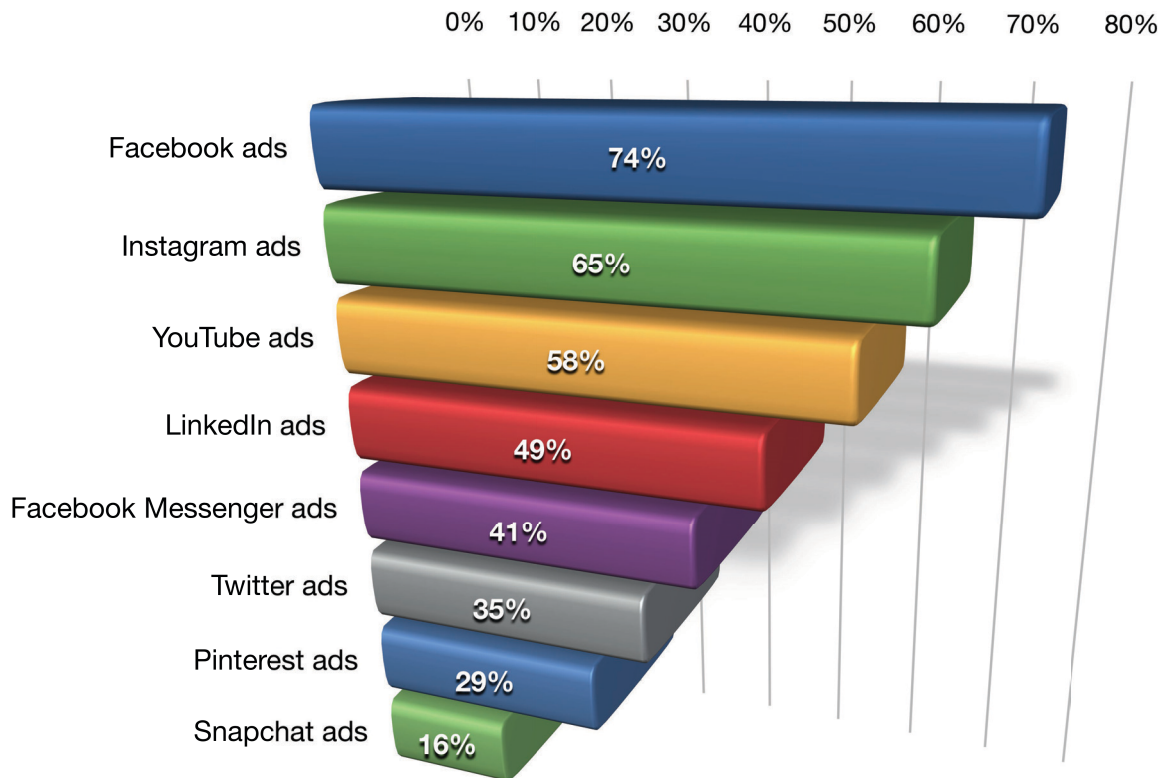
Tap into wisdom from 900 of your peers to optimize your advertising.

salesforce

GET THE REPORT

6 STEPS TO TRANSFORMATIVE CUSTOMER SERVICE

Social media ad platforms marketers want to learn more about



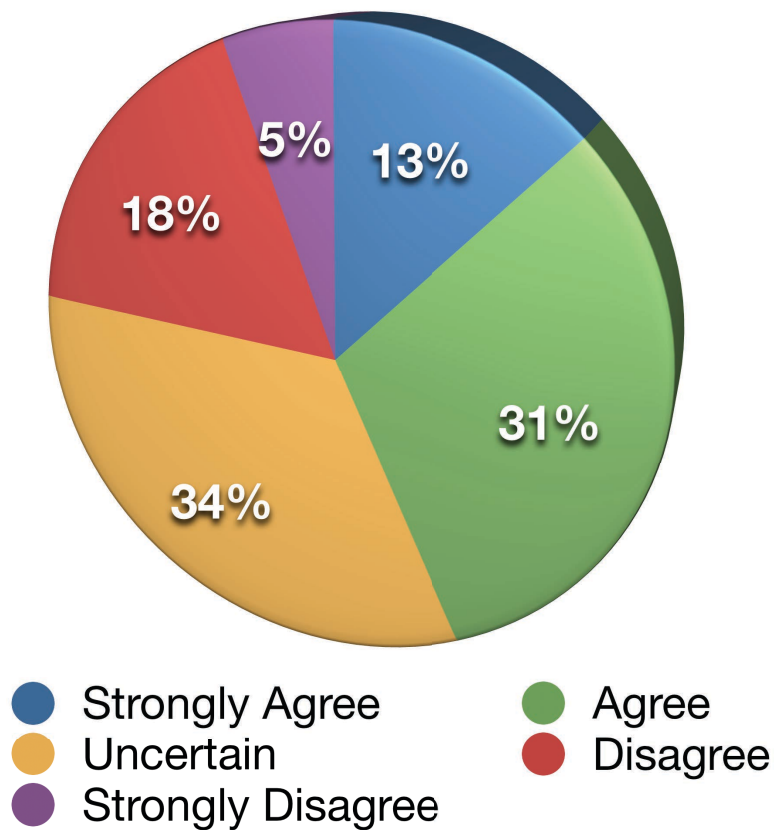
We asked marketers to identify which social media ad platforms they want to learn more about. Facebook took first place at 74%, down from 81% in 2018. Interest in Facebook Messenger ads dropped to 41% from 61% in 2018.

B2C marketers are more interested in learning about Facebook ads (77% B2C vs. 68% B2B) and Instagram ads (70% B2C vs. 57% B2B) than their B2B counterparts. B2B marketers are far more interested in learning about LinkedIn ads (64% B2B vs. 41% B2C).

Measuring ROI of organic social activities

We wanted to understand marketers' ability to measure the return on their organic social media activities, so we asked them to rate their agreement with the following statement: "I am able to measure the return on investment (ROI) for my organic social media activities."

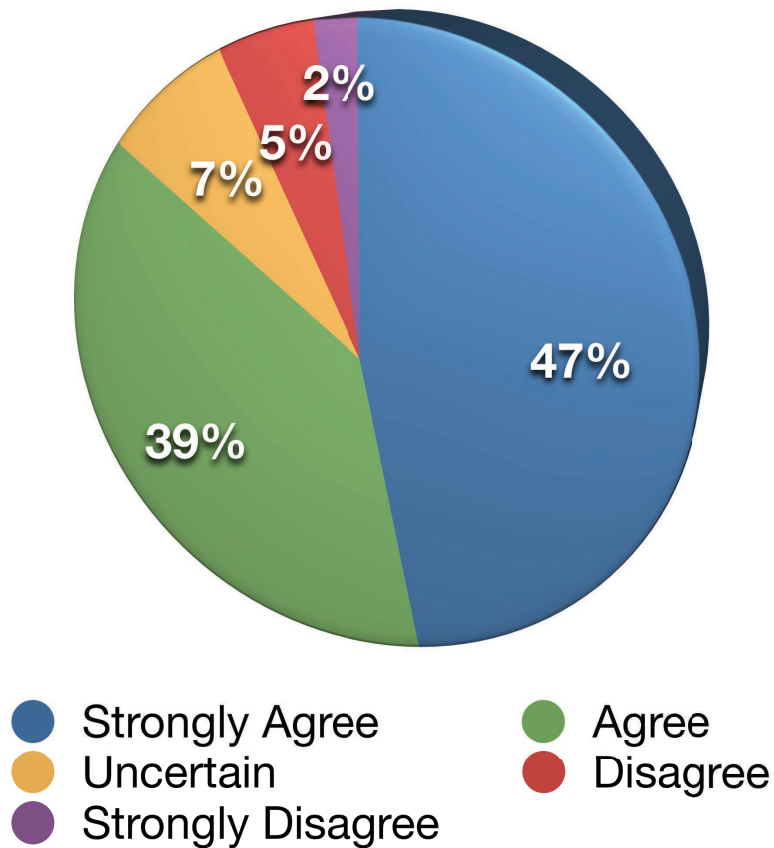
Only 44% agreed they were able to measure their organic social activities. The ROI issue has plagued marketers for years.



Facebook Analytics insight

We wanted to understand marketers' interest in Facebook Analytics, so we asked them to rate their agreement with the following statement: "I would like to improve my Facebook Analytics knowledge."

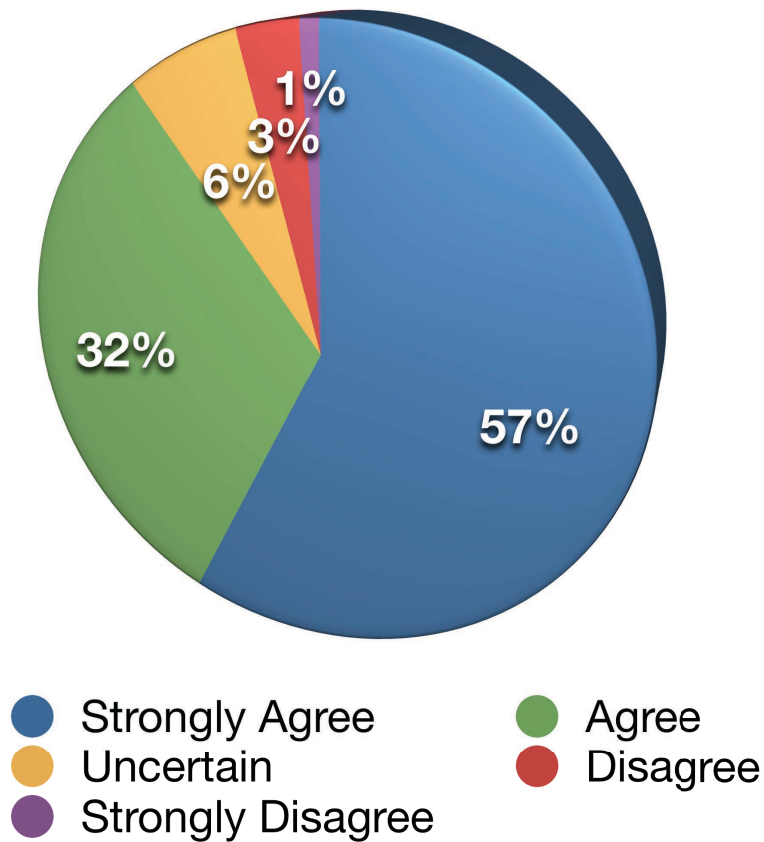
A significant 86% either agreed or strongly agreed that they'd like to understand more about Facebook Analytics.



Google Analytics insight

We wanted to understand marketers' interest in Google Analytics, so we asked them to rate their agreement with the following statement: "I would like to improve my Google Analytics knowledge."

A significant 89% either agreed or strongly agreed that they'd like to understand more about Google Analytics.



Survey participant demographics

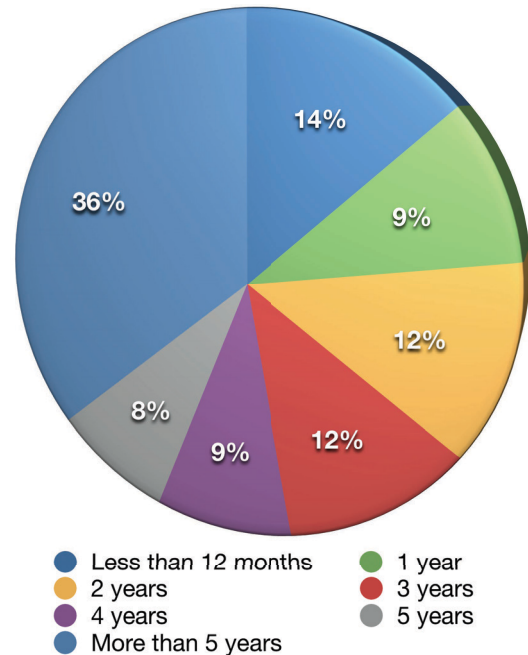
We leveraged email to find participants for our survey. We conducted this survey in January 2019 by emailing a list of 350,000 marketers and asking them to take the survey. After 5 days, we closed the survey with **4,859 participants**.

Here are the demographic breakdowns:

Years using social media marketing

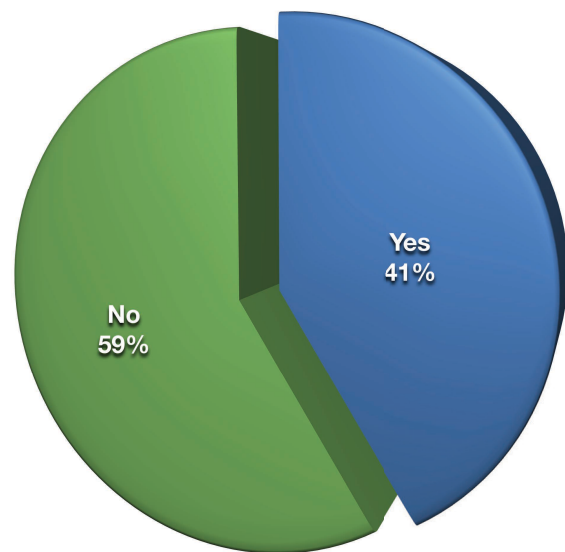
We asked participants how long they've been using social media for marketing.

Sixty-five percent of marketers surveyed have at least 3 years of social media marketing experience.



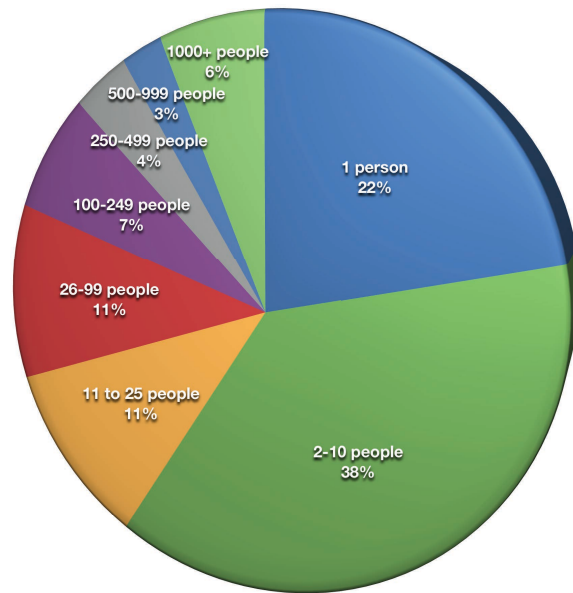
Is social media marketing your main job responsibility?

Slightly more than two out of five marketers said social media marketing was their full-time responsibility.



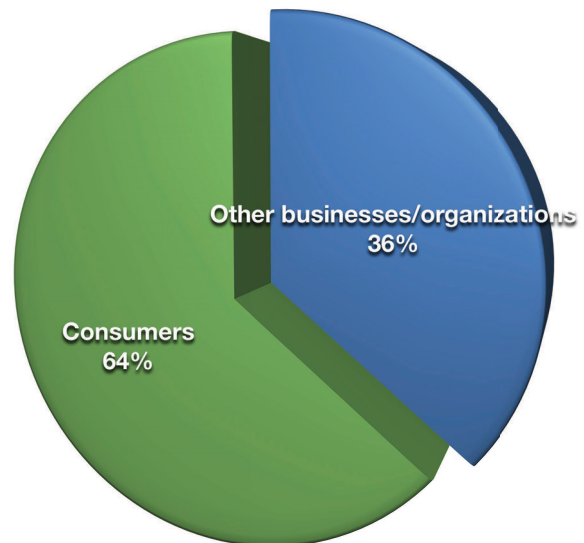
Business size

The largest group that took the survey works for small businesses of 2–10 employees (38%), followed by the self-employed (22%). Twenty percent of people taking the survey work for businesses with 100 or more employees.



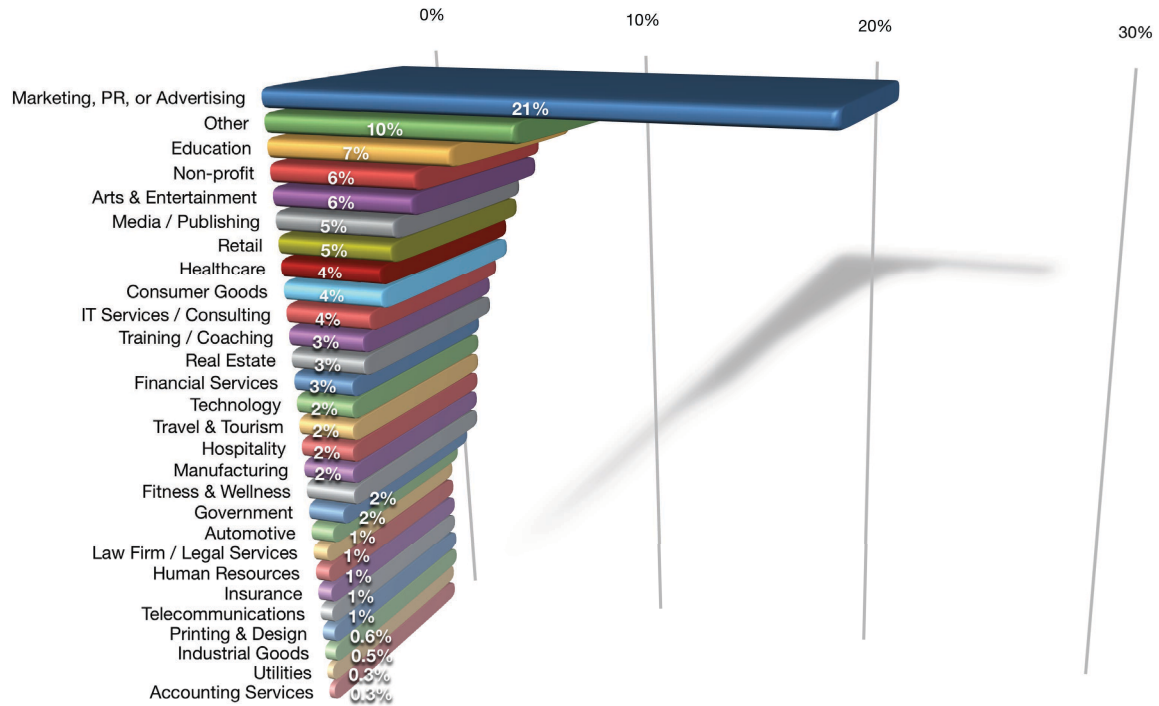
Primary target audience

About two-thirds (64%) of survey participants focus primarily on attracting consumers (B2C) and the other 36% primarily target businesses (B2B).



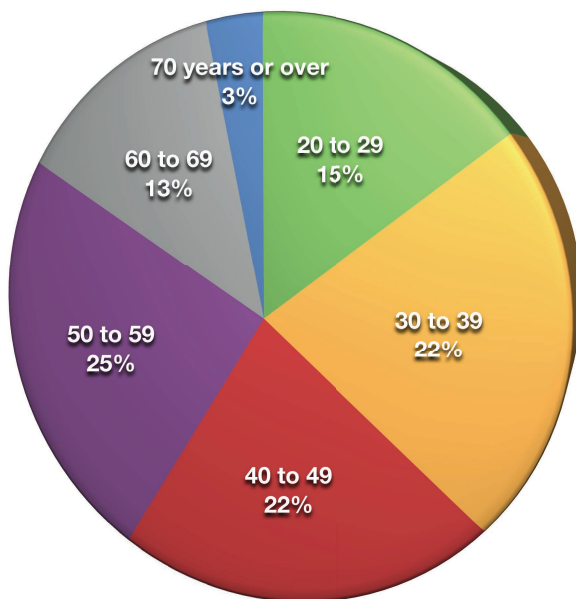
Industry

Below are the different industries of survey participants.



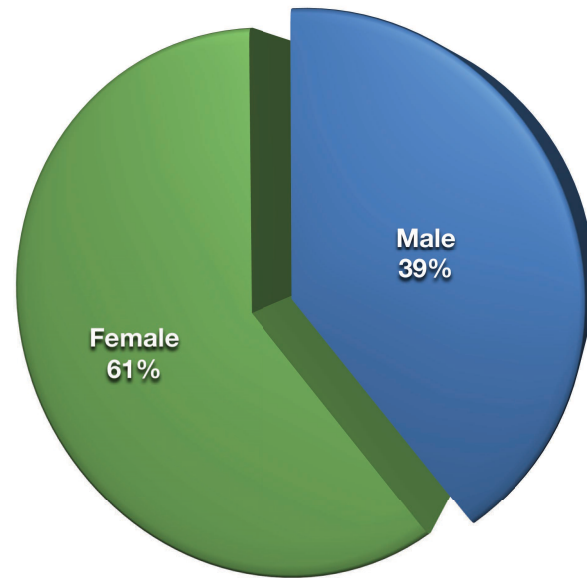
Age of participants

Most survey participants (85%) were age 30 or older.



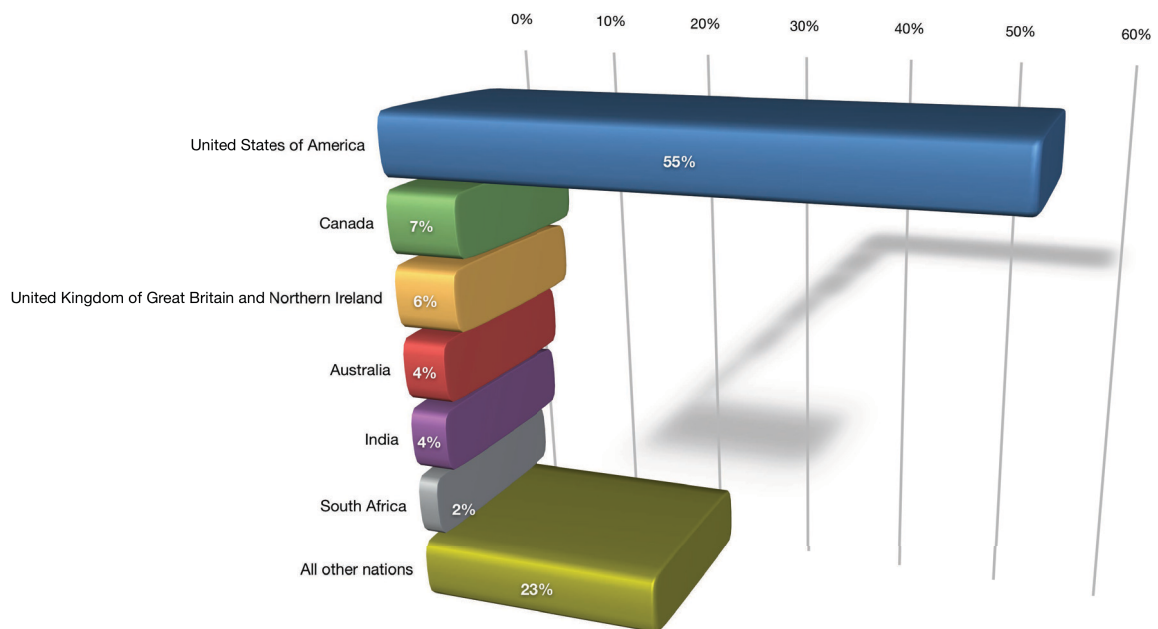
Gender

Females edged out males, representing 61% of all participants.



Country

Most participants (55%) were based in the United States, followed by Canada (7%), United Kingdom (6%), Australia (4%), and India (4%).



About Michael A. Stelzner

Michael Stelzner is the **founder of Social Media Examiner**, author of the books **Launch** and **Writing White Papers**, and host of the **Social Media Marketing podcast**—a top business podcast on Apple Podcasts. He also is the central character in "The Journey," a documentary show on YouTube.

Follow Michael on Twitter: https://twitter.com/mike_stelzner

Our Shows: <https://www.socialmediaexaminer.com/shows/>



About Social Media Examiner: The world's largest social media marketing resource, Social Media Examiner helps millions of businesses discover how to best use social media to connect with customers, drive traffic, generate awareness, and increase sales. Social Media Examiner also hosts the largest social media marketing conference, **Social Media Marketing World**.



SocialMedia
Examiner