



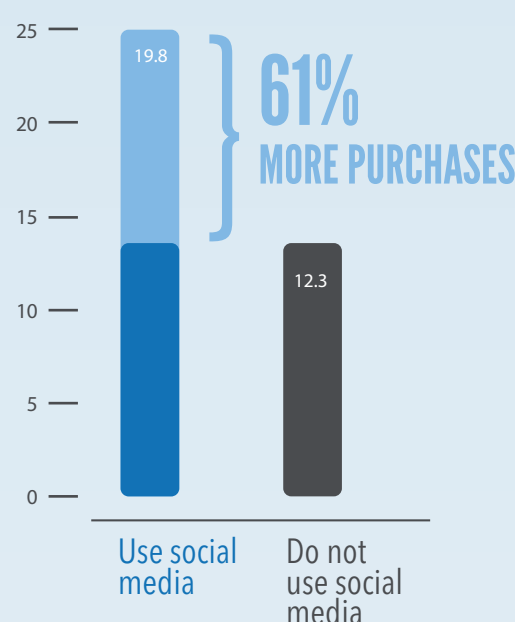
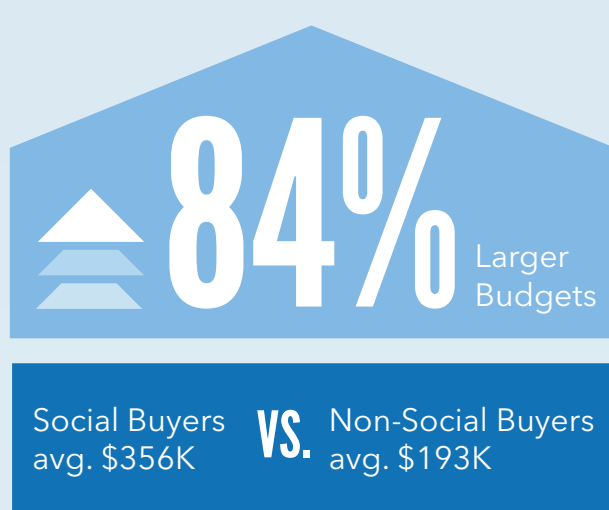
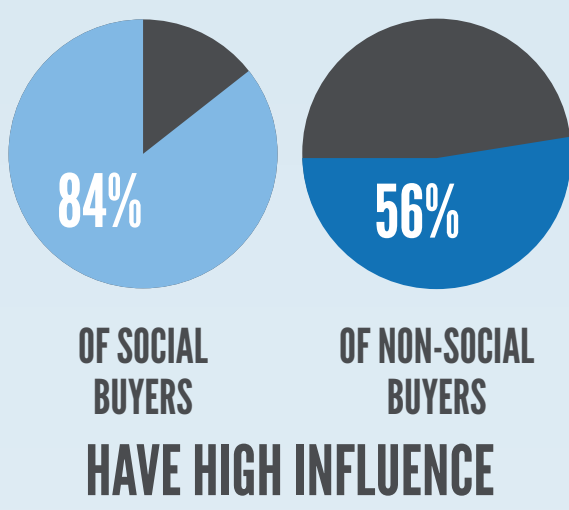
BUYING WITH CONFIDENCE: HOW SENIOR DECISION MAKERS USE SOCIAL MEDIA



Professionals who use social media for B2B purchasing have **BIGGER BUDGETS**, make **MORE PURCHASES**, and have **MORE INFLUENCE** than buyers who don't use social.

PROFILE OF A SOCIAL BUYER

SOCIAL BUYERS USE ONLINE CONNECTIONS TO SUPPORT THEIR PURCHASE DECISIONS.



HIGH INFLUENCE:
84% of social buyers make purchases for their entire company, business unit, or multiple departments. Only 56% of buyers who don't use social have that level of purchasing influence.

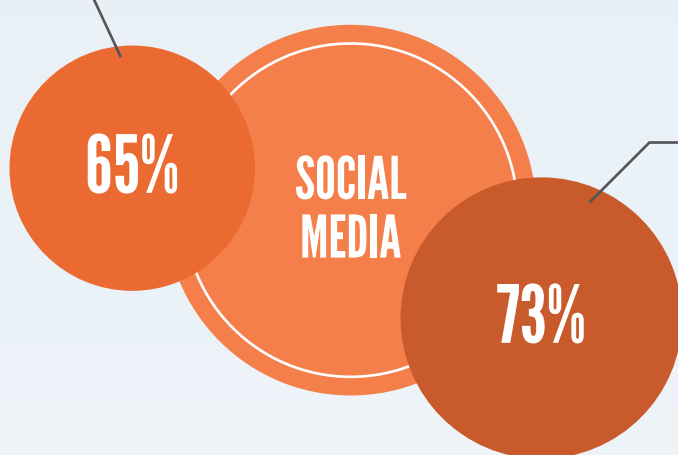
LARGE BUDGETS:
Social buyers spend \$356K per purchase on average, 84% more than other B2B buyers.

FREQUENT PURCHASERS:
Social buyers make 19.8 purchasing decisions each year, 61% more than other B2B buyers.

NEEDS OF A SOCIAL BUYER

TRUST

65% of social buyers consider it critical to check the references of vendors with their colleagues, friends, and acquaintances. Senior decision makers benefit most from the increased trust and confidence found by tapping their professional networks.



RECOMMENDATIONS

73% of social buyers prefer to work with sales professionals who are referred by someone they know. Senior decision makers use LinkedIn to seek recommendations from trusted peers and verify the expertise of the professionals with whom they do business.

HOW TO REACH A SOCIAL BUYER

INCREASE SOCIAL PROXIMITY:

44% of social buyers found potential vendors by looking at shared connections on LinkedIn. Grow social networks, engage with influencers, and contribute to conversations.

INCREASE SOCIAL PRESENCE:

49% of social buyers researched vendors by looking at their LinkedIn profiles. Ensure your profile is accurate, information-rich, and service oriented. Approach other members with a "warm" introduction.

BUILD SOCIAL CAPITAL:

63% of social buyers appreciate being contacted by vendors at the right time with relevant opportunities. Take note of insights on members' profiles and networks to understand their needs and interests.



Social Buying Meets Social Selling: How Trusted Networks Improve the Purchase Experience (April 2014)

Are you prepared to reach social buyers?
Download the research for more tips and insights:
http://lnkd.in/b_xEzKS