120 AWESOME MARKETING STATS, CHARTS & GRAPHS
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Inbound VS. Outbound Marketing
Audiences everywhere are tough. They don’t have time to be bored or brow beaten by orthodox, old-fashioned advertising.

We need to stop interrupting what people are interested in & be what people are interested in.”

CRAIG DAVIS
CHIEF CREATIVE OFFICER, WORLDWIDE
J. WALTER THOMPSON (WORLD’S 4TH LARGEST AD AGENCY)
FACT
The Internet has fundamentally changed the way people find, discover, share, shop, & connect.
of the world’s population is on the Internet.

SOURCE: ICT FACTS & FIGURES, 2011
Almost 8 new people come on to the internet every second.

Source: Internetworldstats.com, 2012
79% of online shoppers spend at least 50% of their shopping time researching products.

SOURCE: POWERREVIEWS, FEBRUARY 2012
Source: FTC, July 2010

# OF US CITIZENS

300,000,000

200,000,000

# OF US CITIZENS ON THE FTC’S “DO NOT CALL” LIST
% OF PEOPLE WHO SKIP TV ADS: 86
% DECLINE IN TECH TRADE SHOW SPENDING: 46
% OF DIRECT MAIL NEVER OPENED: 44

SOURCE: THE GUARDIAN, AUGUST 2010, TSEA.ORG, MARCH 2009, & EPA.GOV, NOVEMBER 2010
FACT
Marketers are shifting their budgets away from “interruption” advertising.
89% of marketers are maintaining or increasing their inbound budgets.

- 47% will spend more than they did in 2011
- 42% will spend the same
- 11% will spend less than they did in 2011
Direct mail is very expensive and ineffective for new leads.
The average budget spent on company blogs & social media has nearly tripled in three years.

“THE PORTION OF MY MARKETING BUDGET ALLOCATED TO SOCIAL MEDIA & OUR COMPANY BLOG ...”

SOURCE: HUBSPOT STATE OF INBOUND MARKETING REPORT, 2011
Inbound marketing costs 61% LESS per lead than traditional, outbound marketing.

OUTBOUND:
AVG COST/LEAD: $346

INBOUND:
AVG COST/LEAD: $135

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
FACT
Inbound marketing is a lot more cost-effective than traditional, outbound marketing.
Inbound converts leads into customers

Lead-to-Customer Close % by Channel

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
Inbound marketing tactics don’t just generate leads. They generate revenue.

“OUR COMPANY HAS ACQUIRED A CUSTOMER THROUGH THIS CHANNEL.”

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
Customer acquisition by channel

57% of marketers acquired customers from blogging

44% of marketers acquired customers from Twitter

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
Inbound marketing channels cost less than any outbound channel.

“THIS LEAD-GEN TACTIC IS BELOW AVERAGE COST.”

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
Outbound marketing costs more.

“THIS LEAD-GEN TACTIC IS ABOVE AVERAGE COST.”

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
THE BOTTOM LINE

Go inbound or go home.
SEARCH ENGINE OPTIMIZATION
Many Americans begin their purchasing experience by doing online research to compare prices, quality, and the reviews of other shoppers.

Even if they end up making their purchase in a store, they start their fact-finding and decision-making on the Internet.”

JIM JANSEN
SENIOR FELLOW
PEW RESEARCH CENTER’S INTERNET & AMERICAN LIFE PROJECT
SEPTEMBER 2010
FACT

Google is the new Yellow Pages.
61% of global Internet users research products ONLINE.

SOURCE: INTERCONNECTED WORLD: SHOPPING AND PERSONAL FINANCE, 2012
When researching branded products...

44% of online shoppers begin by using a search engine.

SOURCE: INTERCONNECTED WORLD: SHOPPING AND PERSONAL FINANCE, 2012
In May 2011...

...Google sites led the search market with 65% of SEARCH queries.

SOURCE: COMSCORE, MAY 2011
Worldwide, we conduct 131B searches per month on the web.

**PER MINUTE** ... 2,900,000

**PER HOUR** ... 175,000,000

**PER DAY** ... 4,000,000,000

*Source: COMSCORE, January 2010*
57% of TV viewers use the web simultaneously.

SOURCE: NIELSON, 2009
FACT

Ranking high on search engines is no longer optional; it’s critical.
70% of the links search users click on are organic—not paid.

“WHICH SEARCH RESULT LINK DID YOU CLICK ON FIRST?”

*INCLUDES NON-TRADITIONAL ORGANIC RESULTS, SUCH AS SHOPPING LINKS, LOCAL RESULTS, NEWS, ETC.

SOURCE: MARKETINGSHERPA, FEBRUARY 2007
60% of all organic clicks go to the top three organic search results.

SOURCE: MARKETINGSHERPA, FEBRUARY 2007
75% of users never scroll past the first page of search results.

SOURCE: MARKETSHARE.HITSLINK.COM, OCTOBER 2010
The average click-through rate for paid search in 2010 (worldwide) was 2%.

- Yandex: 1.3%
- Yahoo!: 1.4%
- Google: 2.5%
- Bing: 2.8%

Source: Covario, January 2011
FACT

The more keyword-rich content you generate, the more search engines will find (and love) you.
Businesses that get ≥20 times/month more traffic than those who get ≤4 times/month.

SOURCE: HUBSPOT, LEAD GENERATION LESSONS FROM 4,000 BUSINESSES, 2011
Businesses with websites of 401-1000 pages get 6X more leads than those with 51-100 pages.

SOURCE: HUBSPOT, LEAD GENERATION LESSONS FROM 4,000 BUSINESSES, 2011
Companies that blog have **97% more** inbound links.

*Source: HubSpot, State of Inbound Marketing Lead Generation Report, 2010*
Companies with more indexed web pages get way more leads.

SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010
THE BOTTOM LINE
If Google can’t find, neither will anyone else.
3 EMAIL MARKETING
27% of emails were opened on a mobile device during the second half of 2011...

...up from 20% during the first half of 2011

SOURCE: KNOTICE, APRIL 2012
>80% of email marketers send the same content to all subscribers

SOURCE: EXPERIAN, APRIL 2012
The word "exclusive" in email promotional campaigns increases unique open rates by 14%.

SOURCE: EXPERIAN, APRIL 2012
84% of B2B marketers use segment targeting in their email campaigns.

SOURCE: BTOB MAGAZINE, MARCH 2012
59% of B2B marketers say email is the most effective channel in generating revenue.

SOURCE: BTOB MAGAZINE, MARCH 2012
...of email marketing companies regularly test their email marketing campaigns.

SOURCE: ECONSULTANCY, MARCH 2012
Morning emails get high CTR.

Effect of Time-of-Day on Clickthrough Rate

SOURCE: THE SCIENCE OF EMAIL MARKETING, 2011
Investment in email marketing will grow from $1.3B in 2010 to $2B by 2014.

SOURCE: FORRESTER RESEARCH, JANUARY 2012
The fresher your list, the better!

SOURCE: THE SCIENCE OF EMAIL MARKETING, 2011
Most users report reading email on mobile devices.

SOURCE: THE SCIENCE OF EMAIL MARKETING, 2011
FACT
Send email early in the morning.
SOCIAL MEDIA
While social media is not the silver bullet that some pundits claim it to be, it is an extremely important & relatively low cost touch point that has a direct impact on sales & positive word of mouth.”

JOSH MENDELSOHN
VICE PRESIDENT
CHADWICK MARTIN BAILEY
FACT
Social media isn’t a fad. It’s a revolution.
Social media & blogs generate real customers.

57% of channel users who acquired a customer through this channel.

Company Blog: 57%
LinkedIn: 62%
Facebook: 52%
Twitter: 44%

Source: State of Inbound Marketing, Hubspot, March 2012
US Internet users spend 3X more minutes on blogs & social networks than on email.

SOURCE: THE NIELSEN COMPANY, NOVEMBER 2010
Social media use in the U.S. has increased by 356% since 2006.

SOURCE: NETPOP RESEARCH, ARIL 2012
Social media penetration keeps growing across different age groups.

INTERNET USERS WHO USE SOCIAL NETWORKS VIA ANY DEVICE AT LEAST ONCE PER MONTH

SOURCE: EMARKETER, FEBRUARY 2011
The world is becoming more SOCIAL.

AVG HOURS/WEEK SPENT ON THIS ONLINE ACTIVITY, WORLDWIDE

SOURCE: TNS, OCTOBER 2010
FACT

Social media has real business value.
The top 20% of B2B marketers in social media lead generation have increased revenue by 20% in 2011.

SOURCE: ABERDEEN RESEARCH, MARCH 2012
Social media conversations actively influence purchases.

On social media, I am most influenced by…

- Friends: 55%
- People like you: 55%
- Experts: 51%
- Online friends: 39%
- Brands: 38%
- Retailers: 35%
- Influential bloggers: 26%

Source: eMarketer, May 2010
63% of companies using social media say it has increased marketing effectiveness—among other benefits.

- Increasing effectiveness of marketing: 63%
- Increasing customer satisfaction: 50%
- Reducing marketing costs: 45%
- Reducing support costs: 35%
- Reducing time to market for products/services: 26%
- Increasing product/service innovation: 24%
- Increasing revenue: 24%

SOURCE: MCKINSEY GLOBAL INSTITUTE, DECEMBER 2010
U.S. local SMBs actively use social media marketing to promote their businesses.

![Bar chart showing social media usage by U.S. local SMBs (February 2011)]

- **Facebook**: 70%
- **LinkedIn**: 58%
- **Twitter**: 40%
- **Yelp**: 32%
- **YouTube**: 27%
- **MySpace**: 19%
- **Foursquare**: 9%
- ** Gowalla**: 3%

*Source: Merchant Circle, February 2011*
57% of SMBs say social media is beneficial to their business.

SOURCE: AD-OLOGY RESEARCH, NOVEMBER 2010
More than 1/2 of U.S. SMBs say social media sites play an important role in active sales.

“HOW IMPORTANT IS SOCIAL MEDIA IN SEEKING OUT POTENTIAL NEW CUSTOMERS/CLIENTS?”

SOURCE: FORBES INSIGHTS, MAY 2010
More than 1/3 of US SMBs say social media helps them get found online.

SOURCE: AMERICAN EXPRESS, SEPTEMBER 2010
Social media helps B2B marketers improve search results.

- Driving inbound links: 48%
- Increase page rank: 45%
- Influence organic SEO: 40%
- Influence keyword purchases: 26%

“SOCIAL MEDIA IMPROVES MY SEARCH RESULTS VIA…”

SOURCE: BTOB MAGAZINE, JULY 2010
61% of US marketers use social media to increase lead generation

- To increase lead generation: 61%
- Monitor the conversation about my brand: 27%
- My competitors are doing it: 5%
- Directive from management: 3%
- I do not know why we have one: 4%
- "The main reason my company is implementing a social media strategy is..."

Source: R2Integrated, April 2010
LinkedIn drives the most customers to B2B.

I'm a B2B company that acquired a customer through this channel.

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
Facebook drives the most conversions for B2C.

I’m a B2C company that acquired a customer through this channel.

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
The average user spent only 3 minutes on Google+ in January 2012.

Sources: ComScore, 2012
Females are greatly overrepresented on PINTEREST.

SOURCES: ALEXA, 2012
65% of Pinterest's global web traffic... is from the U.S.

SOURCES: ALEXA, 2012
Pinterest drives more referral traffic than Google Plus, LinkedIn and YouTube combined.

SOURCE: SHAREAHOLIC, FEBRUARY 2012
BOTTOM LINE
It’s time to go social.
The bottom line is that blogging is like sex.

You can’t fake it. You can’t fake passion. You can’t fake wanting to engage with the public. If you do, it will ultimately be an unsatisfying experience for both the blogger and their readers.”

KEVIN ANDERSON
FREELANCE JOURNALIST & FORMER BLOGS EDITOR FOR THE GUARDIAN
FACT
Blogs keep growing—in volume & value.
There are 152,000,000 blogs on the Internet.

SOURCE: UM, OCTOBER 2010
Blog frequency impacts customer acquisition.

% of blog users who acquired a customer through their blog:

- Less Than Monthly: 43%
- Monthly: 56%
- Weekly: 66%
- 2-3 Times Per Week: 70%
- Daily: 78%
- Multiple Times a Day: 92%

Source: State of Inbound Marketing, Hubspot, March 2012
The global population of blog readers keeps growing.

% of daily internet users who read blogs at least monthly

Source: EMARKETER, August 2010
81% of marketers rated their blog as USEFUL or BETTER.

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
There are 31% more bloggers today than there were three years ago.

INTERNET USERS WHO UPDATE A BLOG AT LEAST MONTHLY (MILLIONS)

SOURCE: EMARKETER, AUGUST 2010
Most people read blogs more than once/day.
Most people read 5-10 blogs.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>LESS THAN 5</td>
<td>22%</td>
</tr>
<tr>
<td>5 TO 10</td>
<td>38%</td>
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<tr>
<td>10 TO 50</td>
<td>29%</td>
</tr>
<tr>
<td>50 TO 100</td>
<td>5%</td>
</tr>
<tr>
<td>MORE THAN 100</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Hubspot, The Science of Blogging 2010
Nearly 40% of US companies use blogs for marketing purposes.

“MY COMPANY USES A BLOG FOR MARKETING PURPOSES.”

SOURCE: EMARKETER, AUGUST 2010
FACT

Blogging can really move the needle.
Blog articles influence purchases.

- Decide on a Product/Service: 21%
- Refine Choices: 19%
- Get Support/Answers: 19%
- Discover Products/Services: 17%
- Assure: 14%
- Inspire a Purchase: 13%
- Execute a Purchase: 7%

"Blog articles play a role in this aspect of the purchase process."

Source: Jupiter Research, October 2008
Companies that blog have **55% more** website visitors.

SOURCE: HUBSPOT, 2010
B2C companies that blog generate **88% more leads** per month than those who do not.

SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010
B2B companies that blog generate 67% more leads per month than those who do not.

SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010
Companies with >51 blog articles experience a **77% lift** in median monthly leads.

**Source:** HubSpot, State of Inbound Marketing Lead Generation Report, 2010
Blogging frequency has a direct & significant impact on lead-gen.

- < MONTHLY: 33%
- MONTHLY: 49%
- WEEKLY: 72%
- 2-3X/WEEK: 76%
- DAILY: 78%
- MULTIPLE TIMES/DAY: 89%

SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010
FACT

Bloggers are “morning people.”
Morning is the most popular time to read blogs.

SOURCE: HUBSPOT, THE SCIENCE OF BLOGGING 2010
Blog reading peaks around 10AM.

SOURCE: HUBSPOT, THE SCIENCE OF BLOGGING 2010
Link-sharing among blog readers peaks around 7am.

SOURCE: HUBSPOT, THE SCIENCE OF BLOGGING 2010
Commenting on blogs peaks around 8am.

SOURCE: HUBSPOT, THE SCIENCE OF BLOGGING 2010
THE BOTTOM LINE
Blog early and often.
FACEBOOK
People share, read and generally engage more with any type of content when it’s surfaced through friends and people they know and trust.”

MALORIE LUCICH, FACEBOOK SPOKESPERSON
FEBRUARY 2011
WHAT IF FACEBOOK USED OUTBOUND MARKETING AND DIRECT MAIL?
FACT

Facebook has a massive & highly engaged audience.
Facebook is effective for B2C customer acquisition.

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
Brands get a 46% increase in user engagement with FACEBOOK TIMELINE.

SOURCE: SIMPLY MEASURED, HTTP://BIT.LY/HNJLFR
Brands get a 65% increase in interactive content with FACEBOOK TIMELINE.

SOURCE: SIMPLY MEASURED, HTTP://BIT.LY/HNJLFR
35% of consumer comments on company Facebook Pages are compliments.

SOURCE: AT KEARNEY, HTTP://BIT.LY/HNK1EX
70% of Facebook news consumers follow links posted by FRIENDS or FAMILY.
The median ratio of Facebook

**VIEWS** : **SHARES**

9 : 1

SOURCE: BUZZFEED, HTTP://BIT.LY/HNLUKL
93% of US adult Internet users are on Facebook.

164 Million
US INTERNET USERS

152 Million
US FACEBOOK USERS

SOURCE: BLOGHER, APRIL 2011
1 out of every 7 minutes online is spent on Facebook.

SOURCE: COMSCORE, DECEMBER 2011
The average Facebook user spends \textbf{\textasciitilde 7 hours/month} on Facebook.
Facebook is overtaking Google and Yahoo in total time spent online.

SOURCE: COMSCORE, AUGUST 2011
Facebook has become the top choice for social sign-in.

- **Facebook**: 35%
- **Google**: 31%
- **Yahoo**: 13%
- **Twitter**: 7%
- **Windows Live**: 6%
- **Other**: 8%

*Source: Janrain, April 2011*
Facebook has become the preferred way of sharing content, second only to email (for now).

Source: Chadwick Martin Bailey, September 2010
We’re not just engaging with our friends on Facebook. We’re engaging with businesses of all kinds.

<table>
<thead>
<tr>
<th>Category</th>
<th>Avg. # of Comments/post</th>
<th>Avg. # of Likes/post</th>
</tr>
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<tbody>
<tr>
<td>ARTISTS</td>
<td>17</td>
<td>92</td>
</tr>
<tr>
<td>MEDIA</td>
<td>43</td>
<td>57</td>
</tr>
<tr>
<td>BRANDS</td>
<td>9</td>
<td>54</td>
</tr>
</tbody>
</table>

NOTE: PAGES ANALYZED HAVE AT LEAST 100K “LIKES”
Many internet activities that once took place on separate, isolated venues are now funneled through Facebook. These include email, instant messaging, blogging, gaming, video-sharing and online shopping.”
FACT
Facebook has real business value.
Most US B2B marketers agree that Facebook is an effective marketing tool.
More than half of SMBs say Facebook is beneficial to their business.

Source: AD-OLOGY, November 2010
More than 1/3 of marketers say Facebook is “critical” or “important” to their business.

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
The number of marketers who say Facebook is “critical” or “important” to their business has increased by 75% in three years.

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
THE BOTTOM LINE

If you don’t like Facebook yet, you will
7

TWITTER
TWITTER IN REAL LIFE: THE FOLLOW-BACK

JUST BECAUSE YOU FOLLOWED ME HOME DOESN'T MEAN I'M FOLLOWING YOU BACK.
FACT
Virtually everyone has heard of Twitter. Not everyone is using it (yet).
Roughly 9% of adult Americans use Twitter.
The average Twitter user has 27 followers.

SOURCE: RJMETRICS, JANUARY 2010
25% of Twitter accounts have no followers.

SOURCE: RJ METRICS, JANUARY 2010
40% of Twitter accounts have never sent a single tweet.

SOURCE: RJ METRICS, JANUARY 2010
Only 18% of Twitter users tweet >once/day.

- Several times/day: 18%
- At least once/day: 15%
- At least once/week: 30%
- At least once/month: 22%
- Less than once/month: 15%

Source: RJMetrics, January 2010
FACT

Twitter users are young, smart, affluent, & tech-savvy.
1/3 of monthly Twitter users are 25-34 years old.

SOURCE: EDISON RESEARCH, 2010
The majority of US Twitter users are 18-29 years old.

SOURCE: PEW RESEARCH CENTER, JANUARY 2010
US Twitter users are more educated than the general population.

- **Advanced Degree:**
  - Monthly Twitter Users 18+: 17%
  - Total Population 18+: 13%

- **Some Graduate Credits:**
  - Monthly Twitter Users 18+: 16%
  - Total Population 18+: 8%

- **4-Yr College:**
  - Monthly Twitter Users 18+: 30%
  - Total Population 18+: 19%

- **1-3 Years of College:**
  - Monthly Twitter Users 18+: 23%
  - Total Population 18+: 23%

- **High School/less:**
  - Monthly Twitter Users 18+: 12%
  - Total Population 18+: 33%

Source: Edison Research, 2010
US Twitter users have higher incomes than the general population.

### Monthly Twitter Users 18+ vs. Total Population 18+

- **$100K+**: 13% (Twitter) vs. 10% (Total Population)
- **$75K - $100K**: 11% (Twitter) vs. 8% (Total Population)
- **$50K - $75K**: 23% (Twitter) vs. 15% (Total Population)
- **$25K - $50K**: 14% (Twitter) vs. 20% (Total Population)
- **$25K - $50K**: 20% (Twitter) vs. 17% (Total Population)

### Source:
EDISON RESEARCH, 2010
US Twitter users tend to be “early adopters.”

- Among the 1st to buy/try new products: 10% of total population, 19% of monthly Twitter users.
- Buy/try new products before others, not first: 12% of total population, 25% of monthly Twitter users.
- Buy/try new products same as others: 27% of total population, 29% of monthly Twitter users.
- Buy/try new products after others, not last: 24% of total population, 16% of monthly Twitter users.
- Usually last to know to try/buy new products: 25% of total population, 25% of monthly Twitter users.

Source: Edison Research, 2010
For Twitter users, Internet > TV.

- **Monthly Twitter Users 12+**
  - Internet: 73%
  - TV: 37%
  - Radio: 14%
  - Newspaper: 3%

- **Total Population 12+**
  - Internet: 42%
  - TV: 37%
  - Radio: 14%
  - Newspaper: 25%

"The medium that is most essential to my life is..."

Source: Edison Research, 2010
Twitter users spend a lot of time online.

“I SPEND HH:MM PER DAY WITH EACH OF THESE MEDIA.”

SOURCE: EDISON RESEARCH, 2010
FACT
Twitter + Business = $$$
More than 1/2 of active Twitter users follow companies, brands or products on social networks.

SOURCE: EDISON RESEARCH, 2010
Twitter plays an active role in purchasing decisions.

- Learn about products/services: 42%
- Provide opinions about products/services: 41%
- Ask for opinions about products/services: 31%
- Look for discounts/sales: 28%
- Purchase products/services: 21%
- Seek customer support: 19%

SOURCE: EDISON RESEARCH, 2010
79% of US Twitter users are more likely to recommend brands they follow.

- Yes, for many brands: 23%
- Yes, for a few brands: 56%
- No: 15%
- Not sure: 6%

Source: Edison Research, 2010
67% of US Twitter users are more likely to buy brands they follow.

- Yes, for many brands: 25%
- Yes, for a few brands: 42%
- No: 23%
- Not sure: 10%

Source: Edison Research, 2010
57% of all companies that use social media for business, use Twitter.

Source: Business.com, September 2009
B2B companies are far more likely to use Twitter than B2C companies.

75% B2B

49% B2C

“MY COMPANY TWEETS.”

SOURCE: BUSINESS.COM, SEPTEMBER 2009
Twitter drives more customers for B2C.

“YES, WE HAVE ACQUIRED A CUSTOMER VIA TWITTER.

SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012
More than 1/3 of marketers say **Twitter is “critical” or “important” to their business.**

- **Critical:** 15%
- **Important:** 24%
- **Useful:** 24%
- **Somewhat Useful:** 24%
- **Not Useful:** 14%

*Source: State of Inbound Marketing, Hubspot, March 2012*
Companies that use Twitter average 2x more leads/month than those that do not.
B2C companies with >100 followers have **146% more leads/month** than those with <100.

**# OF MEDIAN MONTHLY LEADS**

- <21: 11
- 21-100: 14
- 101-500: 35
- >500: 32

**# OF FOLLOWERS**

SOURCE: HUBSPOT STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010
FACT

Don’t be a twit.
Start tweeting.
MOBILE
There are 271 MILLION mobile subscribers in the U.S. alone.
54% of iOS web traffic is devoted to search VS the 36% Internet average.

SOURCE: CHITIKA, APRIL 2012
60% of consumers do product or service research “several times a month” via a mobile device.

SOURCE: LOCAL CORPORATION, APRIL 2012
1% of emails are first opened on mobile devices, then on desktop PCs later.

SOURCE: KNOTICE, MARCH 2012
FACT
Optimize your website & email for mobile.
Over half lead to purchase.

9 out of 10 mobile searches lead to action.
90% of text messages are read within 3 MINUTES of being delivered.

SOURCE: 2011 MOBILE STRATEGIES FOR COMPANIES, IMPIGERMOVILE, 2011
4 BILLION of the 6.8 BILLION people on the planet, use a mobile phone.

3.5 BILLION of them use a toothbrush.

SOURCE: 60 SECOND MARKETER, 2011
MAKE YOUR MARKETING AWESOME
Try HubSpot FREE for 30 days!
http://HubSpot.com/free-trial
IF YOU THOUGHT THAT THIS WAS AWESOME, PERHAPS YOU’D LIKE TO BE FRIENDS ONLINE?
HubSpot
All-in-One Marketing Software

Search Engine Optimization
Blogging & Social Media
Lead Generation
Lead Management
Email & Automation
Marketing Analytics