

COLD HARD NUMBERS

Social Media Stats on the Customer Experience

Social media has grown to become an essential part of the customer experience, and every year it seems to grow in importance. But, words are just words. What do the hard numbers say? Below we've assembled some cold hard numbers on the customer experience that show just how powerful social media has proven to be.

41% of Americans Think It's Important for Businesses to Have a Social Media Presence.

ALL

Platforms

1.65 Billion Monthly Active Users.

59% of Adults Aged 25-34 Share Poor Customer Experiences Online.

2.5 Billion Comments Are Made on Facebook Pages Every Month.

2.8 Billion People Are on Social Media.



Users Spend an Average of 20 Minutes a Day on Facebook.



Users are 3X More Likely to Follow Brands on Twitter than Facebook.

42% of Users Learn about Products and Services on Twitter.

87% of Recruiters Are on LinkedIn.

130,000 Active Advertisers and Marketers Are on Twitter.

>50% of All Social Traffic to B2B Blogs and Websites Comes from LinkedIn.

50% of LinkedIn Users Are More Likely to Buy from a Company They Follow.



93% of Pinners Use the Platform to Plan or Make Purchases Online.



65% of All Pins Lead to Ecommerce Websites.

And for the Most Important Statistic of All...

Consumers Referred to a Company Website by Pinterest Are 10% More Likely to Purchase.

71% of Consumers Who Receive a Quick Brand Response Will Likely Recommend that Brand to Others.

Sources:

- <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>
- <http://www.forbes.com/sites/ups/2013/08/08/why-businesses-should-listen-to-customers-on-social-media/#da1f46239ff6>

Maximize Your Social Media Strategy with Mindsight's New Ebook

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