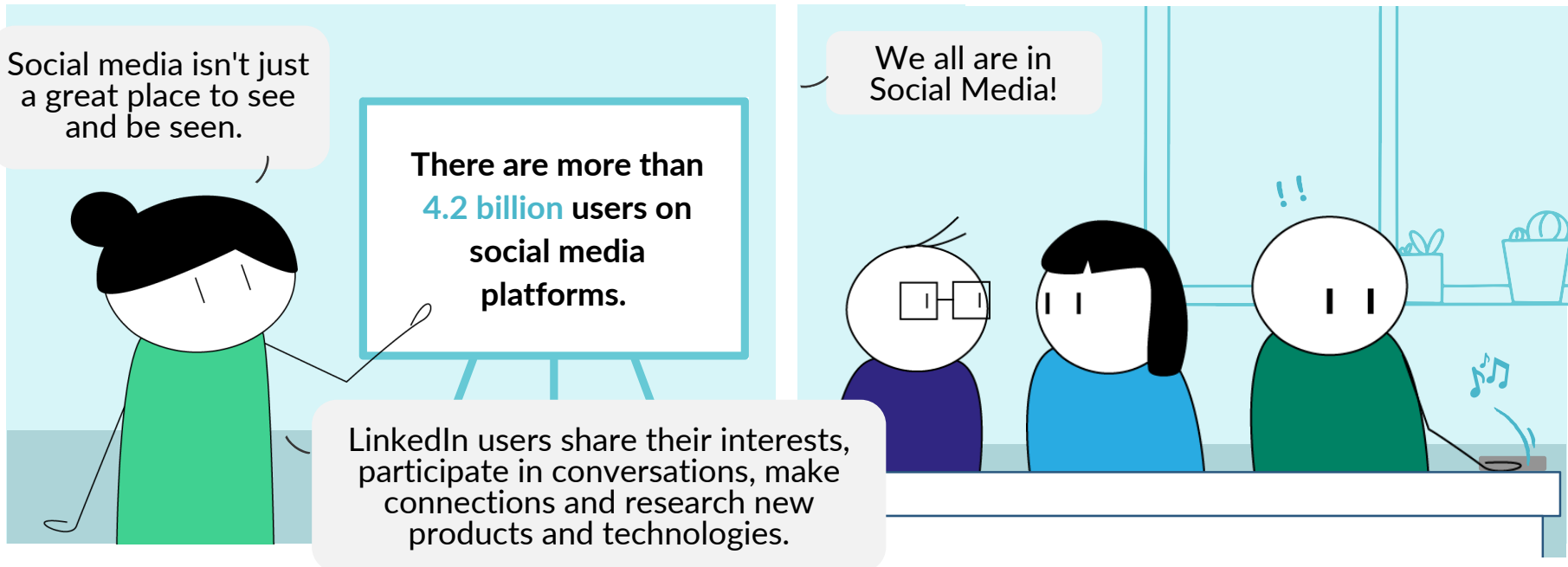
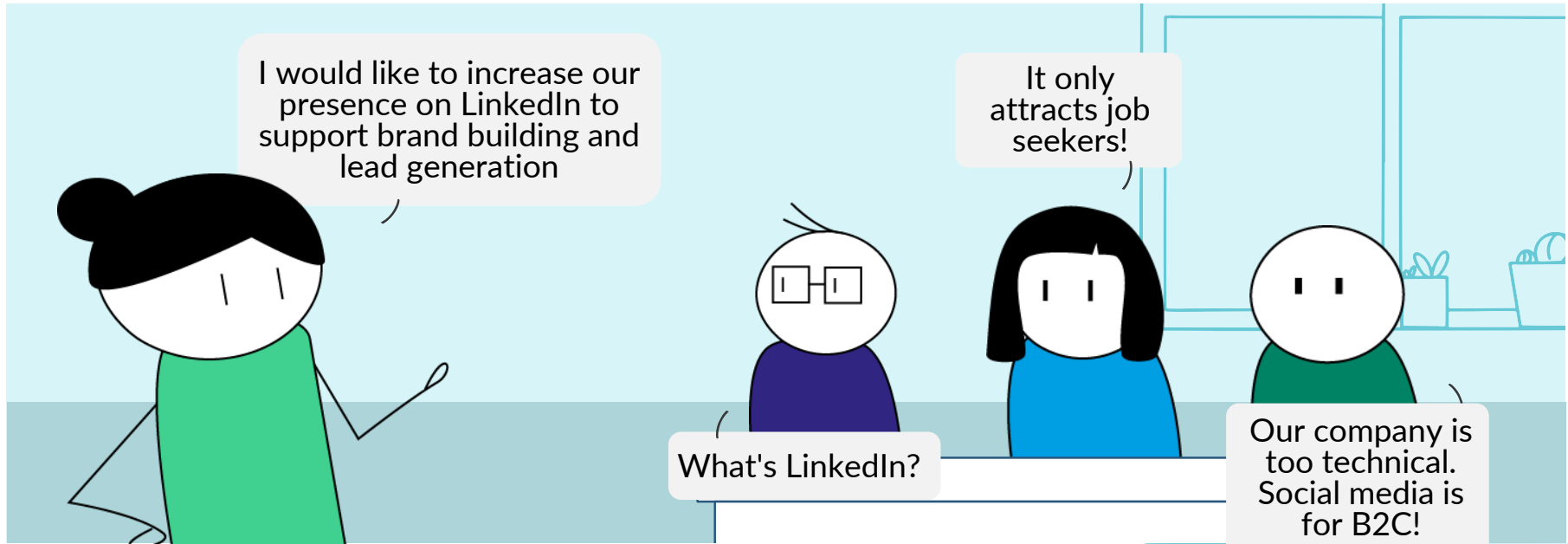


THREE TOP REASONS TECH B2B COMPANIES SHOULD USE SOCIAL MEDIA.



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Social media campaigns are great to:

- Increase visibility
- Grow thought leadership
- Generate sales

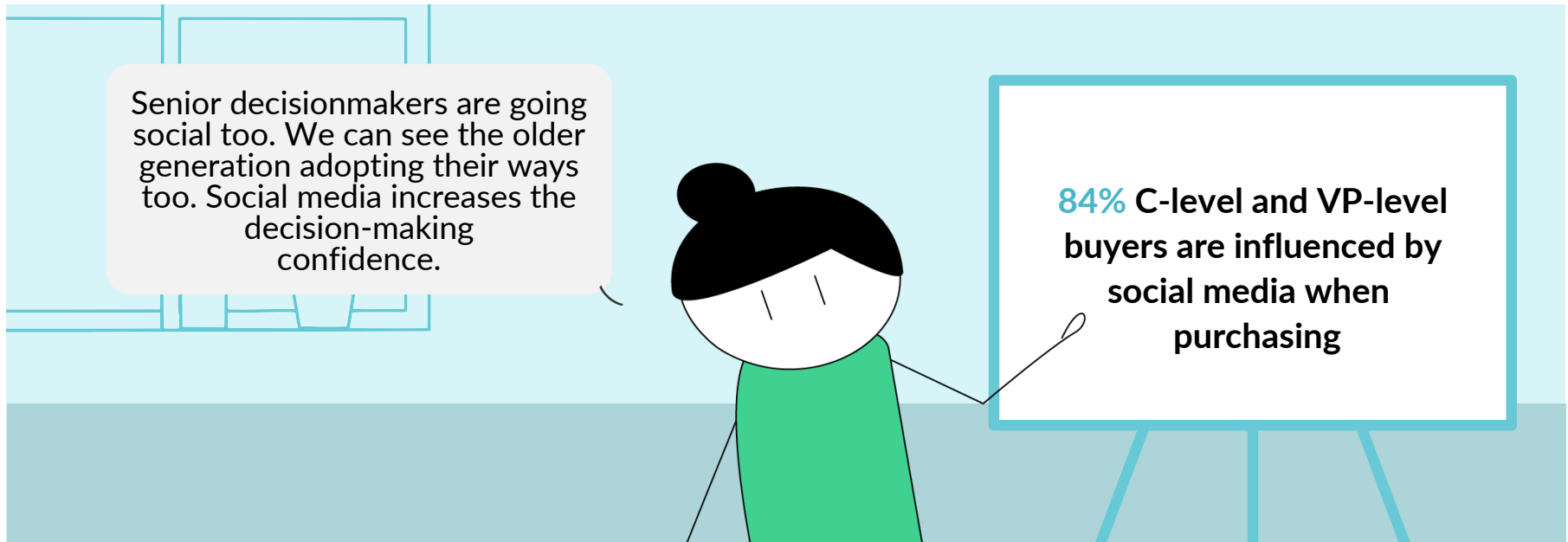
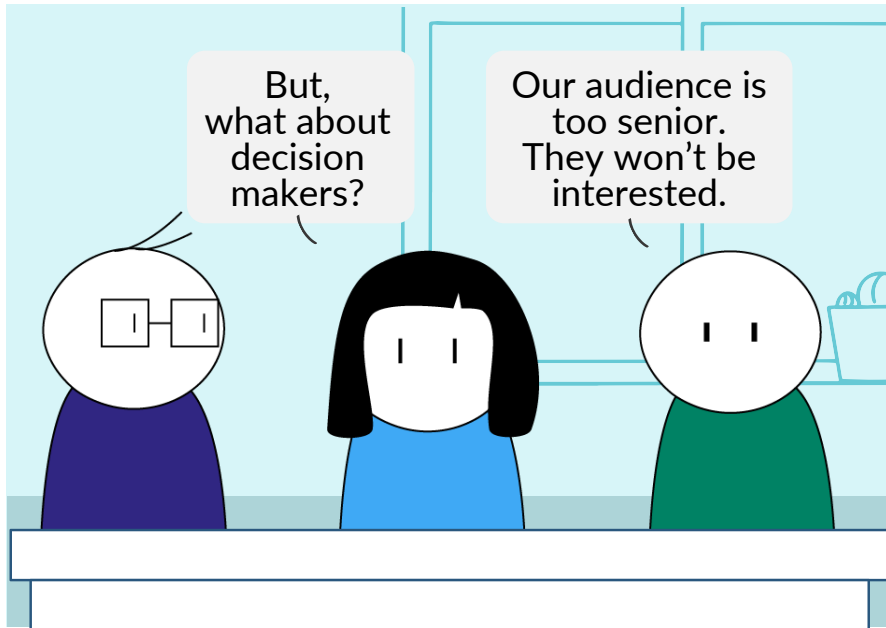
Between **35-46%** of B2B buyers spend time researching and consuming content in all the stages of the cycle on social media !

Users of platforms like LinkedIn and Twitter are professionals like you and me!

But... even tech B2B?

Yes! Last year, **80%** of B2B marketers considered social media their most successful lead generation channel.

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