

85% of businesses are failing to utilize Social Media in B2B marketing & communications

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Research by Social Tree Global - B2B Social Media experts, have revealed that businesses are failing to engage social media when trying to communicate with key stakeholders online.

According to those polled, Social Media usage for corporate communications is still under utilized by over 70% of corporate communications professionals and over 80% of HR teams still do not consider social media to be a critical part of the recruitment mix.

Not surprisingly, social media usage has increased since aggressive lockdown measures have been introduced. Social Media users have grown 80 million or an 8.7% increase from April 2019 to April 2020.

Commenting on the research, James Saward-Anderson co founder of social tree global says

“ Social Media has now become a critical part of a business marketing, HR and corporate communications infrastructure yet many are failing to harness its power in a strategic way. The research shows that many professionals are unaware of just how important social media is for businesses as they attempt to adapt a new age of digital communications”

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