

SOCIAL MEDIA

THE ROOT OF MODERN MARKETING

Channel Partners:
The energy
to extend your
social media reach.

52x Average increase in reach when social posts are syndicated by your **channel partners**.

Source: Zift Solutions

87% of all small businesses say **social media** helps their business.

Source: Vocus

85% of business decision-makers said at least one **social media** channel is very important when making business technology purchase decision.

Source: Forrester

77% of Fortune Global 100 companies have a Twitter account.

Source: University of Florida Online MSM

34%

of high-tech companies have reduced their traditional advertising budget to fund digital marketing activities.

Source: Gartner



Companies that generate more than **1,000 FACEBOOK LIKES**, also receive nearly 1,400 website visits a day.

Source: Hubspot

**You
Tube**

There are **800 MILLION** active users that spend an average of 15 minutes/day on YouTube.

Source: Yahoo

74%

of brand marketers saw an increase in website traffic after investing just 6 hours per week in social media.

Source: Creativo

40%

of small businesses feel that **social media** is amplifying word-of-mouth referrals

Source: Hubspot

52% of marketers have gained a customer via Facebook...

...and **35%** via Twitter

Source: Hubspot

8 OUT OF 10 Social media sites and blogs reach U.S. internet users and account for 23% of all time spent online.

Source: Content Marketing Institute

What our customers are saying:

Just one month after implementing Zift's technology, we tripled the frequency of our tweets, doubled our follower interactions and nearly eliminated all time spent producing Twitter content.

- Stelios Xeroudakis, Cloud Carib (VMware Enterprise Partner)

Ready to supercharge your
partner marketing program?

Visit ziftsolutions.com or call
919.794.8385 to get started today.

