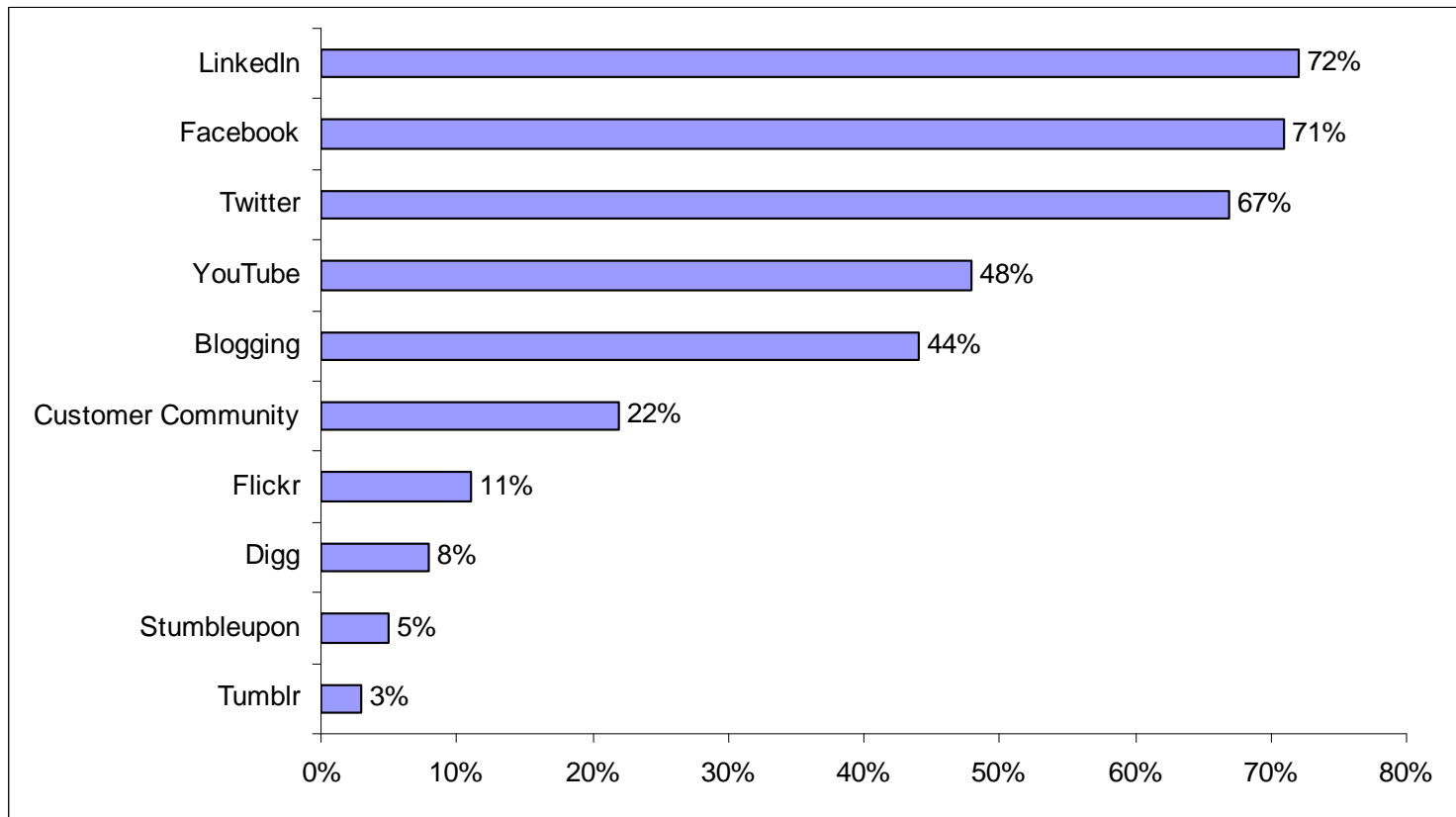


# Methods Used for B2B Social Media Marketing

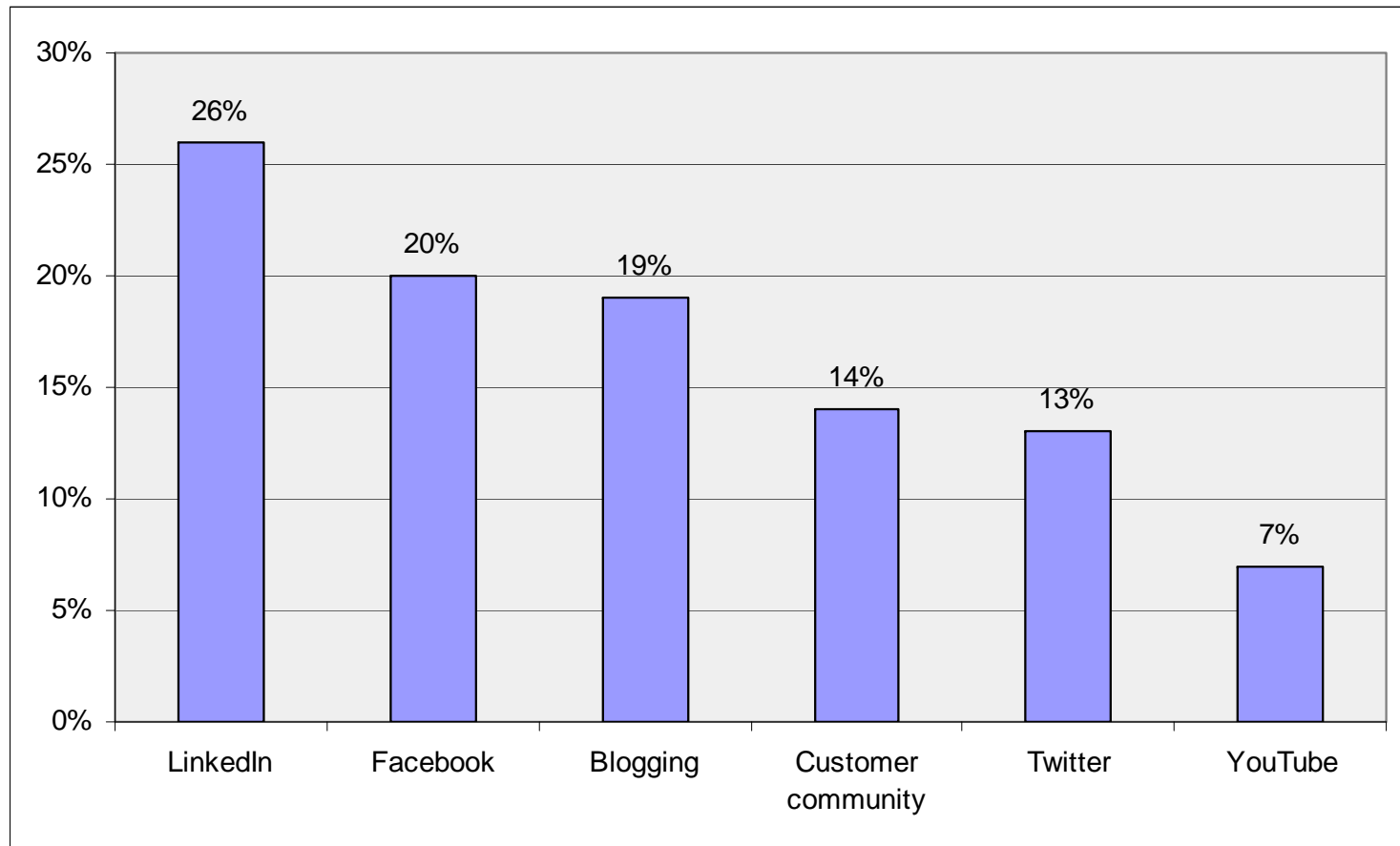


Question: Which of the following social media methods does your company currently use for your B2B marketing (i.e. not personal use)? (Check all that apply).

N=577

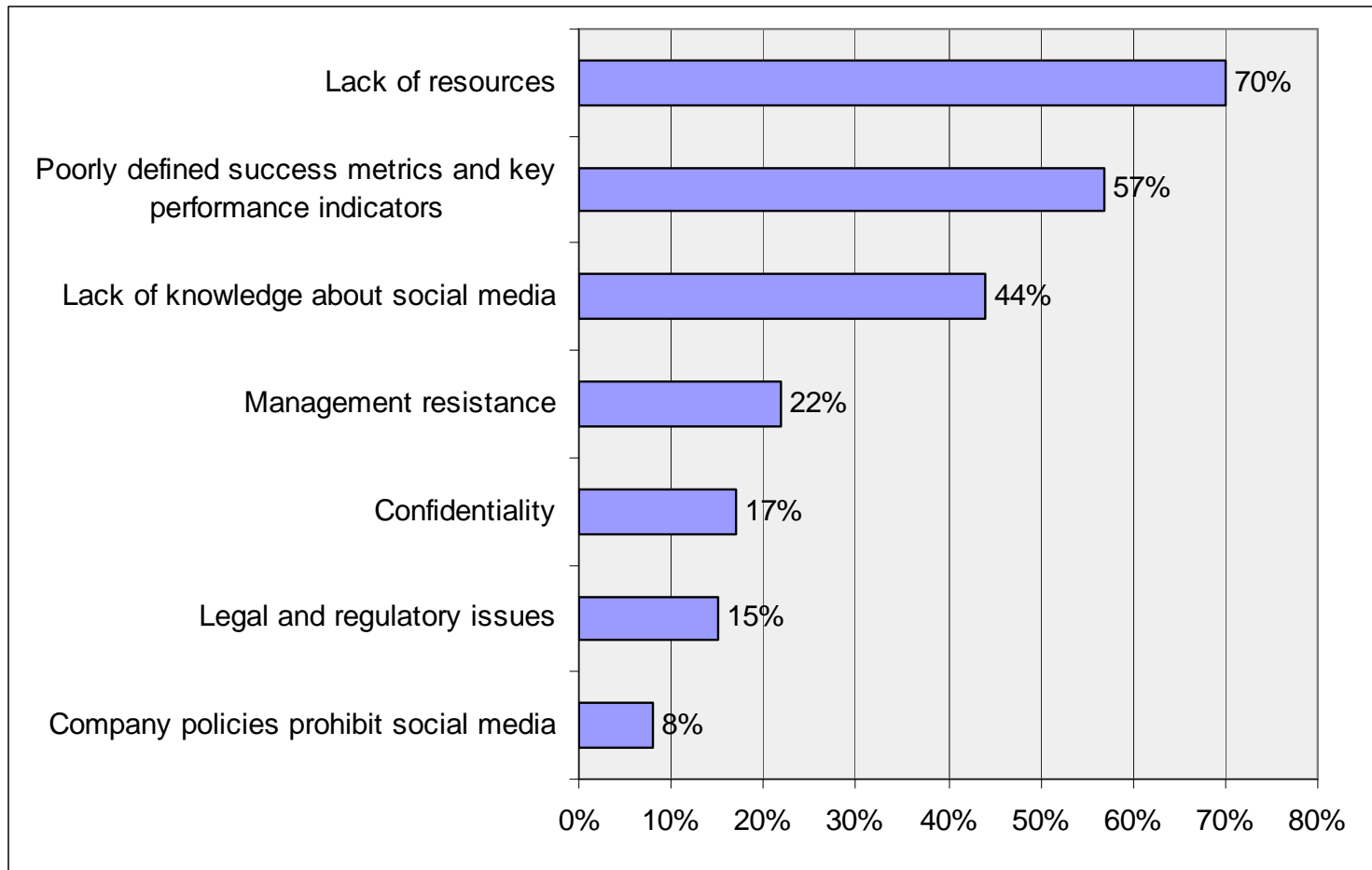
Source: BtoB magazine: Emerging Trends in B2B Social Marketing, April 2011

# One Most Important Method of B2B Social Media Marketing



Question: Which of the following social media platforms is the ONE most important method that you use for B2B marketing?

# Obstacles to Social Media Marketing



Question: What are the top three major obstacles to adopting social media marketing in your company?  
(Check as many as three).