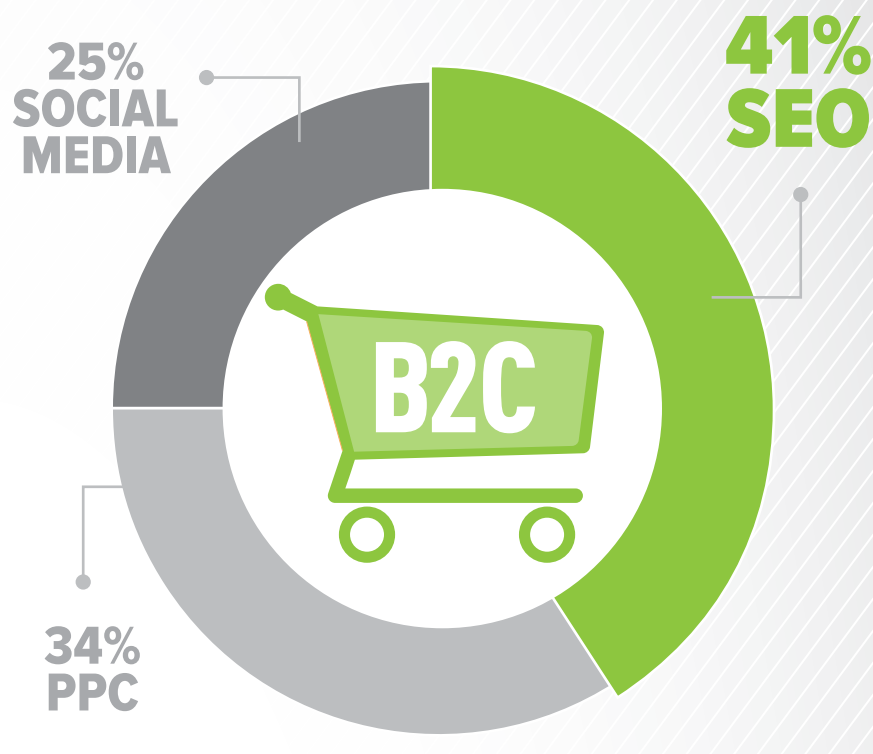
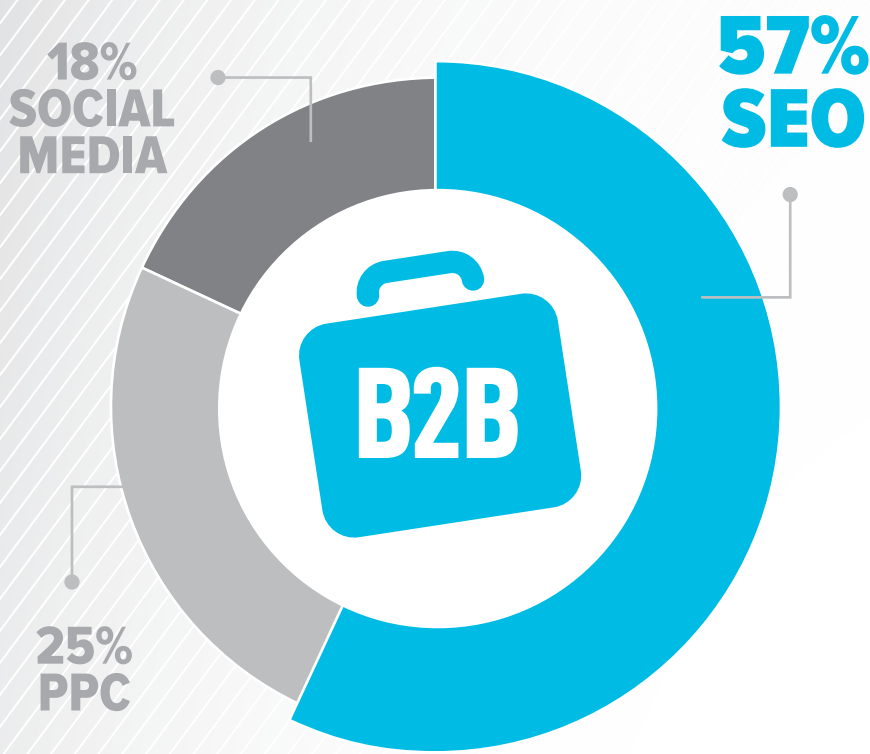


2011 STATE OF

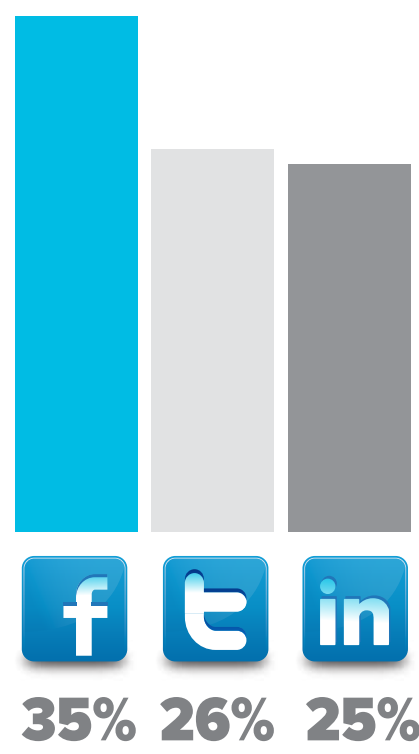
DIGITAL MARKETING

REPORT

WHAT MAKES THE BIGGEST IMPACT ON YOUR LEAD GENERATION GOALS?



B2B are the most active in:



B2C are the most active in:



47%
HAVE GENERATED LEADS FROM
facebook

35%
HAVE GENERATED LEADS FROM
LinkedIn

34%
HAVE GENERATED LEADS FROM
twitter

55% HAVE CLOSED DEALS FROM SOCIAL MEDIA LEADS

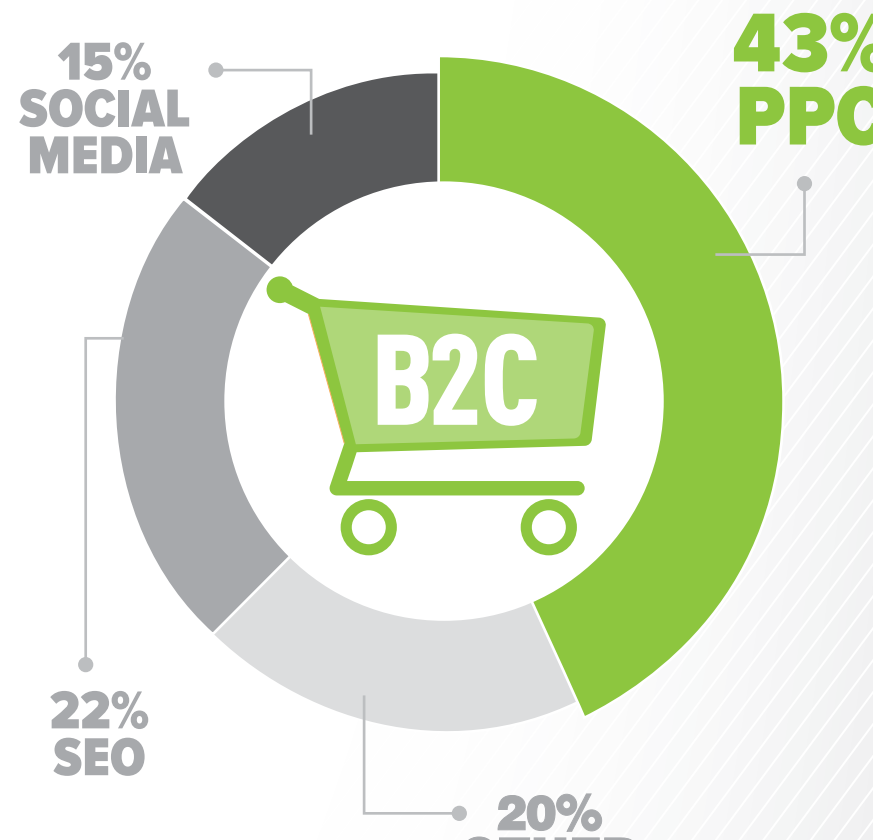
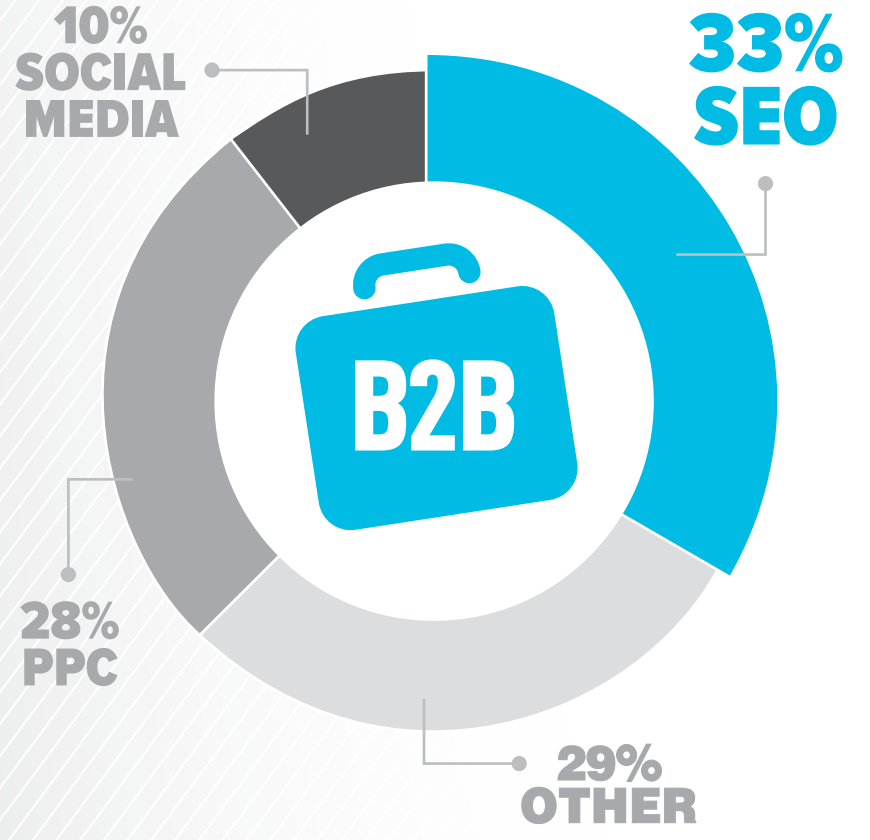
41% HAVE CLOSED DEALS FROM FACEBOOK

21% HAVE CLOSED DEALS FROM LINKEDIN

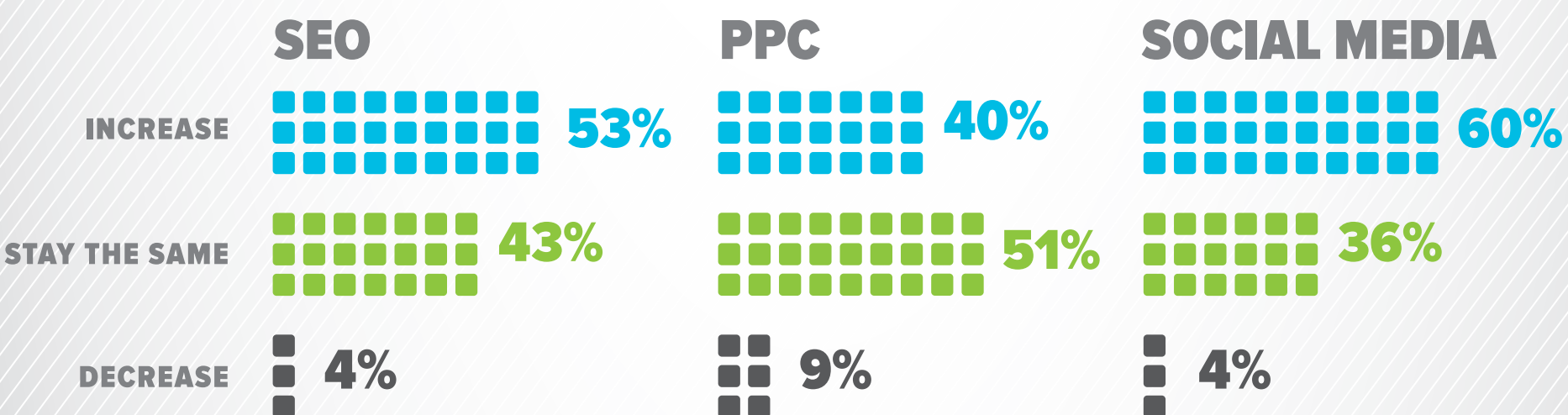
20% HAVE CLOSED DEALS FROM TWITTER



WHERE DO YOU INVEST THE MAJORITY OF YOUR DIGITAL MARKETING BUDGET?



HOW WILL YOU ADJUST YOUR DIGITAL MARKETING BUDGET IN 2012?



TOPICS MARKETERS WISH TO LEARN ABOUT MOST:

