



## BY THE NUMBERS

# DIGITAL MARKETING

SIXTY  
EIGHT  
PERCENT OF  
CONSUMERS  
LOOK UP BRANDS  
ON SOCIAL MEDIA  
BEFORE BUYING

85% OF USERS  
FEEL MORE  
CONNECTED WITH A  
SMALL BUSINESS BY  
FOLLOWING THEM ON  
 TWITTER 

# TWEETS WITH ONE OR TWO #  
HASHTAGS PERFORM 21% BETTER

FIFTY TWO PERCENT OF  
CONSUMERS SAY  
BLOGS HAVE IMPACTED THEIR BUYING DECISIONS

FACEBOOK USERS  
WATCH MORE THAN  
500 YEARS  
WORTH OF YOUTUBE  
VIDEOS EACH DAY



47% OF AMERICANS  
SAY FACEBOOK  
IS THEIR NUMBER  
ONE INFLUENCER  
OF PURCHASES

THERE ARE  
200  
MILLION  
ACTIVE USERS  
ON INSTAGRAM  
EACH MONTH



62% OF EMAILS  
ARE OPENED ON  
MOBILE DEVICES

EACH MONTH THERE  
ARE UPWARDS OF  
10.3 BILLION  
GOOGLE SEARCHES

EMAILS WITH SOCIAL SHARING BUTTONS  
INCREASE CLICK THROUGH RATES BY 150%

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