

What Social Content Has Sex Appeal?

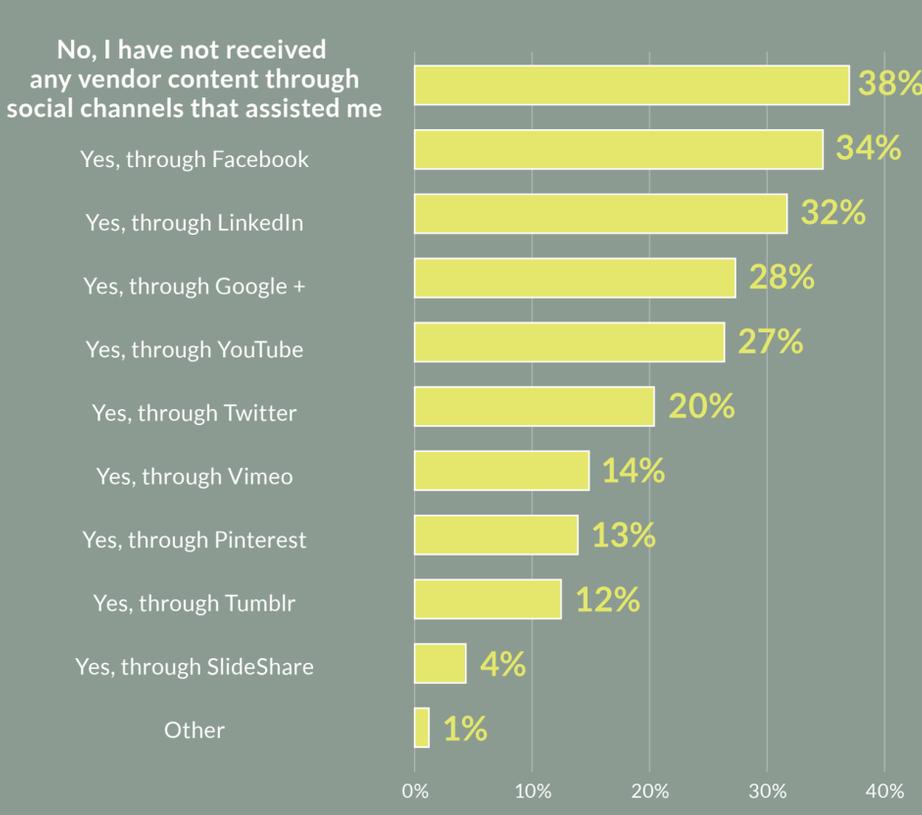
In volume three of the Eccolo Media 2015 B2B Technology Content Survey Report, we ask technology buyers, from engineers to the c-suite, to tell us what content they consume via social channels during a technology purchase.

But before we get to that--let's cut through some of the hype about social media's power to connect tech buyers to vendor content.

38% of respondents reported they **DID NOT** receive any vendor content through social channels in the last 6 months that assisted them in a technology purchase.

Only **34%** said they did so via Facebook and **32%** via LinkedIn—the two top social channels for receiving helpful vendor content.

Have you received vendor content through social channels that assisted you in a technology purchase in the last six months?

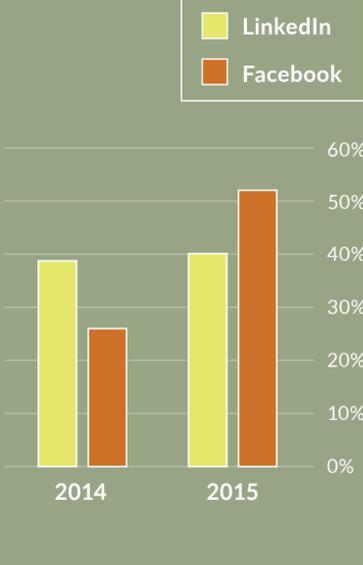


Facebook Faces Down LinkedIn

So how does the story change when we ask about future—not present—behavior? Which social channels are buyers “most likely to consume” vendor content from in the months ahead?

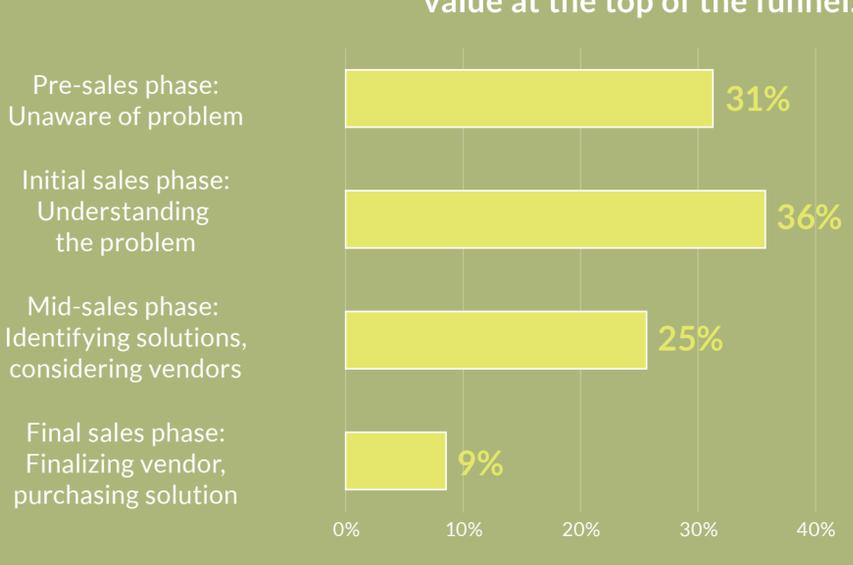
Last year, when buyers were asked this question, LinkedIn beat Facebook by a whopping 12 percentage points, 39% to 27%.

But this year, Facebook struck back and came out on top by an impressive 11 percentage points, 40% to 51%.



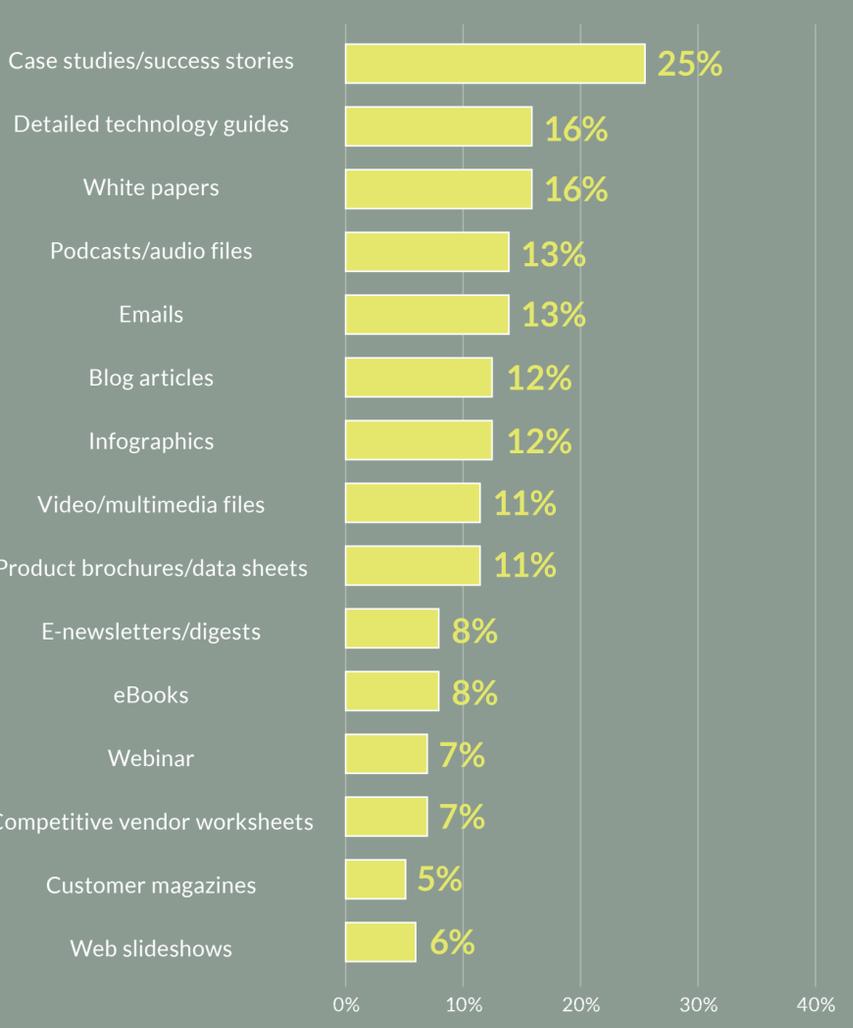
Cashing in on the Sales Cycle

Let's switch gears and ask our buyers in which phase of the purchasing cycle they find social content most helpful? **67%** picked the first two phases. Clearly social content has the most value at the top of the funnel.



Your Best Asset

Finally, we asked buyers what content types they are likely to consume in a social channel when they are making a purchase*



[Read a description of each of our content types](#)

*Each score is weighted, assigning 5 points to a rating of 1; 3 points to a rating of 2; etc. Scores are then aggregated to determine a weighted average for each category.

So what do these findings mean to content strategists and planners? Pay attention to social channels but don't get sucked into the hype. And while all content types are consumed socially, the old standbys perform the best.

In the end, it all comes back to creating a personalized social plan—including social content—that targets YOUR unique customers. **Email us at info@eccolomedia.com to see an example of a personalized content plan.**

ABOUT OUR SURVEY:

Our 100-plus respondents were responsible for influencing or making technology buying decisions in the six months prior to the survey. Thirty-three percent were C-level executives; 67 percent were decision makers. They ranged in age from 20 to 60-plus and included C-level executives (24%), managers (23%), directors (22%), vice presidents (10%), and developers (4%) from enterprises (34%), mid-market companies (36%), and small businesses (29%). [Read More About Our Survey](#)

ABOUT ECCOLO MEDIA:

Content in the digital age is changing as quickly as the underlying technology. New form factors, different distribution channels, shorter attention spans, the rise of owned media and native advertising...at Eccolo, we're obsessed with what comes next. Founded in 2007 and headquartered in San Francisco, we focus exclusively on content strategy, planning, and creation for large technology enterprises. We understand that the key to producing great content is to engage the best editors, writers, producers, videographers, and graphic artists. It's not an easy combination to find, but we've spent years identifying and nurturing the best creators of the creative class.

[Review Volume Two: What Content Has the Most Clout?](#)

[Review Volume One: Sales Cycle—What Content Goes Where?](#)

[Review Our 2014 Survey Report](#)
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