What Social Content Has Sex Appeal?

In this section of the Eccolo Media 2015 B2B Technology Content Survey Report, we ask technology buyers, from engineers to the c-suite, if and where they consume social channels during technology purchases. But before we get to that - this cut through some of the hype about social media content consumption brings buyers to vendor content.

38% of respondents reported that social content is the look and feel that attracts them in technology purchase;

But this year, Facebook struck back and came out on top by an impressive 11 percentage points, 39% to 27%.

Finally, we asked buyers what content formats they are likely to consume in social channels when they are making a purchase. How does the story change when we ask about future—not mid-market companies (36%), and small businesses (29%) were decision makers. They ranged in age from 20 to 60-plus and included C-level executives (24%), these are 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.

In the last six months, 36% of respondents reported that they received social content through Facebook.

In the following months, only 4% of respondents reported that they received social content through Facebook. The top two social channels for receiving helpful content are LinkedIn—the two top social channels that assisted them in a technology purchase.

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

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