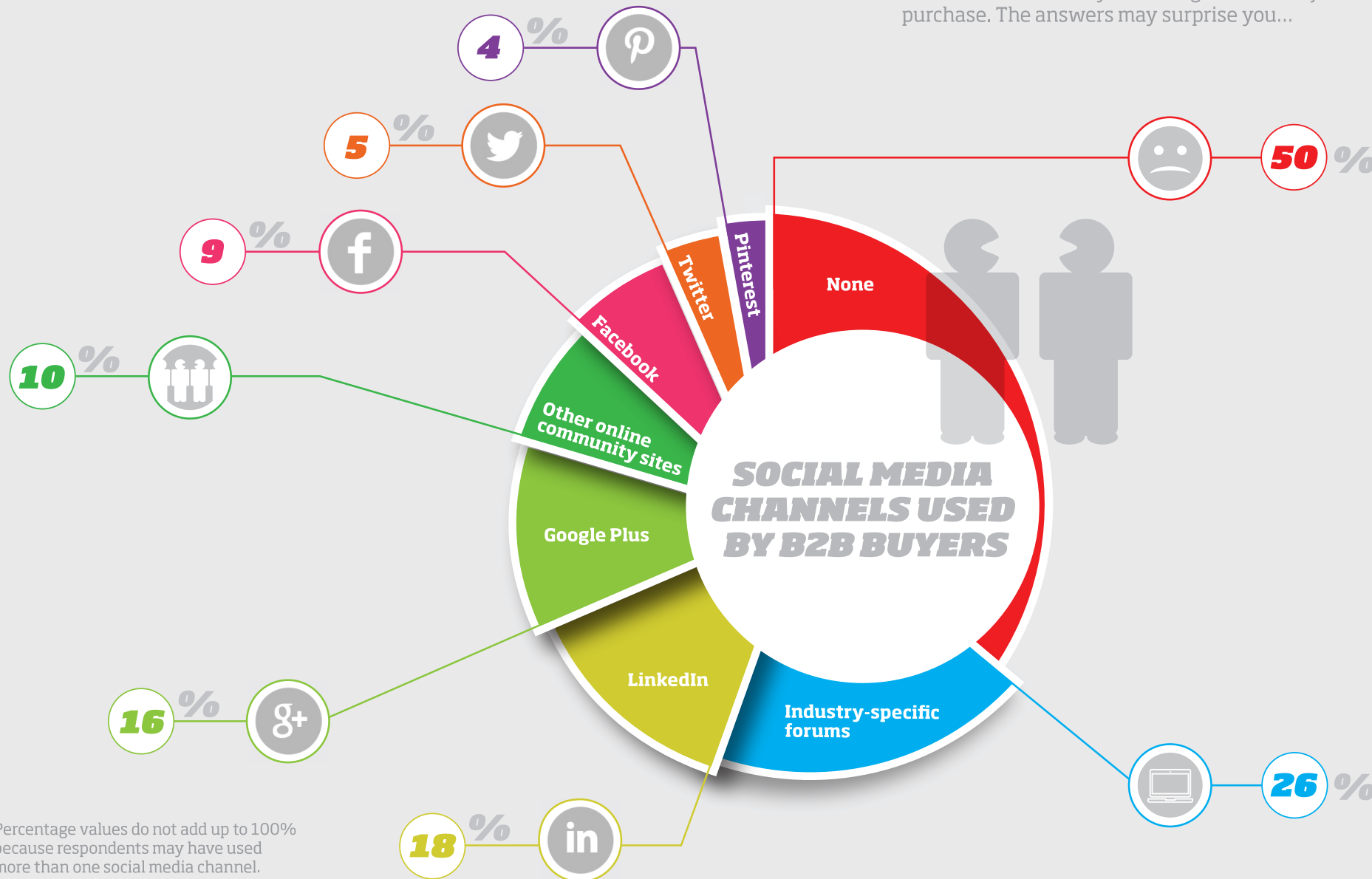


Do B2B buyers really use social media?



This is one of the questions asked by the Buyersphere 2015 Report, Base One's survey into the actions and behaviours of B2B buyers during a recent major purchase. The answers may surprise you...



Percentage values do not add up to 100% because respondents may have used more than one social media channel.

London based B2B specialists
Base One commissioned the
Buyersphere Report 2015 with
B2B Marketing, McCallum Layton
and ResearchNow.

1/2 OF BUSINESS BUYERS USED
NO SOCIAL MEDIA WHATSOEVER
TO SUPPORT THEIR PURCHASE

INDUSTRY-SPECIFIC FORUMS
WERE **5x** MORE POPULAR
AMONGST BUYERS THAN
TWITTER

LINKEDIN AND GOOGLE+ WERE THE MOST POPULAR
SOCIAL MEDIA CHANNELS
FOR BUSINESS BUYERS
SEEKING INFORMATION