

LinkedIn

is the top channel for
B2B marketers accounting for

94%

of all B2B social traffic

53%

of B2B buyers get **product information** through social media

96%

of B2B marketers use

LinkedIn

for content, followed by:



87%

of marketers say **video marketing**
has helped them drive **more sales**

LinkedIn

has **63 MILLION** company profiles and
more than **1 BILLION** users globally