

# IS YOUR AUDIENCE TUNED IN?

We are enjoying a time where marketing channels and media are growing exponentially. But the truth is that no one can keep up.

Information rich and time poor, we will become more selective about our preferred channels, media and brands, tuning in to some and out of others.

Here we explore what is going on in a number of key media and channels.



## INTERNET USERS AND WEBSITES

2.4 Billion Internet users worldwide



634+ Million websites available on world wide web

51 Million new websites added last year

**DID YOU KNOW?**  
93% of online experiences begin with a search engine. The search engine industry is estimated to be worth more than \$16 billion. Google owns 65-70% of the search engine market share.



### SEO OPTIMISATION

70% of the links search users click-on are organic

75% of users never scroll past the first page of search results

6x Businesses with websites of 401-1000 pages get 6x more leads than those with 51-100 pages

**DID YOU KNOW?** SEO leads have a 14.6% close rate

### EMAIL

2.2 Billion email users worldwide

425 Million active Gmail users globally

144 Billion emails sent per day worldwide

making it the leading email provider

**DID YOU KNOW?** Personalised emails improve click-through rates by 14%, and conversion rates by 10%

### BLOGGING

133,000,000 blogs indexed by Technorati since 2002

50% increase Blogging is expected to grow by 50% in the next 12 months

77% Internet users read blogs

**DID YOU KNOW?** 82% of marketers who blog daily acquired a customer using their blog, as opposed to 57% of marketers who blog monthly - which, in itself, is still an impressive result

### TWITTER

554+ Million active registered Twitter users

135k NEW Twitter users signing up every day

9,100 tweets happen every second

**DID YOU KNOW?** 34% of marketers have generated leads using Twitter. 80% of B2B marketers use Twitter to distribute content

### FACEBOOK

937,407,180 Facebook users worldwide

2.7 Billion Likes every day

3.5 Billion Pieces of content shared each week on Facebook

**DID YOU KNOW?** 80% of B2B marketers use Facebook to distribute content. 42% of marketers say Facebook is critical or important to their business

### YOUTUBE

1 Billion unique users visit YouTube each month

100 hours of video are uploaded to YouTube every minute

6 Billion hours of video are watched each month on YouTube - that's almost an hour for every person on earth

**DID YOU KNOW?** 1 in 3 B2B customers turn to videos for product information. 33% of tech B2B customers purchased the product online after watching videos. 61% of B2B marketers use YouTube to distribute content

### LINKEDIN

220 Million members in over 200 countries and territories (in 2012)

2 New members per second

3 Million+ companies have LinkedIn Company Pages

2.1 Million+ LinkedIn Groups

**DID YOU KNOW?** 83% of B2B marketers use LinkedIn to distribute content. 53% of B2B marketers have acquired a customer through LinkedIn, compared to 22% for B2C

### GOOGLE+

Membership of more than 400 Million members

100 Million active users attracted each month

60% Google+ users log in daily (minimum) 24 HOURS

**DID YOU KNOW?** Over 40% of marketers report that Google+ is 'useful to critical' for their business. 41% of online B2C marketers use Google+, compared to 39% for B2B

**Connecting customers, brand, content and campaigns**

B2B marketing is not online or off, not inbound or out, not digital or analog. It's everything connected.

Our integrated approach to customers, brand, content and campaigns has a simple purpose: to energise and engage B2B brands. We focus on objectives, needs, message and audience, knowing that the communications we employ need to be diverse, relevant, compelling and engaging. Refusing to be restricted by choice of channel, the way we do what we do will continue to change as media and audiences evolve.

A creative B2B brand communications agency, we produce strategic integrated marketing that is independent and objective, and focused on measurable outcomes.

*Creative thinking; creative doing™*

LEARN MORE  
[www.origindesign.uk.com](http://www.origindesign.uk.com)  
[hello@origindesign.uk.com](mailto:hello@origindesign.uk.com)  
 01494 722211



Source: Internet World Stats, Aberdeen Group, BraffonHow to win the social media marketing horse race, Digital Buzz Blog Social media statistics infographic, Google, Google Influence of digital media on car purchases, HubSpot Lead generation lessons from 4,000 businesses, HubSpot, 100 Awesome marketing stats charts graphs, HubSpot State of inbound marketing report, HubSpot Where do marketers get customers?, LinkedIn, MetCraft, MyMarketingDept, Search Engine Journal 24 eye popping seo statistics, Search Engine Journal Facebook stats, State of Inbound, Marketing, Technorati, The Radicati Group Email market executive summary, TopRank 100 b2b content, Twitter, Universal McCann, YouTube