

TrackMaven

2016 Social Media Impact Report: B2B Industry Edition



We all learn from the best. So what could you learn from the best brands in your industry?

For this report, we used the TrackMaven software platform to analyze 12 months of content from 316 leading B2B brands on five key social networks to understand how the best B2B marketers move the needle with social media.

The results point to drastic disparities in the usage and impact of social media across the B2B landscape. The findings highlight the big picture trends in B2B social media marketing, along with industry breakdowns of the leading brands and most effective networks in each sector. We also compare the impact of B2B industries on social media to understand the differing approaches and priorities of B2B marketers.

The B2B industries analyzed in this report include:

- Aerospace & Defense
- Biotech
- Chemical Manufacturers
- Computer Hardware
- Construction
- Electrical Equipment
- Energy
- Engineering
- Financial Services
- Logistics & Shipping
- Machinery
- Medical
- Motor Vehicle & Parts
- Pharmaceuticals
- Professional Services
- Software
- Wholesalers

Learn which social networks drive the greatest impact for your peers, and see how your brand measures up against industry-specific benchmarks.

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THE B2B SOCIAL MEDIA LANDSCAPE: HOW DO B2B INDUSTRIES STACK UP ON SOCIAL MEDIA?

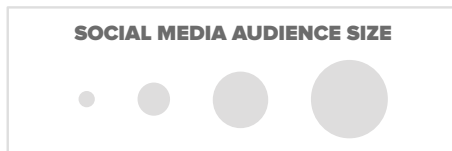
Which industries drive the greatest engagement on social media? The graph to the right provides a high-level answer for B2B marketers.

This graph plots the average follower growth and content engagement — measured across Facebook, Twitter, LinkedIn, Instagram, and Pinterest — by industry.

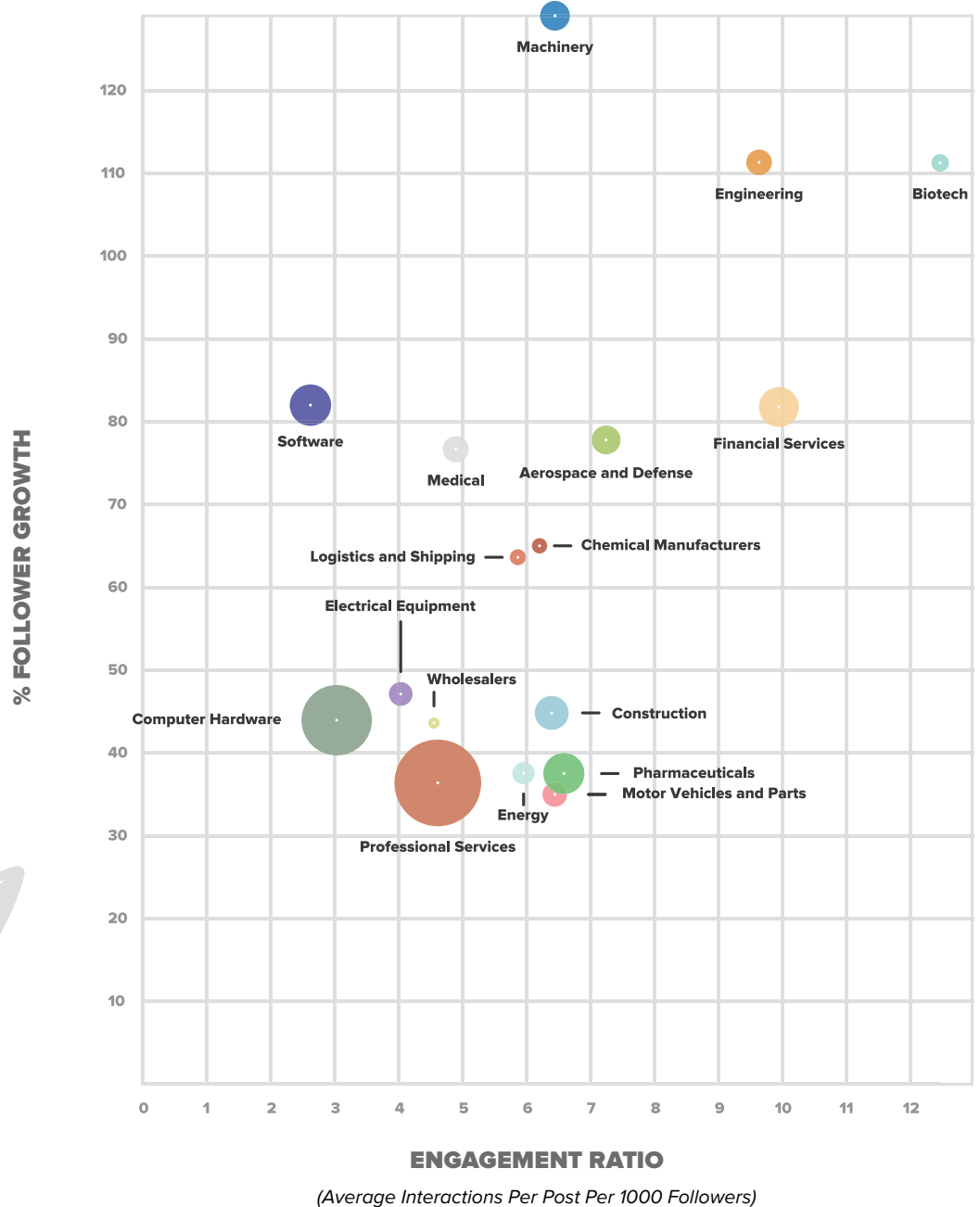
Industries with the greatest average follower growth per brand score highest along the y-axis. Industries with the greatest engagement ratio — measured as the average number of interactions per post per 1,000 followers — score highest along the x-axis.

The size of the bubble reflects the median total audience size for a brand in each industry on Facebook, Twitter, LinkedIn, Instagram, and Pinterest combined.

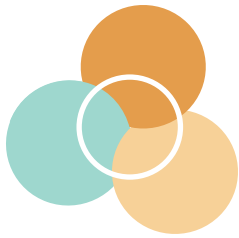
Analysis based on social media accounts for 316 B2B brands across Facebook, Twitter, Instagram, Pinterest, and LinkedIn from January 2015 to December 2015.



FOLLOWER GROWTH VS. ENGAGEMENT RATIO FOR B2B INDUSTRIES: JANUARY - DECEMBER 2015

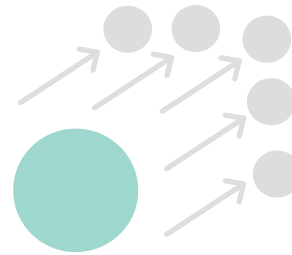


B2B Social Media Landscape: Key Takeaways



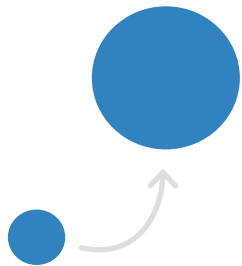
BIOTECH, ENGINEERING, AND FINANCIAL SERVICES BRANDS ARE IN THE SOCIAL MEDIA SWEETSPOT.

Brands in these industries have both substantial audience growth and high content engagement on social media, indicating impactful social content. The financial services industry's 81.77 percent average follower growth per brand is especially impressive given the industry's large median social following.



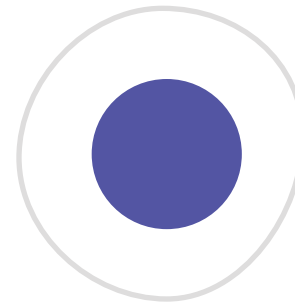
BIOTECH BRANDS KNOW HOW TO ENGAGE AUDIENCES.

Across the B2B landscape, biotech brands have the most engaged social media audiences with an average engagement ratio of 12.46. Financial services brands are a distant second at 9.94.



MACHINERY MANUFACTURERS ARE ADEPT AT GROWING THEIR AUDIENCES.

Across the B2B landscape, brands in the machinery sector see the highest social media audience growth, with an average follower growth of 129.02 percent. Engaging content is a correlated factor; social media content from machinery brands is ahead of the B2B pack because of its high engagement.



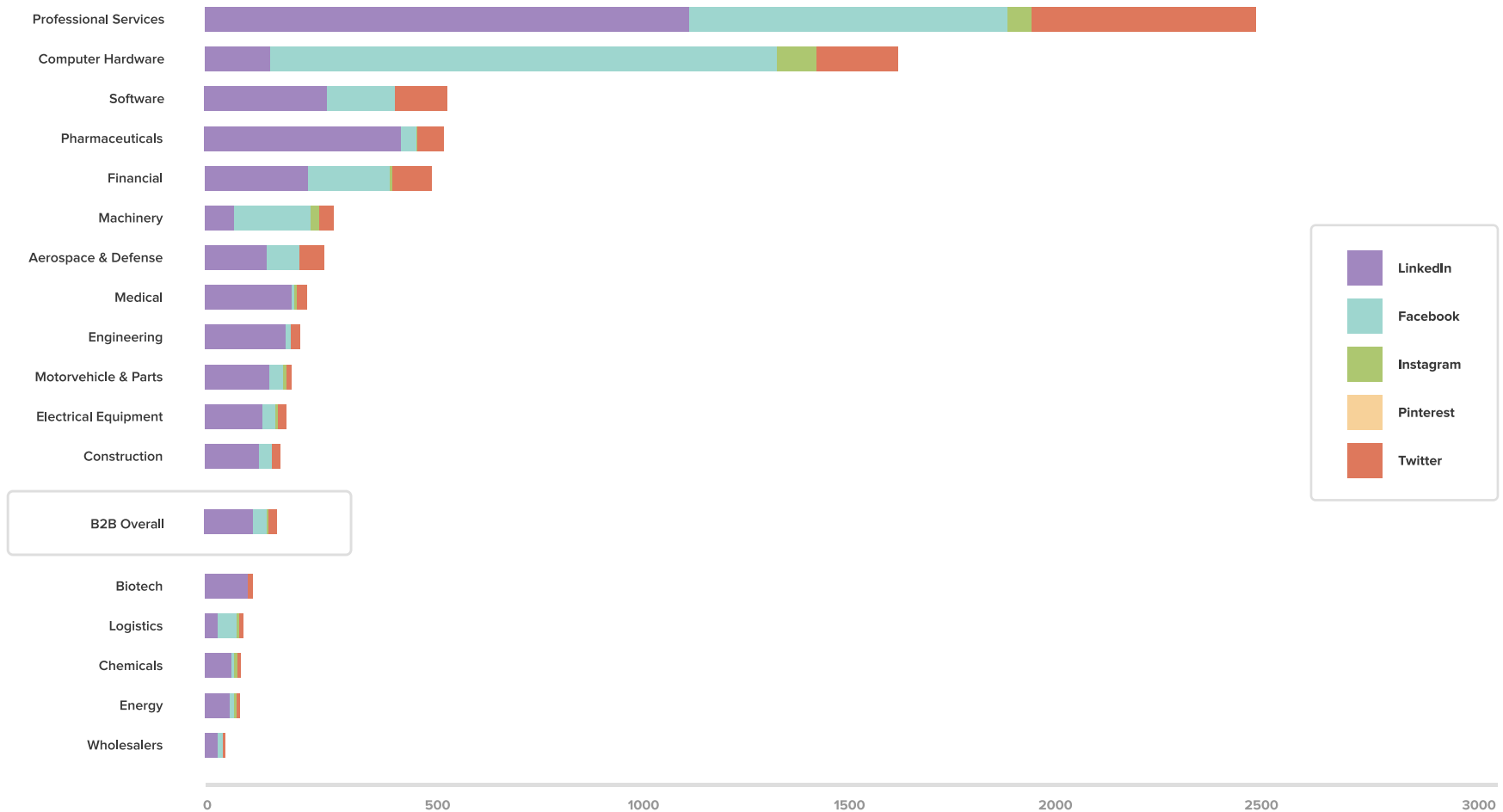
ARE SOFTWARE BRANDS IN A SOCIAL MEDIA BUBBLE?

Software brands see fantastic social media growth — up 82 percent of total followers across 2015, on average — but the worst content engagement with a 2.62 engagement ratio. Is buzz attracting followers without the content to back it up?

How Do B2B Industries Stack Up By Audience Size?

The graph below displays the median social media audience size for B2B brands by industry across Facebook, Twitter, LinkedIn, Pinterest, and Instagram.

B2B SOCIAL MEDIA AUDIENCE SIZE BY INDUSTRY



Analysis based on social media accounts for 316 B2B brands across Facebook, Twitter, Instagram, Pinterest, and LinkedIn from January 1, 2015 through December 31, 2015.

MEDIAN AUDIENCE SIZE BY CHANNEL

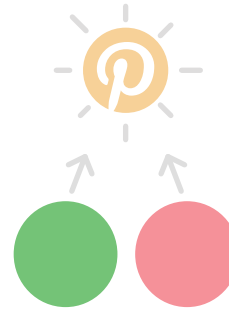
By thousands of followers

Audience Size: Key Takeaways



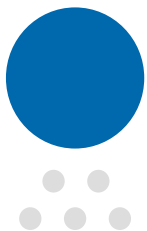
LINKEDIN IS THE B2B FOLLOWER MAGNET.

All but three of the 17 B2B industries analyzed in this report see their largest social media audiences on LinkedIn. Among B2B industries, professional services brands have the largest median LinkedIn audience at 1.2 million followers.



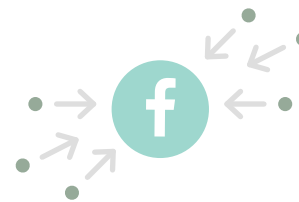
PROFESSIONAL SERVICES AND MOTOR VEHICLE MANUFACTURING BRANDS LEAD THE PACK ON PINTEREST.

These are the only two B2B industries with a median Pinterest follower count greater than 3,000.



PROFESSIONAL SERVICES BRANDS ARE SOCIAL MEDIA BEHEMOTHS.

Professional services brands have the largest overall social media audience with a median of 2.5 million followers across Facebook, Twitter, LinkedIn, Instagram, and Pinterest.



COMPUTER HARDWARE BRANDS FIND FOLLOWERS ON FACEBOOK.

At 1.2 million page likes, the median Facebook audience size for computer hardware brands is greater than that of any other B2B industry.

Where Do B2B Industries See Engagement?

B2B SOCIAL MEDIA ENGAGEMENT RATIO BY INDUSTRY

The graph below displays the engagement ratio — measured as the average number of interactions per post per 1,000 followers — on Facebook, Twitter, Instagram, Pinterest, and LinkedIn. In other words, the bigger the bubble, the more engagement a brand in the industry gets on that social network.



Where Do B2B Industries See Engagement? [CONTINUED]

B2B SOCIAL MEDIA ENGAGEMENT RATIO BY INDUSTRY

The graph below displays the engagement ratio — measured as the average number of interactions per post per 1,000 followers — on Facebook, Twitter, Instagram, Pinterest, and LinkedIn. In other words, the bigger the bubble, the more engagement a brand in the industry gets on that social network.



Engagement Ratio: Key Takeaways

DESPITE LARGE AUDIENCES, LINKEDIN DRIVES LOW ENGAGEMENT FOR B2B BRANDS.

Industry-wide, B2B brands see minimal engagement ratios on LinkedIn. Machinery brands perform best on LinkedIn, but still sport a measly average engagement ratio of 1.98 interactions per post per 1,000 followers.

B2B BRANDS FALL FLAT ON TWITTER.

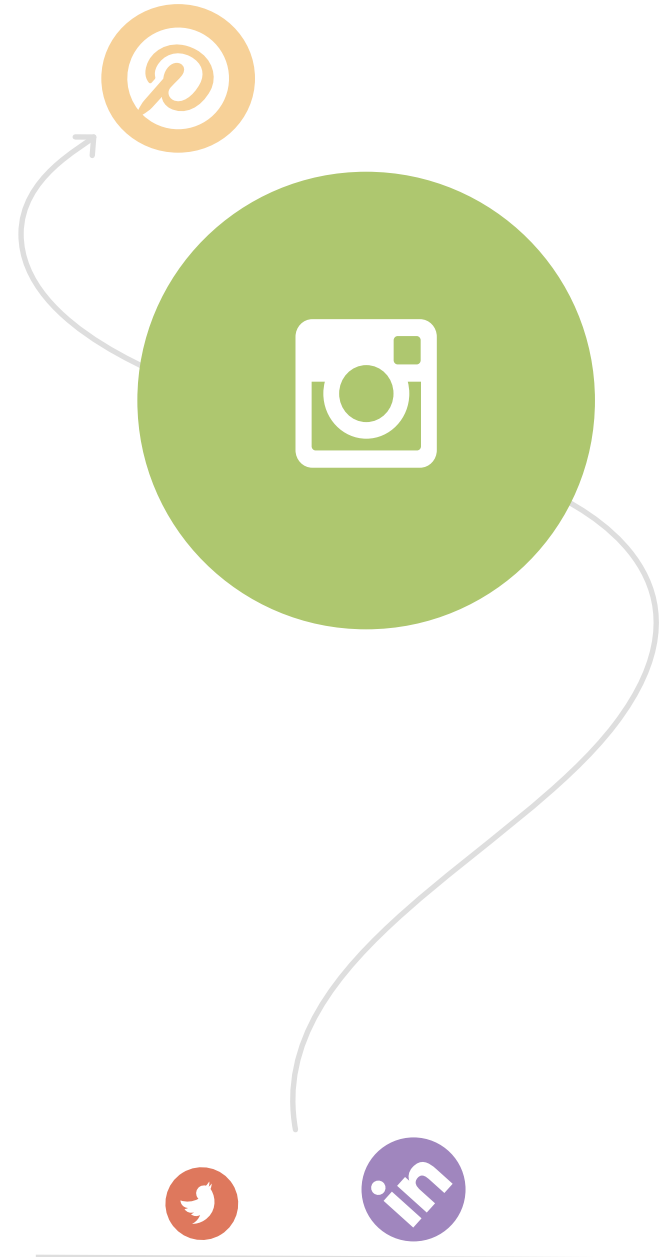
Across industries, B2B brands have an average engagement ratio on Twitter that is below two interactions per post per 1,000 followers

INSTAGRAM IS THE B2B ENGAGEMENT WINNER.

With the exception of the biotech and financial services industries, B2B brands see the highest average engagement ratios on Instagram.

FINANCIAL SERVICES BRANDS SHOULD BANK ON PINTEREST.

Believe it or not, brands in the financial services sector are pinning their way to greater brand engagement. We'll explore this finding further in the industry breakdown section of this report on page 20.





Industry Case Studies

Aerospace & Defense

★ HIGHEST ENGAGEMENT: INSTAGRAM

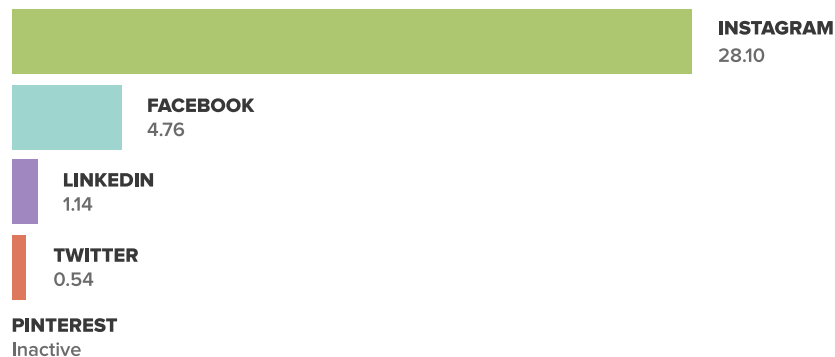
KEY TAKEAWAYS

- LinkedIn is where aerospace and defense brands see the largest audiences with a median of 142,000 followers. Despite middle-of-the-road social media audience sizes overall compared to other B2B industries, aerospace and defense brands are well-represented on multiple networks, with sizable median audience sizes of 53,000 followers on Twitter and 77,000 page likes on Facebook.
- Instagram is the most effective channel for aerospace and defense brands, with an average engagement ratio of 28.10. Despite large LinkedIn audiences, aerospace and defense brands see minimal engagement on LinkedIn with an average engagement ratio of 1.14.
- [Textron](#), [General Dynamics](#), and [Airbus](#) are the industry leaders on Instagram. All three include a mix of employment branding and product-in-action content. (Click hyperlinks to see content.)

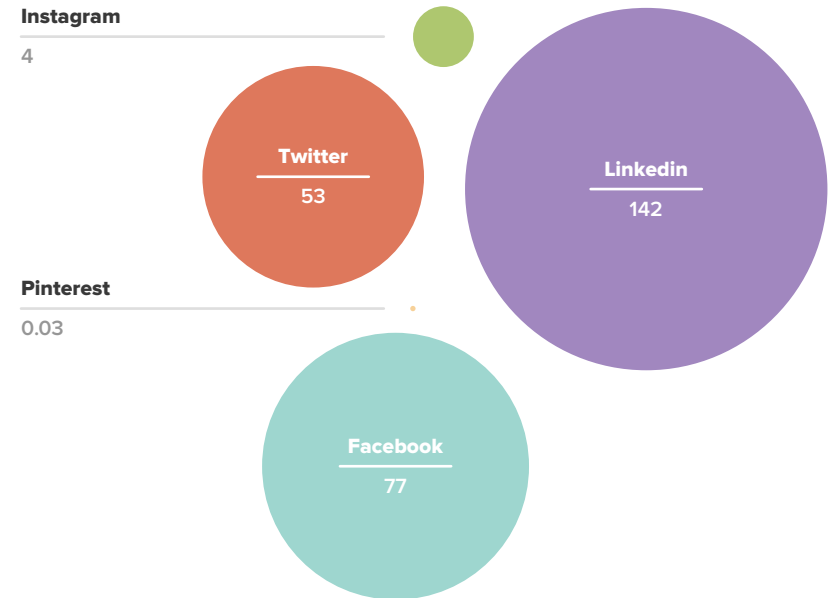
Analysis based on the top 11 aerospace and defense brands in the Global 500 and leading aerospace and defense brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

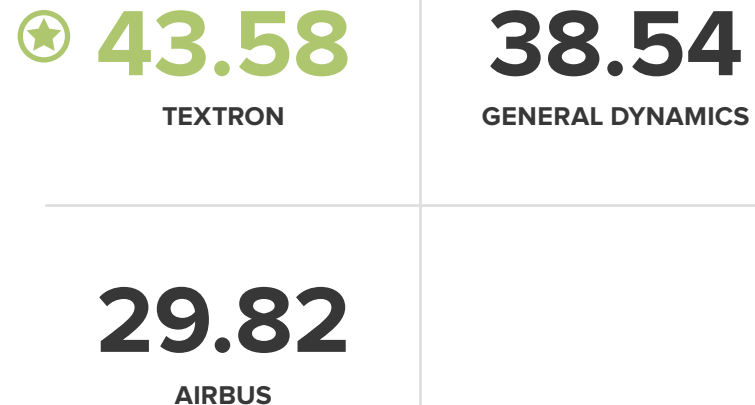
(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



ENGAGEMENT RATIO LEADERS ON INSTAGRAM



Biotech

 HIGHEST ENGAGEMENT: FACEBOOK

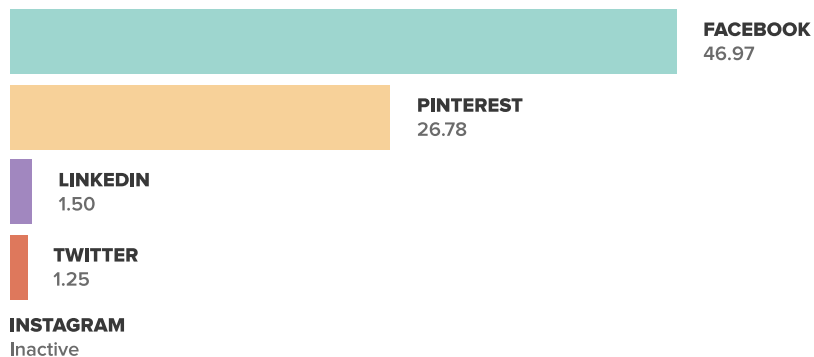
KEY TAKEAWAYS

- LinkedIn is the primary channel where biotech brands build audiences with a median of 96,000 followers. Beyond LinkedIn, biotech brands have minimal audiences on Facebook, with a median of 1,000 page likes, and on Twitter, with a median of 6,000 followers.
- Despite small audiences, Facebook is the most effective channel for biotech brands, with an average engagement ratio of 46.97.
- [Merck](#) was an early industry leader on social media and sports the largest Facebook audience size with over 36,228 page likes). Notice how the brand elucidates the human element of biotech research through their [Facebook content](#).

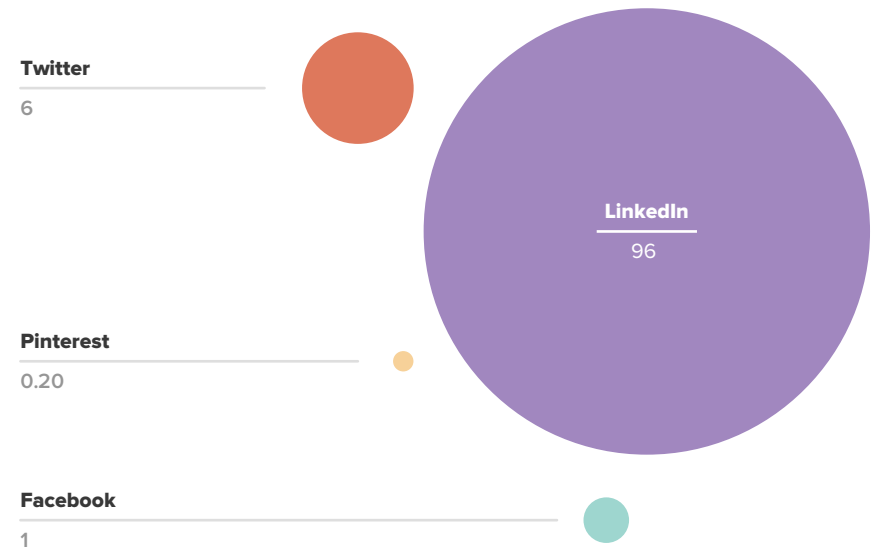
Analysis based on the top 10 biotech brands in the Global 500 and leading biotech brands on social media as identified by the TrackMaven platform. social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



INDUSTRY LEADER ON FACEBOOK



36k

MERCK

1k

INDUSTRY AVERAGE

Chemical Manufacturers

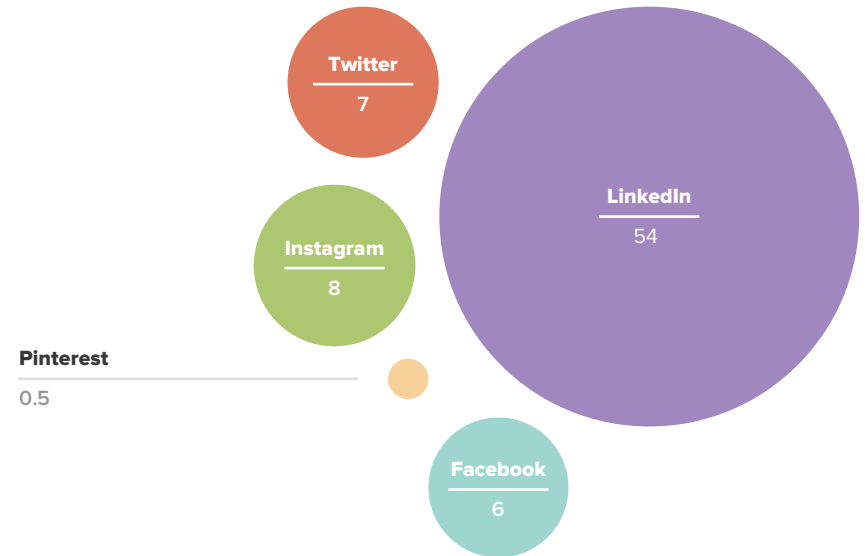
★ HIGHEST ENGAGEMENT: INSTAGRAM

KEY TAKEAWAYS

- LinkedIn is where chemical manufacturers see the largest audiences, with a median of 54,000 followers.
- Instagram is the most effective channel for chemical brands, with an average engagement ratio of 29.25. Facebook is the second most effective channel, with an average engagement ratio of 10.01. Despite large LinkedIn audiences, engagement levels are minimal for chemical manufacturers on the network, with an average engagement ratio of 1.02.
- On Instagram, [Monsanto](#) has the highest average engagement ratio among leading chemical brands at 80.94.

Analysis based on the top 16 chemical brands in the Global 500 and leading chemical brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



ENGAGEMENT RATIO LEADER ON INSTAGRAM

★ 80.94
MONSANTO

29.25
INDUSTRY AVERAGE

Computer Hardware

★ HIGHEST ENGAGEMENT: INSTAGRAM

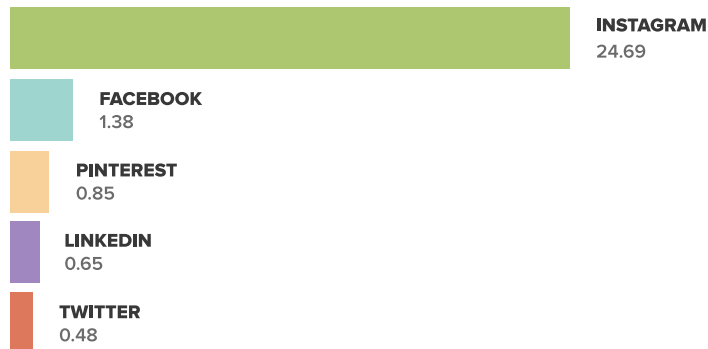
KEY TAKEAWAYS

- Computer hardware brands have the second-largest median total social media audience overall (1.7 million followers). Facebook is where computer hardware brands see the largest audiences with a median of 1.2 million page likes.
- Instagram is by far the most effective channel for computer hardware brands, with an average engagement ratio of 12.37. Facebook is the second most effective channel, with an average engagement ratio of 1.38.
- On Instagram, [Sony](#) has the largest audience among leading computer hardware brands at 1.8 million followers, and features a diverse product range on their feed. With a small audience, [Fujitsu](#) leads on Instagram by engagement ratio with an account dedicated to the point of view of the company's social media team.

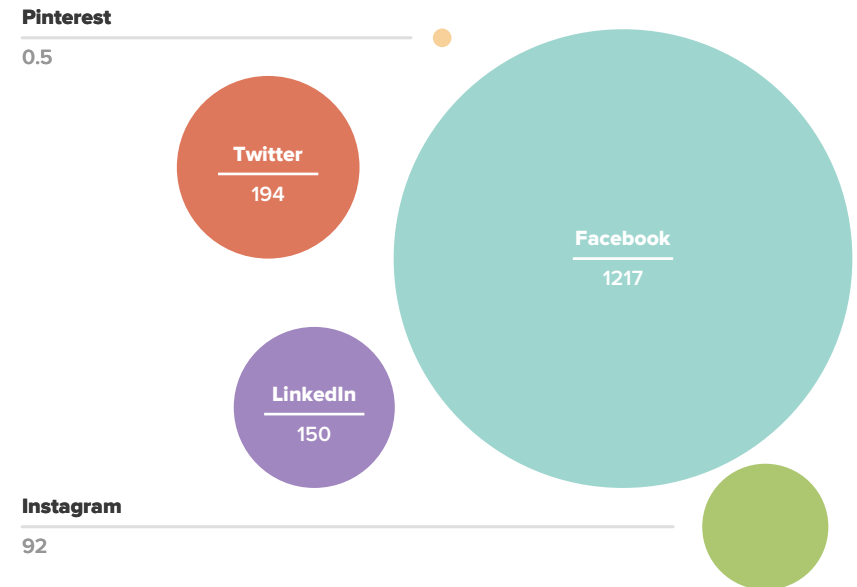
Analysis based on the top 10 computer hardware brands in the Global 500 and leading computer hardware brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



ENGAGEMENT RATIO LEADERS ON INSTAGRAM

★ 33.27
FUJITSU

13.16
SONY

Construction

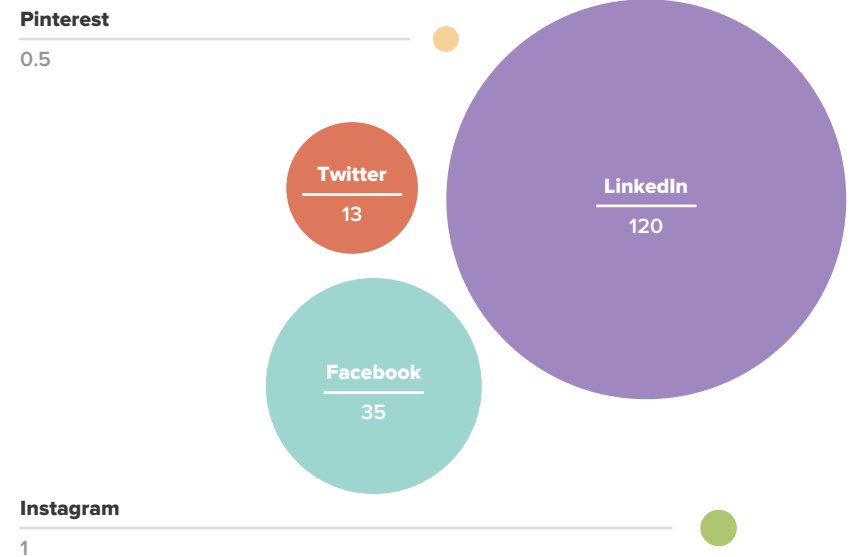
★ HIGHEST ENGAGEMENT: INSTAGRAM

KEY TAKEAWAYS

- LinkedIn is where construction brands see the largest audiences, with a median of 120,000 followers. On Facebook, construction brand have significantly smaller audiences, with a median of 35,000 page likes.
- The most visual networks are best for construction brands. Instagram is the most effective channel, with an average engagement ratio of 24.69. Pinterest is the second most effective channel, with an average engagement ratio of 20.67.
- On Instagram, [Cummins](#) and [Centex](#) lead the industry by content engagement. Cummins features user-generated content using the branded hashtags #Cummins and #CumminsPower.

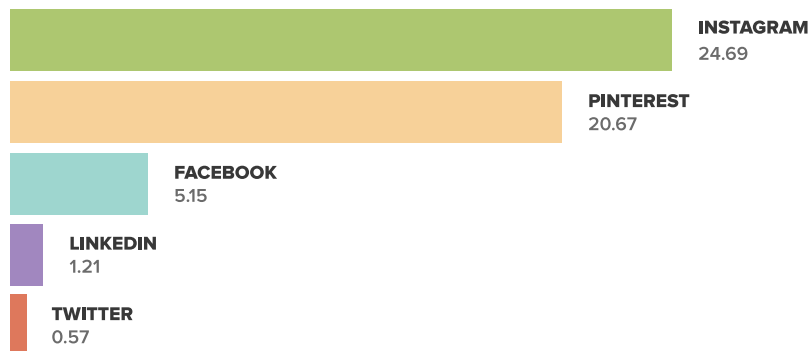
Analysis based on the top 8 construction brands in the Global 500 and leading construction brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



ENGAGEMENT RATIO LEADERS ON INSTAGRAM



Electrical Equipment

★ HIGHEST ENGAGEMENT: INSTAGRAM

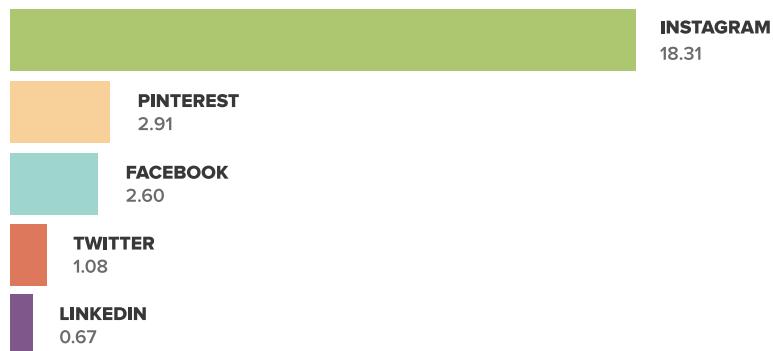
KEY TAKEAWAYS

- LinkedIn is where electrical equipment brands see the largest audiences, with a median of 124,000 followers. Brands in this industry see their second-largest audiences on Facebook, with a median of 39,000 page likes.
- Instagram is the most effective channel for electrical equipment brands, with an average engagement ratio of 18.31. Pinterest and Facebook follow, with average engagement ratio per brand of 2.91 and 2.60, respectively.
- On Instagram, [Intel](#) has the most followers (447,00+) among the leading brands in the industry, but [ABB](#) and [Schneider Electric](#) are the engagement winners with average engagement ratios of 48.32 and 20.00, respectively.

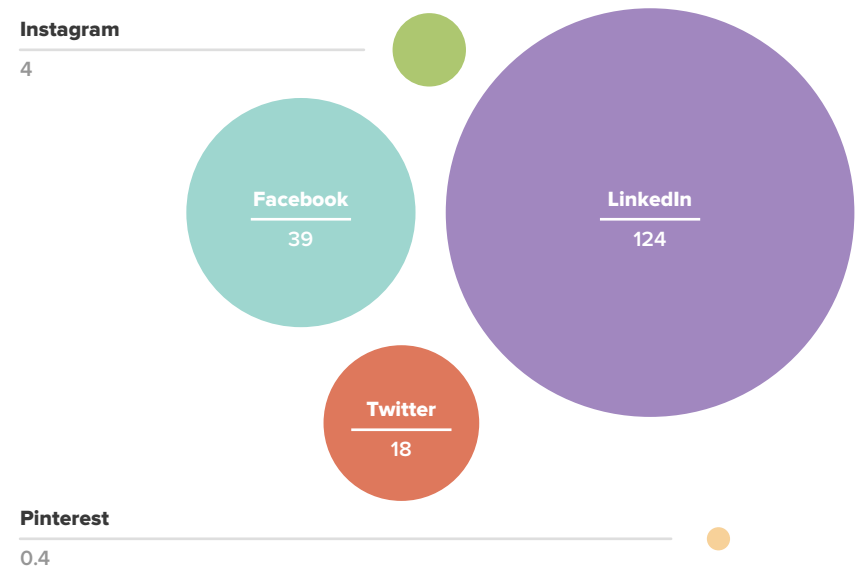
Analysis based on the top 26 electrical equipment brands in the Global 500 and leading electrical equipment brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

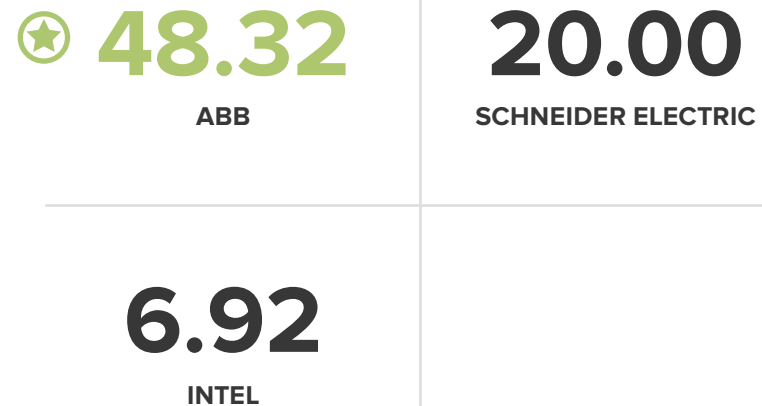
(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



ENGAGEMENT RATIO LEADERS ON INSTAGRAM



Energy

★ HIGHEST ENGAGEMENT: INSTAGRAM

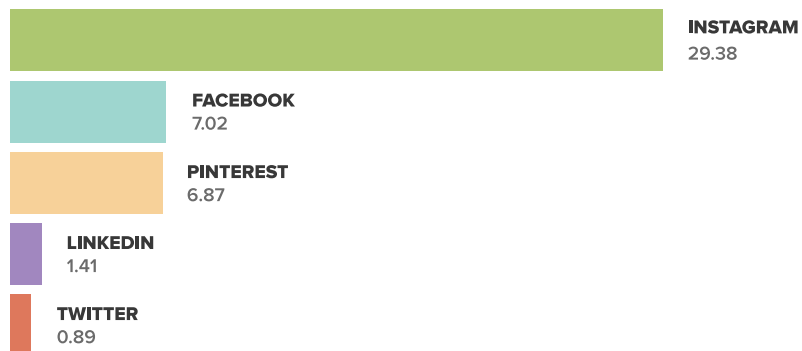
KEY TAKEAWAYS

- LinkedIn is where energy brands see the largest audiences, with a median of 48,000 followers. Facebook is second, with a median of 18,000 page likes.
- Instagram is the most effective channel for energy brands, with an average engagement ratio of 29.38. Facebook is the second most effective channel, with an average engagement ratio of 7.02.
- On Instagram, energy brands in the oil and gas subsector out-engage brands in the utilities subsector by 23 percent.

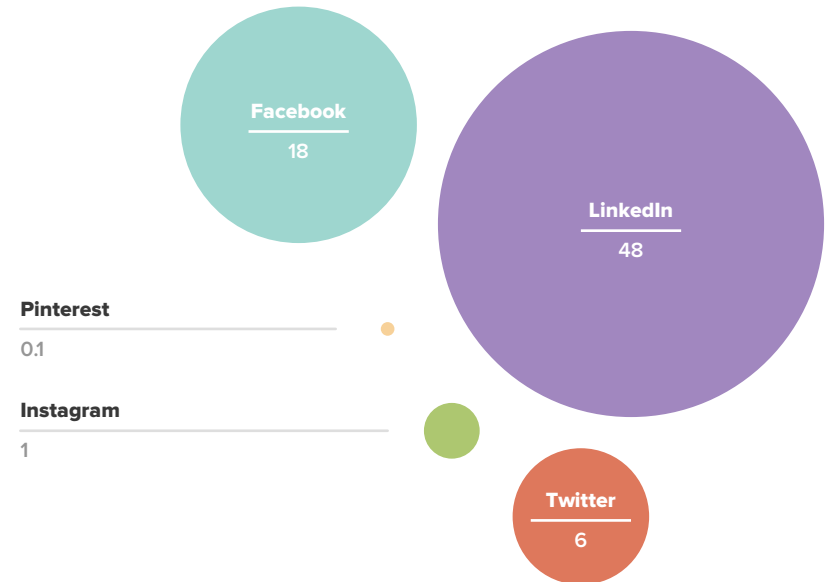
Analysis based on the top 56 energy brands in the Global 500 and leading energy brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



INSTAGRAM SUBSECTOR ENGAGEMENT RATIOS



Engineering

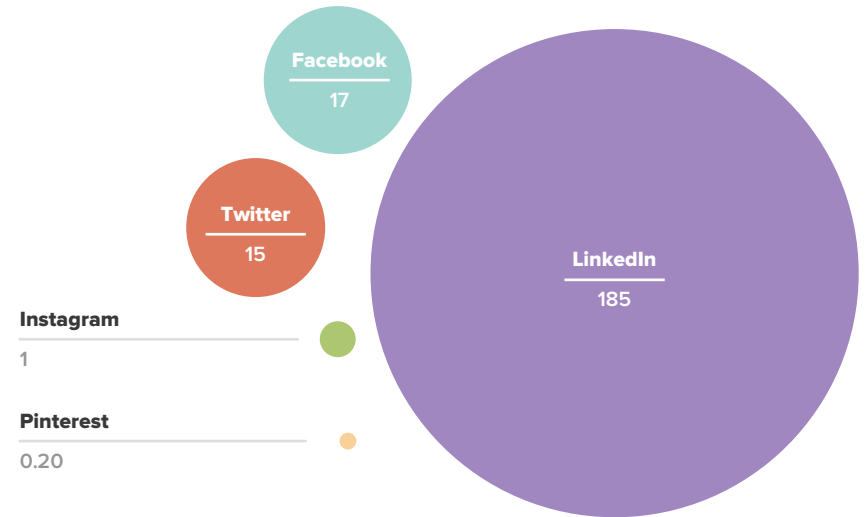
★ HIGHEST ENGAGEMENT: INSTAGRAM

KEY TAKEAWAYS

- LinkedIn is where engineering brands see the largest audiences, with a median of 185,000 followers. Facebook is second, with a median of 17,000 page likes, and Twitter is third, with a median of 15,000 followers.
- Instagram is by far the most effective channel for engineering brands overall. With an average engagement ratio of 44.13, Instagram is nearly 10 times more engaging for engineering brands than Facebook (4.92), Twitter (1.91), Pinterest (1.77), or LinkedIn (1.38).
- On Instagram, [CH2M Hill](#) and [AECOM](#) lead the industry. Both brands encourage Instagram followers to engage with them directly using the branded hashtags #CH2M and #AECOM.

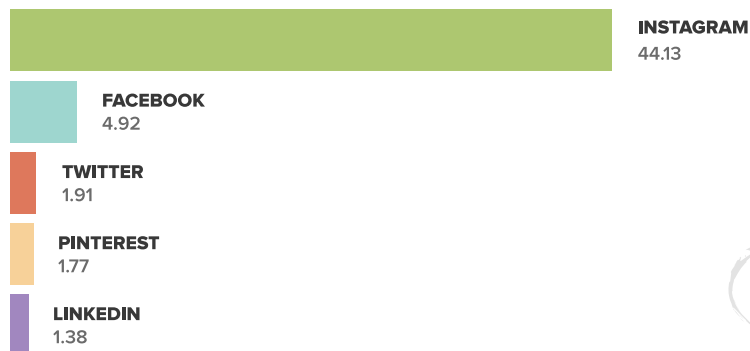
Analysis based on the top six engineering brands in the Global 500 and leading engineering brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



INDUSTRY LEADERS ON INSTAGRAM

AECOM

ch2m

Click a logo to see their content!

Financial Services

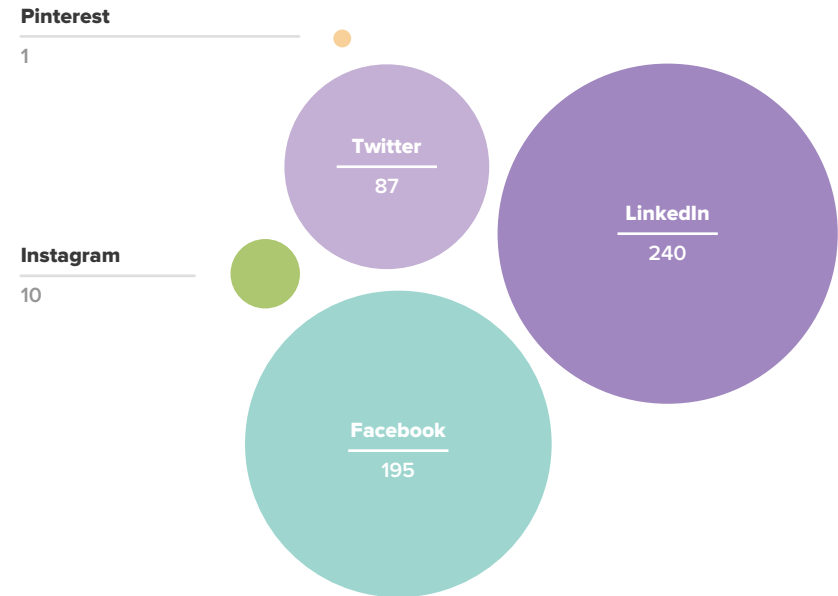
 **HIGHEST ENGAGEMENT: PINTEREST**

KEY TAKEAWAYS

- LinkedIn is where financial services brands see the largest audiences, with a median of 240,000 followers. Facebook is a close second with a median of 195,000 page likes.
- Pinterest is the most effective channel for financial services brands by far, with an average engagement ratio of 69.92. Pinterest is more than four times more engaging than the second-best channel, Instagram, with an average engagement ratio of 17.43.
- On Pinterest, commercial banking brands far out-engage other subsectors in the industry with an average engagement ratio of 76.44.

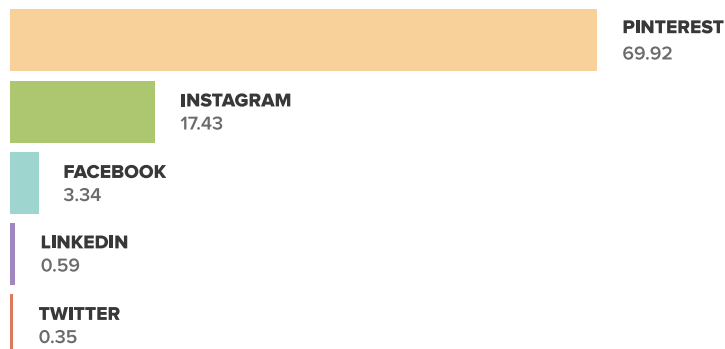
Analysis based on the top 37 financial brands in the Global 500 and leading apparel brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS

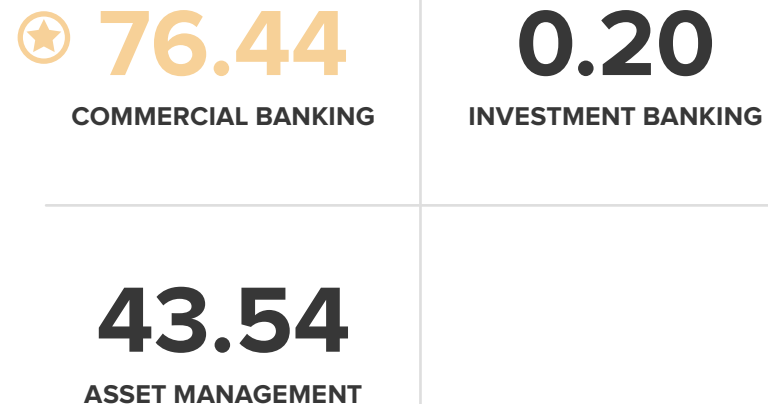


ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



PINTEREST SUBSECTOR ENGAGEMENT RATIOS



Logistics & Shipping

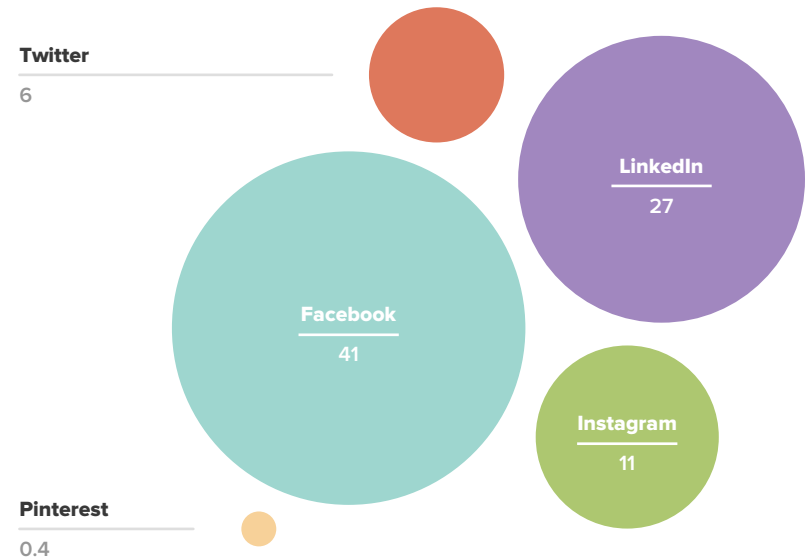
★ HIGHEST ENGAGEMENT: INSTAGRAM

KEY TAKEAWAYS

- Facebook is where logistics and shipping brands see the largest audiences, with a median of 41,000 page likes. LinkedIn is second with a median of 27,000 followers.
- Instagram is the most effective channel for logistics and shipping brands, with an average engagement ratio of 22.73. Facebook is the second most effective channel, with an average engagement ratio of 8.97.
- On Instagram, rail freight brands have an average engagement ratio of 29.21, far out-engaging mail and shipping brands (15.46) and logistics brands (15.85). [Union Pacific](#), [Norfolk Southern](#), and [CSX](#) are industry leaders on the network.

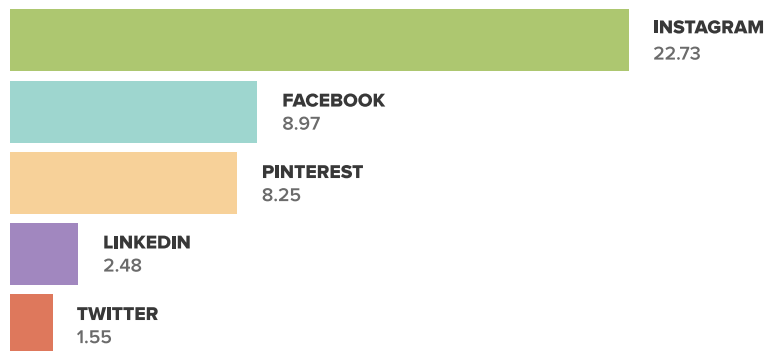
Analysis based on the top 28 shipping and logistics brands in the Global 500 and leading shipping and logistics brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS

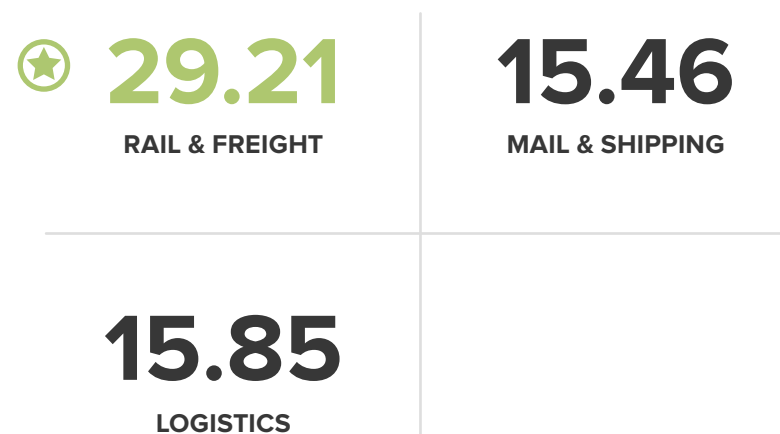


ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



INSTAGRAM SUBSECTOR ENGAGEMENT RATIOS



Machinery

★ HIGHEST ENGAGEMENT: INSTAGRAM

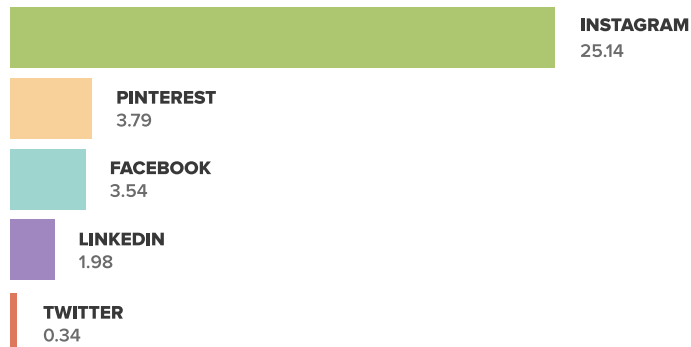
KEY TAKEAWAYS

- Facebook is where manufacturing brands see the largest audiences, with a median of 183,000 page likes. LinkedIn is second with a median of 62,000 followers.
- Instagram is the most effective channel for machinery brands, with an average engagement ratio of 25.14. Pinterest is the second most effective channel, with an average engagement ratio of 3.79. LinkedIn and Twitter are far less engaging for machinery brands on average.
- On Instagram, [John Deere](#) and [Caterpillar](#) have the most followers in the industry — 179,000+ followers and 94,000+ followers, respectively — but Parker Hannifin has a smaller but highly engaged Instagram audience.

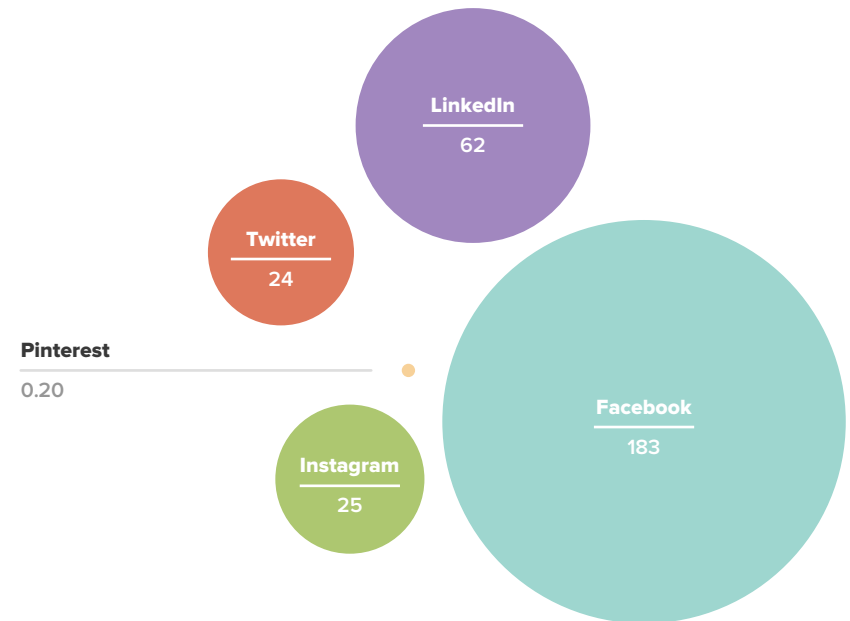
Analysis based on the top 8 machinery brands in the Global 500 and leading machinery brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



ENGAGEMENT RATIO LEADERS ON INSTAGRAM

★ 29.97

JOHN DEERE

23.77

PARKER HANNIFIN

10.10

CATERPILLAR

Medical

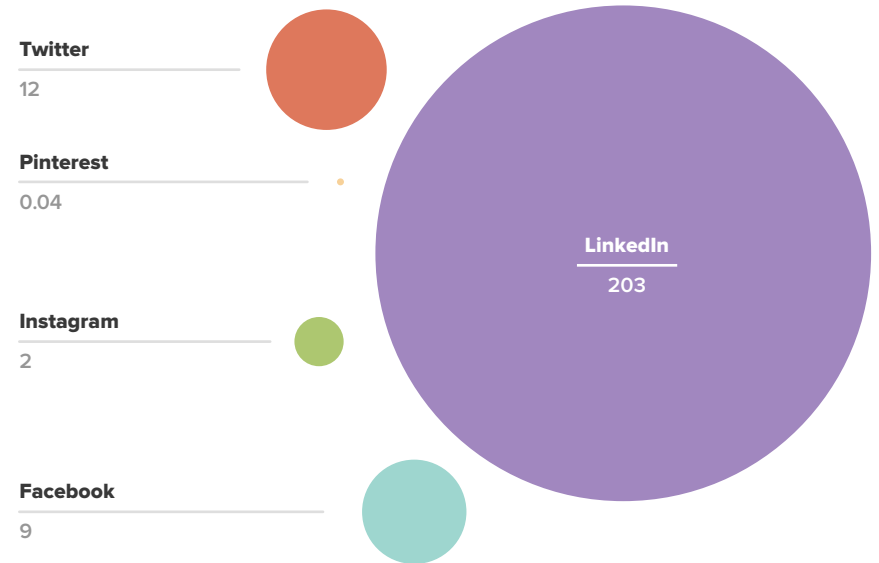
★ HIGHEST ENGAGEMENT: INSTAGRAM

KEY TAKEAWAYS

- LinkedIn is the primary channel for medical brands to accumulate social media audiences, with a median of 203,000 followers.
- Instagram is the most effective channel for medical brands, with an average engagement ratio of 21.47. Facebook is the second most effective channel, with an average engagement ratio of 5.80.
- On Instagram, [Medtronic](#) leads the industry by both follower count, with over 5,500 followers, and engagement ratio, with an average of 27.98.

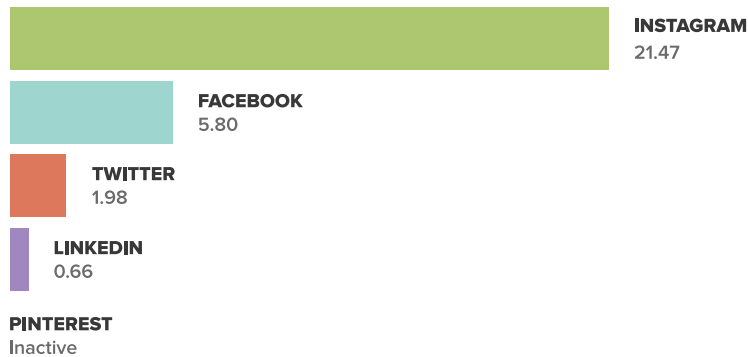
Analysis based on the top eight medical brands in the Global 500 and leading medical brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



ENGAGEMENT RATIO LEADER ON INSTAGRAM

★ 27.98
MEDTRONIC

21.47
INDUSTRY AVERAGE

Motor Vehicles & Parts

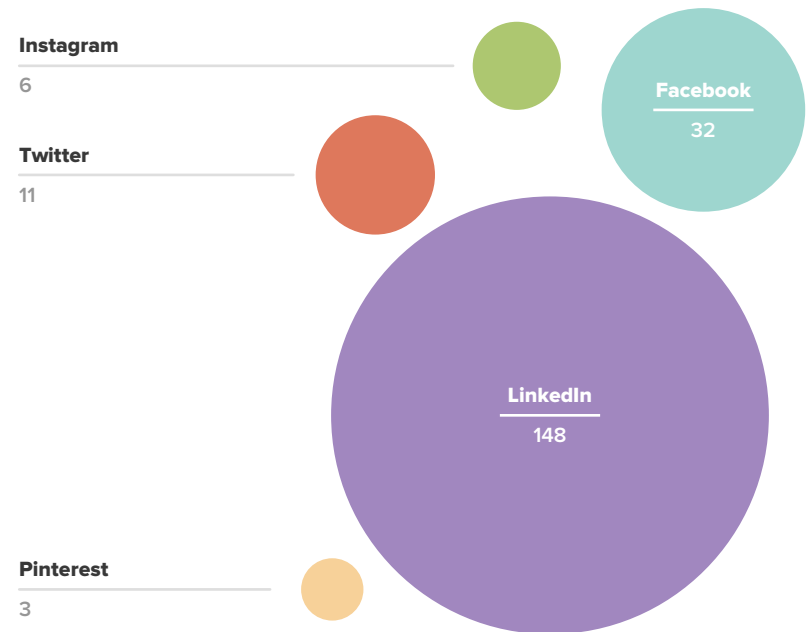
★ HIGHEST ENGAGEMENT: INSTAGRAM

KEY TAKEAWAYS

- LinkedIn is the dominant channel for motor vehicle manufacturers by audience size, with a median of 148,000 followers. Facebook is second, with a median of 32,000 page likes.
- Instagram is the most effective channel for motor vehicle manufacturers, with an average engagement ratio of 25.44.
- On Instagram, [Ford](#) and [General Motors](#) are top performers in the industry. Both companies find success on the network with a mix of nostalgia, sleek professional product photos, and user-generated content.

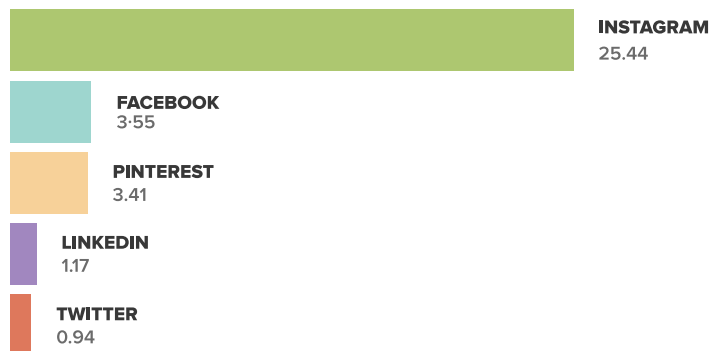
Analysis based on the top 12 motor vehicle brands in the Global 500 and leading motor vehicle brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



INDUSTRY LEADERS ON INSTAGRAM



Pharmaceuticals

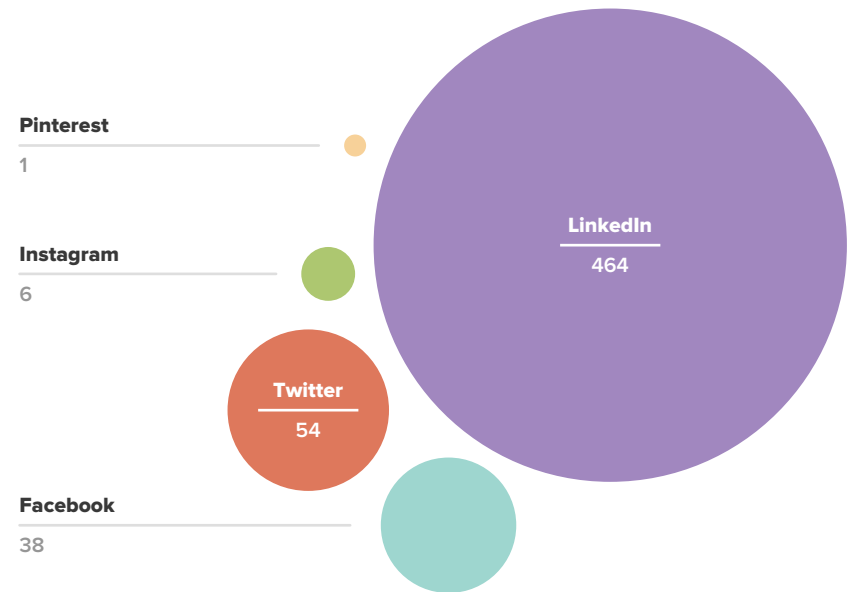
★ HIGHEST ENGAGEMENT: INSTAGRAM

KEY TAKEAWAYS

- LinkedIn is where pharmaceutical brands see the largest audiences, with a median of 464,000 followers. Twitter is a distant second with a median of 54,000 followers.
- Instagram is the most effective channel for pharmaceutical brands, with an average engagement ratio of 20.70. Facebook is the second most effective channel, with an average engagement ratio of 14.72.
- On Instagram, [Bayer](#) beats the average engagement ratio for the industry by 57 percent.

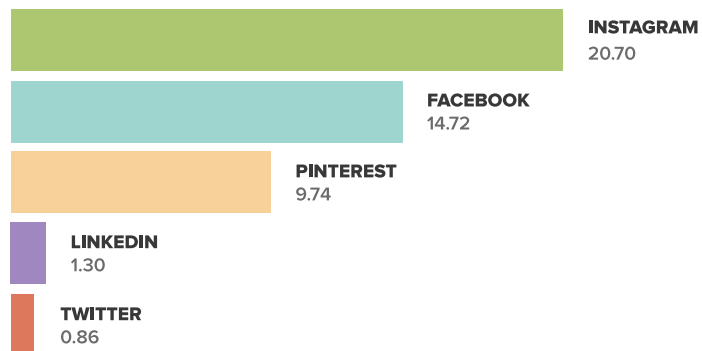
Analysis based on the top 18 pharmaceutical brands in the Global 500 and leading pharmaceutical brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



ENGAGEMENT RATIO LEADER ON INSTAGRAM

★ 32.59
BAYER

20.70
INDUSTRY AVERAGE

Professional Services

★ HIGHEST ENGAGEMENT: INSTAGRAM

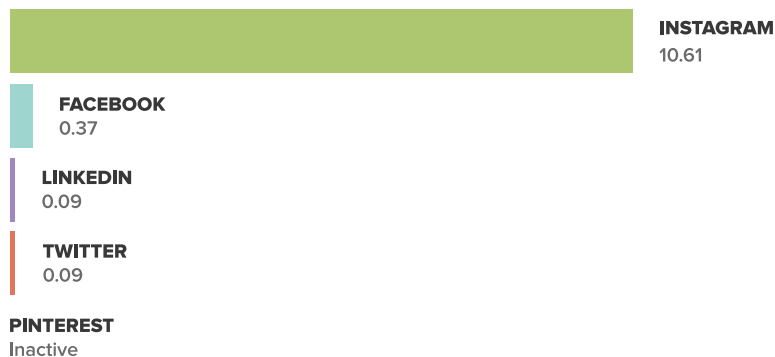
KEY TAKEAWAYS

- Professional services brands have the largest total social media audience size among the B2B industries analyzed for this report. They build significant audiences on three core channels: LinkedIn, Facebook, and Twitter. Professional services brand audiences are an order of magnitude lower on Instagram, with a median of 58,000 followers.
- Despite small median audiences, Instagram is by far the most effective channel for professional services brands, with an average engagement ratio of 10.61. Facebook is distantly the second most effective channel, with an average engagement ratio of 0.37.
- [Cisco](#) is an industry leader on Instagram, with a rich mix of [animations](#), [employee spotlights](#), and [relevant event-focused campaigns](#).

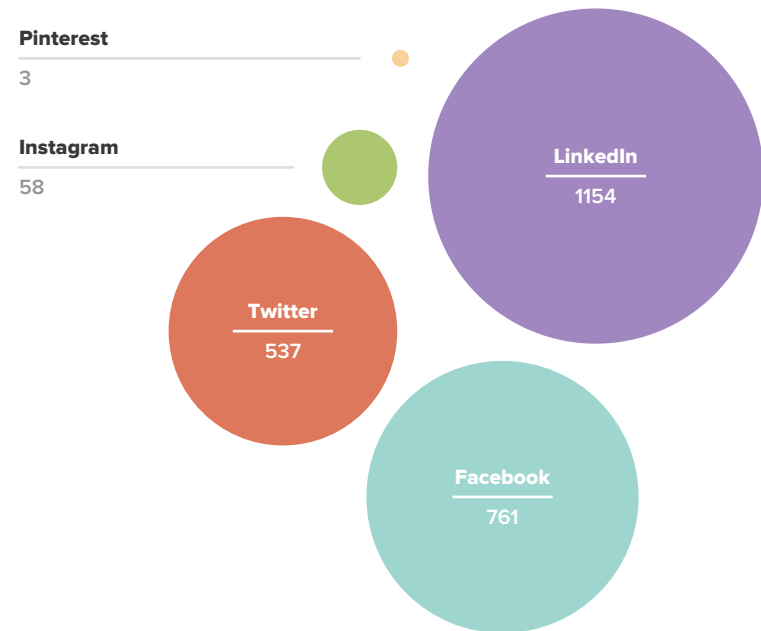
Analysis based on the top 21 professional services brands in the Global 500 and leading professional services brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



INDUSTRY LEADER ON INSTAGRAM

Cisco averages 620 interactions per post.

Software



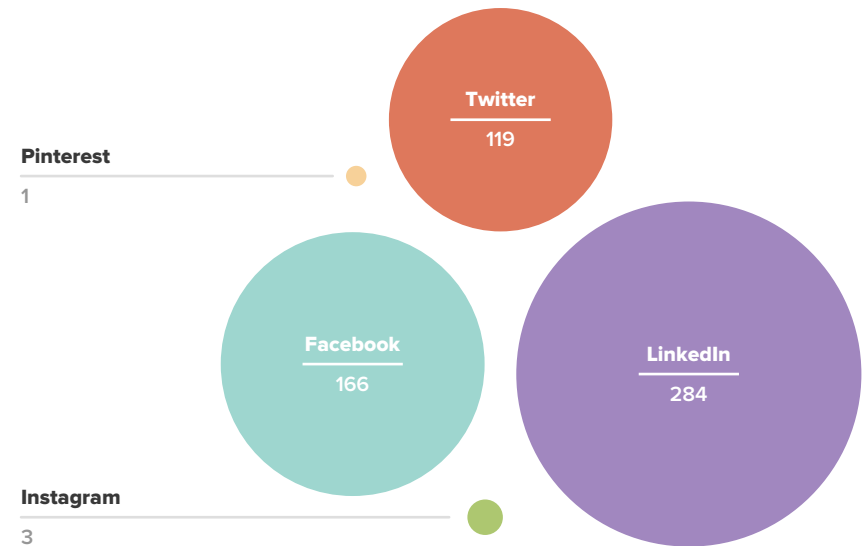
HIGHEST ENGAGEMENT: INSTAGRAM

KEY TAKEAWAYS

- LinkedIn is where software brands see the largest audiences, with a median of 284,000 followers.
- Instagram is the most effective channel for software brands, with an average engagement ratio of 13.38. LinkedIn (0.33) and Twitter (0.15) are the least-engaging networks as a function of audience size and posting frequency for software brands.
- On Instagram, [IBM](#) is the industry leader with a smaller but more engaged audience than both HP and Microsoft.

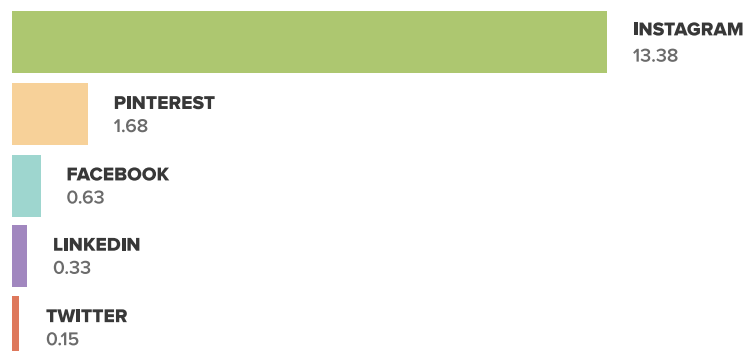
Analysis based on the top 15 software brands in the Global 500 and leading software brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS

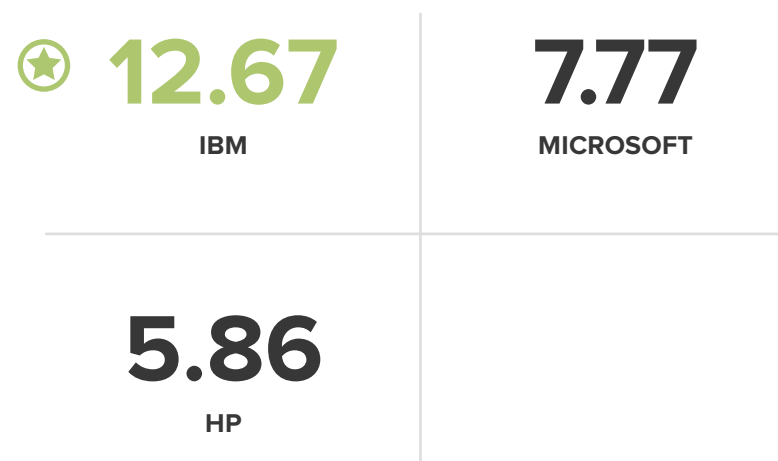


ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



ENGAGEMENT RATIO LEADERS ON INSTAGRAM



Wholesalers

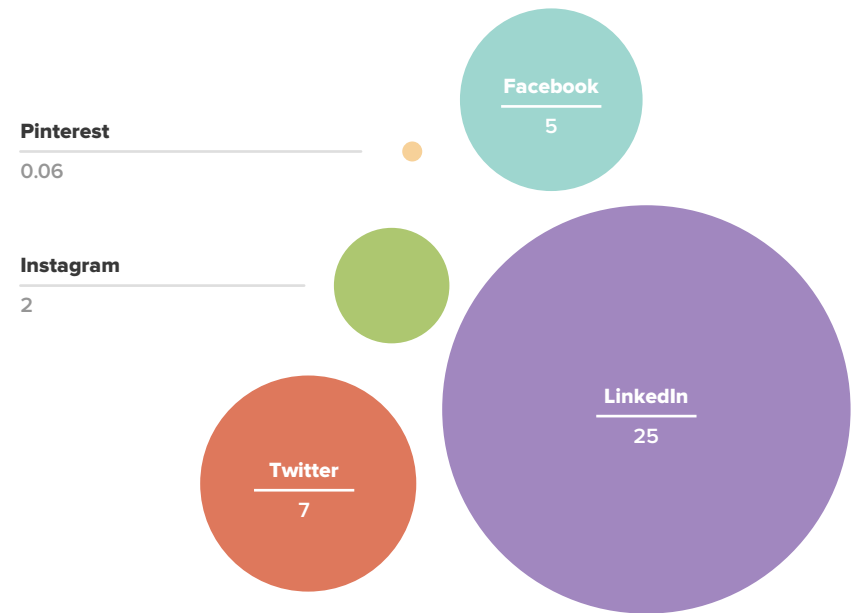
★ HIGHEST ENGAGEMENT: INSTAGRAM

KEY TAKEAWAYS

- Wholesalers have the smallest total social media audience size among the B2B industries analyzed for this report. LinkedIn is where wholesalers see the largest audiences, with a median of 25,000 followers.
- Instagram is the most effective channel for wholesalers, with an average engagement ratio of 21.38. Facebook is the second most effective channel, with an average engagement ratio of 6.72.
- On Instagram, wholesalers in the electronics and office equipment subsector are twice as engaging as brands in the food and grocery subsector on average.

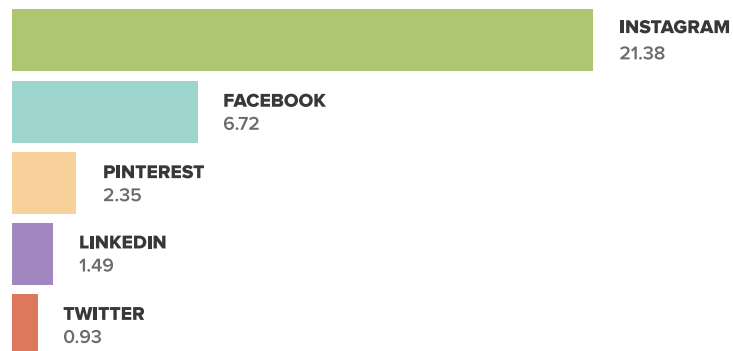
Analysis based on the top 26 wholesaler brands in the Global 500 and leading wholesalers brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



INSTAGRAM SUBSECTOR ENGAGEMENT RATIOS

★ 33.56

ELECTRONICS & OFFICE EQUIPMENT

16.97

FOOD & GROCERY

ABOUT THE DATA

For this report, we used the TrackMaven software platform to analyze the social media content from 316 leading B2B brands from January 1, 2015, through December 31, 2015. The dataset includes the top B2B brands in the Global 500 and B2B leaders on social media identified by the TrackMaven platform. The brands included in the dataset for this report are listed below:

Aerospace & Defense

<i>Airbus</i>	<i>Raytheon</i>
<i>Northrup Grumman</i>	<i>BAE</i>
<i>Lockheed Martin</i>	<i>Textron</i>
<i>L-3 Communications</i>	<i>General Dynamics</i>
<i>United Technologies</i>	<i>Huntington Ingalls Industries</i>
<i>Rockwell Collins</i>	

Biotech

<i>Amgen</i>	<i>Grifols</i>
<i>BioGen</i>	<i>Ipsen SA</i>
<i>Celgene</i>	<i>Merck</i>
<i>CSL Behring</i>	<i>Regeneron Pharma</i>
<i>Gilead Sciences</i>	<i>UCB</i>

Chemicals

<i>Air Products</i>	<i>EcoLab</i>
<i>Ashland</i>	<i>Hunstman</i>
<i>Avery Dennison</i>	<i>Monsanto</i>
<i>BASF</i>	<i>Mosaic</i>
<i>Celanese</i>	<i>PPG Industries</i>
<i>Dow Chemical</i>	<i>Praxair</i>
<i>DuPont</i>	<i>Sherwin- Williams</i>
<i>Eastman Chemical</i>	<i>Sinopec</i>

Computer Hardware

<i>Acer</i>	<i>HP</i>
<i>Apple</i>	<i>Lenovo</i>
<i>Asus</i>	<i>Samsung</i>
<i>Dell</i>	<i>Sony</i>
<i>Fujitsu</i>	<i>Western Digital</i>

Construction

<i>Balfour Beatty</i>	<i>Danaher</i>
<i>Bechtel</i>	<i>Fluor</i>
<i>Centex</i>	<i>Halliburton</i>
<i>Cummins</i>	<i>Skanska</i>

Electrical Equipment

<i>3M</i>	<i>Micron Technology</i>
<i>ABB</i>	<i>Mitsubishi Electric</i>
<i>AMD (Advanced Micro Devices)</i>	<i>Qualcomm</i>
<i>Applied Material</i>	<i>Rockwell Automation</i>
<i>Emerson Electric Co.</i>	<i>Samsung</i>
<i>GE</i>	<i>SanDisk</i>
<i>General Cable</i>	<i>Sanmina</i>
<i>Harman</i>	<i>Schneider Electric</i>
<i>Hitachi Data Systems</i>	<i>Siemens</i>
<i>Honeywell</i>	<i>Texas Instruments</i>
<i>Intel</i>	<i>Toshiba</i>
<i>Jabil</i>	<i>Toshiba Electric</i>
<i>Level 3</i>	<i>Whirlpool Automation</i>

Energy

<i>AES</i>	<i>Dominion Resources</i>
<i>AGL Resources</i>	<i>Duke Energy</i>
<i>Ameren</i>	<i>Edison International</i>
<i>American Electric Power</i>	<i>EFH</i>
<i>Anadarko</i>	<i>EOG resources</i>
<i>Atmos Energy</i>	<i>Eversource</i>
<i>Baker Hughes</i>	<i>Exelon</i>
<i>Cameron Intl.</i>	<i>Exxon Mobil</i>
<i>Canadian Natural Resources</i>	<i>First Energy</i>
<i>Centerpoint Energy</i>	<i>FMC Technologies</i>
<i>Chesapeake</i>	<i>Halliburton</i>
<i>Chevron</i>	<i>Hess</i>
<i>Conoco Phillips</i>	<i>HollyFrontier</i>
<i>Consolidated Edison</i>	<i>Icahn Enterprises</i>
<i>Devon Energy</i>	<i>Marathon Petroleum</i>

*National Oilwell
NextEra
Nisource
NRG Energy
Occidental Petroleum
PBF Energy
Pepco
PG & E
Phillips66
PPL
Public Service Enterprise
Group
Saipem
Schlumberger*

*Sempra Energy
Southern Company
Suncor
Targa
Technip
Tesoro
Transocean
UGI
Valero
Weatherford
WEC Energy
Western Refining
Xcel Energy*

Engineering

<i>AECOM</i>	<i>KBR</i>
<i>CH2M Hill</i>	<i>Kiewit</i>
<i>Emcor Group</i>	
<i>Jacobs</i>	

Financial Services

<i>Allianz</i>	<i>Credit Suisse Banking</i>
<i>Ally Bank</i>	<i>Deutsche Bank Investments</i>
<i>American Express</i>	<i>Discover CC</i>
<i>American Express CC</i>	<i>Discover Financial Services</i>
<i>AXA</i>	<i>Ebay</i>
<i>Bank of America</i>	<i>Goldman Sachs</i>
<i>Bank of New York Mellon</i>	<i>JP Morgan</i>
<i>BarclayCard</i>	<i>JP Morgan (Chase Banking)</i>
<i>Barclays Investment</i>	<i>JP Morgan Financial</i>
<i>BB&T</i>	<i>Master Card</i>
<i>Black Rock</i>	<i>Morgan Stanley</i>
<i>BNP Paribas</i>	<i>Morgan Stanley Wealth Management</i>
<i>Capital One</i>	<i>PNC</i>
<i>Capital One CC</i>	<i>State Street</i>
<i>Citi Bank</i>	<i>Suntrust</i>
<i>Citi Group</i>	

TIAA CREF
Toronto-Dominion Bank
UBS
US Bank

Visa
Wells Fargo

Logistics & Shipping

Ball
Berry Plastics
Burlington Northern Santa Fe
Canadian National Railway
Canadian Pacific Railway
CHRobinson
Crown Holdings
CSX Corp
Deutsche Post
DHL
Expeditors
FedEx
Genesee & Wyoming
Hub Group

Kansas City Southern
LaserShip
Norfolk Southern
Owens-Illinois
PCA
Sealed Air
Sonoco Products
TNT Express
Union Pacific Corp
UPS
USPS
WestRock
XPO Logistics
Yamato Holdings

Machinery

AGCO
Caterpillar
Dover Corporation
Flowserve

Illinois Tool Works
John Deere
Parker Hannifin
Terex

Medical

Abbott Laboratories
Alcon
Baxter International
Boston Scientific

McKesson
Medtronic
Stryker
Thermo-Fisher Scientific

Motor Vehicles & Parts

BorgWarner
Dana Holding
Ford
General Motors
Goodyear
Johnson Controls

Lear
Navistar
TRW
Visteon
Volvo
Volvo Construction

Pharmaceuticals

AbbVie
Allergan
AstraZeneca
Bayer
BioGen
Bristol-Myers Squibb
Celgene
Eli Lilly and Company
Express Scripts
Gilead Sciences

GlaxoSmithKline
Johnson & Johnson
Merck
Novartis
Pfizer
Pharmacyclics
Roche
Sanofi

Professional Services

Accenture
Accenture Tech
ADP
AtoS
Bain & Company
Booz Allen Hamilton
Cap Gemini
CDW
CEB
CGI Group
Cisco

Cognizant
CSC
Deloitte
HP
IBM
Infosys
KPMG
Milliman
PWC
TATA Consultancy Services

Software

Acxiom
Adobe
Blackbaud
CA
Citrix
Dassault Systemes Software
EMC
HP Software

IBM
Microsoft
NetApp
Oracle Software
SAP
Symantec Software
VMware

Wholesalers

AmeriSourceBergen
Anixter International
Arrow Electronics
Avnet
Cardinal Health
Core-Mark

Essendant
Genuine Parts
Grainger
Graybar
HD Supply
Ingram Micro

Insight Enterprises
Lansing Trade Group
LKQ
NGL Energy
Owens & Minor
Patterson
SpartanNash
Synnex

Sysco
Tech Data
Unified Grocers
United Natural Foods
US Foods
WESCO

TrackMaven

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