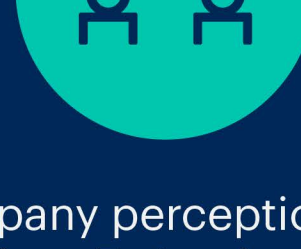


Social Media Marketing Channel Strategy for 2024

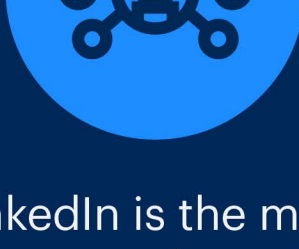
Social media channels underwent a wealth of changes in 2023. Micro content like Tik Tok videos and YouTube Shorts continued their expanding popularity, and dramatic changes at X (f.k.a, Twitter) caused some advertisers to drop the platform altogether. How are marketers adjusting social strategy for a successful 2024?



LinkedIn is the most common platform marketers currently spend advertising dollars



Company perception of X (f.k.a., Twitter) as an advertising partner is split



LinkedIn is the most important channel for marketing strategy over the next 12 months

Data collection: Oct 30th - Dec 5th 2023

Respondents: 78 marketing professionals

About Gartner Peer Community One-Minute Insights:

Gartner Peer Community is for technology and business leaders to engage in discussions with peers and share knowledge in real time.

Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

The results of this summary are representative of the respondents that participated in the survey. It is not market representative.



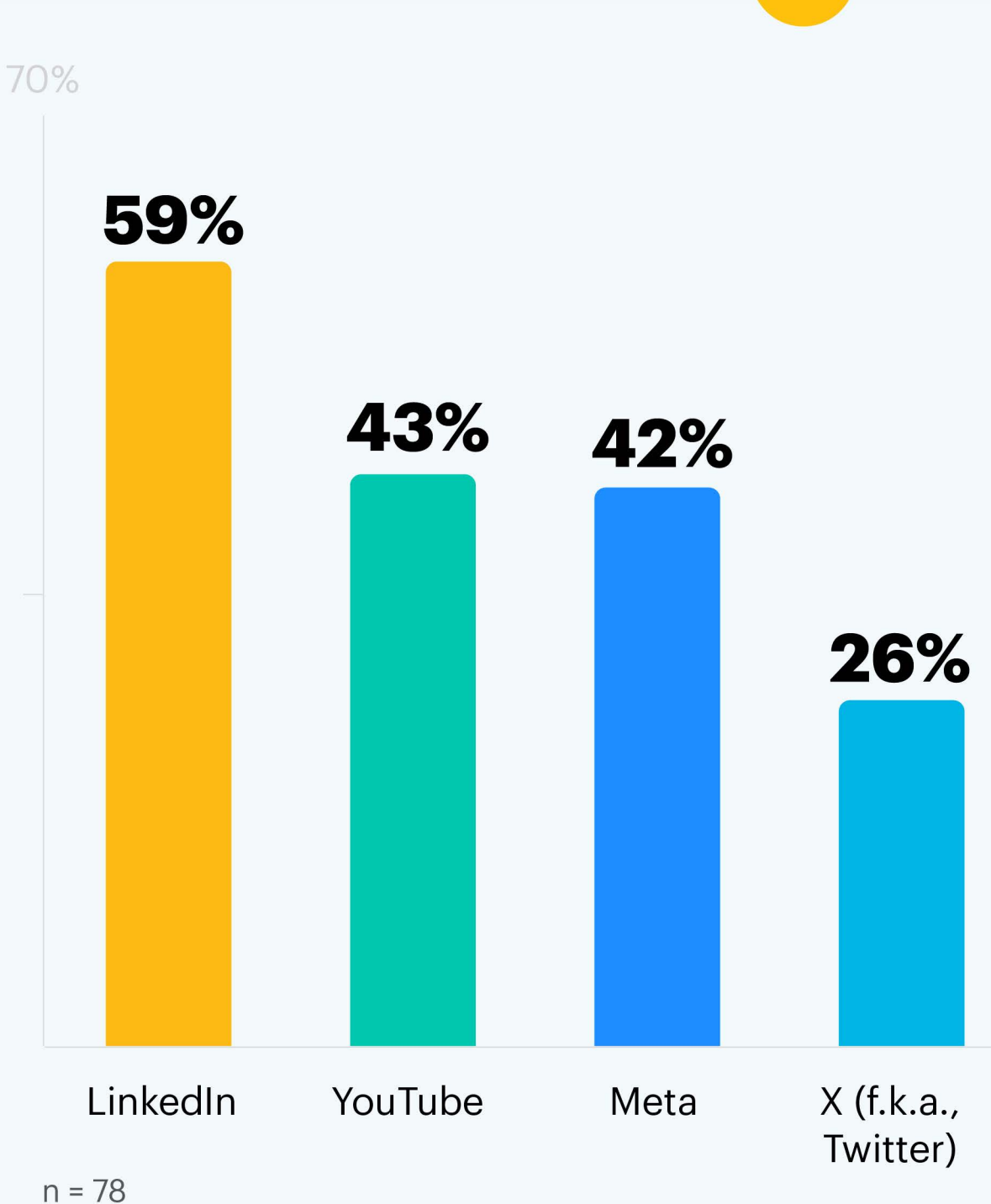
LinkedIn, YouTube & Meta are the most common channels to funnel digital ad spend

Over half (59%) of respondents report their organization currently advertises on LinkedIn.

What social media platforms, if any, does your organization currently spend advertising dollars on? Select all that apply.

Tik Tok 20% | Reddit 11% | SnapChat 6% | Other (fill in)* 3% | Pinterest 2%

*Other includes: "Instagram", "Monday" and "None but plan to"



“LinkedIn is where we find most of our B2B enterprise clients are willing to spend their time when it comes to social media.”

Manager, software industry, 1,000 - 5,000 employees



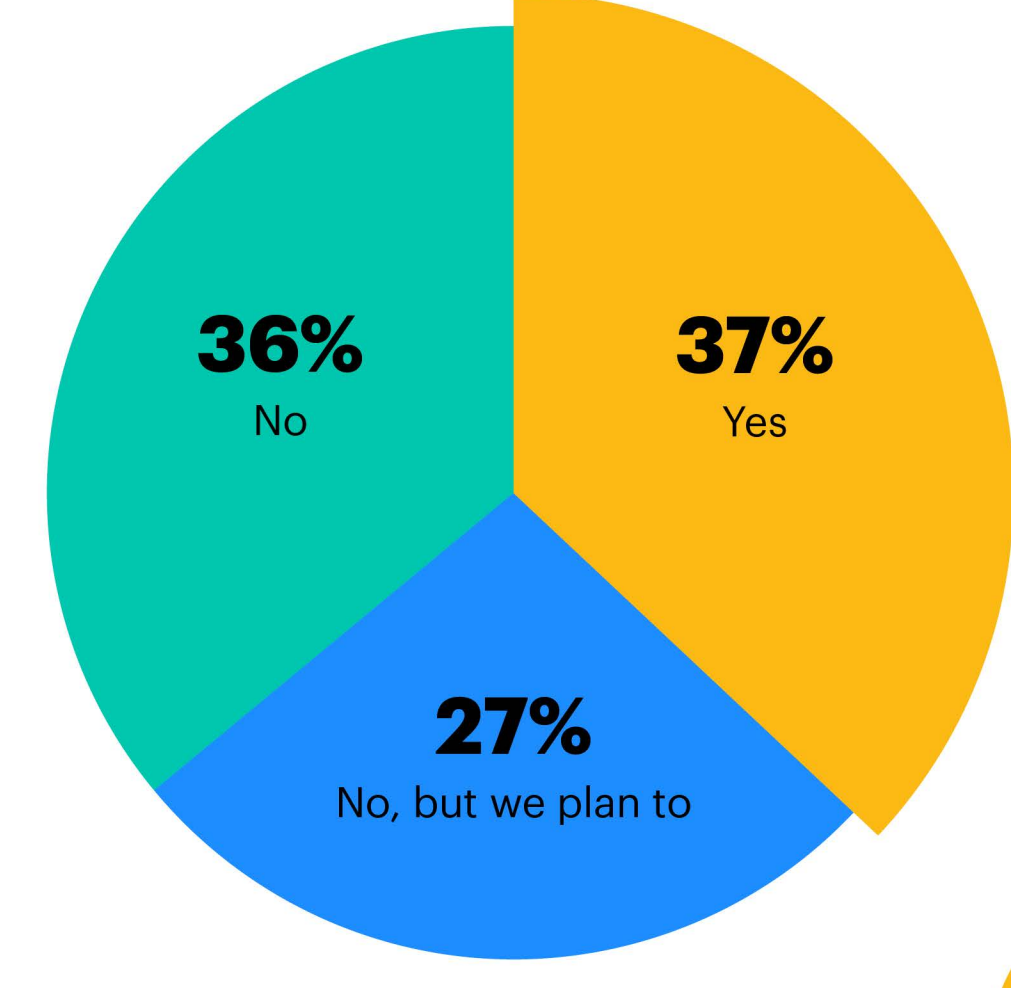
Question: Why is your organization prioritizing that social media channel?



Sentiment is split about the value of X as an advertising partner

Just 37% of marketers say their company currently pays to advertise on X, while 36% say their company does not advertise on the platform.

Does your company currently pay to advertise on X (f.k.a, Twitter)?



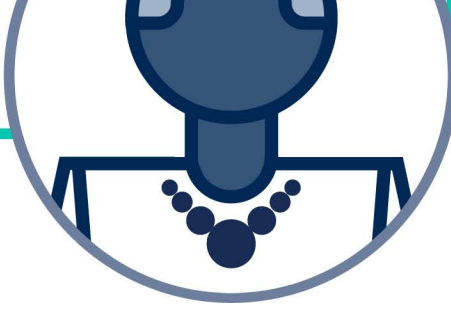
“The user engagement has been very low due to the recent changes to X. People are very doubtful about using it at all, so our engagement has changed.”

Director, software industry, 5,000 - 10,000 employees



“We are cautious as there has been some negative sentiment around placement of ads.”

C-suite, software industry, 1,000 - 5,000 employees

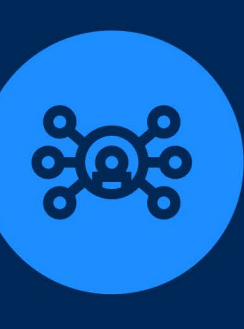


“We are still learning our way around the new rebranded platform, but the impact has been positive since it places our products on content that relates to what we are marketing. ”

Director, consumer goods industry, <1,000 employees



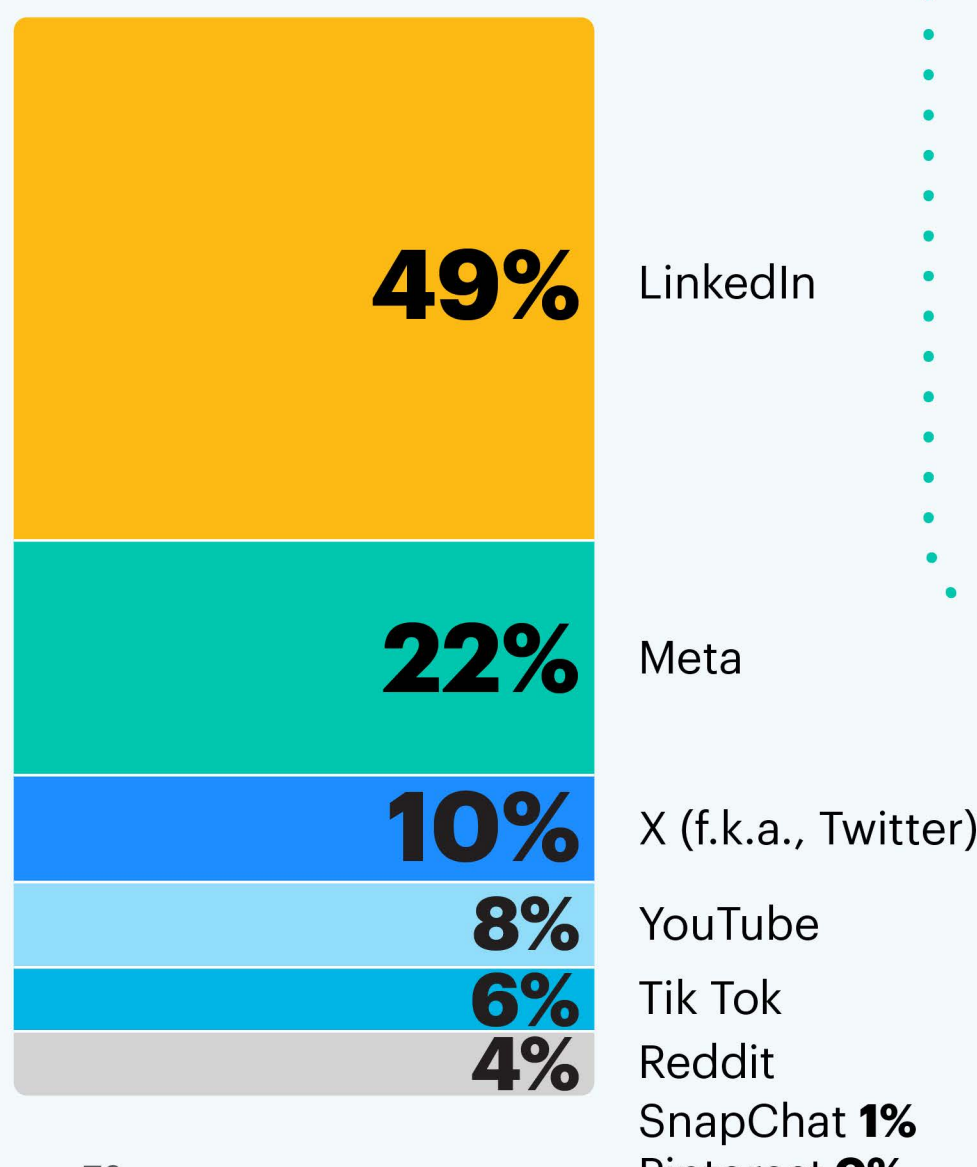
Question: How have changes to X (f.k.a. Twitter) over the past 12 months impacted your marketing team's approach to the platform?



LinkedIn is the key channel for social media strategy over the next year

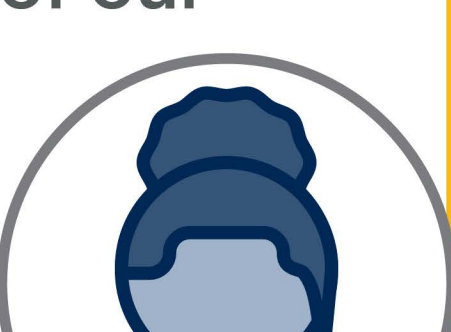
According to marketers, over the next 12 months LinkedIn (49%) will be the most important social media channel for their marketing strategy.

Over the next 12 months, what social media channel will be the most important for your marketing strategy?



“Our focus on LinkedIn is rooted in its seamless alignment with our target audience demographics, guaranteeing optimal engagement and reach. The platform's dynamic features empower us to create compelling visual content, cultivating a robust brand presence. Furthermore, our data analytics unveil a substantial user base on LinkedIn, providing invaluable insights for the customization of our marketing strategies.”

C-suite, consumer goods industry, 1,000 - 5,000 employees



Question: Why is your organization prioritizing that social media channel?



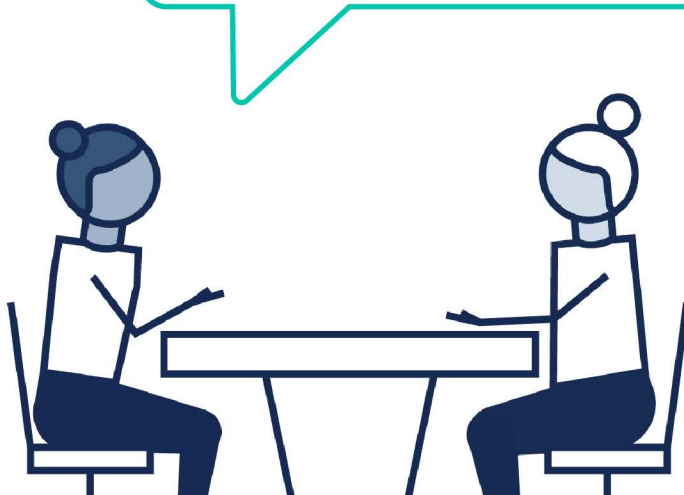
In their own words...

“As a B2B company, LinkedIn users have a different mindset when they open the app — they are primed for work-centric discussions and information. It also has the best targeting for B2B buyers versus X or Meta, which don't offer targeting based on organization or industry.”

- Manager, professional services industry, 5,000 - 10,000 employees

“Changes to the Twitter algorithm have affected the visibility of tweets and the reach of organic content. Our marketing team needed to adapt our strategies to align with the platform's algorithmic changes to ensure our messages reach the intended audience.”

- Manager, software industry, <1,000 employees



Respondent Breakdown



Want more insights like this from leaders like yourself?

Click [here](#) to explore the revamped, retooled and reimagined Gartner Peer Community. You'll get access to synthesized insights and engaging discussions from a community of your peers.



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Source: Gartner Peer Community, Adapting to changes in the social media marketing landscape survey

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