IT Purchasing Goes Social

Today’s IT decision makers depend on social networks to inform every step of the purchase journey.

NORTH AMERICA

IT decision makers (ITDMs) are very active on social, especially for business

73% have engaged with a vendor on social networks

85% use social networks for business

95% use LinkedIn

45% use Personal Social Networks

44% use Myspace

Social influences the entire purchase process

3 OUT OF 5

ITDMs state that social networks influenced their decisions

In each of the 5 phases of decision making, social influences nearly half of all ITDMs involved in that phase

Awareness: 54%
Scope: 45%
Plan: 46%
Select: 47%
Implement: 44%

Top reasons decision makers turn to social networks for business

T: Trust
Learn from trusted peers
58%

E: Efficiency
Quickly find Information
40%

R: Relevance
Relevant context to connect with vendors
37%

A: Access
Access to a broader network
49%

Marketers must deliver relevant content across the entire process

Top content wanted at each stage of the purchase process

For more insights and tips, download the full report at bit.ly/ITsocial