



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
Microblogs

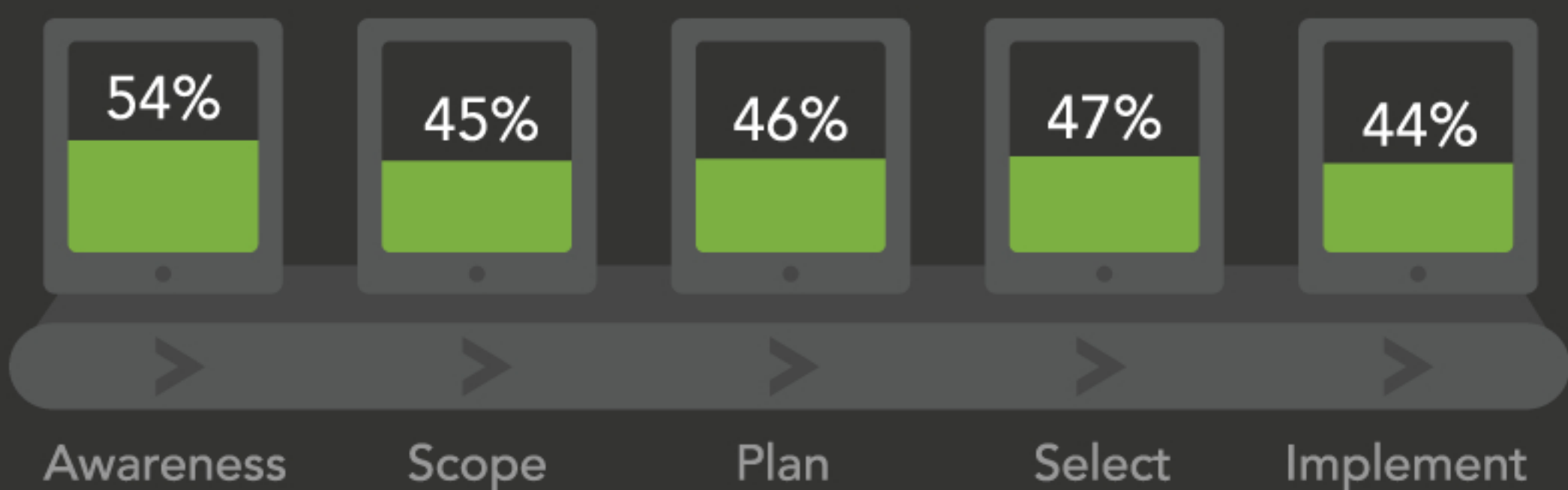
Social influences the entire purchase process



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



Top reasons decision makers turn to social networks for business



T
Trust

58%

Learn from
trusted peers



E
Efficiency

40%

Quickly find
information



R
Relevance

37%

Relevant context
to connect with
vendors



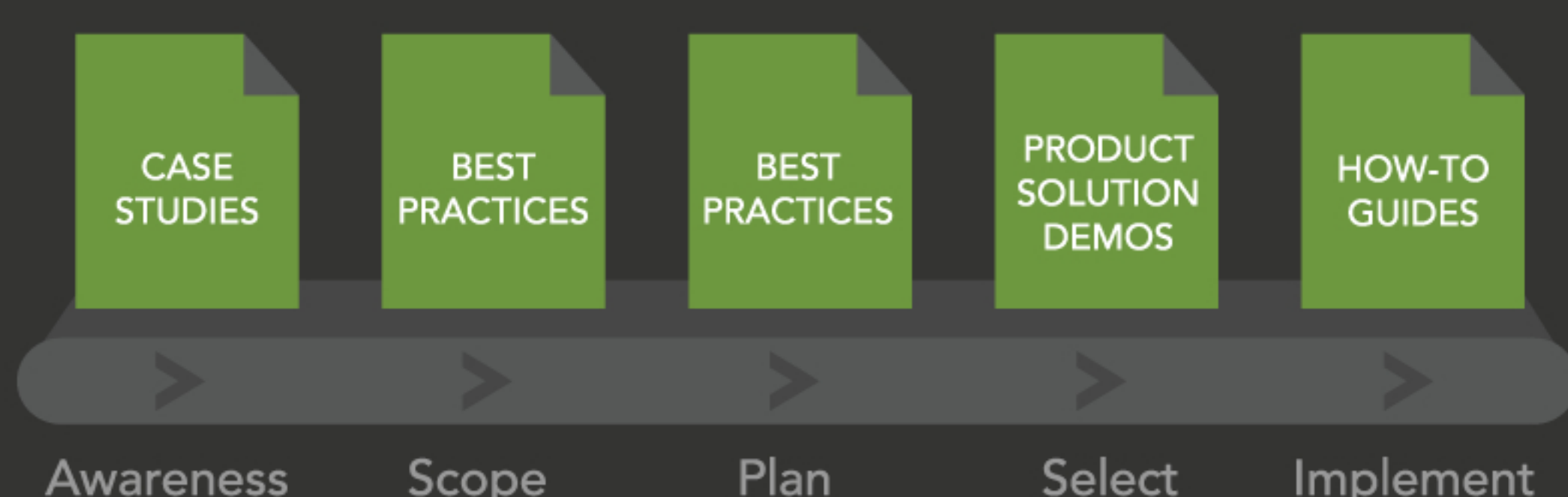
A
Access

49%

Access to a
broader network

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 lnkd.in/ITsocial



LinkedIn commissioned Forrester Consulting and Research Now to conduct two separate surveys of 400 IT decision makers across a diverse range of industries in North America

* LinkedIn/Research Now survey, August 2012

Unless otherwise indicated, all data is from a commissioned study conducted by Forrester Consulting on behalf of LinkedIn, Q3 2012