

BUILDING THE SALES AND MARKETING MACHINE OF THE FUTURE

A SOCIAL ENTERPRISE™ IS A MASTER OF INBOUND MARKETING

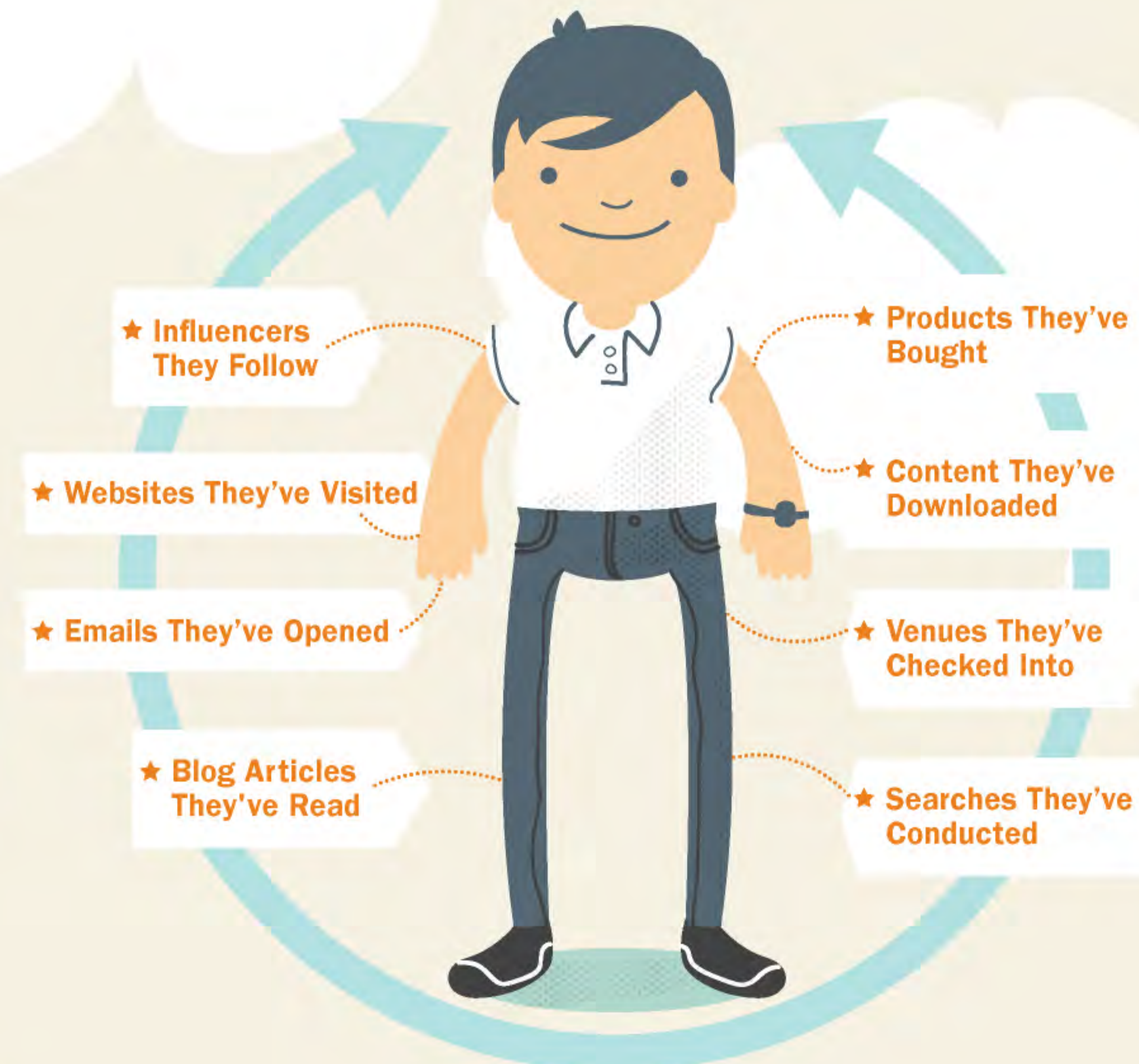
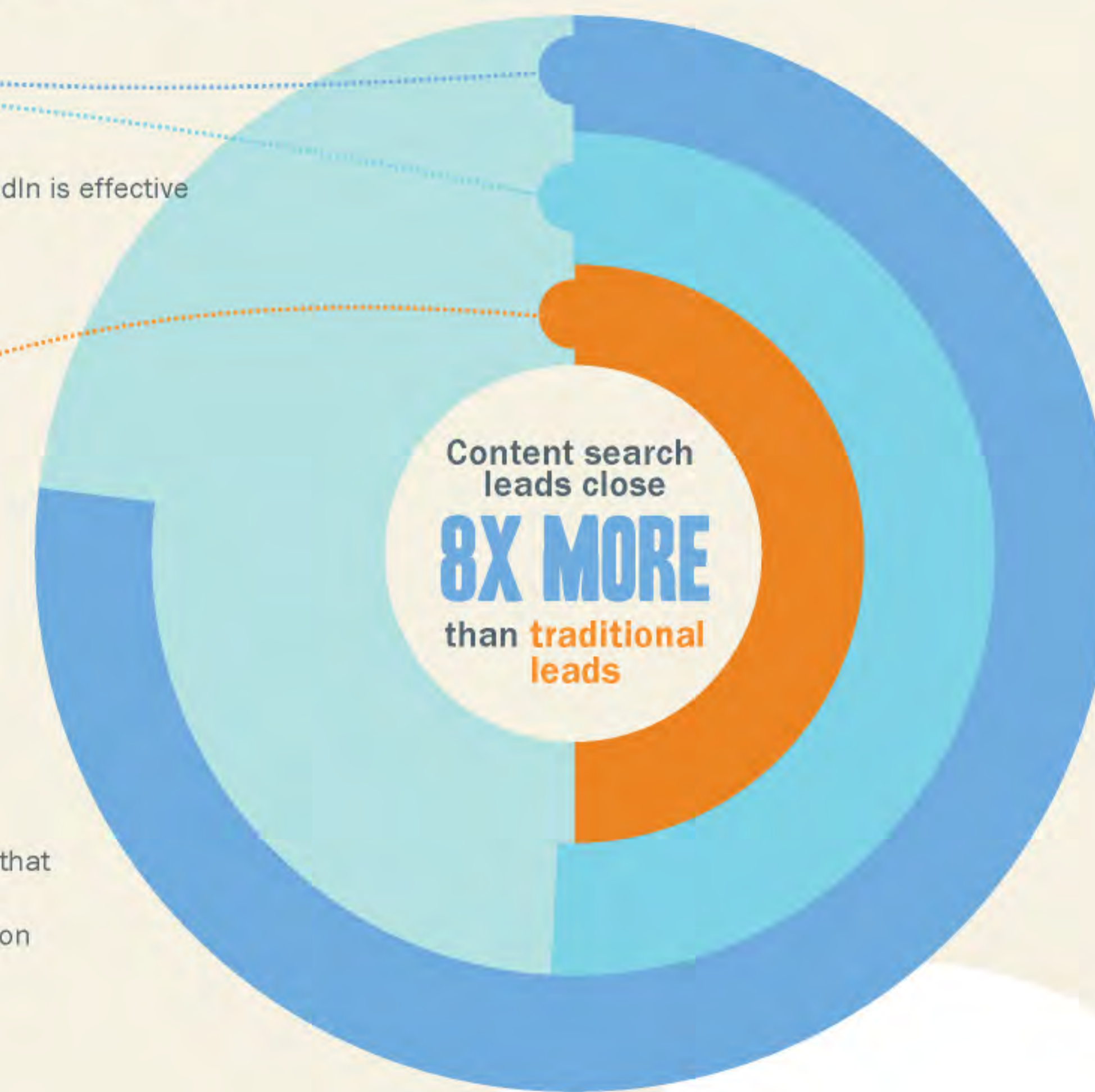


66% OF BUSINESSES WHO BLOG ONCE PER WEEK GENERATE CUSTOMERS VIA THEIR BLOG

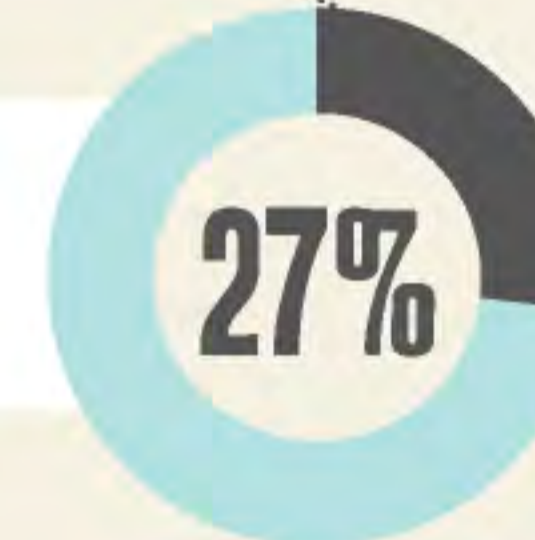
★ **77%** of marketers say Facebook is the most effective social sharing tool for B2C marketing

★ **51%** of marketers say LinkedIn is effective in B2B marketing

★ **50%** more clicks come from emails that have been tailored to specific audiences through segmentation



INCREASE IN SALES REVENUES:



INCREASE IN SALES PRODUCTIVITY:

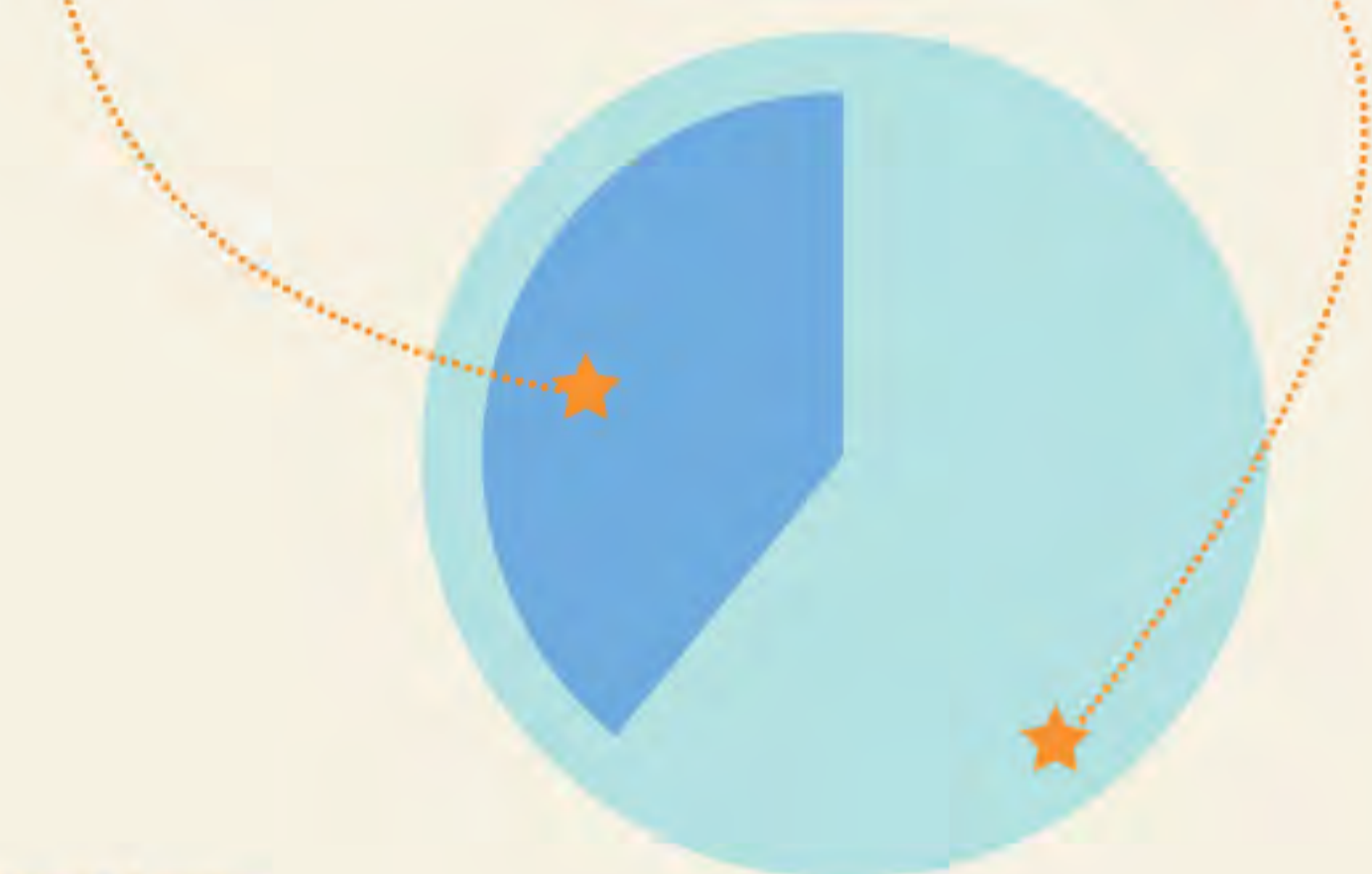


DRIVE SOCIAL ROI

Small businesses allocate about **43%** OF THEIR MARKETING BUDGET TO INBOUND



Inbound marketing leads cost **61% LESS** than traditional outbound leads



\$135 AVG. COST OF INBOUND MARKETING LEAD

\$346 AVG. COST OF A TRADITIONAL LEAD

SOURCES

<http://www.hubspot.com/state-of-inbound-marketing/>
 Gartner Predicts 2012: Marketers Must Adapt, Differentiate and Innovate in Social CRM, SaaS and IMM
<http://www.gartner.com/it/page.jsp?id=1541415>
<http://marketingsherpa.com/heap/WisdomReport2011.pdf>
 Salesforce.com Customer Relationship Survey Results (May 2012)

Data from the Salesforce.com Customer Relationship Survey Results (May 2012)

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