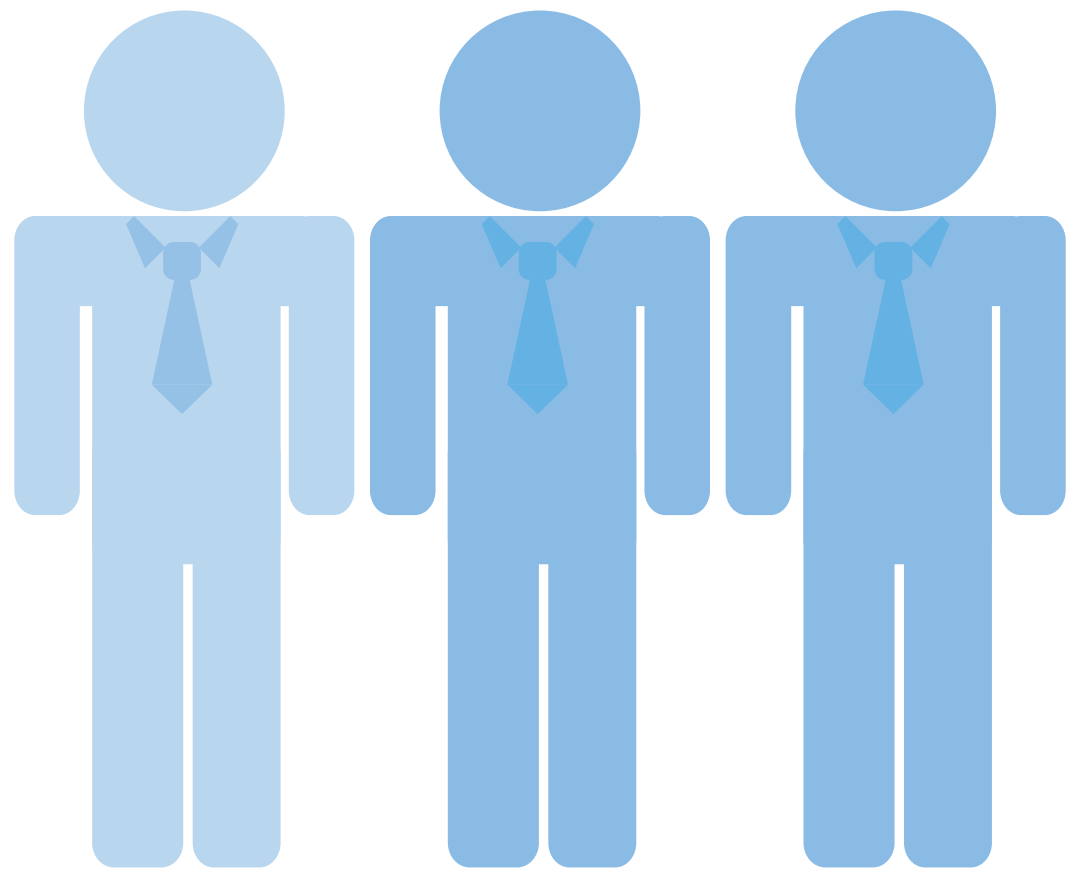


# social media tactics

when used properly, there's no question that social media can serve as a powerful tool

# 1/3

**OF MARKETERS ARE NOT MEASURING THEIR SOCIAL MEDIA EFFORTS AND RESULTS.**



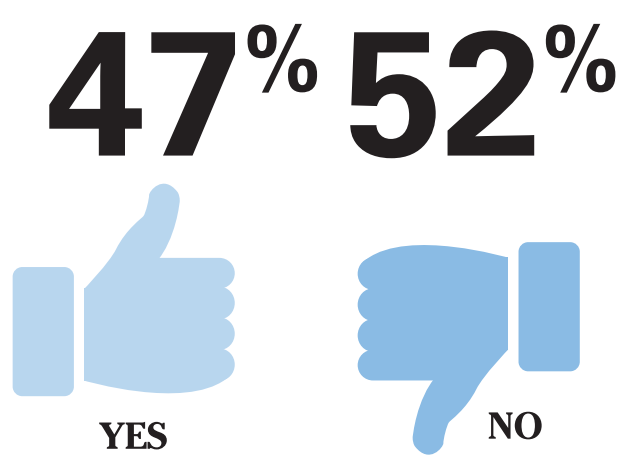
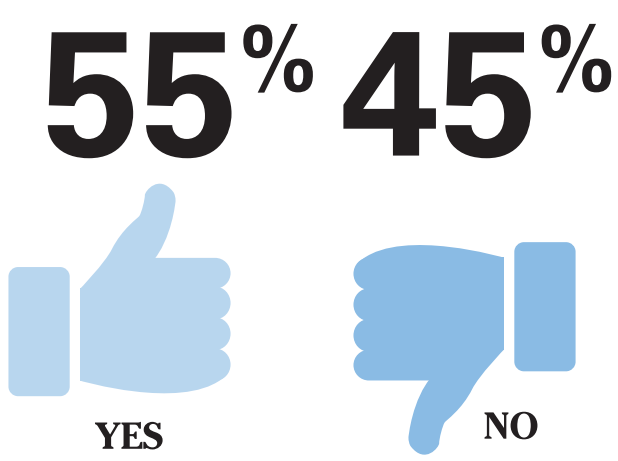
## SOCIAL MEDIA ETIQUETTE

### IS IT APPROPRIATE TO...

contact a prospect generated from a social media exchange by email or phone if the prospect has not invited you to do so?

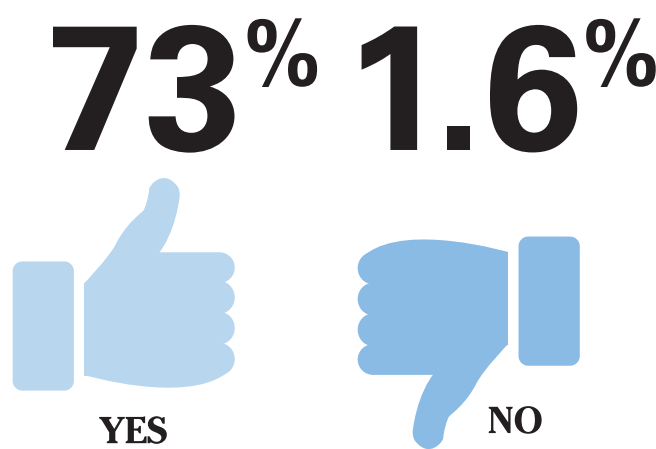
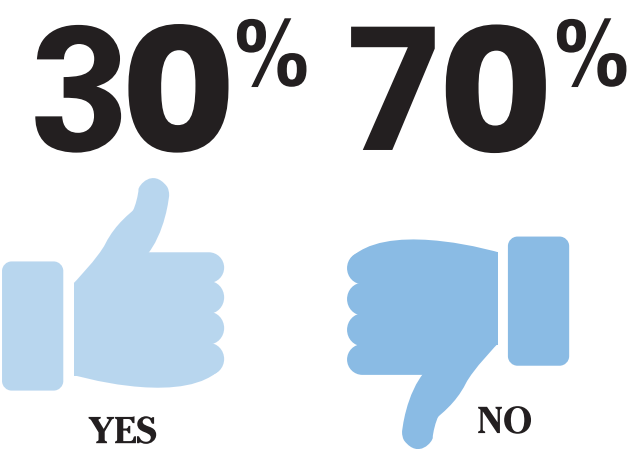
respond to a prospect via social media if the prospect contacted you via email or phone?

A LITTLE BIRD TOLD ME THERE ISN'T AN "ACROSS THE BOARD" STANDARD FOR APPROPRIATE INTERACTION THROUGH SOCIAL CHANNELS.  
-@pardot



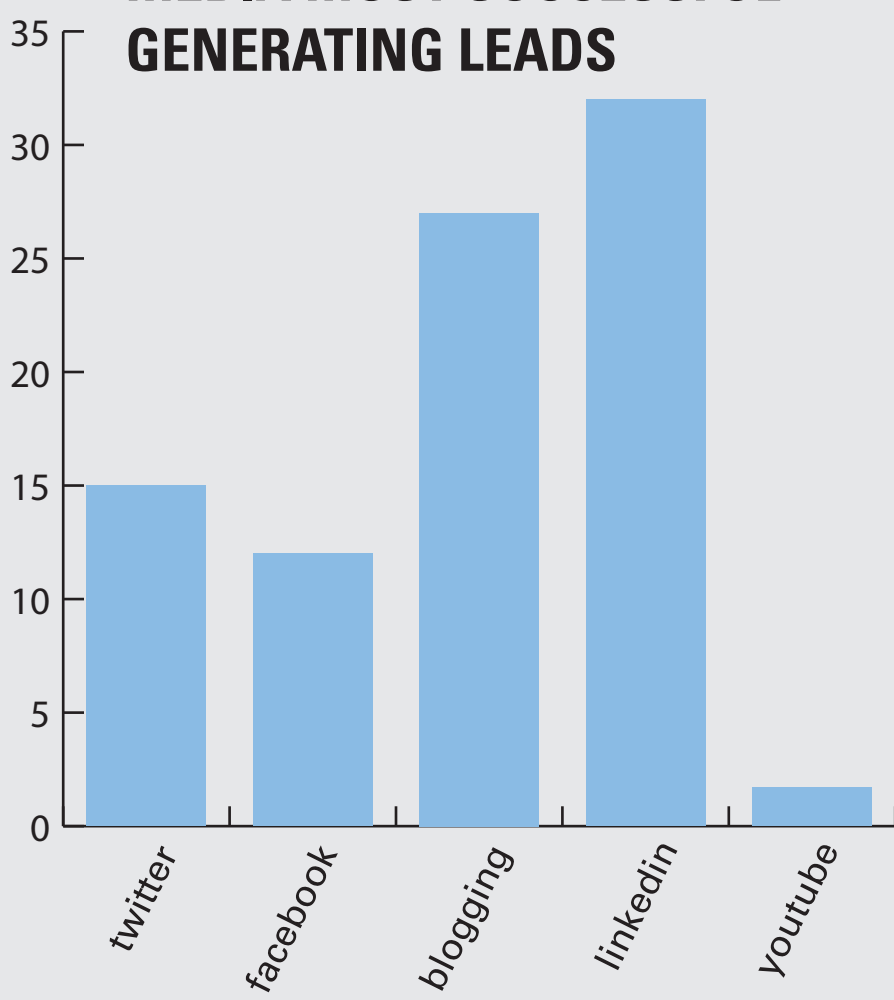
critique a competitor via social media?

invite a prospect to join your online social markets?



## MEDIA TOOLS

### MEDIA MOST SUCCESSFUL GENERATING LEADS

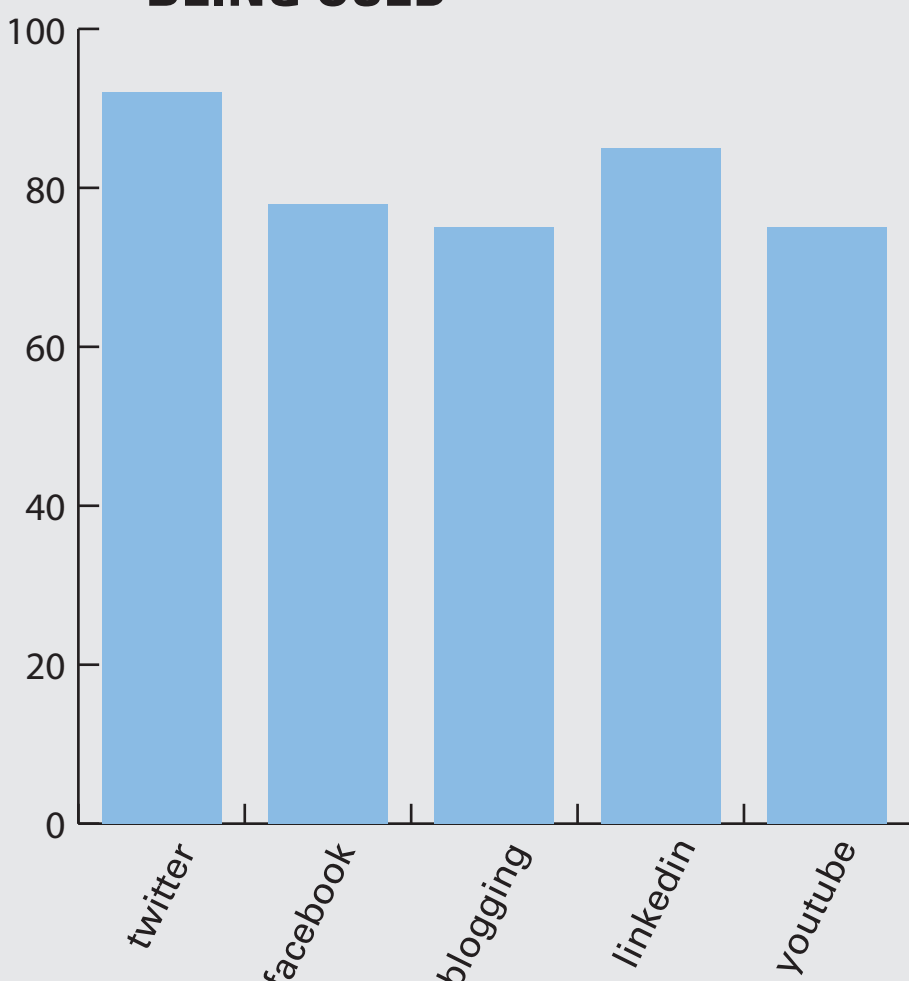


### AND THE WINNER IS...

**LinkedIn**

**32%**

### PERCENTAGE OF MEDIA TOOLS BEING USED



### AND THE WINNER IS...



**91%**

for more information visit [www.pardot.com](http://www.pardot.com)

