

masters in marketing

HubSpot Media

# Global Social Media Trends

New research and insights on social media strategy from 1,000+ marketers around the world

2025



# Table of contents

## FOREWORD

The growing influence of digital relationships

03

## INTRODUCTION

Brand discovery official starts on social

05

## STRATEGY

Social media marketers are choosing relationships over transactions

09

## SOCIAL PLATFORMS

YouTube has taken over as video dominates consumer attention

19

## AI + PRODUCTION

AI isn't the competition, it's the savvy social media team's secret weapon

26

## COMMUNITY + ENGAGEMENT

Community is the new marketing currency

32

## SOCIAL COMMERCE

Social feeds are the new storefronts

38

## ANALYTICS + ROI

Measuring what matters on social in 2025

43

## CLOSING

Betting on the right social media trends

48

FOREWORD

# The growing influence of digital relationships

Audiences spend so much time on social media, it shapes their perspective and impacts decision making.



## FOREWORD

# Social fluency drives business results

Let's be honest—we're all living in our own personal episode of "Decision Paralysis: The Series." And my fellow Libras? We're basically the show's executive producers. Think about it. Buying a tomato used to be a simple transaction. Now it's a full-on existential crisis: Is it organic? Was it ethically harvested by someone making a living wage? Is the company behind it secretly funding villains? Does the carbon footprint of this specific tomato make me complicit in climate destruction? And that's just ONE TOMATO. Now multiply that by the approximately 1 million decisions the average adult makes daily. No wonder we're all mainlining adaptogenic lattes and doom-scrolling at 3 AM.

The plot twist? Our exhausted brains have developed the ultimate coping mechanism: we've outsourced our decision-making to our social feeds. That random TikTok of someone loving a Stanley cup? Congratulations, you now own three. That Instagram story of your college roommate's cousin's wedding planner's perfect avocado toast? You just bookmarked four brunch spots. Every scroll, every double-tap, every oddly satisfying video you watch instead of answering emails—they're all quietly rewiring your future choices whether you realize it or not.

So how do brands break through in this endless, chaotic scroll? At HubSpot, we're seeing that the trust algorithm in 2025 requires some serious choreography. The vibes have to be immaculate, but also authentic. Polished, but make it feel effortless. We've seen our engagement metrics explode for content that hits the sweet spot between entertaining, relatable, and meme-worthy for our Gen Z and Millennial audiences. Meanwhile, our YouTube channels slinging educational content? Those audiences are growing faster than the subscription services I forgot to cancel. We're also watching audience obsession build around niche employee-creators—like low-key charismatic HubSpot Academy Professor, Kyle Jepson—who builds trust and personal connection that hits different and helps your business grow.

The brands that will win the algorithm in 2025 are the ones that are both meeting their audiences in their natural habitats like TikTok, Instagram, YouTube, and yes, LinkedIn (I said what I said—don't sleep on LinkedIn), and pushing themselves to pop into emerging platforms like Discord with the energy of someone who actually wants to be there, not the awkward chaperone vibes of the brand that's there because their Gen Z intern told them to.

But the real assignment isn't just showing up. It's about sliding into the feed like you actually belong there—becoming a trusted friend in your customers' decision-making journey, not just another corporate entity with main character syndrome.

In 2025, the brands that win aren't just getting likes—they're getting mental bookmarks. When you become the trusted shortcut that helps a customer navigate the chaos of infinite choice, you build neural pathways straight to your brand. And in the attention economy of 2025? That's not just engagement—that's inception.



**Amy Marino**

Global Head of Brand Marketing  
HubSpot

INTRODUCTION

# Brand discovery officially starts on social

Buyers research new brands and products primarily on social, and now, they're shopping while they scroll.



## INTRODUCTION

# As search and checkout shift to social, brand values are even more important

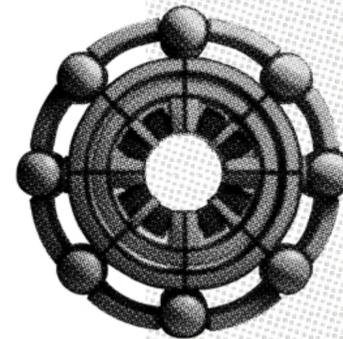
Over the past few years, we've seen growing popularity in consumers searching, seeking support, and purchasing directly on social media. Social search is beginning to even overtake browser-based search. As people follow brands or content creators whose values align with theirs, the buyer's journey has become a lot more nebulous than the traditional search > become a lead > convert process. Today, the buyer's experience is made up of small connections over time that add up to a trusted relationship.

Investing in social media brings more than vanity metrics — brand communities are extremely valuable from a revenue perspective, and these communities are great sources for product feedback, amplifying brand reach, and creating stickiness with users. And, [most brands are targeting Millennial and Gen Z audiences](#), since these generations are now decision makers in the workplace. They've grown up online, and do a lot of their own digging (largely on social media) when making purchases on both the business and consumer side.



**69%**  
**of marketers agree**

that more shopping will happen directly on social than on brand websites or third-party marketplaces in 2025.



**85%**  
**of marketers agree**

that building an active online community is crucial to a successful social media strategy in 2025.

Based on our latest consumer research, here's [what people are looking for from brands in 2025](#):

- Consumers discover and purchase products on social media, and rely on influencer opinions to make decisions.
- 25% of general consumers, and over 40% of Millennials and Gen Zers have purchased products directly on social media in the past three months.
- Emerging platforms are gaining popularity, like Twitch and BeReal.
- Consumers are using social media as a search engine.
- Consumers want to trust the brands they shop with, and have data privacy concerns.
- CEOs or owners of companies influence purchasing decisions and overall consumer sentiment.
- Consumers want to support brands that are committed to social issues and who have strong brand values that align with their own.
- Many consumers prefer human customer service agents, but a rising number are interested in self-service.
- Consumers have high expectations for quality products and services, and expect what they buy to match the description or photos.
- Consumers value quality over quantity as their budgets have become tighter.
- Shoppers want to watch videos, and they generally prefer authenticity over highly polished or produced content.

To support social media teams in better connecting with audiences in 2025, we surveyed 1,000+ global marketers and talked to leaders in the space. Read on to get the latest insights, trends, and inspiration for your social strategy.

As audiences shift from traditional publishers to individual experts on social platforms like LinkedIn and TikTok, successful marketers have to develop channel-specific content strategies that prioritize educational value and expert voices over product information to build lasting brand affinity that will eventually convert to sales.



**Kyle Denhoff**  
Senior Director of Marketing  
HubSpot



# Scale social media with an AI-powered expert assistant

HubSpot's Breeze Social Media Agent is a smart AI agent that helps you automate social media management and grow your reach among your target audiences online.

## Automatically develop a multi-channel content strategy

Amplify your social presence with a data-backed strategy. Breeze analyzes your social performance, company details, and marketing best practices to create a social strategy to help you connect with audiences.

## Save time creating social media content

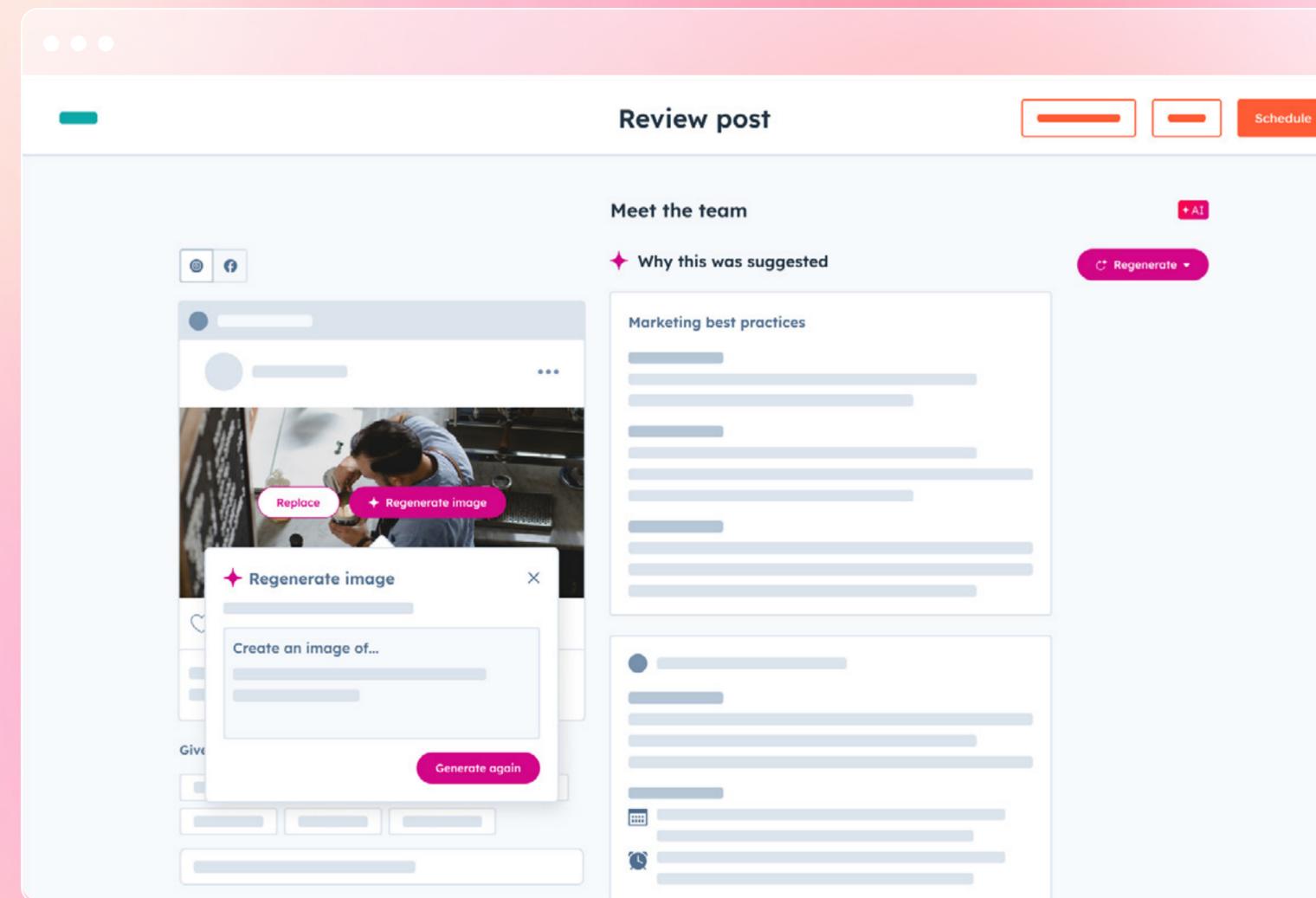
Breeze generates post suggestions that align with your business goals, brand identity, and audiences for Instagram, LinkedIn, and more.

## Post at just the right time

Breeze suggests personalized posts tailored to your audience, and it finds the best days and times to schedule posts. All you have to do is click approve.

## Maximize reach by using data you already have

Get data-driven suggestions and insights to make your social content more effective.

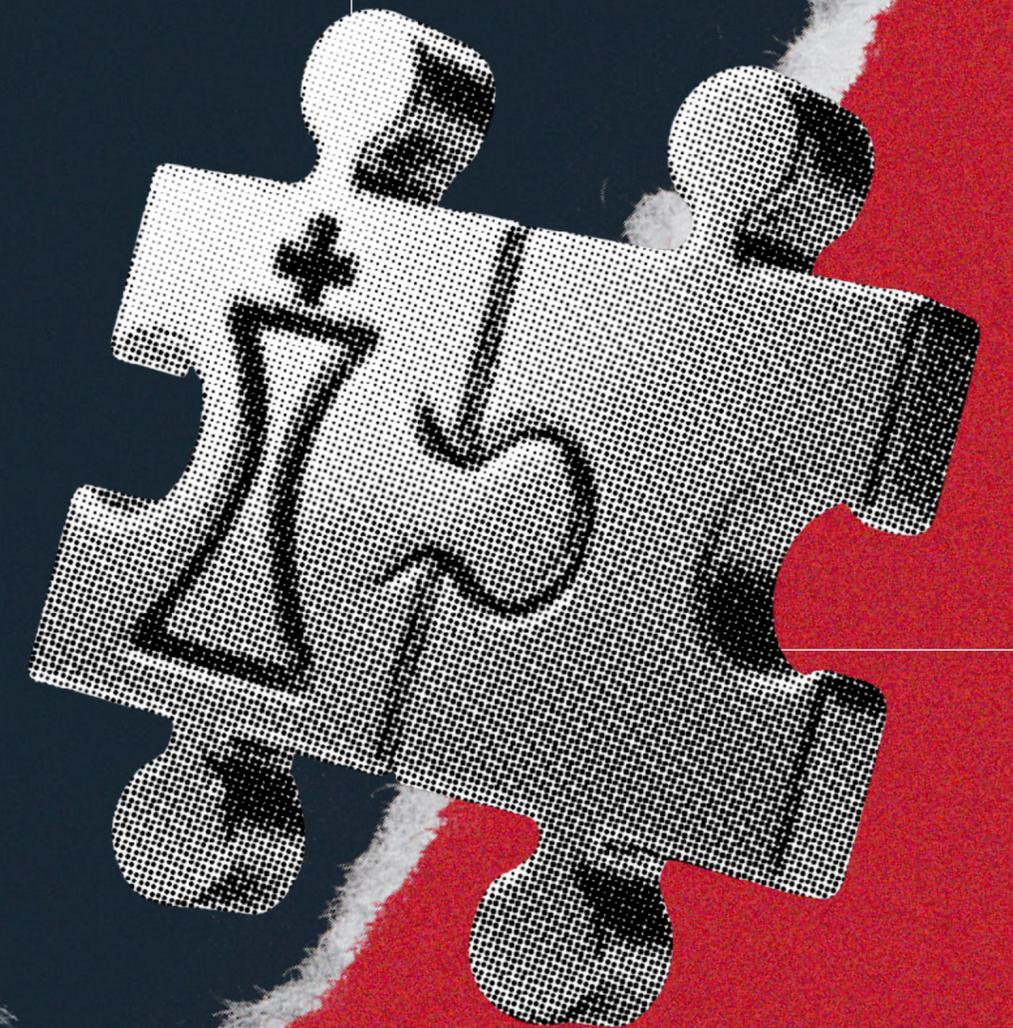


[Find out more](#)

STRATEGY

# Social media marketers are prioritizing relationships over transactions

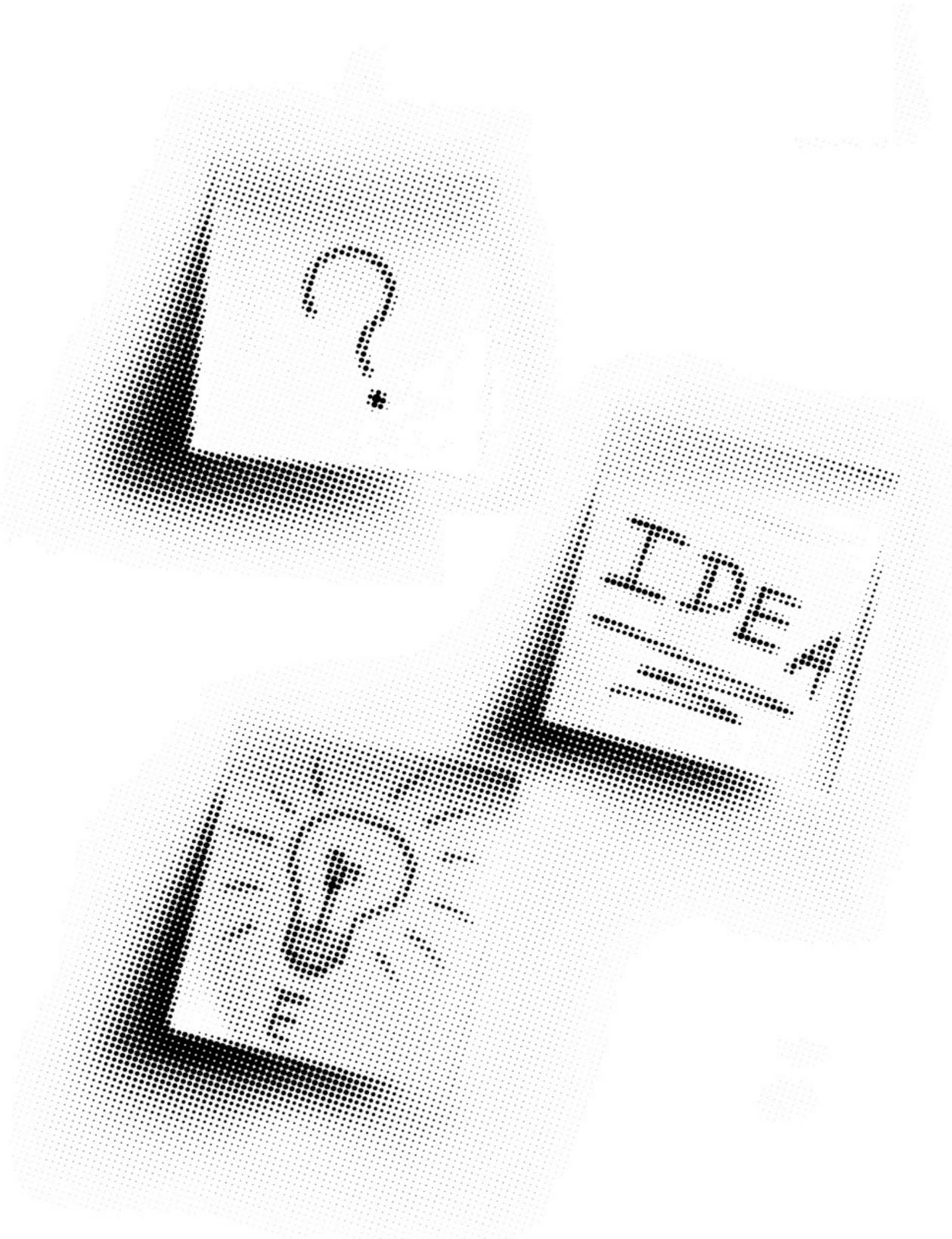
Brands are investing in slow, steady audience-building and high-quality content campaigns.



## TAKEAWAYS

# Balance your mix of authentic, scrappy content and high-quality campaigns

1. Shift your focus from posting lower quality content more often to higher quality content less frequently.
2. Build a social SEO strategy by optimizing content descriptions, hashtags, and captions for on-platform search.
3. Redistribute your content mix to lean more heavily into authentic, relatable content with a sprinkling of high-production content campaigns.
4. Create a customer retention dashboard to monitor engagement metrics like repeat interactions, brand sentiment, and community growth.
5. Structure your editorial calendar to balance promotional content with relationship-building content like customer stories, behind-the-scenes moments, and educational content.



STRATEGY

# Long-term audience-building outperforms short-term conversions

To grow their reach on social media, brands are focusing on authenticity, meaningful engagement, and the consumer experience. In 2024, increasing revenue and sales was a top three goal for social media marketers, but this year, customer retention and engagement have risen in importance. Many brands aren't posting daily, but prioritizing higher-quality, more targeted content that resonates with their community. The biggest challenges social media marketers anticipate in 2025 are keeping up with trends (22%), measuring ROI (21%), and creating engaging content (20%).

## Social media marketing goals



Community and connection are going to be more important than ever in 2025. People are craving authenticity and want to feel a part of something — they'll be looking to develop genuine relationships with brands, creators, influencers, and beyond, both online and IRL. From a marketing standpoint, this means the best thing you can do is to create meaningful content that strikes a cord, and not get caught up in vanity metrics that look good solely on paper.



**Samantha Meller**  
Audience Development Studio  
HubSpot Media



## Year over year social media performance

When asked how overall social media marketing strategies performed against goals this year, 66% of B2B marketers and 72% of B2C marketers felt that they were effective. But only one in four marketers (26%) felt their strategies were “very effective”.

## Social media vs. organic search

Search is changing. The [2025 State of Marketing](#) revealed that 19% of marketers are building SEO strategies for generative AI search, and nearly half of B2B (47%) and B2C (47%) marketers have noticed an increase to their web traffic as a result of consumers using AI search. On the social side, 1 in 5 marketers’ (22%) primary goal for social media marketing in 2025 is driving traffic to their website. Social search will become a key brand discovery channel in 2025, with 84% of marketers agreeing that consumers will search for brands on social media this year.



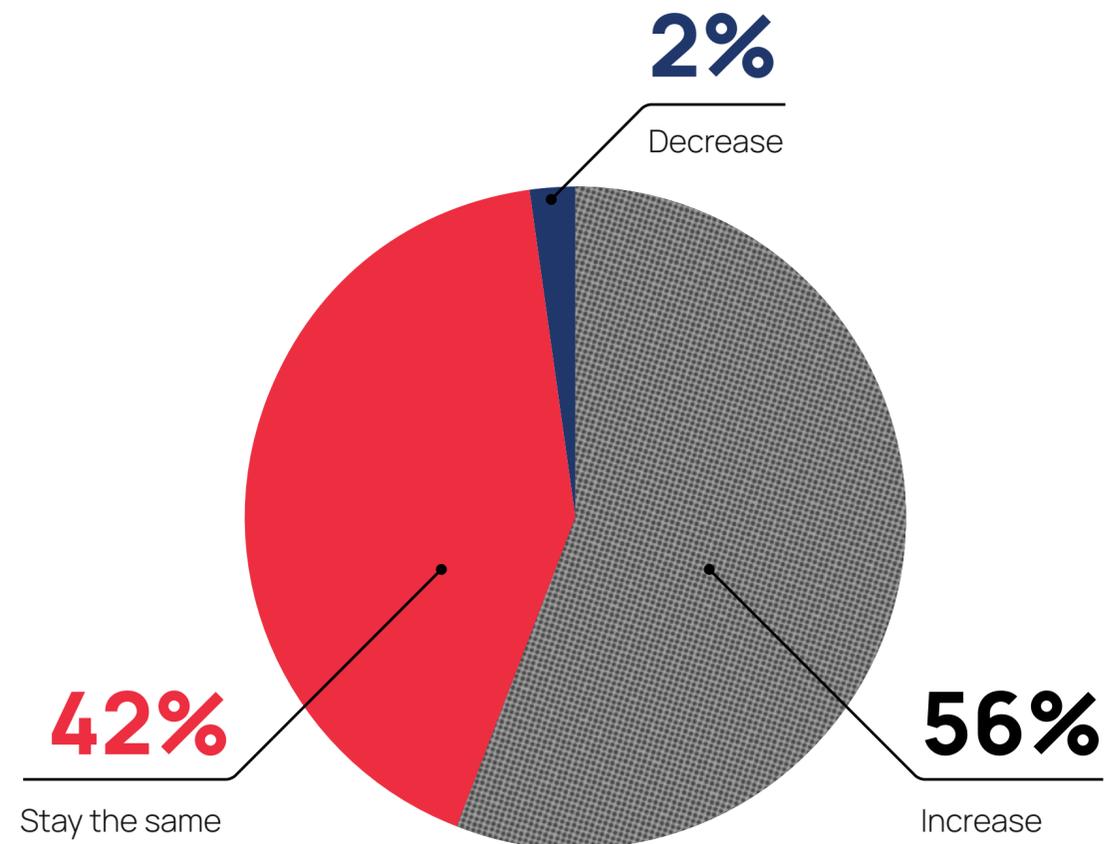
**89%**  
**of marketers agree**

that optimizing content for on-platform search is important to their social strategy.

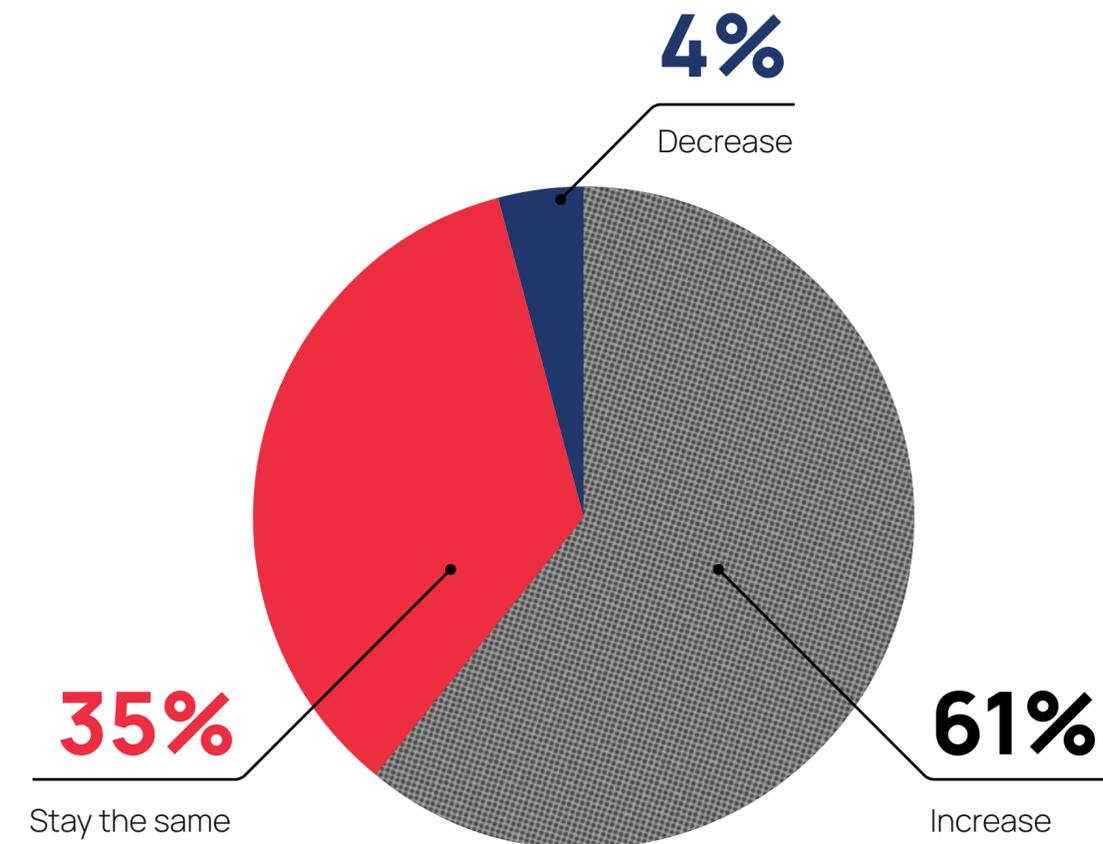
## Social media marketing budget and headcount

Most social media marketers expect their social media marketing budgets (98%) and team sizes (96%) to stay the same or grow in 2025. In 2024, more than one in 10 marketers (12%) predicted a decrease in budget, showing more optimism and demand for social media marketing this year.

How do you expect your social media marketing budget to change in 2025?



How do you expect the size of your social media marketing team to change in 2025?

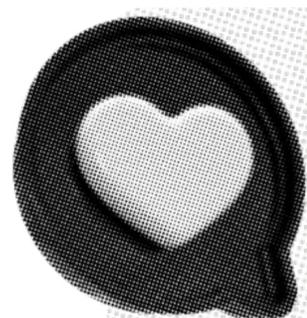


## Social media marketing posting strategy

A growing demand for quality and perspective are changing up the traditional content calendar. Nearly two-thirds of marketers (64%) don't post daily, and only 19% post multiple times per day.

The idea that posting more = more engagement is over, giving marketers more flexibility to take bigger swings and experiment with more thoughtful content.

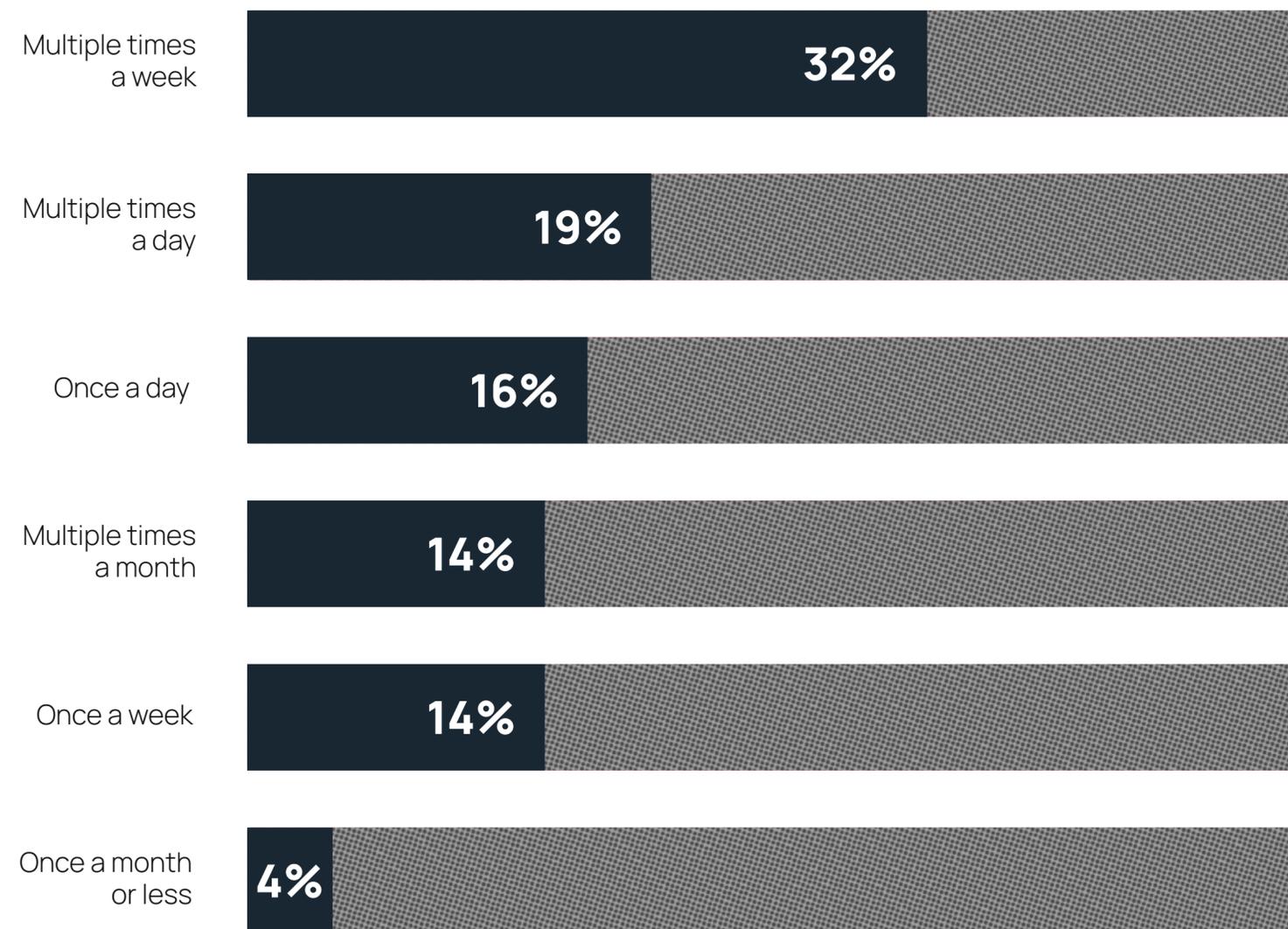
And social media has taken a hard turn towards the authentic this year. Marketers are finding that their top-performing posts are the most authentic, relatable, and funny. In 2024, 37% of consumers thought that relatable and authentic content was more important for brands on social media. In 2025, brands are delivering on these expectations.



**76%**  
**of marketers**

say authentic content outperforms highly produced content.

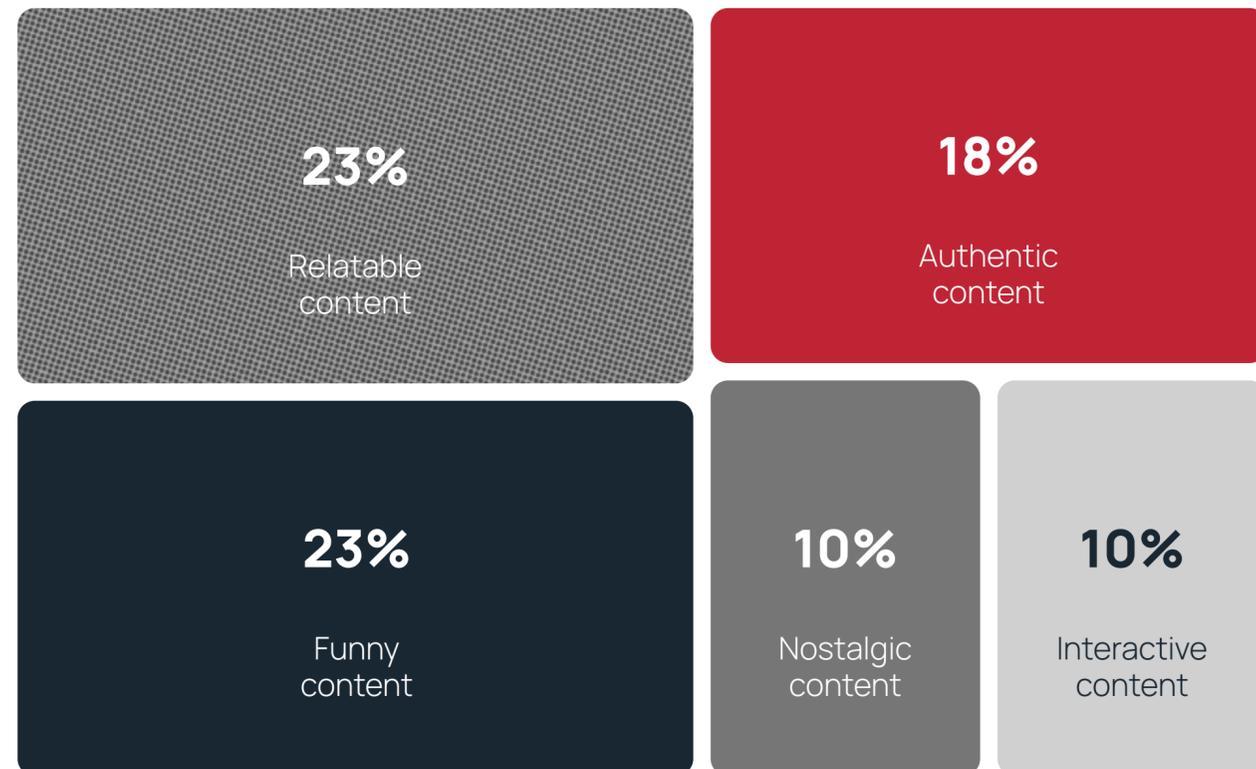
## How often does your company post on social media?



## Social media marketing content strategy

In 2024, funny content was the #1 type of content driving ROI for brands we surveyed (24%), with relatable content in second (18%) and interactive content in a distant third (12%). In 2025, brands are investing more in relatable and authentic content, while maintaining investments in funny content and interactive content.

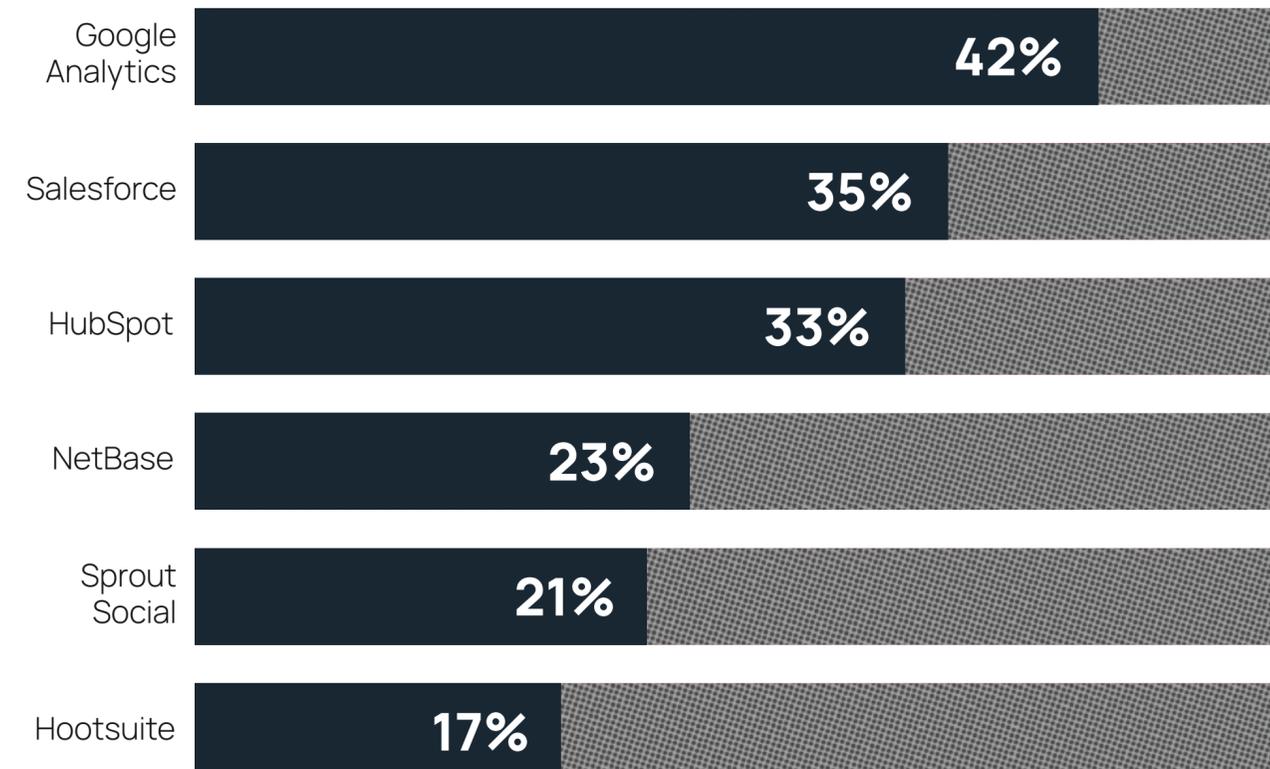
Which types of content will you continue to invest in during 2025?



## Social media marketing tools

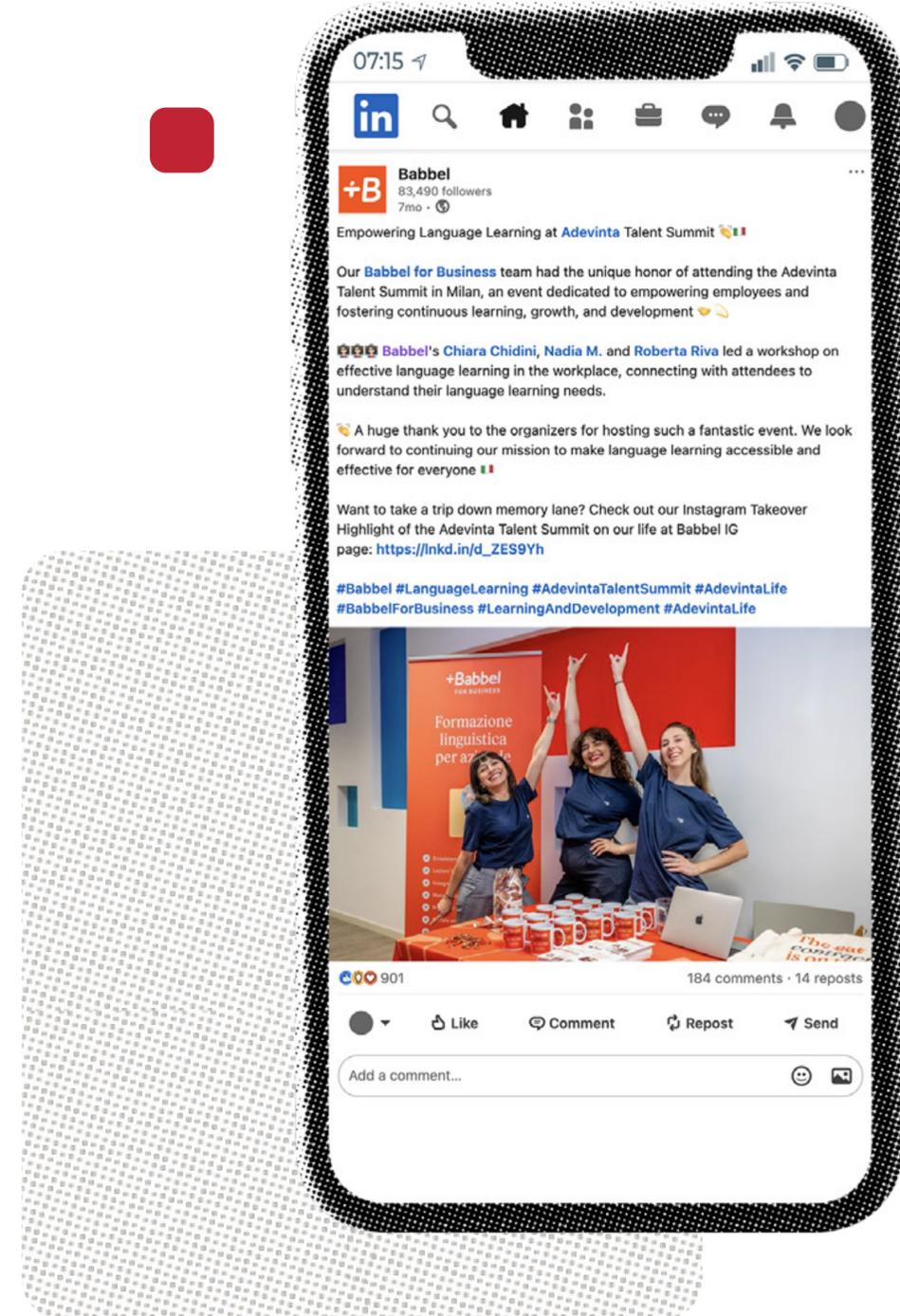
Of the tracking tools marketers use for social media, Google Analytics is the most popular, followed by CRM platforms like HubSpot and Salesforce, ranking higher than social-specific platforms like Sprout Social and Hootsuite and showing the growing importance of tying social media engagement to customer marketing. On the production side, 77% of social media marketers use a posting schedule or calendar to maintain consistency and plan ahead.

Which tools does your company use to track social media metrics?



# Babbel turned social media followers into language students with a thoughtful strategy

Babbel is a language software platform based on science. They've evolved their social strategy to include a mix of data-driven, well-researched posts, relatable content, regional content, and educational content. And now, they've got 380K+ engaged followers on [Instagram](#), 250K+ on [YouTube](#), and nearly 400K on [TikTok](#). Babbel has even dabbled in sharing [behind-the-scenes content](#) on [LinkedIn](#), where they have more than 80K followers. Babbel is nailing their social content strategy for both their B2B and B2C sides of the business, tailoring each moment to their different audiences, while promoting language learning along the way.



# Social media strategy resources

## ✓ Social media post templates

Get templates for every channel that you can customize and make your own.

## ✓ Social media strategy template

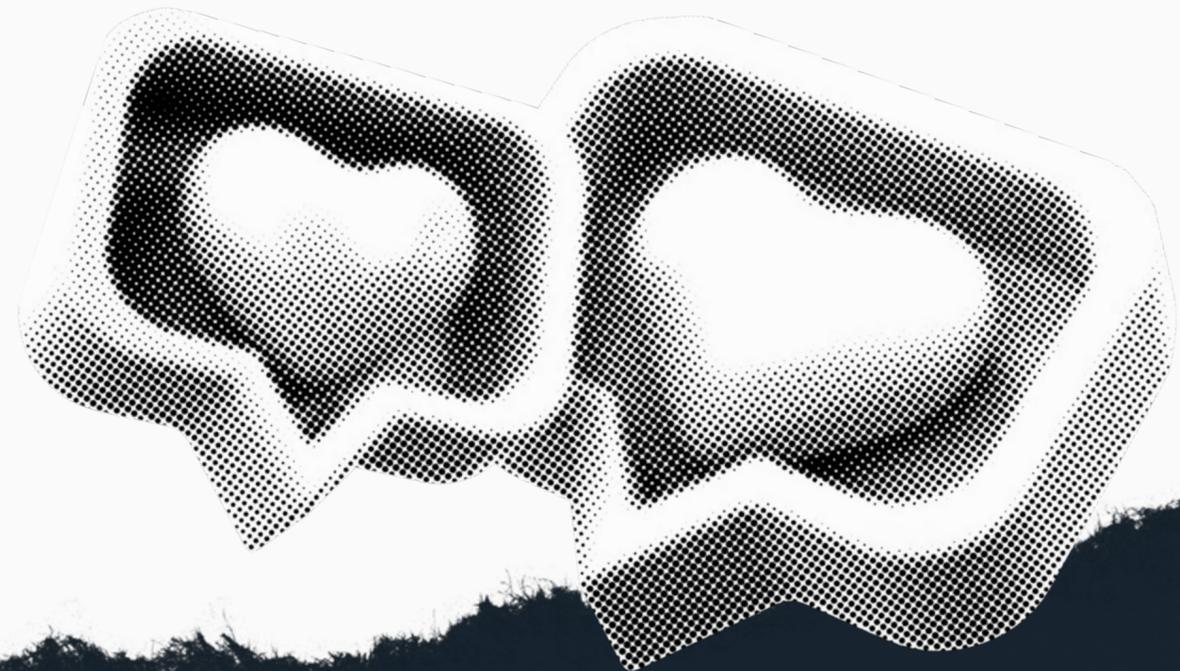
Create a plan for using social media to grow your brand with step-by-step instructions.

## ✓ Social media content calendar

Plan your brand's social efforts with social editorial calendar templates for the top platforms.

## ✓ Social media marketing certification course

Learn how to create engaging content, expand your reach, and measure ROI in this free course.



SOCIAL PLATFORMS

# Want to engage your audience? Hit record

In 2025, marketers are doubling down on video across YouTube, Instagram, and TikTok. And Facebook is quickly losing popularity.



## TAKEAWAYS

# Find your people and show up where they're active

1. Audit your social channel strategy, and increase investments in videos across YouTube, Instagram, and TikTok.
2. Reallocate Facebook budget to emerging platforms like Discord, Reddit, or Twitch based on your audience demographics.
3. Create platform-specific content strategies, using LinkedIn for B2B thought leadership, Instagram for community building, and TikTok and YouTube for brand awareness.
4. Build a content repurposing workflow to adapt long-form videos into YouTube Shorts, Instagram Reels, and TikToks. And, adapt high-performing written content into videos or podcasts.
5. Set up social listening feeds to identify new opportunities or get a quick pulse on your audience's sentiment on a given platform.



## SOCIAL PLATFORMS

# YouTube has taken over as video dominates consumer attention

YouTube, a platform that's been around for 20 years, is now entering a new era in the business world, largely fueled by [video podcasts](#). Already one of the largest media platforms, YouTube saw their [highest ad sales to date in Q4 2024](#), exceeding \$10B. Video is the name of the social media game in 2025 — three of the top five most-used social platforms across both B2B and B2C brands are YouTube, Instagram, and TikTok, and these are the platforms driving the most site traffic, social engagement, and audience growth.

As companies begin to [target younger generations, like Gen Zers and Millennials](#), Facebook is losing favor, while Snapchat and TikTok become more important. Marketers across B2B and B2C brands plan to invest the most in Instagram in 2025, and YouTube is now the most-used social media platform. Despite the declining interest in Facebook, marketers say that the top three platforms with the highest engagement levels are Instagram, Facebook, and YouTube. And the platforms generating the highest quality leads are the same, led by YouTube.



In a world of automation the only thing you can't automate is an audience, building content on Youtube is a cheat code in building long term influence for little to no cost from people that actually want to hear you.



**Jake Block**  
Supervising YouTube Producer  
HubSpot

## Emerging social channels

With the [political battle over TikTok](#) leading marketers to explore alternate channels, new social platforms are growing in interest. Around one in five companies are on Snapchat, Reddit, and Twitch. More than 10% of companies are on Pinterest and Discord, and one in ten are on Tumblr.

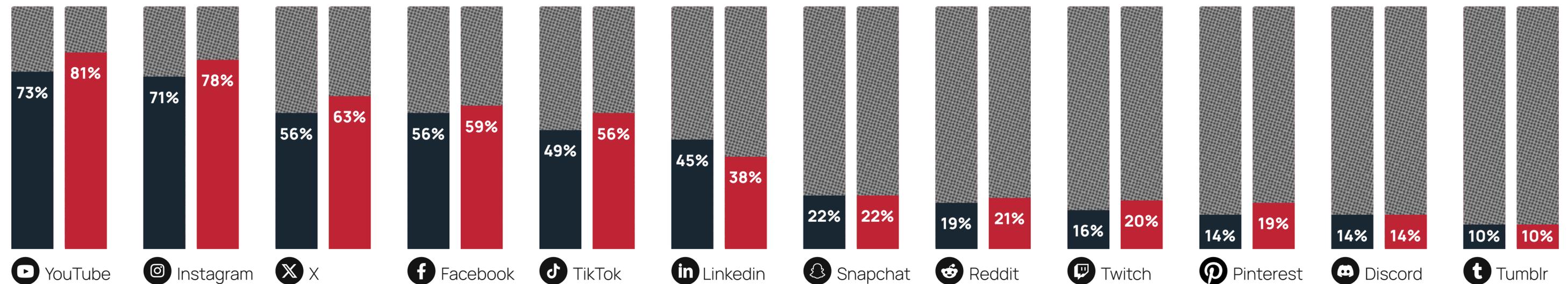
## B2B vs. B2C social strategy differences

Both B2B and B2C marketers plan to increase investments the most in TikTok and Instagram, but where B2C companies will invest more in YouTube, B2B companies choose LinkedIn. And while Facebook remains in B2C companies' top 5 investments for 2025, it's absent on the B2B side.

## Platforms marketers plan to increase investments in

	B2B	B2C
1	TikTok (26%)	TikTok (34%)
2	Instagram (24%)	Instagram (31%)
3	LinkedIn (23%)	YouTube (29%)
4	YouTube (22%)	Facebook (26%)
5	X (20%)	X (24%)

Which social media platforms does your company use? ● B2B ● B2C





## Brand safety and trust levels vary significantly across social platforms

Platform maturity appears to affect brand safety confidence. Marketers tend to trust established platforms more than newer platforms.

When asked which platforms they're most comfortable with from a brand safety perspective, the top five platforms are Facebook, YouTube, Instagram, TikTok, and X. The platforms that have the lowest amount of trust are Threads, BeReal, Pinterest, Snapchat, and Twitch. But, overall, no platform had more than 20% of marketers say they had any level of discomfort posting or advertising on it.



**83%**  
**of marketers**

are comfortable posting  
on YouTube



**75%**  
**of marketers**

are comfortable posting  
on Instagram.



**81%**  
**of marketers**

are comfortable posting  
on Facebook.

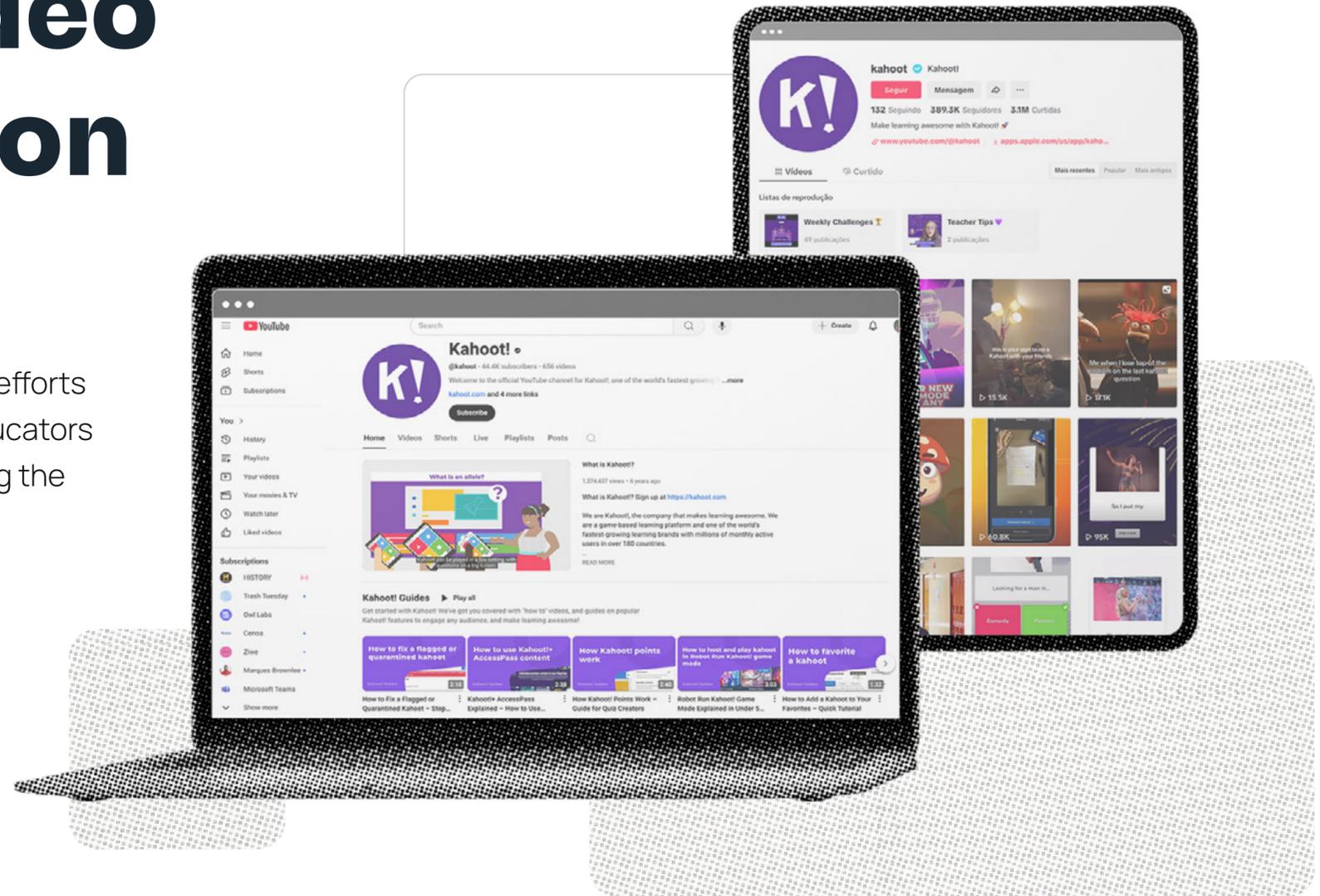


**75%**  
**of marketers**

are comfortable posting  
on TikTok.

# Kahoot! said “game on” to a multi-channel video strategy and jumped on all the right trends

Kahoot!, a popular classroom gaming platform has successfully expanded their video efforts across platforms, using YouTube for teacher tutorials and TikTok to reach younger educators and students. Their videos are generating hundreds of thousands of views and helping the Kahoot team connect more directly with their audience.



# Social platform resources

## ✓ YouTube marketing guide

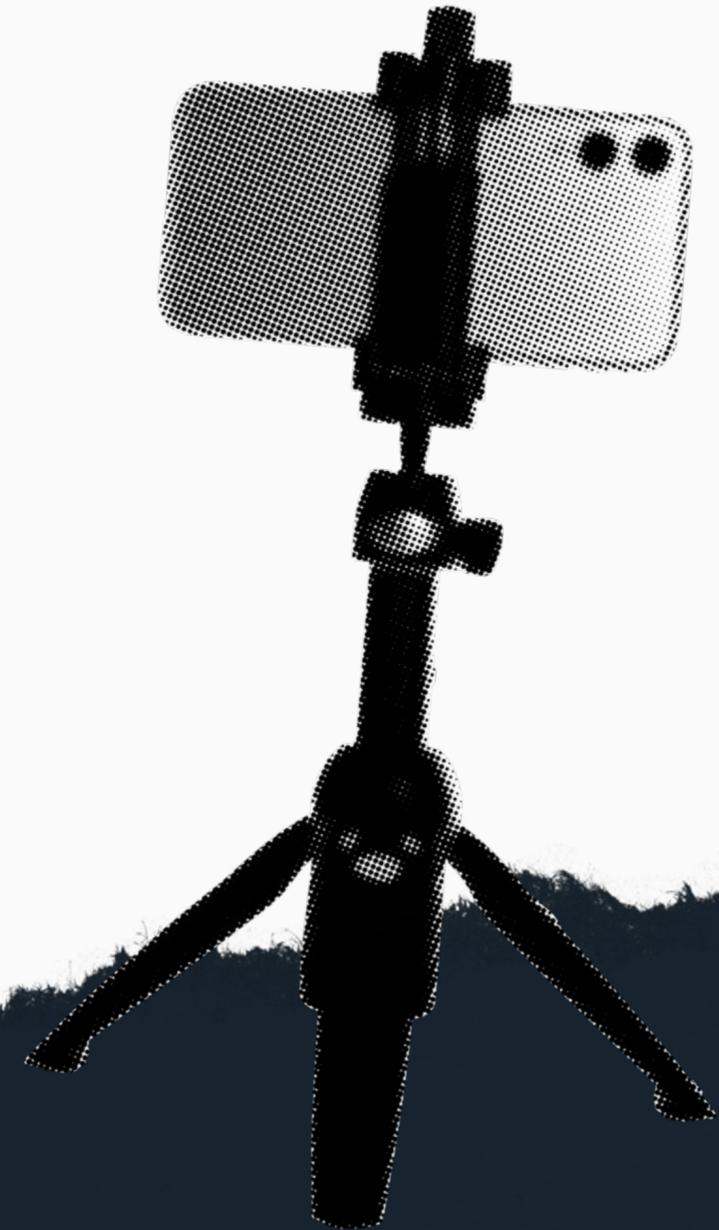
Learn everything you need to know about starting and growing a YouTube channel for your brand.

## ✓ Meta marketing guide

Get the tools and strategies to engage with your audience on Instagram and Meta, from goal setting to analyzing performance.

## ✓ TikTok marketing guide

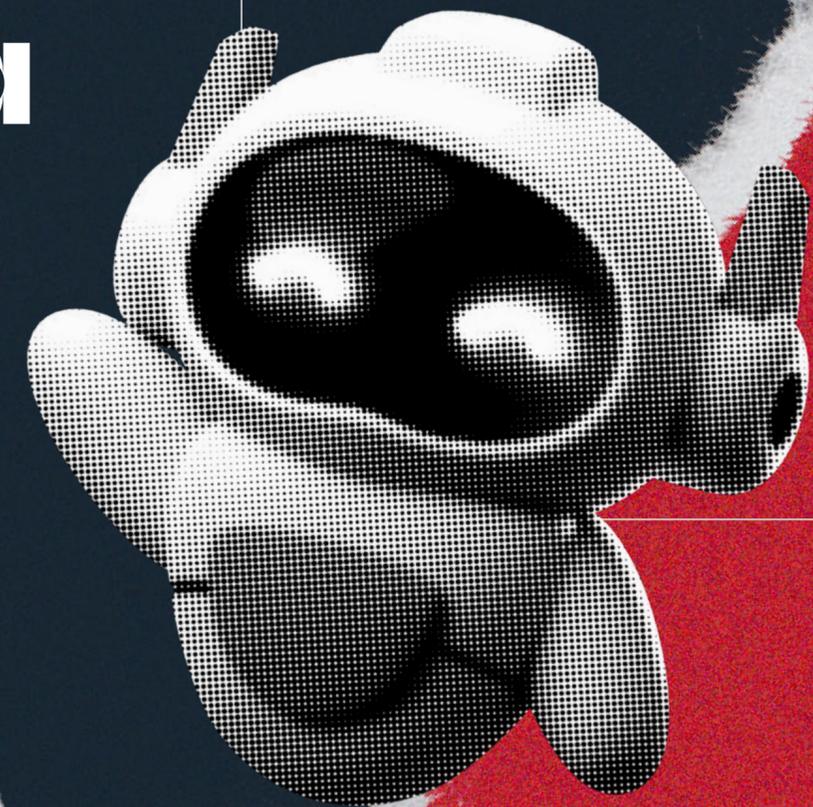
Explore ways to use TikTok for your business, both organically and using TikTok Advertising and the TikTok Shop.



AI + PRODUCTION

# AI isn't the competition, it's the savvy social media team's secret weapon

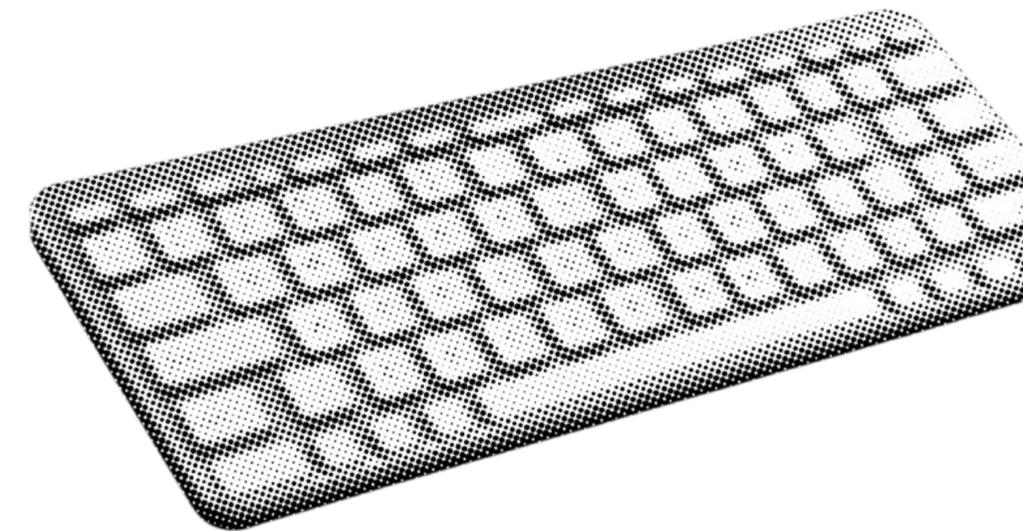
When marketers add AI to the content production team,  
they see better results, and can be more creative



## TAKEAWAYS

# Build smarter workflows with AI to leave time for creativity

1. Set up AI-assisted workflows for each content type, like images, videos, captions, and analytics, or each channel.
2. Combine AI and automation with human creativity using AI for outlines or drafts and a human editor for the final touches.
3. Test AI-assisted content against traditional content to understand performance differences across platforms.
4. Build out templates of successful content formats for different channels to automate parts of the production process.
5. Train team members on [platform-native AI tools](#), AI agents, or standalone AI tools and establish best practices for using AI in social media.



# I get by with a little help from my AI friends

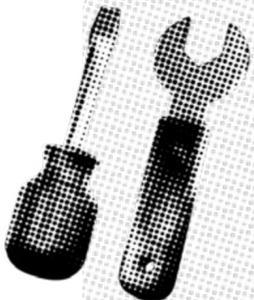
After taking time to get comfortable with using AI tools in the social media process, marketers are overwhelmingly finding positive results from AI-assisted content. Most marketers are using AI tools in some way, whether that's AI chatbots, generative AI tools, or AI assistants. And they're expanding their use of AI from text-based posts and images to videos, infographics, and video clips. The democratization of content creation through AI while maintaining authenticity is changing how brands approach social media production, and they're leaning into shareable formats like video podcasts that can be quickly trimmed for different audiences or platforms.



**72%**  
**of marketers**  
report better performance with AI-assisted content.



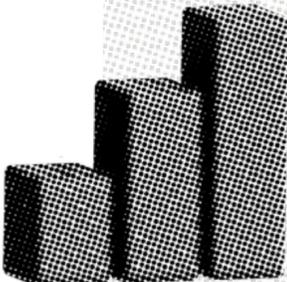
**71%**  
**of marketers**  
actively use AI tools in social media marketing.



**89%**  
**of marketers**  
plan to use platform-native AI tools when available.



**75%**  
**of marketers**  
agree that using AI helps them be more creative when making social media content.

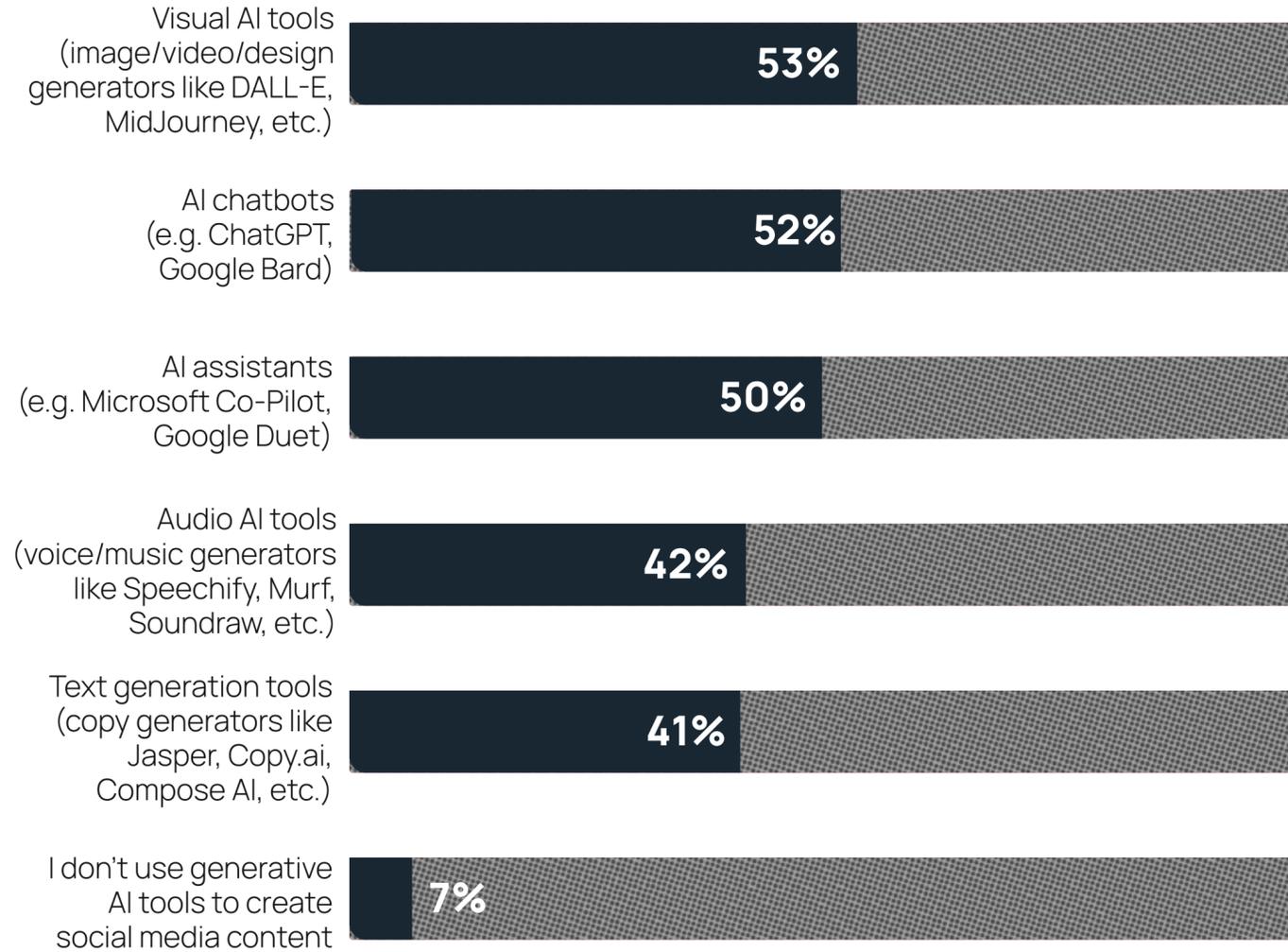


**70%**  
**of marketers**  
agree that using AI will make it easier for them to grow brand awareness.

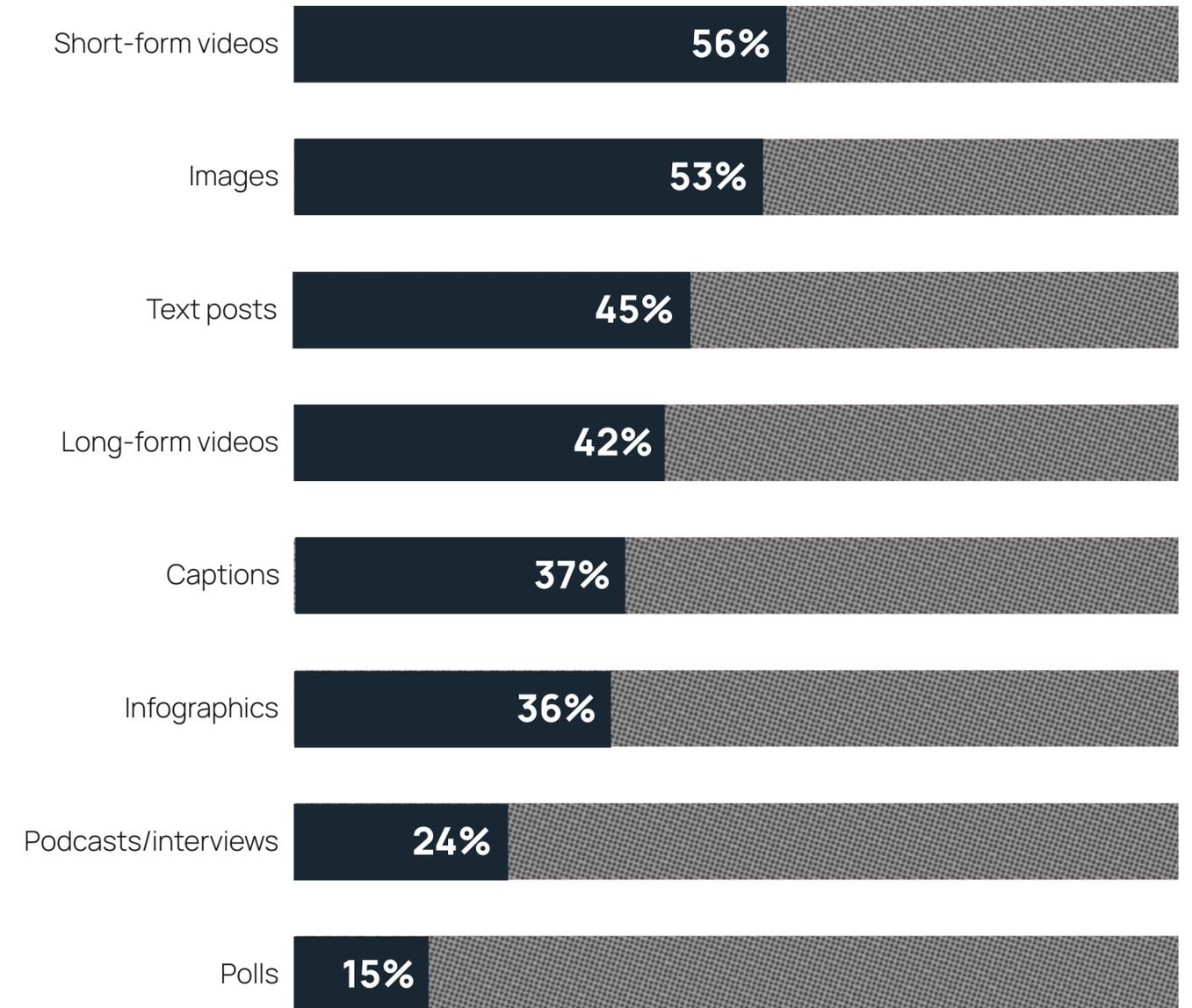


**77%**  
**of marketers**  
agree that AI will make it easier for them to connect with their audience on social media.

Which types of generative AI tools are you using when creating social media content, if any? Select all that apply.



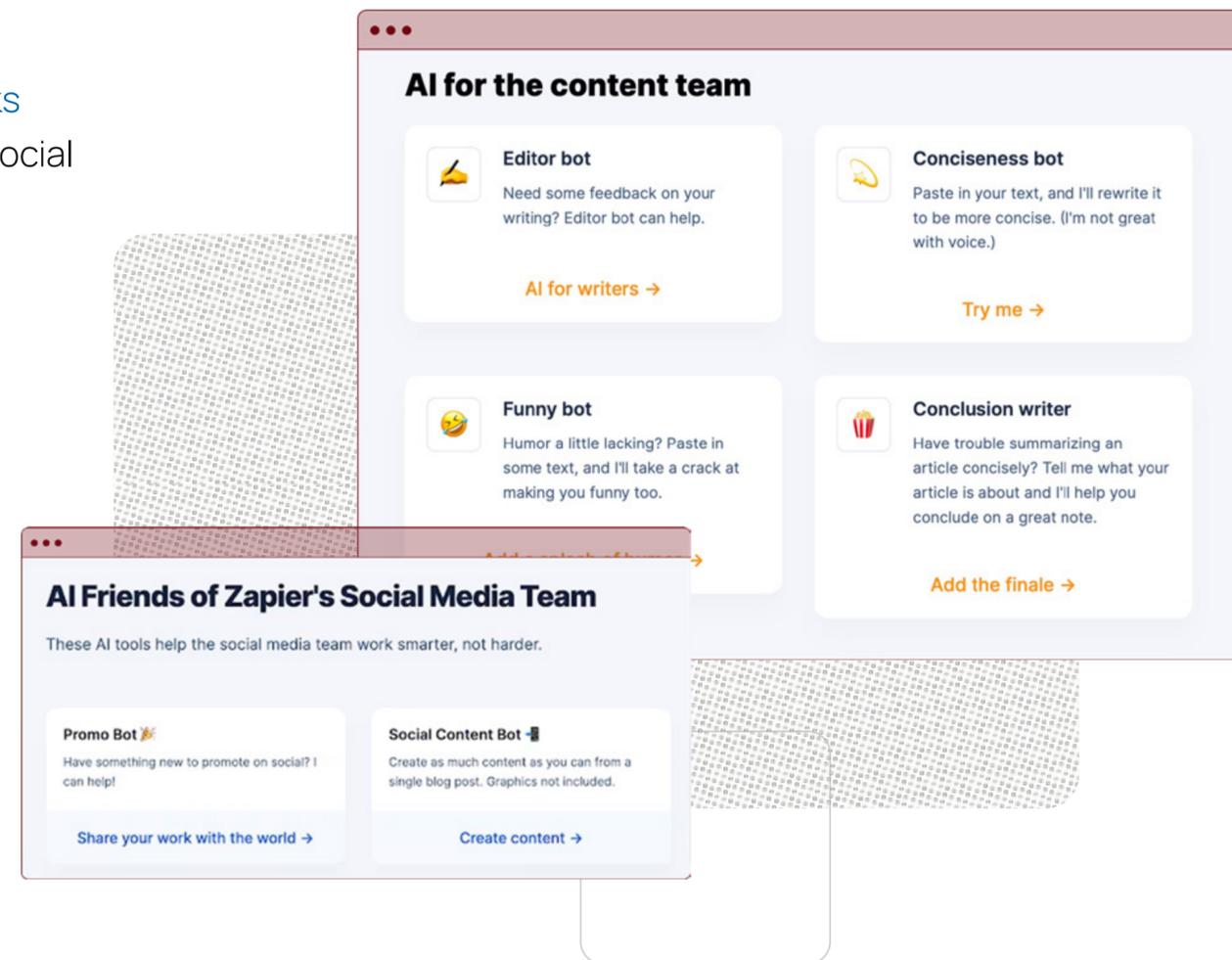
What types of social media content do you use generative AI to make? Select all that apply.



# Zapier's AI-enhanced social strategy blends AI efficiency with storytelling to expand their reach

The social media team at Zapier, a recipe-based integration tool, uses AI bots to automate tasks and engage with their followers. Here's how they've incorporated AI and automation into their social media strategy:

- Summarize articles while researching for posts
- Editing content and adding humor
- Automatically posting content at the most optimal times
- Automatically replying to comments and messages
- Automatically sharing and liking posts
- Following relevant users or those who have followed them
- Analyzing data to understand audience trends



# AI and production resources

## ✓ AI Social Media Post Generator

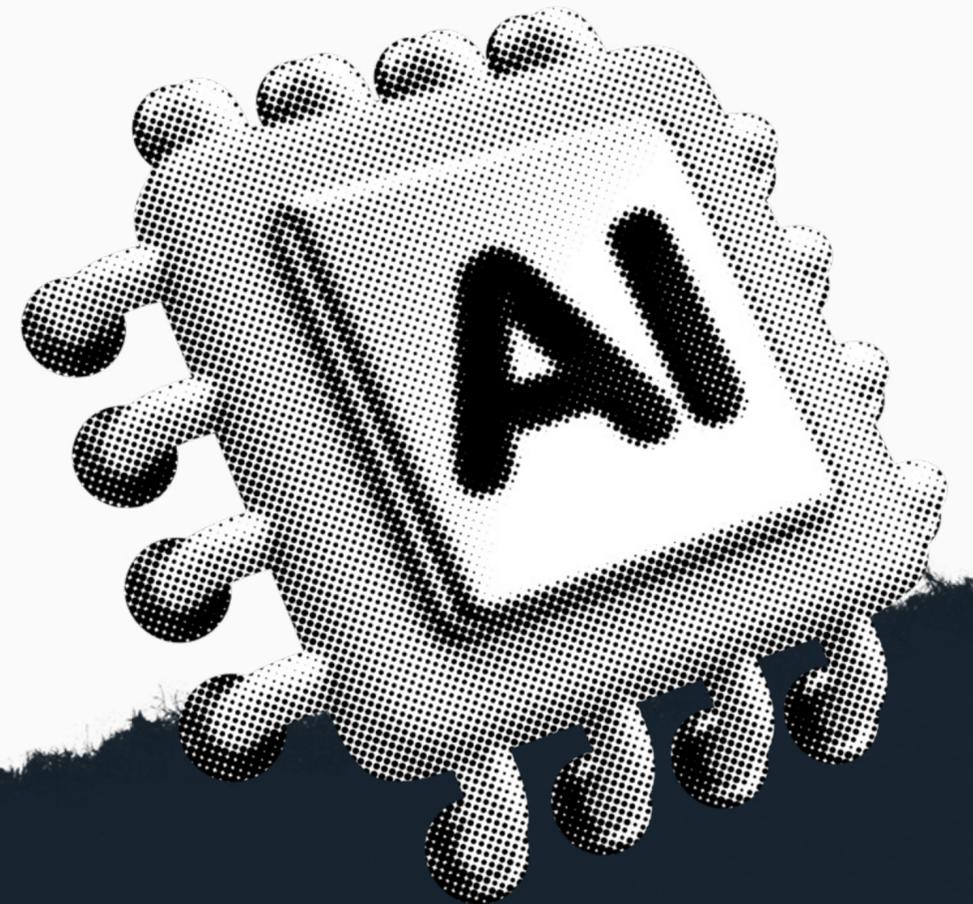
Create social media posts with an AI post generator that acts as an assistant in coming up with ideas, refining content, and building posts.

## ✓ Social media automation checklist

Learn how to speed up social production workflows with AI and automation and get practical examples.

## ✓ AI best practices and content creation strategies

With new data from a report on AI, learn how marketers can approach AI-assisted content ethically and transparently



COMMUNITY + ENGAGE

# Community is the new marketing currency

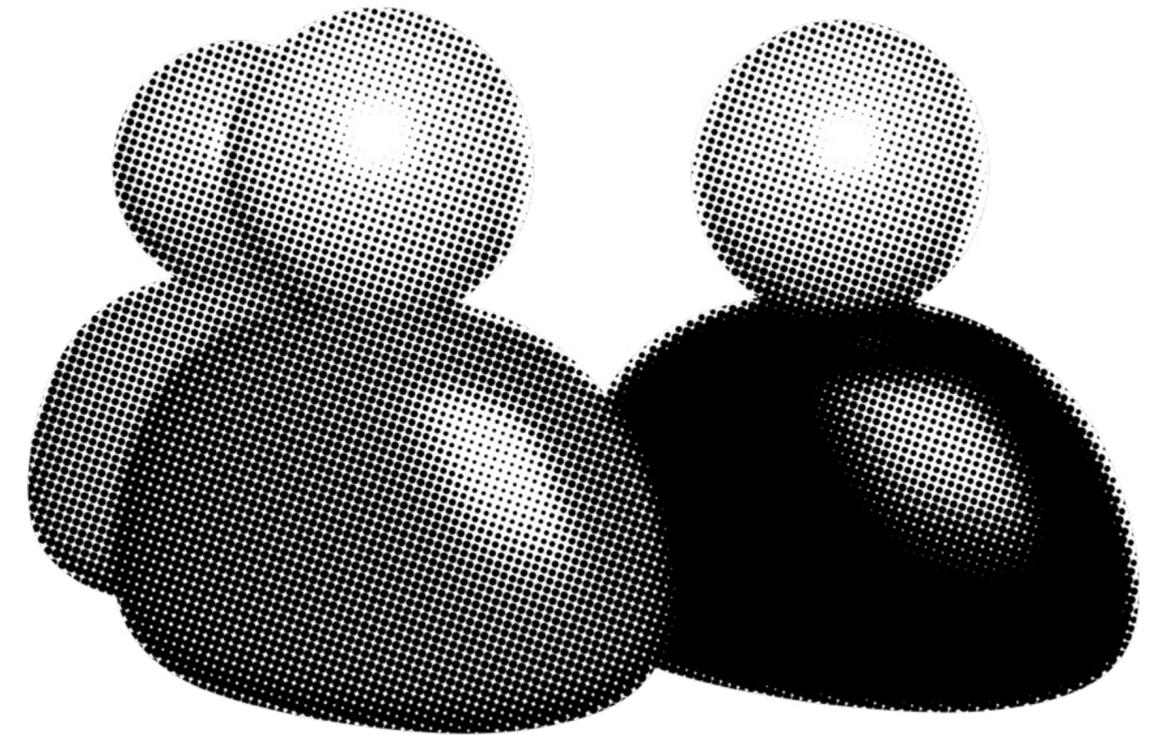
Brand communities drive business growth, and marketing teams understand the value of an engaged audience of fans.



## TAKEAWAYS

# It's time to ramp up your investments in brand community

1. If you don't have one, designate a community manager role or assign specific marketing team members to community-building activities.
2. Create a community management playbook with response templates, brand voice guidelines, and what to do if customers or prospects need additional support.
3. Launch membership or community programs on different platforms, like exclusive YouTube channels or Discord servers.
4. Start a user-generated content program and incentivize your audience to share content, then feature them on your channels.
5. Measure community engagement and impact through engagement rates, membership growth, member retention, and customer satisfaction scores.



# If you build community, sales will come

When looking at priorities for this year, nearly one in three marketers (30%) believe that building a social media community will become more important. And almost nine in 10 (85%) agree that building an active community is important to their social media strategy. Community management is evolving from a nice-to-have to a core business function.



**64%**  
**of companies**  
have dedicated  
community managers.



**93%**  
**of marketers**  
are maintaining or increasing their  
investment in community in 2025.



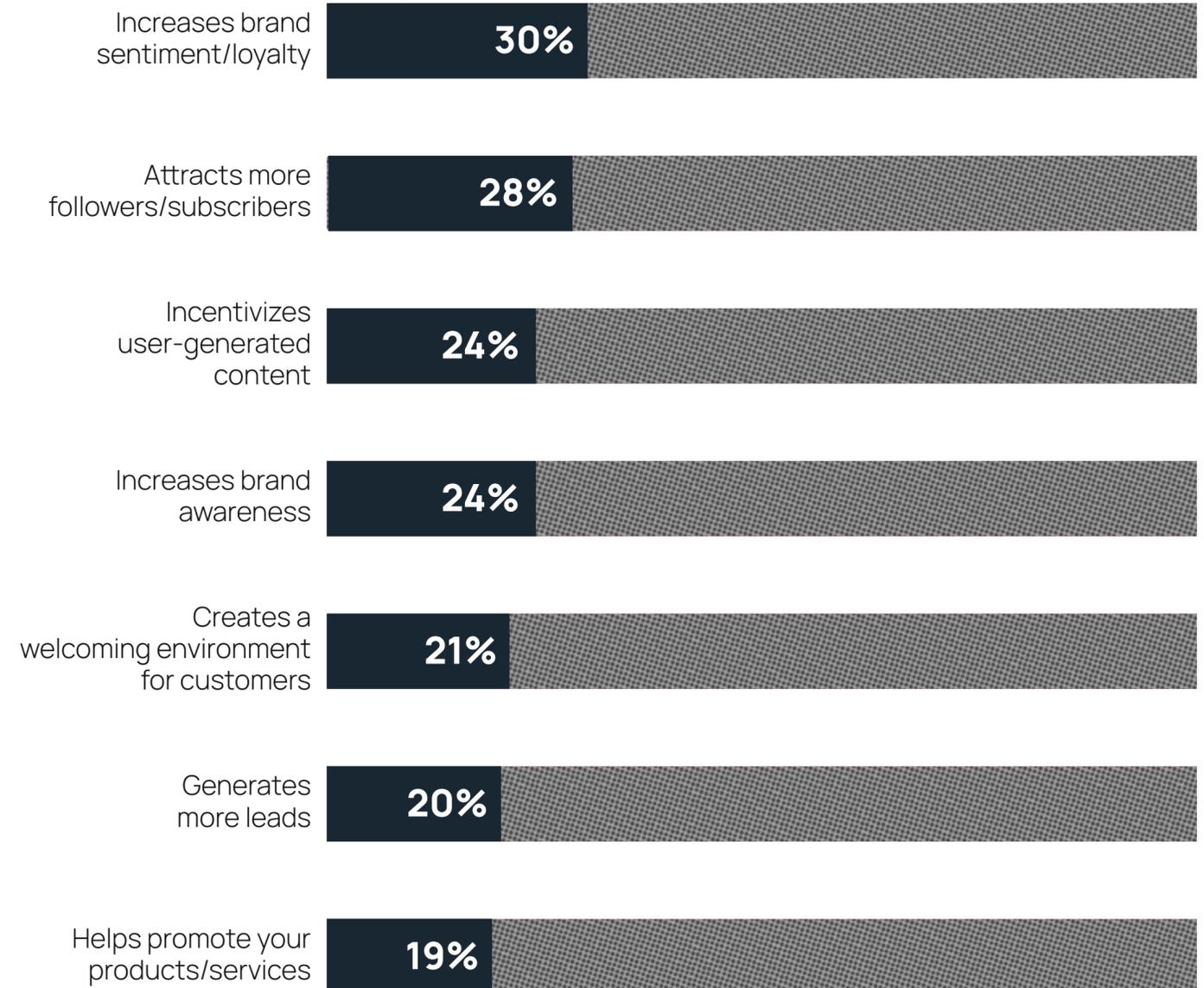
**Instagram  
and YouTube**  
are the top two most effective  
platforms for building an active  
community online.

Community management is a critical way for us to not only engage with our existing community and build a relationship with them, but to show up to potential new audience members by showing up proactively in spaces where they're spending time online, like comments sections on TikTok, Instagram, and LinkedIn.



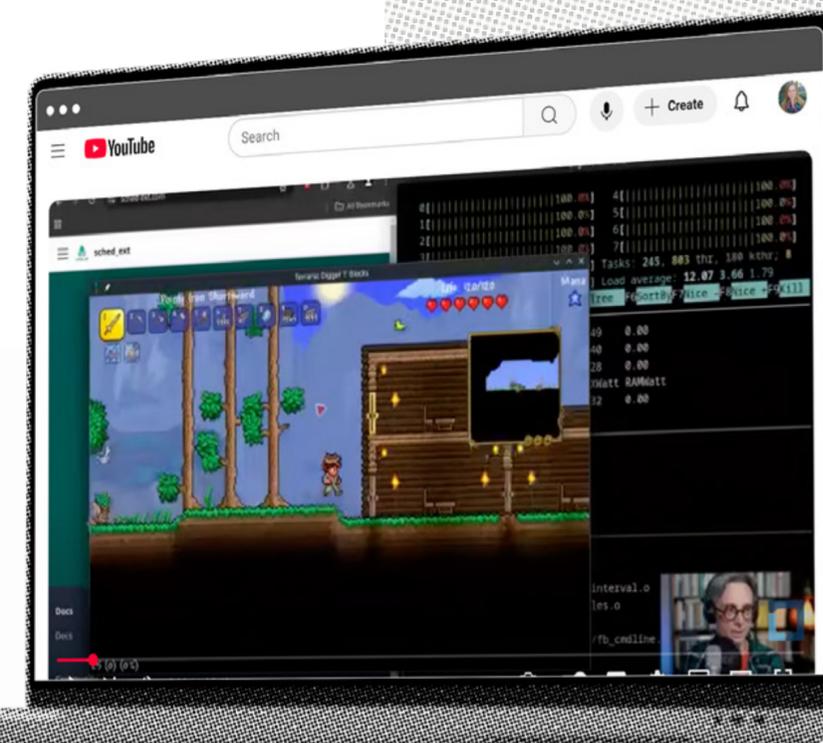
**Emily Kearns**  
Senior Manager, Brand Social  
HubSpot

### What are the biggest benefits of building social media communities? Select up to three.



# The Linux Foundation turns code into connection through their inclusive tech community

The [Linux Foundation](#) is a trusted hub and community for developers to access and share open source projects. They've trained over 3M developers and have 17,000 organizations in their network. This niche group has made coding more accessible to the developer ecosystem, and they've become a leader in the space by offering a mix of technical content, tutorials, [mentorship sessions](#), and intro level programming across YouTube, LinkedIn, and Github.



# Community and engagement resources

## ✓ Community management templates

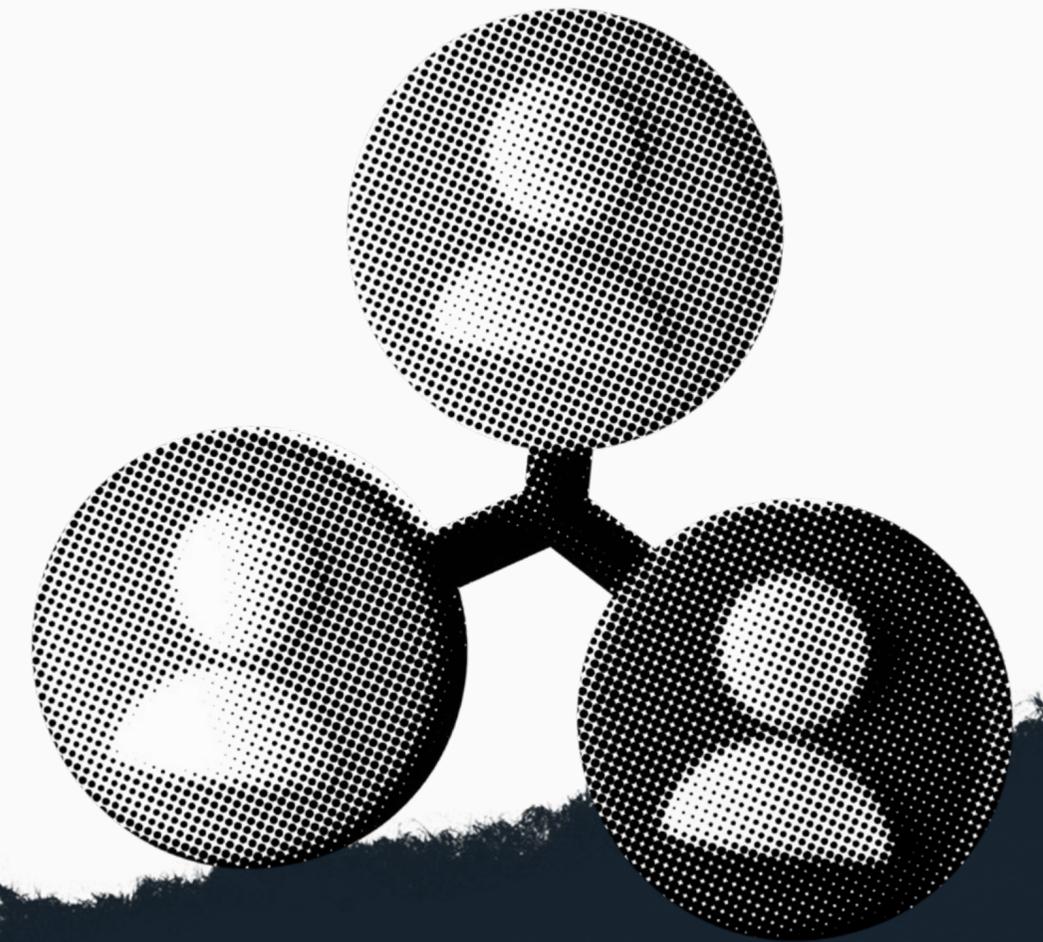
Get a free community member journey map, member profile, and launch checklist to help you manage and grow your brand community online.

## ✓ Social media engagement strategy course

Learn how to connect with your community from the experts in four quick lessons from HubSpot Academy.

## ✓ How to build a successful online community

Starting with the why, center your team around a plan to build your community effectively.



SOCIAL COMMERCE

# Social feeds are the new storefronts

Today, research, education, entertainment, and commerce all happen in the same feed. And brands need to create seamless mobile shopping experiences where their audience is active.



## TAKEAWAYS

# Shoppers are buying from social media, but many brands aren't set up for success

1. Design social-first purchasing paths with platform-specific checkout experiences that reduce clicks from discovery to purchase. Use clear, segmented CTAs and mobile-optimized landing pages.
2. Build trust with your audience with educational content on social media that demonstrates product value before pushing sales.
3. Rethink your social media content with social search in mind. Include buyer intent keywords, descriptions, and tags to capture trends and account for users considering social media as a search engine.
4. Create a user-generated content (UGC) system for collecting, getting permission, and sharing user success stories on shoppable posts.
5. Promote platform-specific offers and experiment with on-platform promotional strategies to reduce customer acquisition costs (CAC) and improve conversion rates.

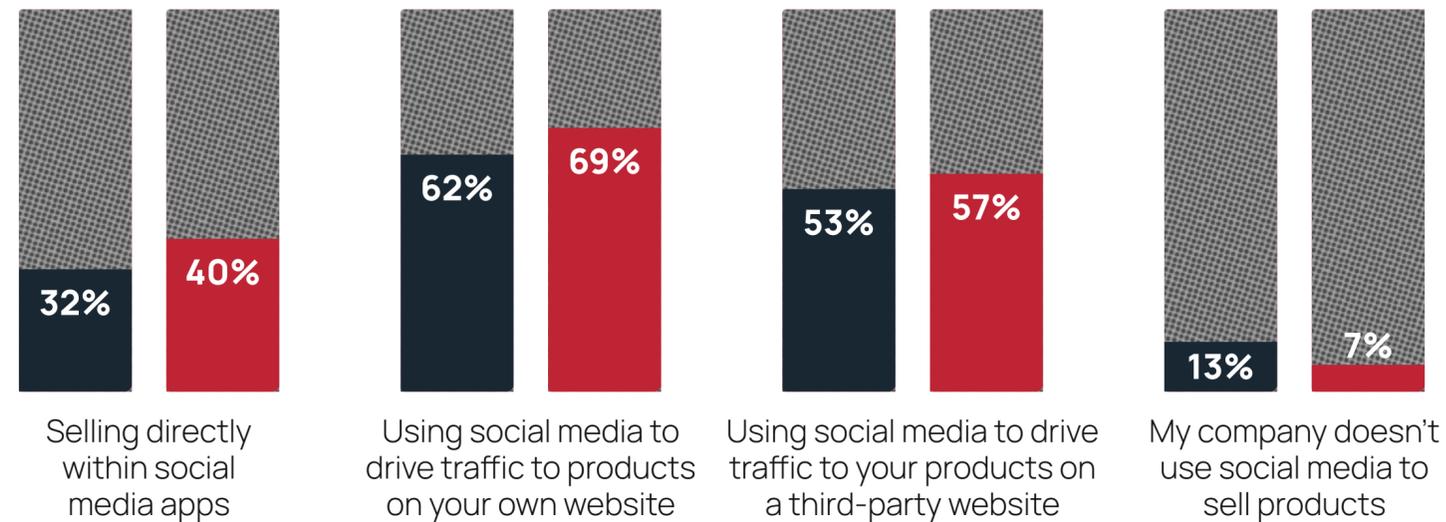


# Shoppers now scroll, tap, and click to buy while they browse their feeds

In 2025, analysts predict that adults will spend an average of around [two hours per day on social media](#).

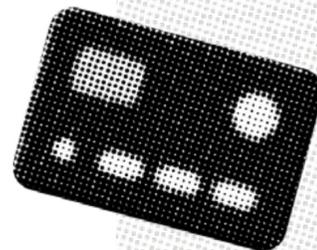
Beyond entertainment and education, social media users now purchase products and seek out customer service on social media. But only 40% of B2C marketers and 30% of B2B marketers are currently selling their products on social platforms. Social platforms are becoming full-service business tools, not just marketing channels, leading marketers to rethink (and increase) investments in social media content, strategy, and engagement.

How does your company use social media to sell products? ● B2B ● B2C



**78%**  
**of marketers**

consider social the preferred customer service channel by 2025.



**69%**  
**of marketers**

predict more direct social shopping than traditional ecommerce in 2025.

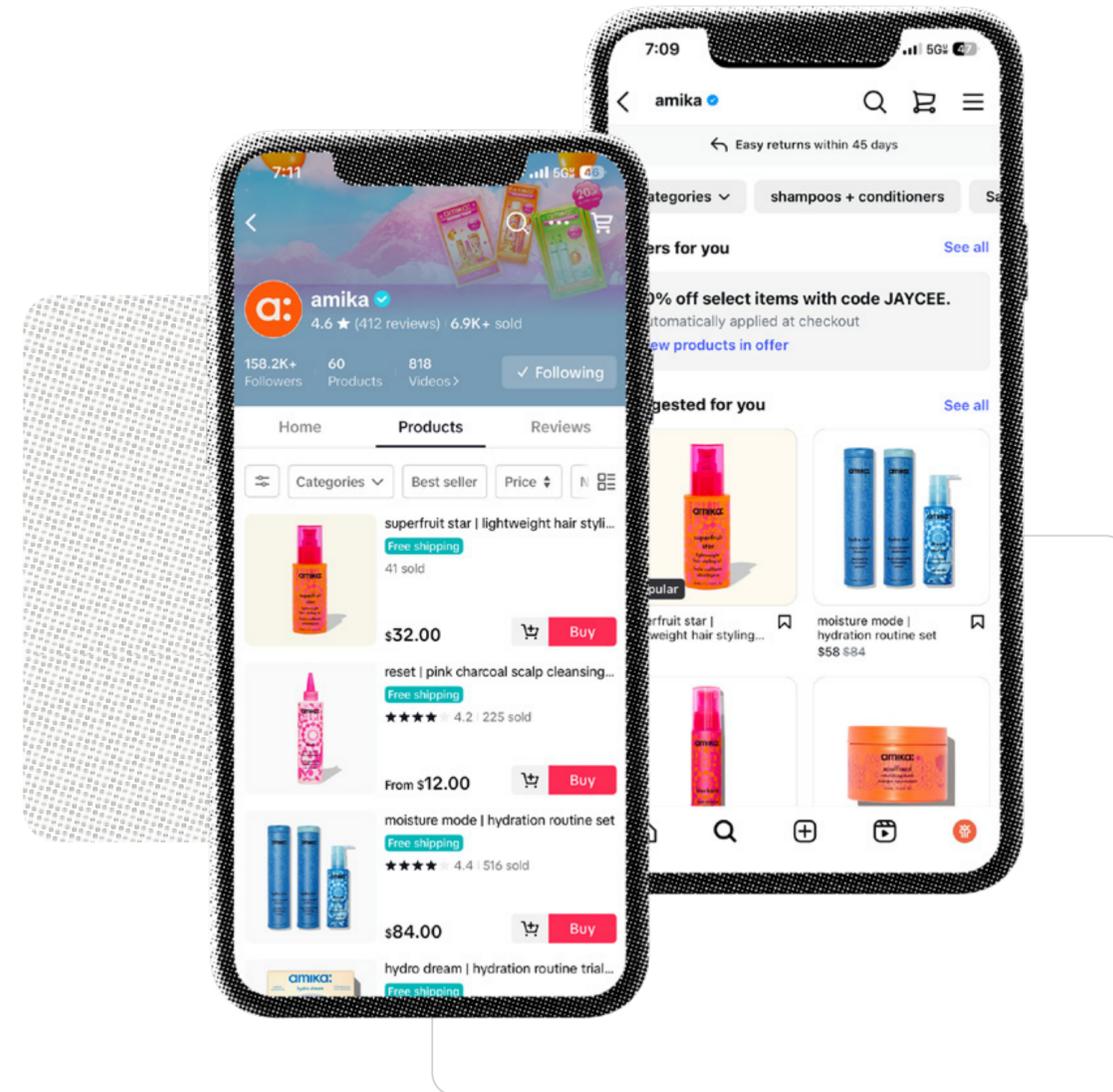


**70%**  
**of brands**

plan to sell products directly through social in 2025.

# Amika uses Instagram and TikTok as a digital salon shop

Haircare brand Amika has grown their revenue from social media by selling their products on the [Instagram Shop](#) and [TikTok Shop](#). By integrating the brand discovery and shopping process, they've created interactive shopping experiences for their customers, with built-in education to make sure users have the best possible outcomes. They use product tags and linked products across styling tutorials, user-generated videos, and product release videos without disrupting their social presence.



# Social commerce resources

## ✓ Social commerce guide

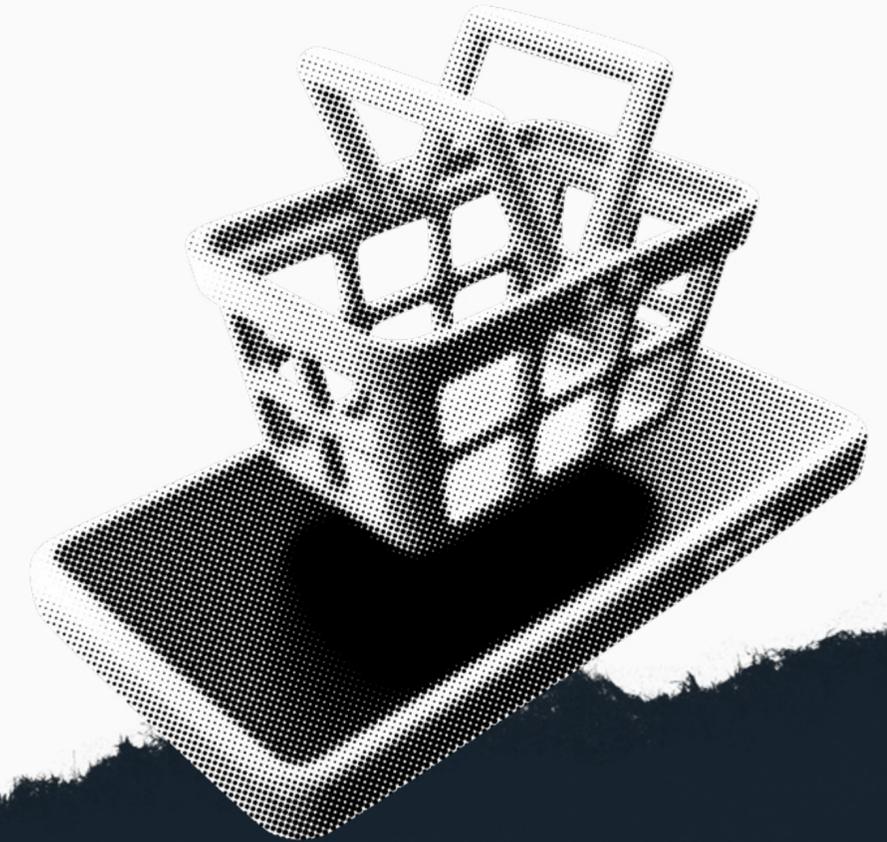
Understand what social commerce is, get examples from successful brands, and learn how to build your own social commerce strategy.

## ✓ Social commerce stats by platform

See where your audience may be the most active and which platforms are currently driving revenue for similar brands.

## ✓ How creators use AI to drive social commerce

Find out where AI and social commerce intersect and how your brand can collaborate with creators to generate sales.



ANALYTICS + ROI

# Measuring what matters on social in 2025

While marketers are fairly confident in their ability to measure channel-specific metrics, there's room for growth in integrating social media, marketing, sales, and customer service data to show impact on the bottom line.



## TAKEAWAYS

# With today's integrated tech stacks, social media marketers can tie their efforts to ROI

1. Connect social media to sales with UTM or pixel tracking and build reports to attribute revenue to specific social media posts or campaigns.
2. Establish clear key performance indicators (KPIs) that align with your business goals on a platform or content level.
3. Build cross-channel reports that integrate social media and marketing with sales and customer service insights and CRM data to understand the impact of social media on the full customer lifecycle.
4. Calculate the true ROI for social media campaigns, considering time spent, tools, paid budgets, and sales to determine the most effective channels and content types.
5. Set benchmark goals and baseline metrics, as well as growth targets for each platform based on industry standards and your company's own historical data.



# If you didn't measure it, it didn't happen

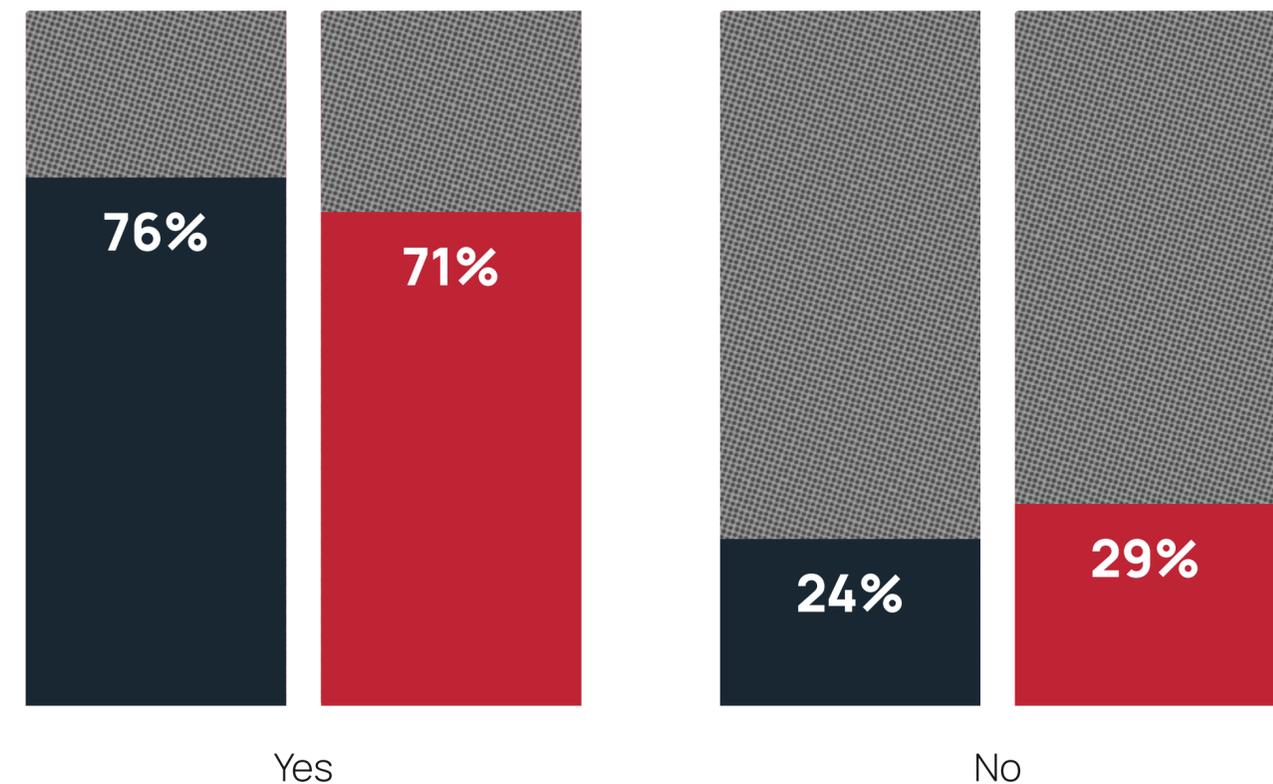
But if you did measure it, it's probably positive. Almost nine in 10 marketers (88%) are confident that social media has a positive ROI for their company. But 74% expect increased budget scrutiny this year. Marketing leaders know that social media is effective, but there are still challenges in proving value and integrating data.

While nearly three-quarters of marketers (73%) have a single source of truth that consolidates social data across platforms for centralized reporting, only 32% say their social data is fully integrated with other marketing tools. B2B marketers are more likely to say they have a single source of truth (76%) than B2C marketers (71%).

And in 2025, more social media marketers use Google Analytics or CRMs for social media tracking, with specialized tools like Sprout Social and Hootsuite showing lower adoption. Marketers are prioritizing integrated marketing platforms that allow them to see the full view of their customers and audiences over point solutions.

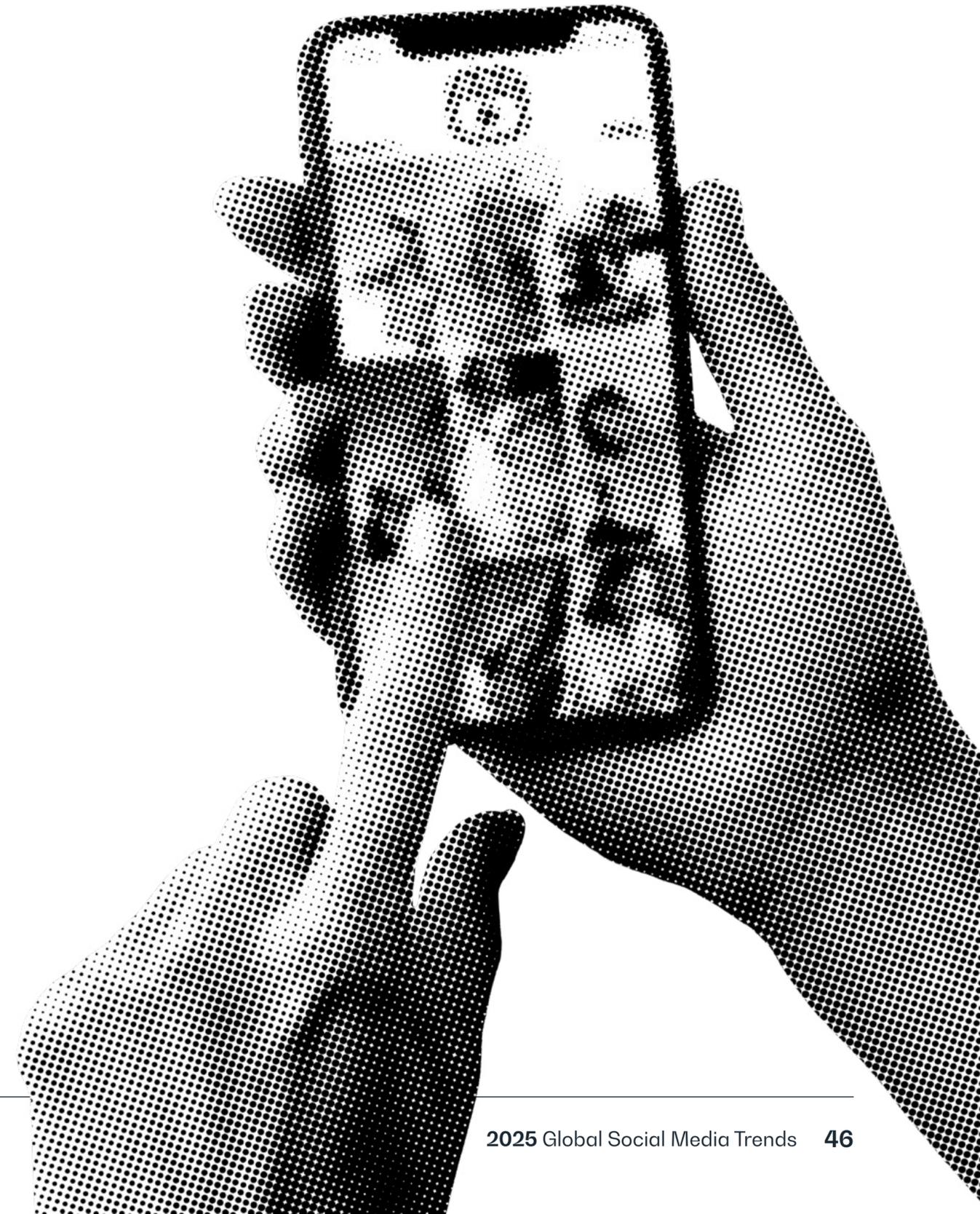
Do you have a single source of truth that connects data and analytics from the various social media platforms you leverage in one place?

● B2B ● B2C



# Bitly links social media data to marketing ROI using their own tools

Bitly, a link management and tracking platform, uses their own tools to optimize their social media strategy and understand what content is moving the needle. When they launched a new influencer marketing pilot program, the team [used Bitly links to measure success](#). The results? 5X more impressions and 6X more engagement.



# Analytics + ROI resources

## ✓ Social media marketing ROI guide

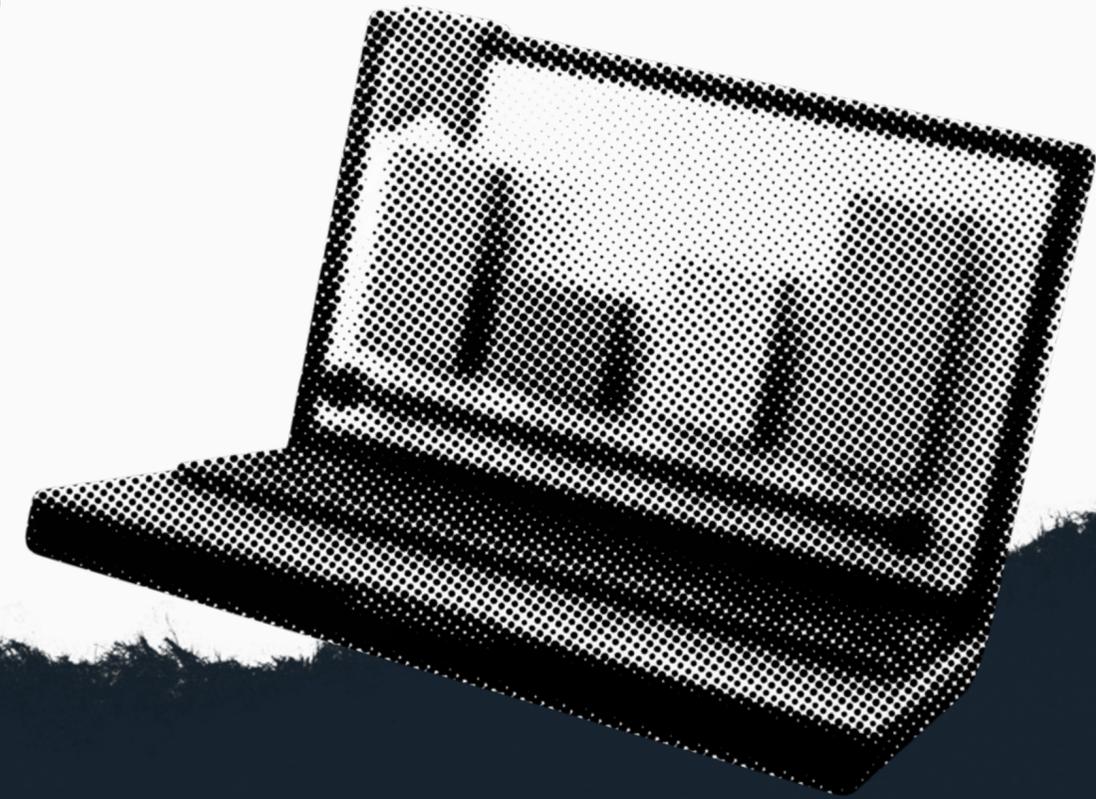
Measure your social media ROI from organic and paid advertising efforts with a detailed description of how to measure and a social media ROI formula.

## ✓ Social media analytics + 8 reports to use

Get the most-used social media reports and find out how to add them to your HubSpot analytics dashboards.

## ✓ Social media metrics to track

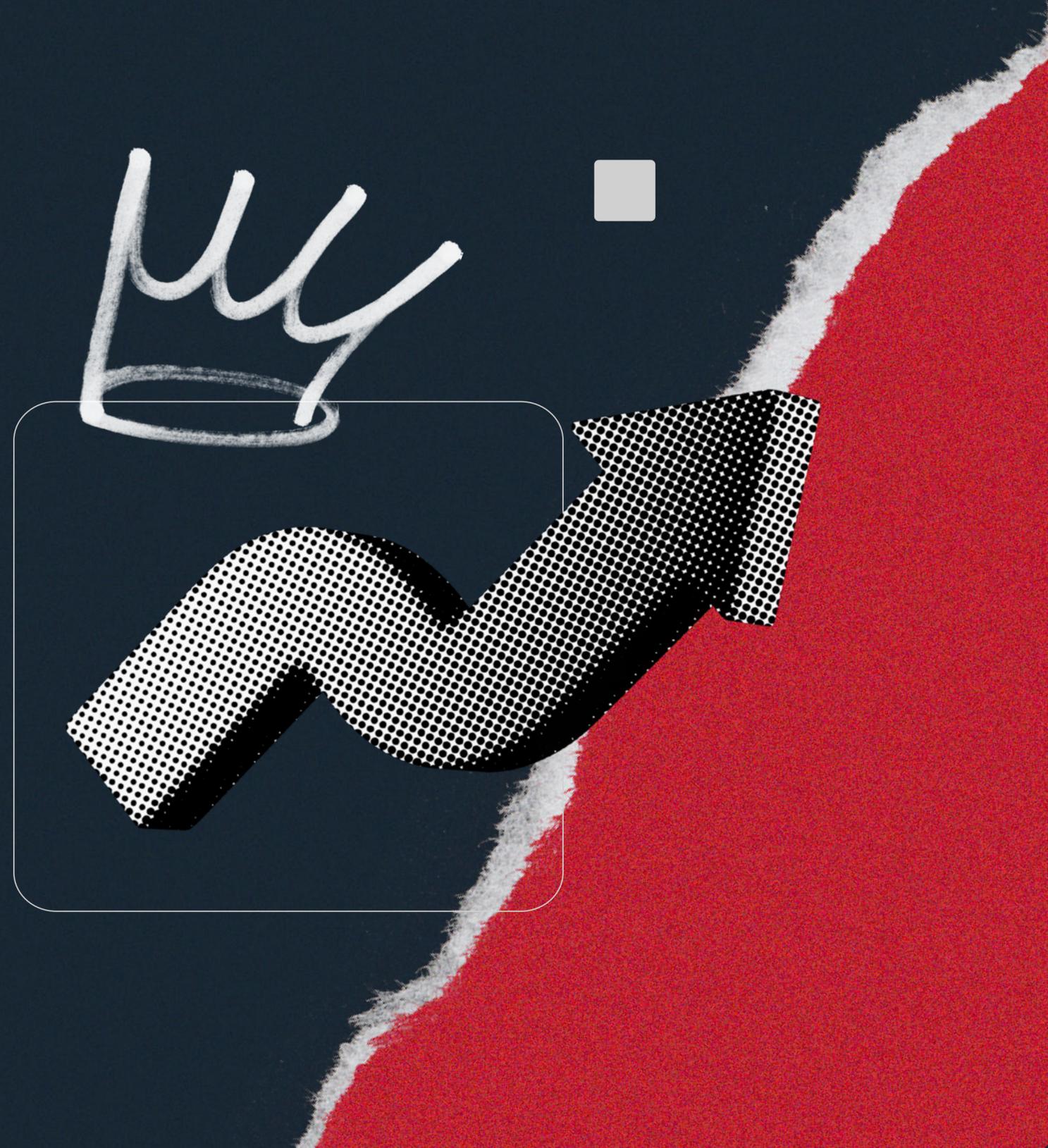
These metrics are the social media KPIs that senior leadership will want to know about.



CLOSING

# Betting on the right social media trends

In an environment where social trends and platforms can change on a dime, having a solid strategy and community can help you weather whatever comes next.



## CLOSING

# Driving success beyond the algorithm takes connection, community, and trust

Social media is quickly becoming a key channel for business growth, and there's a common theme to brands getting it right – meaningful connection. Brands leading on social media in 2025 aren't chasing trends, they're building lasting relationships with their audiences across platforms.

The data tells a powerful story – the marketers prioritizing community, authentic content, and strategic integration of AI and automation tools are seeing stronger results than those focused on transactions alone. Platforms may come and go, and algorithms are always changing, but investing in community always pays off.

As you plan out your social strategy for the year ahead, keep these action items in mind:

- Focus on quality over quantity in content creation.
- Build communities, not just followings.
- Let data inform your creative strategy, but keep testing and iterating over time.
- Incorporate AI as an assistant or enhancer, not a replacement for human creativity.
- Measure the metrics that matter, like engagement, retention, and business impact.
- Unite your social media data with marketing, sales, and customer service data to get a full picture of social media impact.
- Optimize your social commerce path to purchase.
- Think about social media as a search engine and optimize accordingly.



Social media is the casual place inside of the marketing mix that allows you to position yourself as a catalyst for conversation. There's a lot of responsibility that comes along with that. I encourage brands and their social teams to think about how what they're saying impacts the greater good, I encourage brands to create safe spaces to have conversations that drive change, for the better.



**Drea Hudson**

Head of Audience Development Studio  
HubSpot Media

# Methodology

HubSpot conducted a survey in December 2024 with a total of 1,132 marketers across North America, Europe, Asia, and Australia across industries to gain these data points.

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Report created in collaboration with [Datalily](https://www.datalily.com).  
[www.datalily.com](https://www.datalily.com) • [hello@datalily.com](mailto:hello@datalily.com)

HubSpot

# Connect with people you care about on each social platform

Spend less time monitoring social media, and more time nurturing relationships.

With HubSpot's social media management platform and marketing tools, you can:

- Use AI-powered content repurposing and generation to create content more efficiently. Publish content from the same place you build campaigns.
- Set up keyword monitoring and social listening so you never miss a mention.
- Link every social media interaction back to your CRM.
- Report on social media ROI.

Get a demo

