

Why You Should Invest In Social Selling Today

45%

Businesses that are leaders in the social selling space create **45%** more sales opportunities than brands with a low social selling index



51%

Businesses that prioritize social selling are **51%** more likely to reach their sales quotas



1 in 3

B2B salespeople says social selling has increased the number of leads they work with



50%

Sales professionals who use social selling close **40-50%** more new business than those who don't

78%

According to LinkedIn, **78%** of businesses that use social selling outperform those that don't



97%

of Gen Z consumers use social media as their top source of shopping inspiration



50%

of sales representatives who are actively engaged in social selling spend 5-10% of their time on social media



\$79B

Social commerce is projected to be a **\$79.64 billion** industry in the United States by 2025



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