

75%

of B2B buyers use
social media to make
purchasing decisions.



78%

of sales people using
social media outperform
their peers

56%

of B2B buyers have used
LinkedIn to help them
make a purchasing
decision (IDC)

Social media is no longer just a 'nice-to-have' for B2B sales teams, it is where customers and buyers start research, connect and engage the most – so everyone needs to be there.

However, we all know the challenge of finding the time, and the interesting articles to post. That's what why we built e92social for the e92plus partner community.

But if that works for our vendor content – what about your organisation's own brand building and messaging?



76%

of B2B tech companies
are using social media to
drive results (more than
blogs, SEO and PPC)

e92social for Resellers is designed for partners like you.

It enables the marketing team to curate the very best content that you want to communicate, and ensure that it reaches the widest possible audience.

But the real benefit is delivered through the users.

The power of social networks is engagement – and we all engage more with people, rather than companies.

Content from people, rather than companies, is twice as likely to be shared.

That's the power of e92social.

We build your own, **branded social platform** that's unique to you (from domain to login, from colour scheme to reporting)



84%

of C-level and VP-level
buyers are influenced by
social media when
purchasing (IDG)

Who can use e92social?

Anyone with your organisation – from the CEO to junior Account Managers. All they need is a social profile!

What can I post?

Anything – it's your platform. So that can be your company news, events, or that of any of your vendor partners (independent of e92plus)

Is it GDPR compliant?

Yes, and it's a powerful tool post GDPR – all your staff have social connections, and so that content is automatically compliant

How is it licenced?

It's a simple monthly price, based on the number of users you have, and posts are unlimited. Contact us for your personalized quote.



Next steps?

Contact us at marketing@e92plus.com for a demo,
and see how powerful e92social can be for your organisation.