Social Media Expense as a Percentage of Marketing Expense

Benchmarks, Definition & Measurement Details





Social Media Expense as a Percentage of Marketing Expense

Definition & Measurement Details



What is Social Media Expense as a Percentage of Marketing Expense?

The expense incurred through social media marketing divided by the total expense incurred by the Marketing Department over the same period of time, as a percentage.



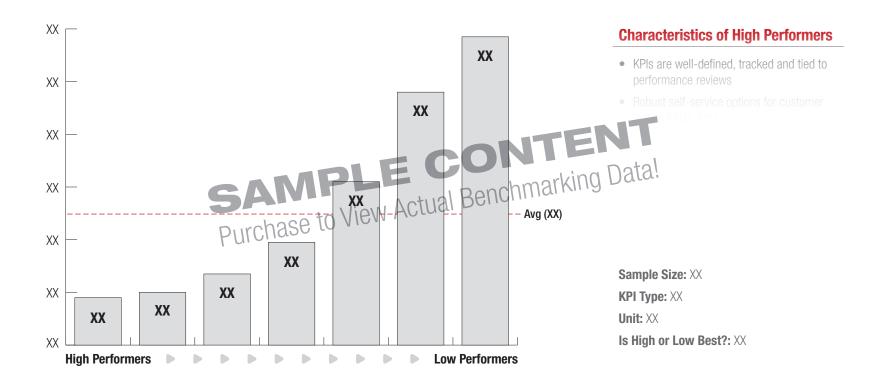
Social Media Expense as a Percentage of Marketing Expense

Benchmarks & Characteristics of High Performers



Social Media Expense as a Percentage of Marketing Expense

(Social Media Marketing Expense / Total Marketing Department Expense) * 100



How to read this chart: This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

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