Gartner’s social marketing benchmarks measure B2B and B2C brands from six industries and rank their performance. Digital marketing leaders should use these benchmarks to keep a pulse on the successful strategies and priorities of leading brands in and out of their industry.

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Introduction

In 2021, digital marketers navigate an evolving social landscape, full of both growth opportunities and obstacles. Heightened consumer scrutiny over brand actions regarding social issues, such as public health and racism, persist, causing digital marketers to exercise caution in messaging. Meanwhile, more consumers have turned to social commerce, firmly establishing social platforms’ importance across the entire purchase funnel. Digital marketers cannot afford to view social marketing as a platform for just raising awareness and consideration anymore. Long-term brand health and equity, as well as revenue, are on the line.

In Gartner’s 2021 CMO Spend Survey, social marketing captures the largest share of marketing channel investments at 11.3% (see Figure 1). Furthermore, according to our 2021 Digital Marketing Survey, social marketing was the channel most widely used by companies to support their digital marketing strategy. It was also cited in the survey as one of the two most effective channels across all stages of the buying journey, making it a key component of their overall marketing strategy. The undeniable importance of this channel makes a cross-sector lens crucial. By looking within only one industry, digital marketers may miss the brands capturing consumers’ attention using innovative strategies to increase brand awareness, demand generation and conversion to sales across the social ecosystem.

Figure 1. Marketing Budget Allocation Across Marketing Channels
Mean Percentage of Budget Shown

<table>
<thead>
<tr>
<th>Channel Type</th>
<th>Mean Percentage of Budget Shown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned Digital</td>
<td>10.1% Website, 9.7% Email, 9.7% Mobile</td>
</tr>
<tr>
<td>Paid Digital</td>
<td>11.2% Digital Ads, 9.7% Search Ads</td>
</tr>
<tr>
<td>Earned Digital</td>
<td>11.3% Social, 10.5% SEO</td>
</tr>
<tr>
<td>Offline Ads</td>
<td>9.9% Offline Ads</td>
</tr>
<tr>
<td>Partner/Affiliate</td>
<td>9.4% Partner</td>
</tr>
<tr>
<td>Events</td>
<td>8.4% Events</td>
</tr>
</tbody>
</table>

n = 384 marketing leaders; excluding “don’t know”

Q: How is your total marketing expense budget for the current fiscal year being allocated to or spent on each of the following marketing channels?

Source: Gartner CMO Spend Survey, 2021
Gartner’s Digital IQ: Social Marketing Benchmarks for 2021 serves as a critical starting point for marketing teams looking to capture a greater share of consumer attention while navigating these new and evolving challenges. Our industry-agnostic benchmarks measure and compare the social marketing performance of over 1,200 brands. Brands are scored and ranked alongside each other to uncover the top social marketers across the following six industries:

- Consumer products
- Financial services
- Healthcare
- Manufacturing and natural resources
- Retail
- Travel and hospitality

**Key Findings**

- Retail is the top-performing industry on social media in our benchmarks. It comprises seven out of the top 10 leading brands, with three in the consumer electronics subindustry.

- Top-performing brands on social media experiment on emerging social platforms such as TikTok by repurposing content that aligns with their foundational strategies on traditional platforms, such as Instagram and Facebook.

- The share of consumers who shop on social platforms increased during the pandemic. Top-performing brands adapted by streamlining the path to purchase on their social media accounts.

**Recommendations**

As a leader responsible for social marketing strategy and execution, you should:

- Use Gartner’s social marketing benchmarks to measure your social marketing performance and learn from leaders in and out of your industry.

- Employ a multiplatform content strategy. Scale existing content by adjusting the aspect ratio and duration of social campaigns to match the preferred formats for each platform.

- Drive traffic and conversion from social platforms by focusing on posts centered on brand offerings and integrating native commerce features. Link informational posts to brand sites or other owned assets to push users down the purchase funnel.
Analysis

Use Gartner’s Social Marketing Benchmarks as Your Starting Point for Improving Social Performance

Digital marketing leaders should use this research as a starting point for improving social marketing performance (see Figure 2). Start with Gartner’s social marketing benchmarks to compare your performance against both in-category and out-of-category peers. Using these benchmarks as the foundation of your overall social marketing journey, you can then evaluate current market conditions and transformations taking place in the social marketing space and make tactical improvements to meet these changes with agility. As you progress on your journey, craft a long-term vision for your social marketing efforts and plan for emerging platforms and trends.
Figure 1. Gartner Research Roadmap

Use Our Benchmarks

Identify leaders in and out of your industry and compare to your own performance.

Understand the Market

Track major trends across platforms and stay up to date on the impact of privacy changes on social marketing.

Make Tactical Improvements

Learn the basics of social marketing on key platforms and how to leverage content effectively.

Craft Your Marketing Strategy

Respond to changes in consumer trends, social commerce, and emerging platforms.

Develop Your Long-Term Vision

Plan for the future of social commerce, emerging platforms and new forms of social content.

Source: Gartner
Take Heed of Heightened Consumer Attention
Consumers are paying attention to brand activity, especially online. Brand mentions for 30 top-performing brands in social grew 69% from 2019 to 2020 across platforms. These mentions are often complaints and concerns that consumers expect brands to address. Most (95%) of this activity is happening in full view on Twitter, but according to the Gartner 2020 CMO Spend Survey, only 47% of CMOs deployed customer listening tools to monitor sentiment and trends in response to the pandemic (see Figure 3). This reflects a major gap in marketers’ ability to understand what consumers want (see Leverage Social Media Platforms to Drive Earned Media).

Figure 3. Less Than Half of CMOs Fail to Tune Into Consumer Sentiment on Social Platforms

Source: Gartner 2020 CMO Spend Survey
Much consumer attention this past year has been centered around social issues (e.g., anti-racism, environmentalism) — and brands are responding. This can have a positive impact for brands: 1 in 5 consumers said they bought from a brand in the past year because of their stance on social or political issues (see Figure 4). An equal amount said they stopped buying from a brand in the past year because of their stance on social or political issues. Furthermore, almost half of consumers believe brands have a responsibility to address social issues even if it might hurt their profits. Some of those responsibilities include taking an anti-racist stance denouncing discrimination against people of color (POC) or showing support for environmental protection or sustainability.

Consumers are also making decisions based on brand messaging. Marketers need to understand who their customer is in order to create more resonant and meaningful marketing moments on social media. Digital marketers should tune into their customers’ comments and concerns online through social listening and adjust their social content strategy based on consumers’ values.

Figure 4. Brand Stances Can Increase Sales
Top Five Issues of Consumers Who’ve Bought in The Past Year Specifically Because of Brands’ Support For a Social or Political Issue

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>An anti-racist stance that denounces discrimination against POC</td>
<td>36%</td>
</tr>
<tr>
<td>Support for environmental protection, sustainability and natural</td>
<td>32%</td>
</tr>
<tr>
<td>conservation initiatives and regulations</td>
<td></td>
</tr>
<tr>
<td>Support for the rights of LGBTQIA+ employees and customers</td>
<td>28%</td>
</tr>
<tr>
<td>A stance to reduce gun violence</td>
<td>21%</td>
</tr>
<tr>
<td>A stance that focusing on specific racial or ethnic groups at the</td>
<td>20%</td>
</tr>
<tr>
<td>expense of others is unfair or harmful</td>
<td></td>
</tr>
</tbody>
</table>

n = 2006 all respondents; excluding “none of the above”

Q: Which, if any, of the following issues did (…) promote or take a stand in support of?

Source: Gartner 2021 Consumer Advertising & Content Marketing Preference Survey
Traditional Platforms Still Dominate the Social Space

Over the past year, platforms such as TikTok, Clubhouse and Twitch have garnered significant buzz. However, more traditional platforms, like Instagram and Facebook, still dominate when it comes to the share of consumers who actually follow brands on these platforms. In fact, both platforms have increased their lead in the past two years, with 47% of users following brands on Facebook in 2021, and Instagram standing tall at No. 1 with 56%. While there is value in testing new platforms, it should not come at the expense of Instagram and Facebook.

When looking at brand performance across platforms, we looked at average interactions per post as an indicator of success (see Figure 5). On Instagram, retail brands led in total interactions. Manufacturing and natural resources brands trailed closely behind, pulled up due to the large share of auto brands included in this segment. For these brands, social platforms remain incredibly effective as proving grounds to road test the horsepower of emerging industry concepts (i.e., electric vehicles) and digital-era curb-appeal. Luxury vehicle brands, like Porsche and Lamborghini, tend to draw above-average engagement and reach per post. These are aspirational, big-ticket items, coveted for their performance and prestige.

Though consumer goods was the fourth highest-performing industry overall in social marketing, beauty brands such as Kylie Cosmetics and Fenty Beauty were also top performers, with about 100 million total interactions each. For context, the top 20% of retail brands averaged about 60,000 interactions per post.
On Facebook, travel and hospitality brands held the top spot for average interactions per post, having the second fewest number of posts per month on average. This is striking, especially since travel brands were most negatively impacted by travel bans and lockdowns. Users may have tuned in for both updates on COVID-19-related changes and aspirational, arm-chair tourism content. Retail brands trail behind with the second-highest average of interactions per post on Facebook. Consumer goods and healthcare brands posted the most on average to little fanfare, achieving the lowest average engagements per post.

As for Twitter, retail brands led in average interactions per post, making up 59% of total tweets and receiving 58% of total interactions among benchmarked brands. Though manufacturing and natural resources brands in the aerospace subindustry took up less than 1% of total tweets, they garnered 12% of the share of total interactions. Tesla and SpaceX were responsible for most of this outsize impact, boosted by their famous CEO’s Twitter presence.

Retail brands garnered the highest share of views on YouTube this year. Despite posting only 27% of the videos, they earned 49% of the total views. The strong performances of consumer electronics brands Sony PlayStation, Apple and Nintendo contributed to this trend. Driven by product and game launches, each brand garnered hundreds of millions of views this year. In contrast, healthcare brands posted 20.5% of the total analyzed videos this year, but drew only 7.5% of the total views, suggesting a struggle to capture the attention of consumers. Only 26% of brands in Digital IQ Index: Pharma Rx, 2021 have YouTube channels, making it a relatively underutilized channel, which may explain the challenge of healthcare brands in mastering an effective video content strategy.
TikTok Gains Footing
153% More TikTok Users Follow Brands on TikTok Than They Did in 2019

Brands have sought to dominate and monetize Gen Z favorite TikTok but struggled to keep up with the platform’s fast pace of ever-evolving content trends. However, this seems to be changing in 2021: The percentage of TikTok users who follow brands on TikTok increased 153% in 2021 from 2019, trailing YouTube by only one percentage point. Users are now more receptive to seeing branded content on their TikTok feeds.

For digital marketing leaders who want to maximize their exposure on TikTok, a good first step is to syndicate existing brand content. Gucci, ranked No. 9 in our index, and No. 5 among retail brands, seamlessly adapted its video ads to promote its partnership with The North Face (see Figure 6). Instead of just recycling the same videos, Gucci adjusted both the aspect ratio and duration of the videos to best fit each platform.

Figure 6. Syndicate Brand Assets Across Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Gucci Video Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram Grid</td>
<td>9 seconds</td>
</tr>
<tr>
<td>Instagram Reels</td>
<td>10 seconds</td>
</tr>
<tr>
<td>TikTok</td>
<td>13 seconds</td>
</tr>
<tr>
<td>YouTube</td>
<td>1:34 minutes</td>
</tr>
</tbody>
</table>

Source: Gucci, The North Face
The Rise of Social Commerce
Throughout most of 2020, COVID-19 forced many indoors, causing more consumers to make purchases off of social media. While our benchmark scoring does not incorporate social commerce directly, we witnessed top-ranking brands adopt social commerce features, highlighting the importance of this growing trend.

Since 2019, 37% more people saw a brand’s post and then visited a third-party shopping site to make a purchase. There was a 36% increase in consumers who clicked through a brand’s post to its site to purchase something and a 25% increase in those who saw a brand post and visited its brand site to make a purchase (see Figure 7).

This spike in purchasing via social media doesn’t seem to be temporary. We found that more than half of respondents in a Gartner Consumer Community survey who have made a purchase on social platforms say they plan on making repeat social purchases in the future.

Figure 7. Consumers Increased Social Commerce Purchases During the Pandemic
Percent Change in Consumers Who Have Done Each From 2019 to 2020

- Saw a brand’s post and then visited a third-party shopping site to make a purchase: 37%
- Clicked through a brand’s post to its site and bought something: 36%
- Saw a brand’s post and then visited its site to make a purchase: 25%

Q: Which of the following things have you done on social media in the past 30 days?

Source: Gartner Consumer Values and Lifestyle Survey (October 2020); Gartner Social Media Use Survey (January 2019)
Promoting purchases on social media is not limited to retail brands like Dior, which allows consumers to buy products directly from its Instagram account. While native social commerce features can’t be immediately deployed by all brands, social media can still help guide consumers down the purchase funnel. Brands such as Chime, the No. 1 brand in financial services this year, posts informational stories on Instagram, which links users to its brand site, where they can apply for its products (see Figure 8). It then stores these stories in its Instagram Highlights, making them easily accessible. Some brands, such as those in the pharma industry, face restrictions where they can’t directly engage in commerce on social media. However, many brands can use these platforms to promote their offerings and provide educational product information, which can eventually convince consumers to make a purchase.

**Figure 8. Social Commerce Goes Beyond Retail Brands**

*Instagram: Shoppable Features of Select Brands*

<table>
<thead>
<tr>
<th>Retail</th>
<th>Financial Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dior: No. 3 Overall</td>
<td>Chime: No. 1 in Financial Services</td>
</tr>
</tbody>
</table>

Dior’s Instagram shop includes product education, ingredients, on-model shots and video education from brand ambassadors and staff.

Chime stores informational Instagram stories in its Highlights and links them to its website for consumers to apply for its products.

*Source: Dior, Chime*
Rankings

Industry Rankings for Social Marketing Performance

Industry rankings show the relative performance of 1,290 brands in six industries in the social marketing benchmark (see Figure 9). Digital marketing leaders should use these industry rankings to draw lessons from the industries with the strongest social marketing performance.

No. 1 Industry: Retail

Retail is the top-performing industry in 2021’s benchmarks, leading in average engagement per post across nearly all platforms. Retail comprises seven out of the top 10 leading brands this year, with three sitting in the consumer electronics subindustry: PlayStation, Microsoft Xbox and Nintendo, benefiting from the continued rise of gaming during COVID-19 restrictions. Most of retail’s tiers are above the 50% mark — which explains why retail is the top industry in this year’s benchmark. Luxury brands such as Dior, Louis Vuitton and Gucci also take top spots in this year’s index, utilizing sleek photoshoots and live-streaming fashion shows.

Figure 9. Score Distribution, by Industry Tier

April 2020-May 2021

n = 1,290 brands; tiers are quintiles of performance (Tier 1 is the top 20% of brands, by score, per industry)
Source: Gartner (August 2021)
No. 2 Industry: Travel and Hospitality
Travel and hospitality brands performed well this year, with a majority of the brands lying above the middle of the ranking. During a year with strict travel restrictions, consumers sought out travel and hospitality content. Marketers in this space kept the tap flowing, providing escapist content for their travel-deprived followers. Alongside travel, the increase in interest in delivery and pick-up orders contributed to the high rankings of fast food and casual brands. Brands such as McDonald’s, Starbucks and Taco Bell claimed top spots within the top 50 brands in the index. Travel and hospitality brands performed especially well on Facebook, holding the top spot for average interactions per post.

No. 3 Industry: Manufacturing and Natural Resources
Strong performance from automotive brands lifted manufacturing and natural resources to No. 3 in industry rankings. All of the top 10 brands within the manufacturing and natural resources industry were automotive brands. Volkswagen brands such as Porsche and Lamborghini did especially well, with Lamborghini being one of the top performers in interactions per post on Instagram in the entire index. Lockheed Martin and Boeing, ranked No. 62 and 67, respectively, were the top performers in the aerospace and defense subindustry, and John Deere (No. 84) performed best in the industrials and chemicals subindustry.

No. 4 Industry: Consumer Goods
Food and beverage brands Red Bull, Oreo and Monster Energy led the consumer goods category, branching out from product posts to promoting other forms of content, such as podcasts and sporting events. Personal care brands comprised a majority of the top-performing brands within the industry. Of these, beauty brands led by celebrity and influencer-founded brands, like Fenty Beauty and Huda Beauty, performed the best. Consumer-packaged goods (CPG), historically mediocre performers on social media, were led by Clorox, ranking at No. 396.

No. 5 Industry: Financial Services
Digitally native brands, such as Chime (No. 69) and Robinhood (No. 89), led financial services brands. Both brands did well on Instagram, earning thousands of interactions per post, much higher than the industry average of 273 interactions per post. Top-ranking insurance brands, such as State Farm (No. 125) and GEICO (No. 186), relied on inventive ads to achieve over 200 million views on YouTube this year. After Robinhood, Goldman Sachs (No. 231) and Citi Private Bank (No. 277) performed best among wealth and asset management brands.

No. 6 Industry: Healthcare
Healthcare brands ranked lowest overall, struggling to capture engagement on social platforms during a year marked by public health concerns. Among healthcare brands, Mayo Clinic and Cleveland Clinic ranked highest, coming in at No. 131 and 205, respectively. Hospitals comprised a majority of the top-performing healthcare brands, while the top-ranked pharma brand was Entresto at No. 697.
Industry Key Performance Indicators

What level of engagement separates leaders? They are not just one step ahead of their peers in the fast-paced social marketing environment but earn multiples of their rivals’ engagement. Marketers looking to grow their social presence need to understand the level of engagement per post necessary to lead in their industry.

Brands can use Table 1 to inform the effort it might take to stand out among their in-category peers. For example, while the barriers to entry are relatively low across most industries between the bottom three tiers, ranking among the top two tiers (i.e., the top 40%) takes significantly greater effort.

Here, we focus on Instagram engagement metrics, as Instagram continues to tower over all other social platforms in terms of share of consumers who follow brands. There is a large gap between average Instagram interactions of leading brands in each industry. Tier 1 retail and manufacturing brands earn nearly 60,000 interactions per post on Instagram, while Tier 1 financial services and healthcare brands earn less than 700. However, the top financial services and healthcare brands on Instagram earn about 5,000 and 2,000 interactions per post, respectively, suggesting there is considerable room to improve within these industries.

Brands across industries that are looking to ascend into the top tier need to reach many more consumers than they currently do. Refer to Table 1 to learn what it takes to break into the top 20% of brands (Tier 1) within your industry and the level of engagement necessary to be an overall leader in social marketing.

Table 1. What It Takes to Breach the Top 20% of Brands on Instagram*

<table>
<thead>
<tr>
<th></th>
<th>Retail</th>
<th>Travel &amp; Hospitality</th>
<th>Manufacturing and Natural Resources</th>
<th>Consumer Goods</th>
<th>Financial Services</th>
<th>Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>59.29**</td>
<td>18.80</td>
<td>58.38</td>
<td>13.58</td>
<td>0.69</td>
<td>0.61</td>
</tr>
<tr>
<td>Tier 2</td>
<td>15.05</td>
<td>4.82</td>
<td>2.99</td>
<td>2.92</td>
<td>0.29</td>
<td>0.15</td>
</tr>
<tr>
<td>Tier 3</td>
<td>6.49</td>
<td>1.64</td>
<td>0.72</td>
<td>0.47</td>
<td>0.09</td>
<td>0.07</td>
</tr>
<tr>
<td>Tier 4</td>
<td>3.77</td>
<td>0.85</td>
<td>0.19</td>
<td>0.31</td>
<td>0.07</td>
<td>0.04</td>
</tr>
<tr>
<td>Tier 5</td>
<td>0.71</td>
<td>0.23</td>
<td>0.11</td>
<td>0.09</td>
<td>0.05</td>
<td>0.01</td>
</tr>
</tbody>
</table>

*Average Instagram Interactions/Post by Performance Tiers
**Thousands of Interactions
Source: Gartner (August 2021)
Brand Rankings for Social Marketing Performance
Top Brands, by Industry

No. 1 Retail Brand: PlayStation
PlayStation was our No. 1 brand in not only retail brands, but also the entire index. The marketing push behind the launch of its PS5 console in 2020 helped bring its social media presence to the top. In the wake of COVID-19 restrictions and the absence of E3 (an annual trade event for the video game industry), PlayStation demonstrated its ability to build hype and maximize a launch online. The gaming brand took to both YouTube Live and Twitch to livestream its product announcements, garnering over 15 million views on its PS5 YouTube livestream and a peak of over 1 million views on Twitch in June 2020.

Lean into consumer appetite for adventure, heightened after a year of travel bans. For example, use targeted content at the property level to appeal to consumers looking for local market stays or national resort destinations. For airlines, highlight the attractiveness of continental flights while also keeping consumers informed of ongoing COVID-19-related changes and concerns. Instead of flooding your followers’ feeds with more posts, pack each of your social media posts with more visuals.

No. 1 Travel and Hospitality Brand: Emirates
At No. 16 in the entire index, Emirates achieved success in a year of stalled travel and recreation through its engaging content on social media. Imbuing the spirit of adventure in its branding and content, the brand packed its social feeds with aspirational travel content, whetting the appetite of its adventure-hungry followers. The airline brand did particularly well with its album posts on Facebook: Its album posts organically achieved 34% higher interactions than its photo posts.

Develop differentiated content strategies for each platform. For instance, curate a consistent, aesthetically pleasing feed on Instagram while using YouTube to share more in-depth, informational content (e.g., machinery demos, customer testimonials and stories from the field).

No. 1 Manufacturing and Natural Resource Brand: Porsche
Porsche zoomed into No. 4 in the overall index. The auto brand has a masterful understanding across social platforms, especially Instagram and YouTube. Its Instagram feed is highly curated, including sharp photos of its luxury vehicles in aesthetic locales, achieving on average over 200,000 interactions per Instagram post. On YouTube, Porsche garnered over 100 million total YouTube views, boosted by its popular series, “Road to Le Mans,” featuring actor Michael Fassbender.

Develop differentiated content strategies for each platform. For instance, curate a consistent, aesthetically pleasing feed on Instagram while using YouTube to share more in-depth, informational content (e.g., machinery demos, customer testimonials and stories from the field).
No. 1 Consumer Goods Brand: Red Bull

On social media, Red Bull is more of a media company than an energy drink brand. This year, the brand continued to excel with its adventure and extreme sports content, earning the second highest amount of total Instagram interactions in the index. It also achieved success on Facebook, gaining as high as 600,000 interactions on its videos.

Expand your social marketing content efforts beyond well-lit product commercials and celebrity endorsements. Find out what common interests your target audiences have outside of your offerings and create or sponsor content related to it.

No. 1 Financial Services Brand: Chime

Chime draws in younger consumers with its informative Instagram content strategy. The brand demonstrates success in its engagement, with an average of 4,922 interactions per post on Instagram, far above the average interactions per post for financial services brands in the index. Chime also excels on Twitter by engaging followers with quick customer service replies and earning a 210% increase in followers between the second quarter of 2020 and the first quarter of 2021.

Tailor your content based on the target demographics of each social platform your brand is on. For younger audiences, scope out influencers, especially those in the personal finance space, to advocate for your products and to promote financial literacy and education. Be sure to link your informational posts to your brand site or other owned assets to drive users down the purchase funnel.

No. 1 Healthcare Brand: Mayo Clinic

Mayo Clinic came in at No. 1 in healthcare brands and No. 131 in the overall index. The brand shines the most on YouTube, with the highest community size among all healthcare brands in the index. It gained a 51% year-over-year increase in YouTube community size and consistently posted informational videos on subjects such as COVID-19 and its vaccines.

Create timely content that educates your target audience and uses accessible language, such as patient stories, administration tutorials or mechanism of action (MOA) videos. Experiment with recurring content series of content to establish your brand as a trustworthy and consistent source of information.
Table 2. Top 20 Brands for Social Marketing Performance

<table>
<thead>
<tr>
<th>Digital IQ Rank</th>
<th>Brand</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PlayStation</td>
<td>Retail</td>
</tr>
<tr>
<td>2</td>
<td>Xbox</td>
<td>Retail</td>
</tr>
<tr>
<td>3</td>
<td>Dior</td>
<td>Retail</td>
</tr>
<tr>
<td>4</td>
<td>Porsche</td>
<td>Manufacturing &amp; Natural Resources</td>
</tr>
<tr>
<td>5</td>
<td>Red Bull</td>
<td>Consumer Goods</td>
</tr>
<tr>
<td>6</td>
<td>Lamborghini</td>
<td>Manufacturing &amp; Natural Resources</td>
</tr>
<tr>
<td>7</td>
<td>Apple</td>
<td>Retail</td>
</tr>
<tr>
<td>8</td>
<td>Louis Vuitton</td>
<td>Retail</td>
</tr>
<tr>
<td>9</td>
<td>Gucci</td>
<td>Retail</td>
</tr>
<tr>
<td>10</td>
<td>Nintendo</td>
<td>Retail</td>
</tr>
<tr>
<td>11</td>
<td>Chanel</td>
<td>Retail</td>
</tr>
<tr>
<td>12</td>
<td>Mercedes-Benz</td>
<td>Manufacturing &amp; Natural Resources</td>
</tr>
<tr>
<td>13</td>
<td>GoPro</td>
<td>Retail</td>
</tr>
<tr>
<td>14</td>
<td>Jeep</td>
<td>Manufacturing &amp; Natural Resources</td>
</tr>
<tr>
<td>15</td>
<td>Ford</td>
<td>Manufacturing &amp; Natural Resources</td>
</tr>
<tr>
<td>16</td>
<td>Emirates</td>
<td>Travel &amp; Hospitality</td>
</tr>
<tr>
<td>17</td>
<td>Oreo</td>
<td>Consumer Goods</td>
</tr>
<tr>
<td>18</td>
<td>Saint Laurent</td>
<td>Retail</td>
</tr>
<tr>
<td>19</td>
<td>Versace</td>
<td>Retail</td>
</tr>
<tr>
<td>20</td>
<td>Peloton</td>
<td>Retail</td>
</tr>
</tbody>
</table>

Table 3. Score Subdimensions

<table>
<thead>
<tr>
<th>Subdimensions</th>
<th>Description</th>
</tr>
</thead>
</table>
| Facebook      | • Brand Page Total Interactions  
                • Average Interactions per Post |
| Instagram     | • Brand Page Total Interactions  
                • Average Interactions per Post  
                • Community Size and Growth |
| YouTube       | • Channel Views  
                • Subscribership and Growth |
| Twitter       | • Brand Page Total Interactions  
                • Average Interactions per Tweet for Proactive Tweets  
                • Community Size and Growth |

Methodology

Gartner’s Digital IQ: Social Marketing Benchmarks for 2021 measures and scores the social marketing performance of 1290 brands across six industries: consumer products, financial services, healthcare, manufacturing and natural resources, retail, and travel and hospitality. These benchmarks evaluate brands’ performances on social platforms from the second quarter of 2020 through the first quarter of 2021. We looked at posts published on Facebook, Instagram, YouTube and Twitter. Scoring weights vary by industry (see Table 3).
Actionable, objective insight

Explore these additional complimentary resources and tools to improve your brand's digital advertising performance:

**Webinar**
Use Gartner’s Social Marketing Benchmarks to Drive More Social Engagement
Discover what separates top industries and brands in social marketing.

Watch Webinar

**Insight Report**
Don’t Think Influencer Marketing Is Right for You? Think Again
Maximize your social marketing program with best practices and tips for an influencer campaign.

Download Research

**Research**
The State of Marketing Budgets 2021
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