

**Insights from 100
Decision-Makers
Where B2B Tech
Buyers Really Make
Decisions in 2025**



Resonance's 2025 B2B Tech Buyer Social Survey shows LinkedIn dominates vendor discovery

However, younger buyers and specific industries are on TikTok, Reddit, and private “dark social” channels



What did our research find?



LinkedIn is the anchor

76% of buyers use
LinkedIn for discovery
and shortlisting



Platform diversification

YouTube (36%), Instagram (30%), and TikTok/Reddit show early traction for knowledge and research, especially among Gen Z/Millennials



Dark social is critical

WhatsApp (47%) and Slack (19%) are key peer-validation channels, particularly in financial services



Content preferences are shifting

Short videos, case studies, and live Q&As are today's top formats and tomorrow's expected growth areas



A trust deficit exists

44% distrust content that feels too “salesy” or AI-generated; independent influencers and employees are rated more credible than CEOs



A clear generational split

LinkedIn + YouTube dominate for over-35s; TikTok, Reddit, and WhatsApp are the go-to platforms for under-35 buyers

