

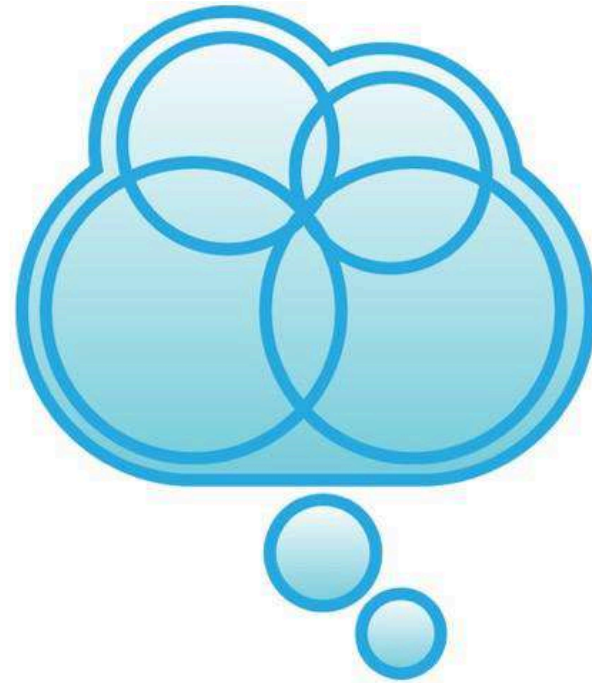


## Small Business Marketing Trends

June 2018  
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# About **Dream Local Digital**



# Media Industry Trends

# U.S. Advertising Growth is All Digital





# Advertising Isn't Driving That Growth



# Where is the Money Going?

- Social Media management and advertising
- Email outsourcing
- Website development & maintenance
- Digital is often a combination buy





# Where The Money Is Going

## Social Media Outsourcing

Annual Expenditures

Realty agents spend half as much on advertising as the typical advertiser but nearly 2x the average on managing social media.

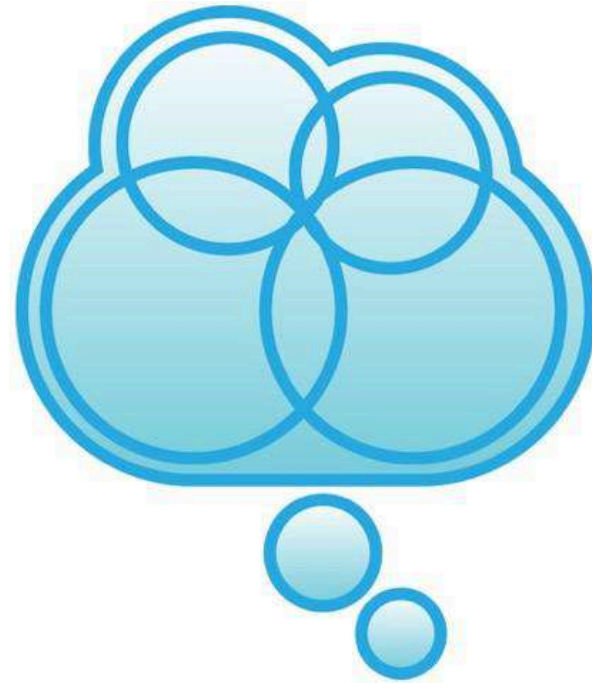


Even businesses with 10 or fewer employees spend big money on managing social media.

\*Average annual expense for local businesses surveyed from April-July 2017

Source: Borrell's 2017 Local Advertiser Survey; N = 3,551 responses from all advertisers, 250 responses by franchisees; 189 real estate agents; 354 health care providers; 194 restaurants/bars; 1,652 tiny businesses (10 or fewer employees)





## **Small Business Trends**



A light gray world map is centered in the background of the slide. The text is overlaid on the map, with the United States being the most prominent geographical feature.

# 28 million

SMBs in the U.S.

# 72%

of SMBs are planning on  
spending **more** on online  
marketing

<https://www.infusionsoft.com/resources/small-business-marketing-trends-report>

# SMBs are Spending ..... but need help



**Social Media Rises to top:** 21% of spend *more than any other channel*



SMBs spent **\$2.3 billion** in 2016 in social



81% of SMBs Utilizing Social



Social Media Management **Fastest Growing Segment**, growing **247% between 2016 and 2020**



**SMBs are overwhelmed by online marketing options and seek a trusted advisor and a brand they trust to assist them. Media Companies are well positioned to capture this opportunity**

# 96%

of SMBs use **social media** in  
their marketing strategy

<https://www.bluecorona.com/blog/29-small-business-digital-marketing-statistics>

1

Digital marketing success remains elusive to most small business owners.



don't know if their marketing strategies work



know their strategies aren't working



can say their marketing efforts are effective

2

2018 is the year of social media marketing.

**71%**

plan to use social media content to acquire customers

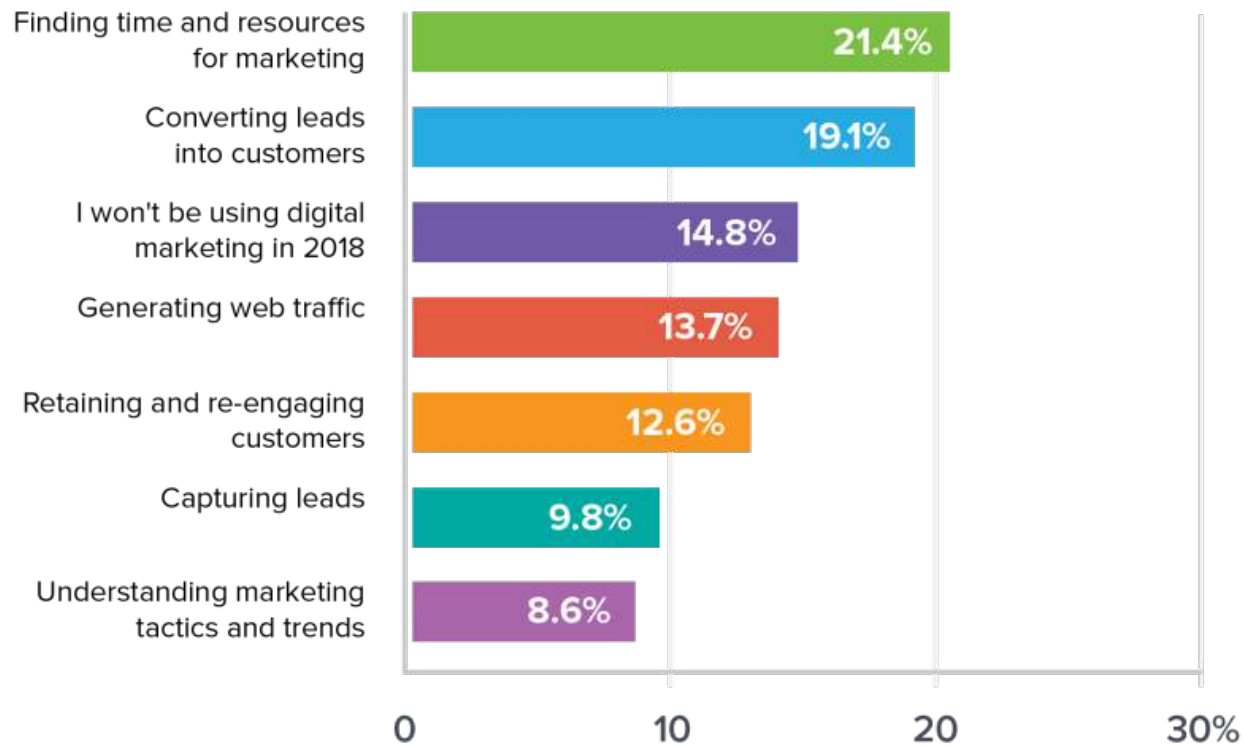
Facebook is overwhelmingly the social media platform of choice for small businesses



**75%**

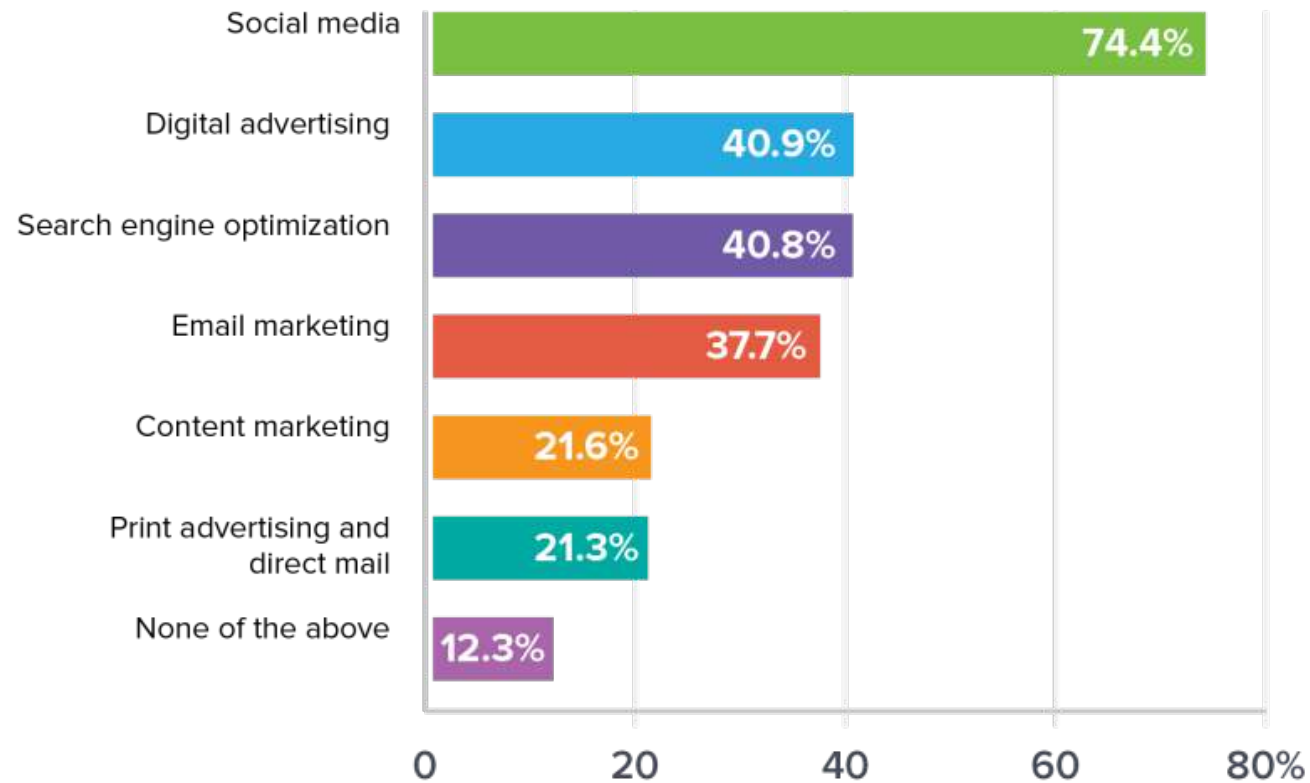
will include Facebook in their social media strategy

# Biggest Challenge: Finding Time & Resources



<https://www.infusionsoft.com/resources/small-business-marketing-trends-report>

# Where SMBs are focusing Digital Spend



<https://www.infusionsoft.com/resources/small-business-marketing-trends-report>



# What is Driving Results?

- Social Media Management: High engagement interactive content, video
- Social Media Advertising: Facebook & Instagram
- SEO, SEM & Reputation Management
- Video: YouTube & Facebook, Facebook Live
- Email Marketing: The importance of list-building
- Mobile Advertising
- Website Development
- What's coming next? Messenger Advertising, Chatbots

# How Can Media Companies Capture Opportunity?

- Selling Digital Marketing Services
- In-House or Outsource
- Many Pros & Cons



# Digital Marketing Services: The Lightning Round

- Should we prioritize this in the next year?
- What has highest revenue potential?
- Where do we put our efforts first?





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