

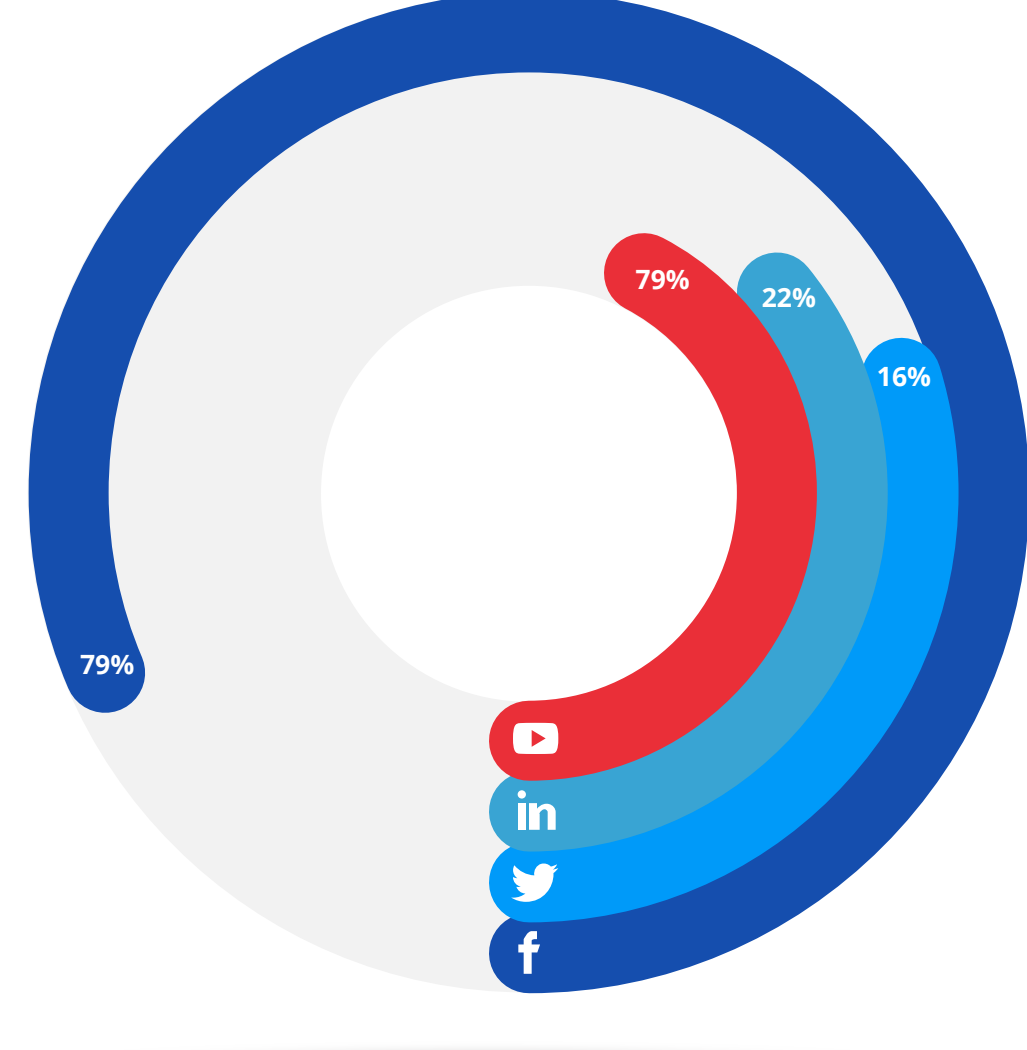
SMBS & SOCIAL MEDIA

Opportunities For Social Media Management Services

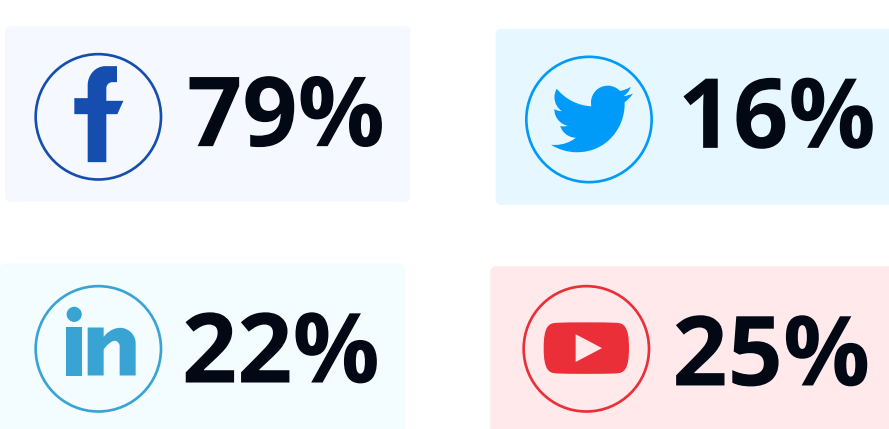
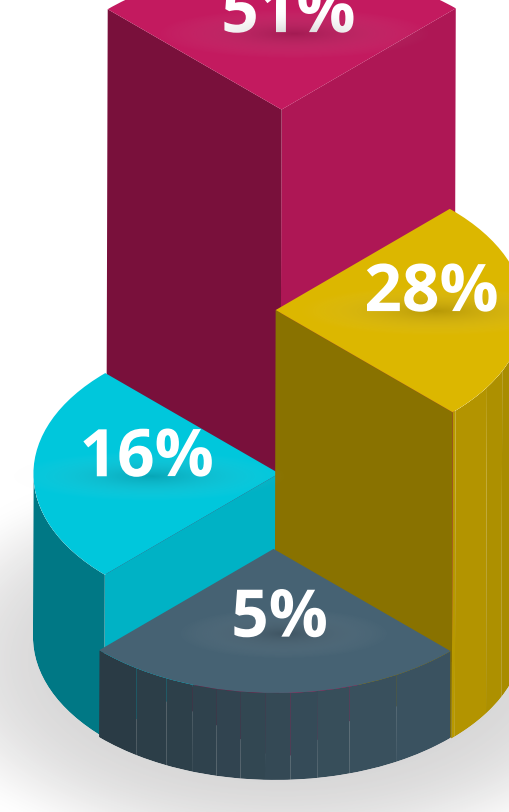


Total Number Of Businesses Studied: **10.37M**

Social Media Platforms: Presence



Social Media Maturity Distribution



“As many as half of US adults said they were using social media more, according to some research sources. All of the major social platforms also reported strong increases in engagement.”

-eMarketer, June 2020

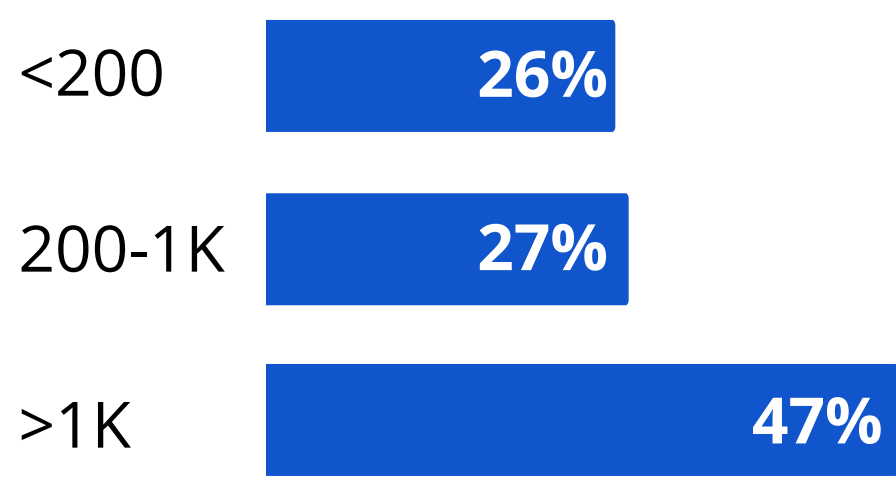
High Social Penetration = More Customer Touchpoints



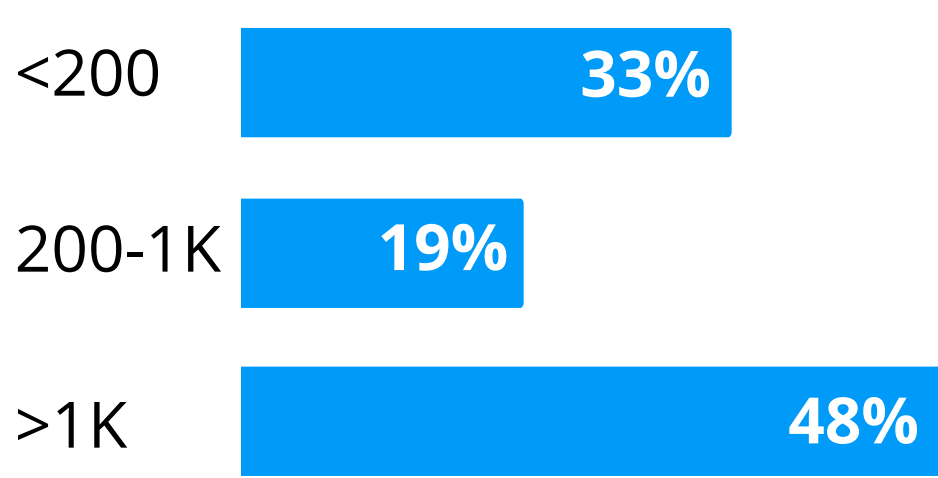
4.2M SMBs in the US have presence only on one of the 4 Social Platforms—while only 5% are using all 4—representing a huge opportunity for **Digital Marketing Service vendors** to offer **Social Media Optimization Services** to these businesses.

Social Media Platforms: Engagement Distribution

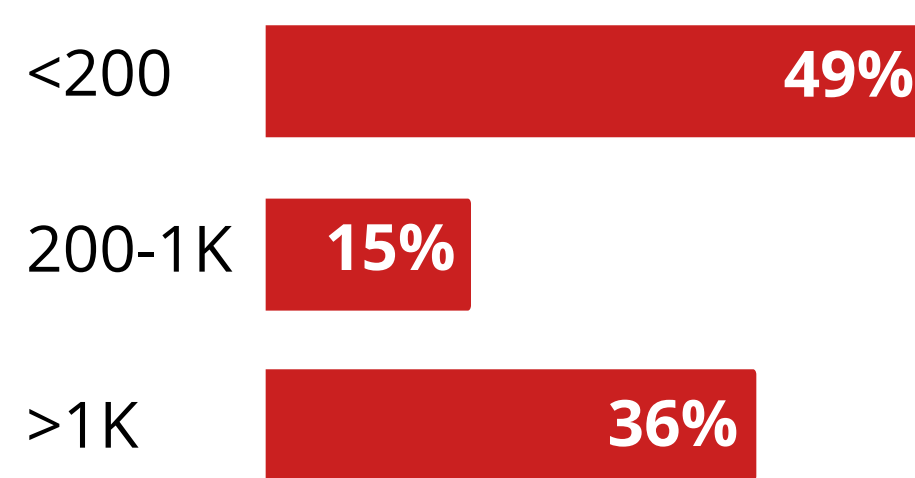
Facebook Likes



Twitter Followers



You Tube Followers



Of the businesses that have a presence on either Facebook or Twitter, close to 50% have poor engagement with <1000 Likes/Followers.

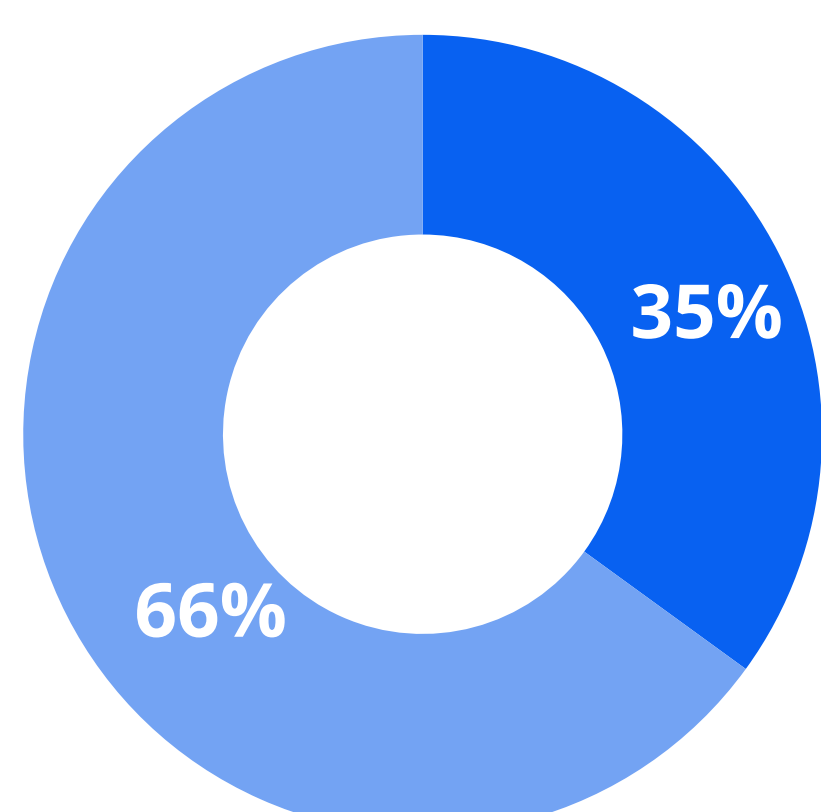
Good Social Profile + Better Content = Strong Branding and Trust



The **3.6M small and medium businesses** in the US with poor Facebook engagement represent an opportunity to drive Facebook engagement and build audiences by offering a more robust **Content Strategy**.

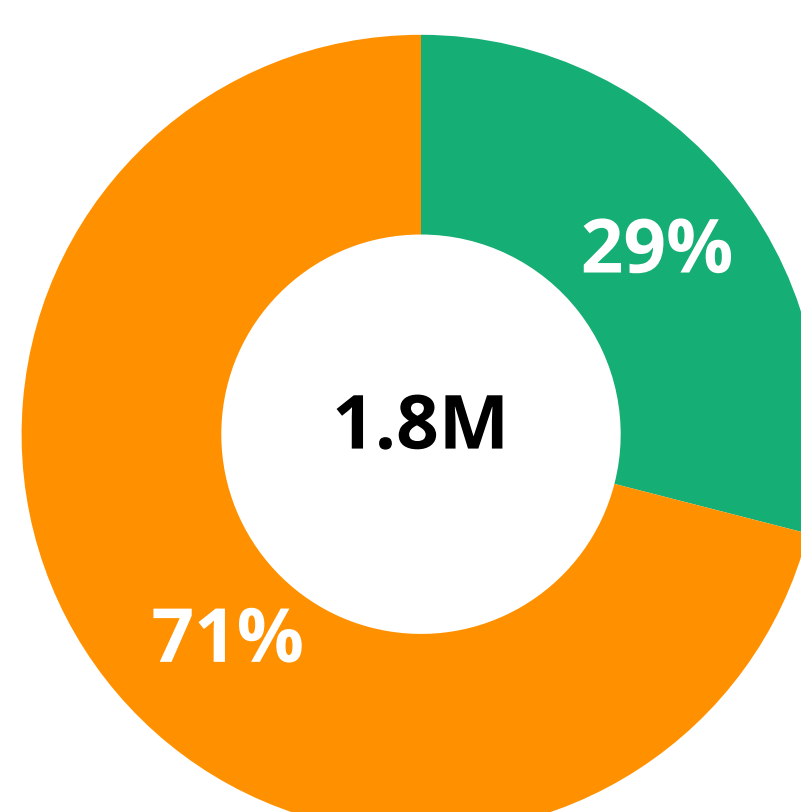
Social Media Platforms: Advertising

Businesses With >1000 Facebook Likes + Running Facebook Ads



66% Not Running Facebook Ads
35% Running Facebook Ads

Businesses On At Least 3 Platforms BUT Not Running Online Ads



71% Not Running Online Ads
29% Running Online Ads

1/3rd of the SMBs in the US with good Facebook engagement also advertise online, whereas **only 16%** of all the businesses with a Facebook presence spend on Facebook Advertising.

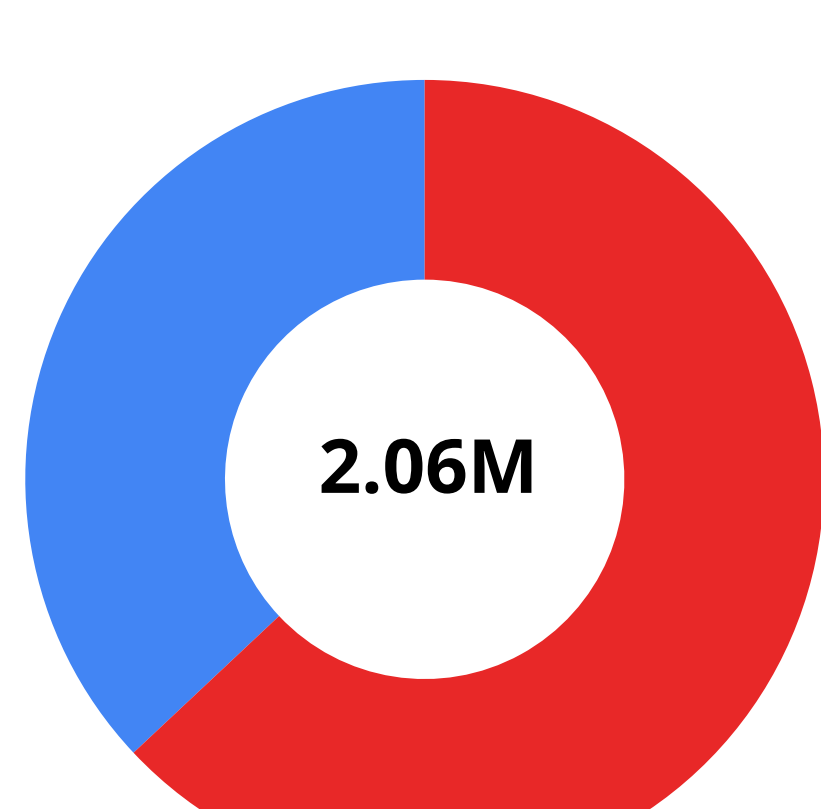
Good Social Engagement + Paid Media = More Leads and Revenue



1.2M businesses that have a strong social presence (have a Business Page in at least 3 Social Platforms) BUT do not advertise online are potential prospects to sell **Online Advertising**.

Social Media And Ecommerce

Ecommerce Enabled Businesses With Facebook Presence



63% Not Running Facebook Ads
37% Running Facebook Ads

Ecommerce Enabled BUT Poor Social Presence & Engagement Is Hurting SMBs

Of the **2.5M SMBs** in the US that are ecommerce enabled, only **0.8M** are leveraging Facebook Ads to get in front of their future customers. Almost 500K of the ecommerce enabled businesses do not even have a Facebook Page.

Ecommerce + Social + Paid Media = More Sales

Retail sales via eCommerce has experienced a massive boom. It took just **8 weeks** during the pandemic for the ecommerce share to grow another 11 percentage points, to 27.0% of retail sales.

Source: Digital Commerce 360 (formerly Internet Retailer) analysis of U.S. Department of Commerce data. Total retail figures exclude sales of items not normally purchased online such as spending at restaurants, bars, automobile dealers, gas stations and fuel dealers.