



Small Business Marketing Initiatives and Use of Social Media

The main objective of the study was to understand the marketing issues being faced by small businesses and what tools and technologies are used to improve their sales and marketing efforts.

Tough economic times bring investment decisions into sharp focus, it also sharpens the need to improve the sales and marketing effectiveness for small businesses. This study is an attempt to bring into focus the marketing issues being faced by small businesses, the effectiveness of marketing tools, as well as understanding what technology including social media content they use to improve their sales and marketing efforts.

Key Questions Answered

- How are marketing services managed?
- What marketing services are effective in helping drive new business?
- What percent of annual revenue is allocated for marketing activities?
- Do they currently use any social networking tools and how have they impacted their business?
- How effective has their website been in driving business?
- Do they analyze their website traffic and make changes to optimize the user experience or increase the website's effectiveness?
- Do they allow advertising to be displayed on their website?
- How will their marketing budget change in the following year?



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Areas Covered

- Key Takeaways
- Recommendations
- Methodology
- Management of Marketing
- Marketing Budgets
- Effectiveness of Marketing Tools
- Usage and effectiveness of Social Network Platforms

Methodology and Country Coverage

Phone based Primary Research conducted with IT and Marketing Decision Makers within businesses using a Structured Quantitative Questionnaire SBs (1-99 employees)

Quota sampling by employee size categories: 1-4, 5-9, 10-19, 20-49, 50-99

Size	US	UK	Brazil	Germany
SB	406	300	550	450

Deliverable Format

- Individual country reports delivered in PPT
- Enterprise-wide access for all reports