Websites & Social Media

If you’re choosing between the two, set up a website before starting a Facebook page for your business.

- **Up to 50%** of consumers surveyed (depending on vertical) say they might not buy from a company without a website.
- **Up to 30%** might not buy from a company without a social media presence.

**Customers view a business’s website as a necessity.**

- **66%** of millennials (aged 18-34) say a website with relevant business information, such as hours, contact info and product info, is necessary for small businesses.
- **55%** of those aged 35-54

Even if you don’t want to manage a social media presence, you still have to monitor review sites.

- **Nearly 1 in 5** consumers surveyed won’t frequent small businesses who don’t respond to comments on Yelp or other review sites.

Your business’s social media presence is more important to **women** than it is to men. **47%** of women say that regularly posting on Facebook is VERY effective at attracting or keeping them as a customer, compared to only **31.9%** of **men**.

Special offers and events are significantly more effective tactics for targeting **women**.

<table>
<thead>
<tr>
<th>Effectiveness of a special offer:</th>
<th>Effectiveness of a seasonal event:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>71%</strong> Women</td>
<td><strong>50%</strong> Women</td>
</tr>
<tr>
<td>59% Men</td>
<td>36% Men</td>
</tr>
</tbody>
</table>

**Men** are more likely to want to book an appointment online than **women**. **25%** of men who frequent professional services, personal services and dog care want to book appointments online, compared to **18.5%** of **women**.

**Men** are more likely to have recently shopped at a small business.

<table>
<thead>
<tr>
<th>Reported having shopped at or patronized a small business in the last week:</th>
<th>Likelihood to shop at or patronize a small business rather than a large chain:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>63%</strong> Men</td>
<td><strong>32%</strong> Men</td>
</tr>
<tr>
<td>54% Women</td>
<td>24% Women</td>
</tr>
</tbody>
</table>

The Age of Technology

**Millennials** expect mobility.

- 27% of millennial shoppers say it's necessary to take payments via a mobile device (tablet, smartphone, etc.) compared to only 19% of customers aged 35-55.

It's important to be reachable.

- 80% of consumers surveyed **under age 35 and over 55, regardless of gender**, say that being able to reach the owner via email or phone is effective at attracting or keeping them as a customer.

**Younger adults** are more effectively targeted to be customers or employees of small businesses through the following tactics.

- Hosting special seasonal events
- Regularly posting to Facebook
- Involving employees in community affairs, such as charities, local service organizations or community events
- Donating a portion of daily proceeds to a local school

© 2016 Time Warner Cable Enterprises LLC. All rights reserved. Time Warner Cable Business Class and the TWCBC logo are trademarks of Time Warner Inc., used under license. All other trademarks remain the property of their respective owners.