

TECHNOLOGY on SMALL BUSINESSES

Technology is the greatest tool for keeping current customers happy and attracting new ones. Understanding some key trends related to small business and technology can help you better market yourself and grow in an increasingly technology-driven world.

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)

AND

55%
of those aged
35-54

say a website with relevant business information, such as hours, contact info and product info, is necessary for small businesses.

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.

How Women and Men Do Business



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.**



Men are more likely to want to book an appointment online than women.

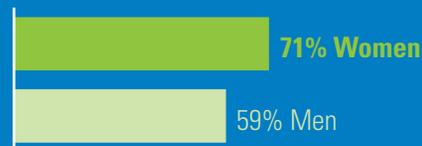


25%

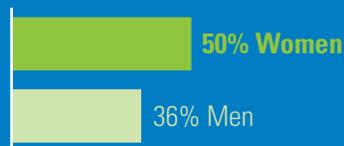
of men who frequent professional services, personal services and dog care want to book appointments online, compared to **18.5% of women.**

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

Effectiveness of a special offer:

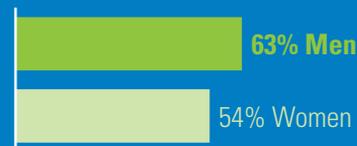


Effectiveness of a seasonal event:

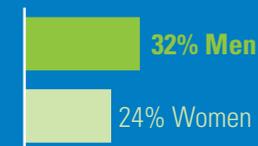


Men are more likely to have recently shopped at a small business.

Reported having shopped at or patronized a small business in the last week:



Likelihood to shop at or patronize a small business rather than a large chain:



The Age of Technology

Millennials expect mobility.



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**.



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

