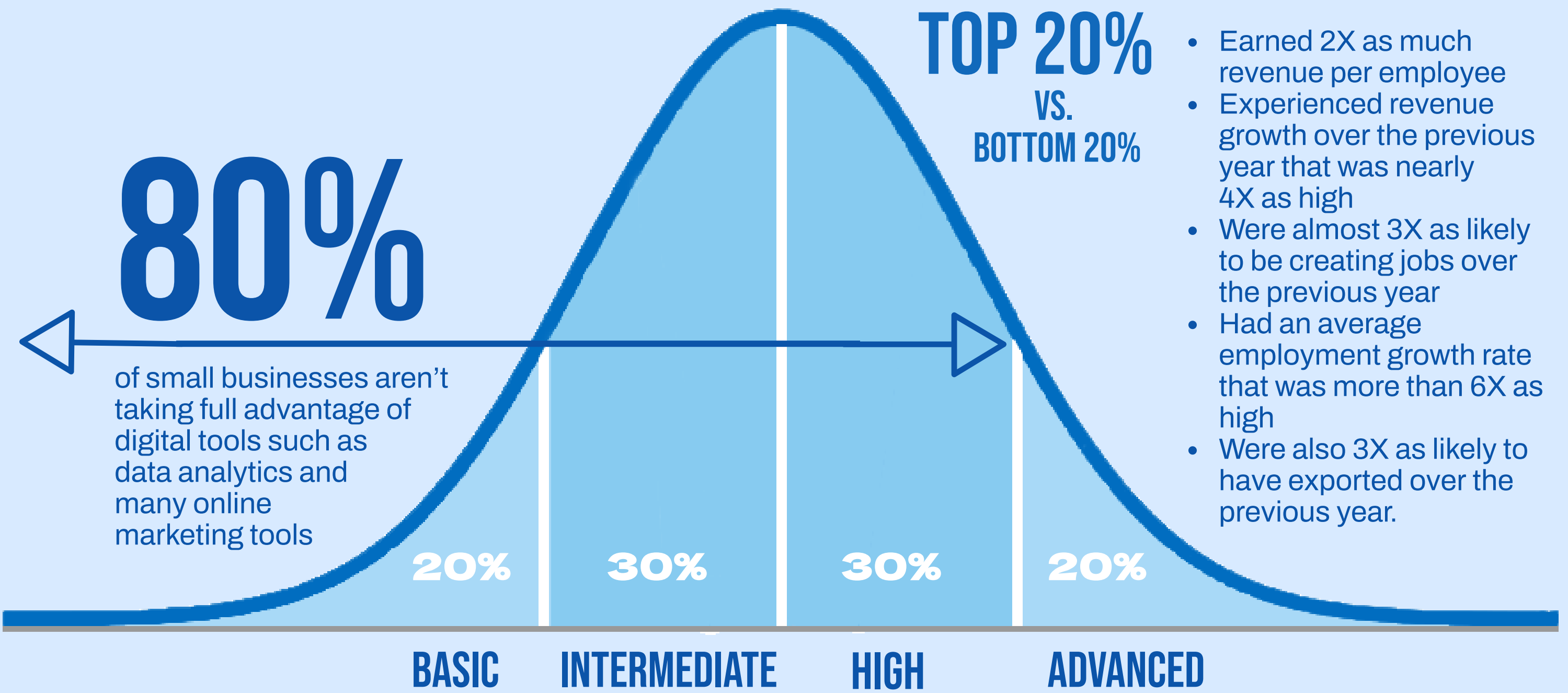


DIGITAL & ONLINE TOOLS

Small and Mid-sized Business (SMB) Technology Trends (2018)



SMB TECH ADOPTION

at each level of digital engagement



BASIC

Only an email address, traditional advertising (e.g., post), no website, no social media presence.



INTERMEDIATE

Simple website, online directory listings, limited social media, basic online marketing (e.g., email advertising).



ADVANCED

Analytics from website to inform, mobile app for engagement, search engine strategies and video advertising.



HIGH

Advanced website + e-commerce, multiple social media channels, online marketing, video conferencing, cloud software.



Results for 2,013 businesses surveyed with ≤250 employees. Businesses not required to use all tools for every level.

