

# SMB Insights

Australia 2018



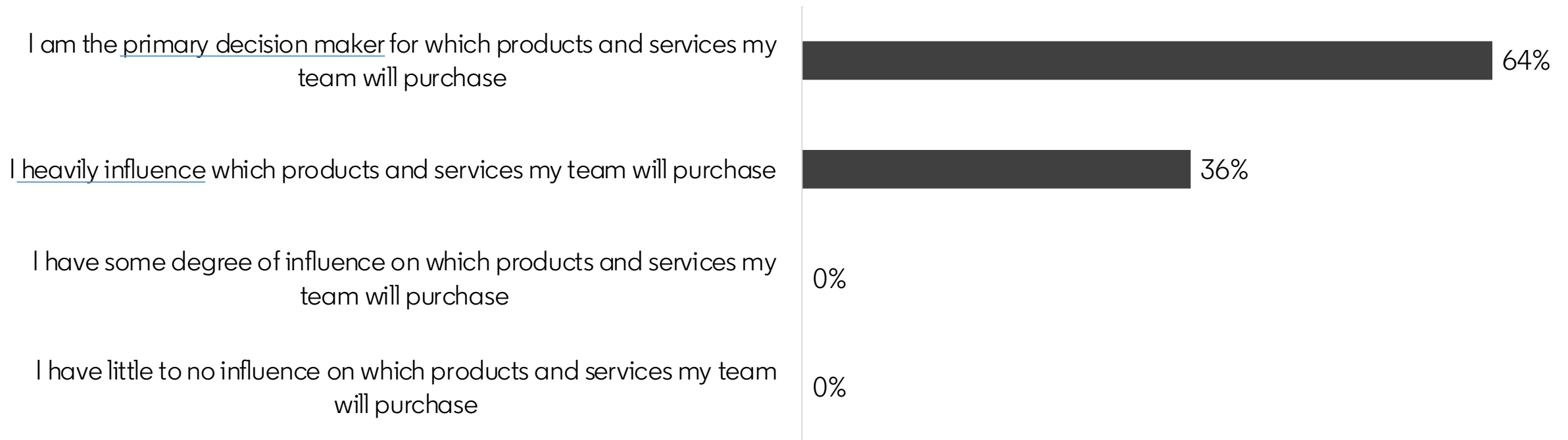
# How are SMBs using Social Media?

In 2018 we wanted to get an understanding of how SMBs are interacting with Social Media. We surveyed people who work in SMBs and asked them how they were using Social Media to inform their business decisions at work



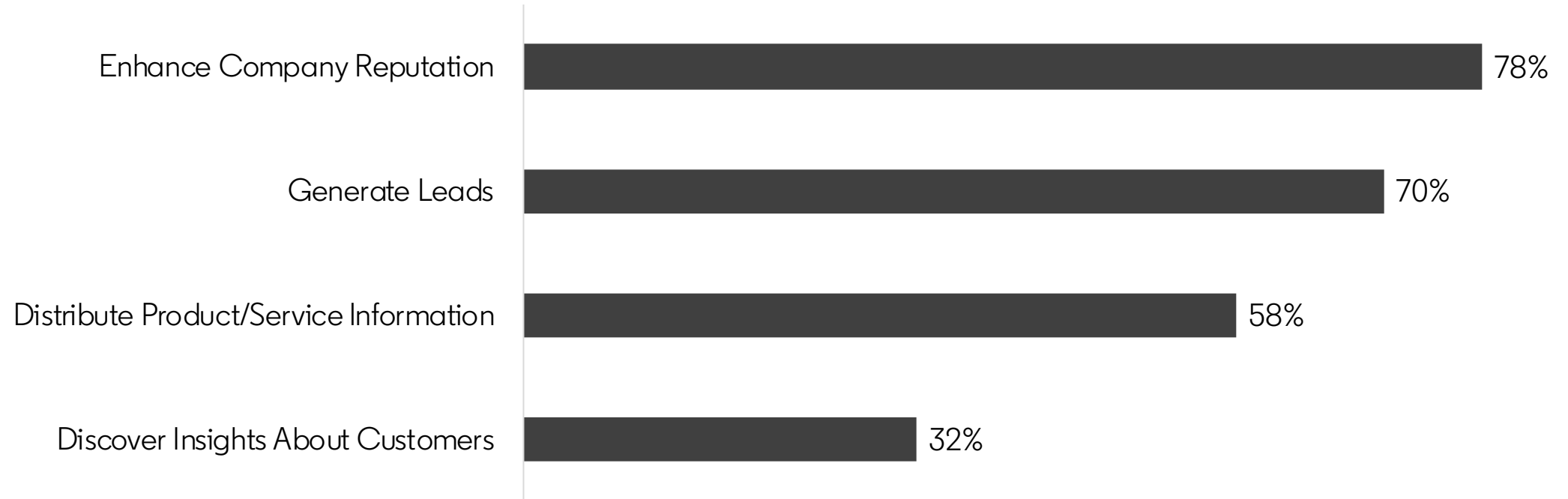
# All the members surveyed (including junior staff) said they had influence on decisions made in their companies

*How would you describe your involvement in your team's decision to purchase new products or services?*



# SMBs are prioritising building their brand by using social media, with lead generation as a close second

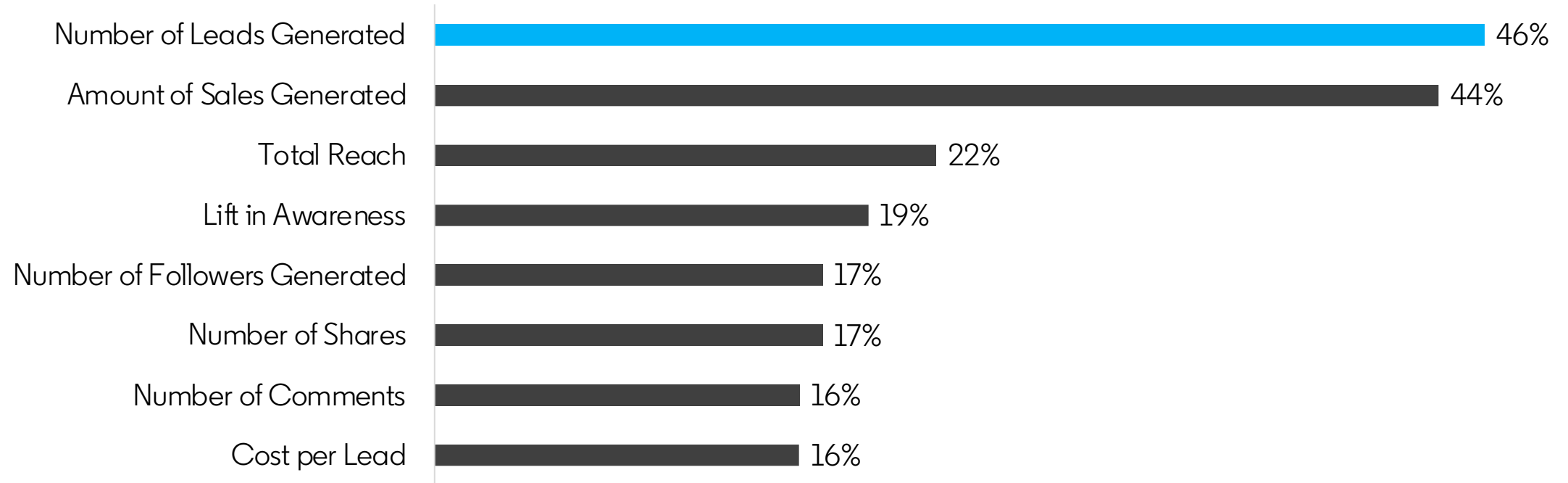
*When you think about creating and sharing content for your company through social media, what objective are you hoping to achieve?*





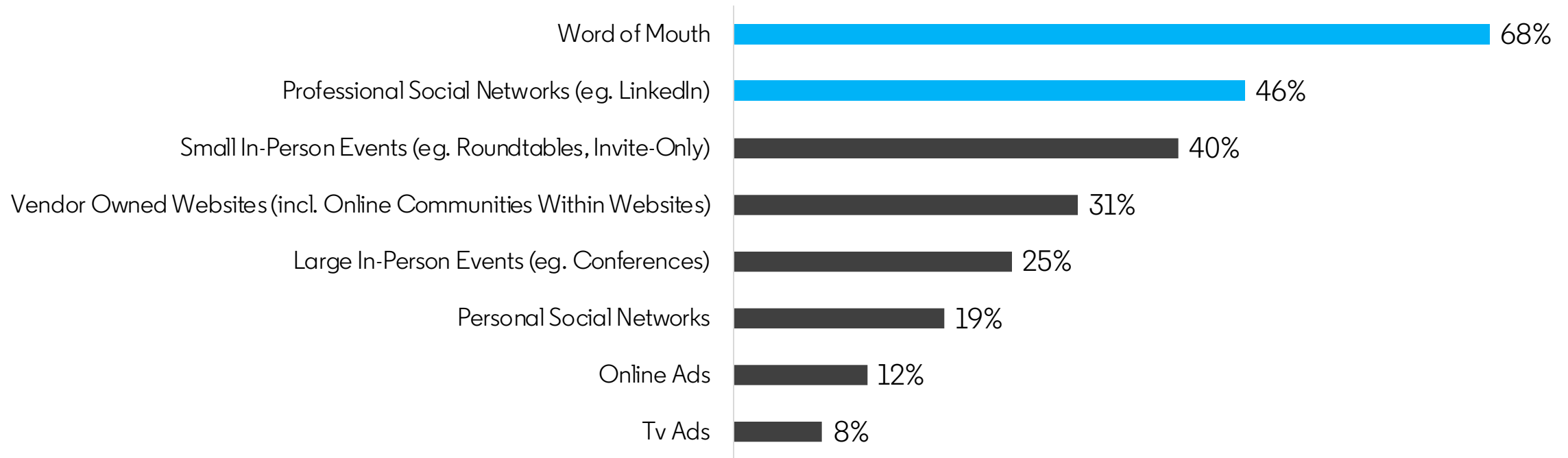
# Despite their objectives, most SMBs are primarily judging the success of their campaigns by lead and sales driving metrics

*What are the most important metrics when it comes to defining whether a content campaign via social media is successful?*



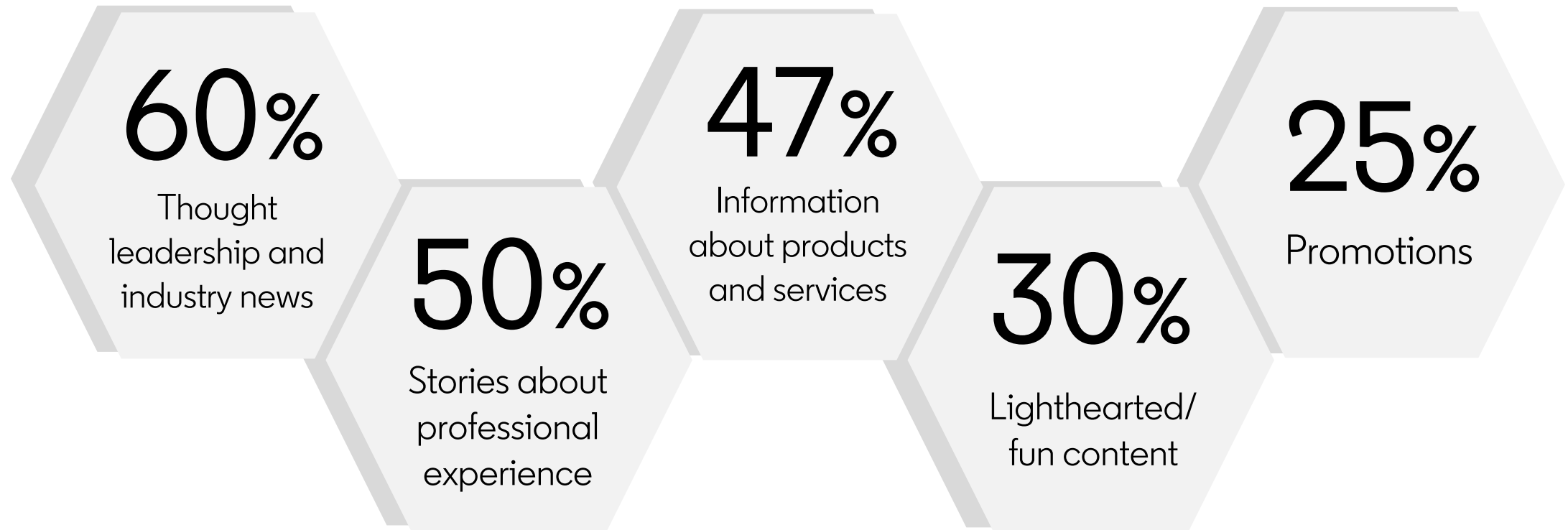
# Trusted contacts and professional networks have the most influence on SMBs when they select products and services

*What channels influence your awareness and selection of products/services for your company?*



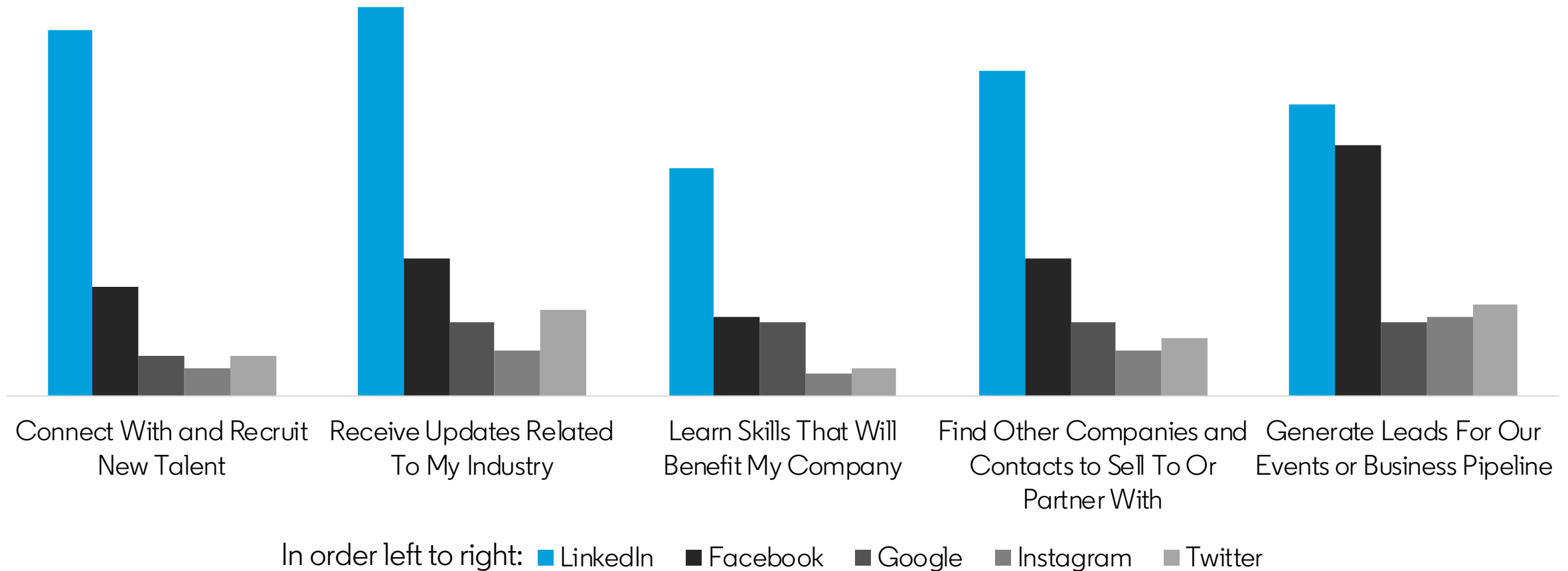
# To engaged SMBs, thought leadership content is great but varied content is even better, as there is no 'one size fits all'

*Which of the following content types would make a company appealing as a potential business provider or partner?*



# LinkedIn is by far the most used social platform for SMBs when they are looking to grow, find business partners, and drive leads

*What social platform do you use for:*



# Key Takeaways

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- ◆ SMBs look to a **diversified mix of content** when researching potential business partners
- ◆ Networking matters – SMBs are **looking to their peers when selecting new products** and services
- ◆ While SMBs are using social media to build their companies reputation and generate leads, they're mostly **measuring success based on bottom funnel metrics** such as sales and leads generated
- ◆ When targeting SMBs, **think beyond the C-Suite**: everyone surveyed believed they have decision making power in their business
- ◆ SMBs recognised LinkedIn as **the most valuable platform** to connect with their peers, upskill, find business partners, and generate leads



# You can scale your reach of SMBs on LinkedIn



10M  
Members in  
Australia



1.5M  
Members  
employed in  
SMB's



520K  
Decision  
Makers  
employed in  
SMB's

