

SMB Insights

South-East Asia 2018

Singapore, Hong Kong, Indonesia, Malaysia & Philippines



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

CRITERIA:



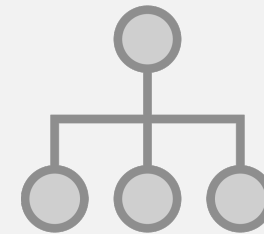
5 countries
in SE -Asia



Full Time or
Self Employed



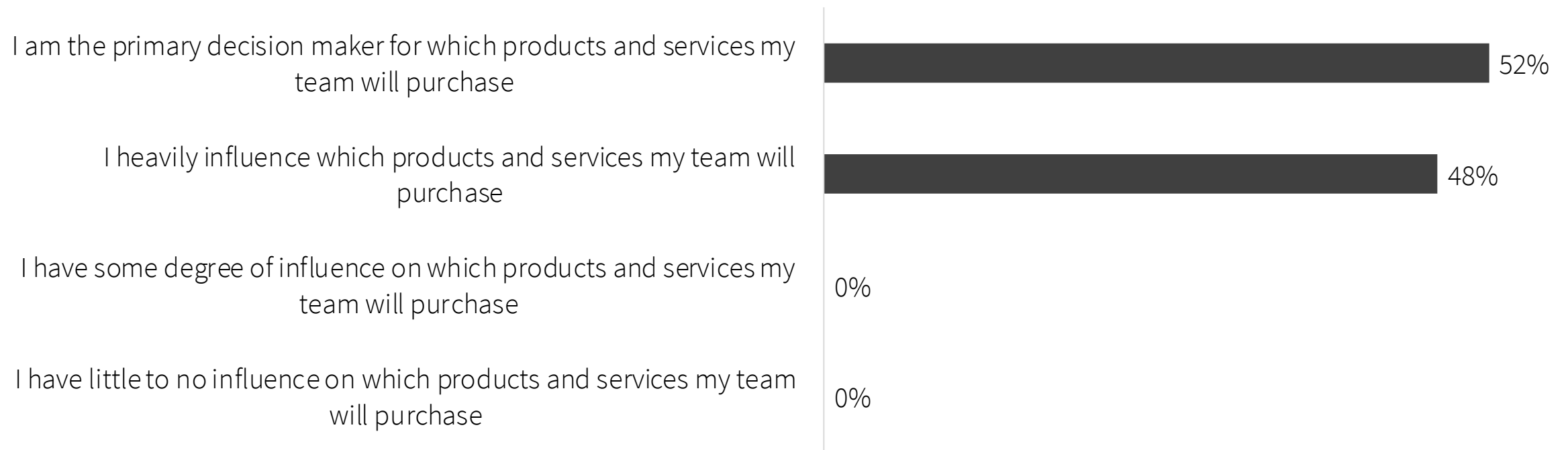
Sole Trader to 200
Company Size



Individual
Contributor to
C-Suite

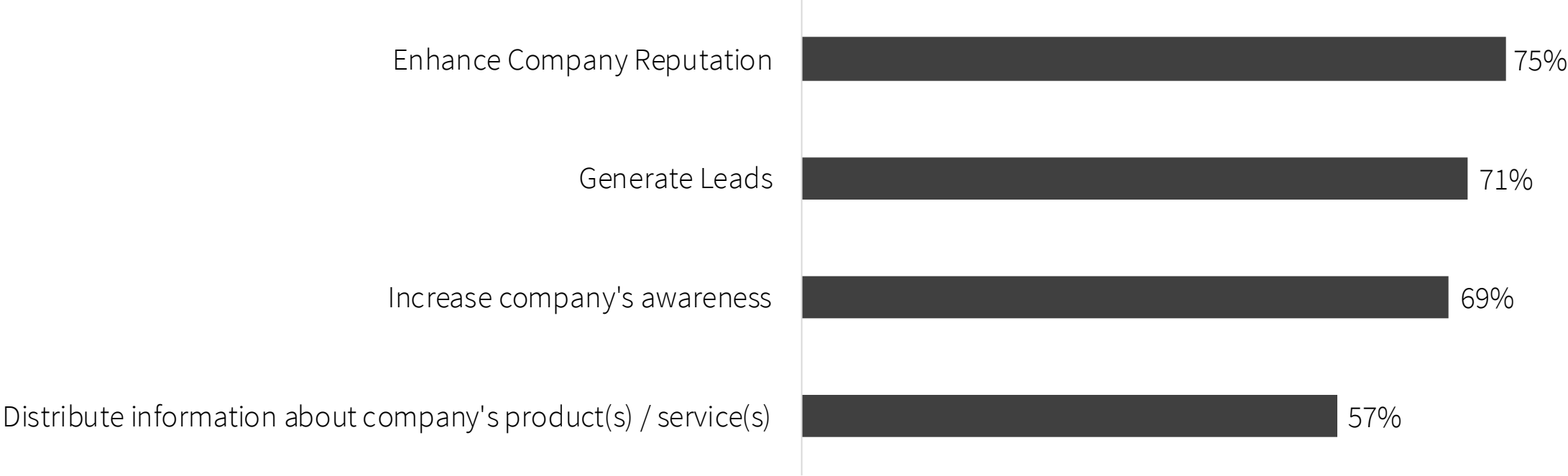
All the members surveyed (including junior staff) said they had influence on decisions made in their companies

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



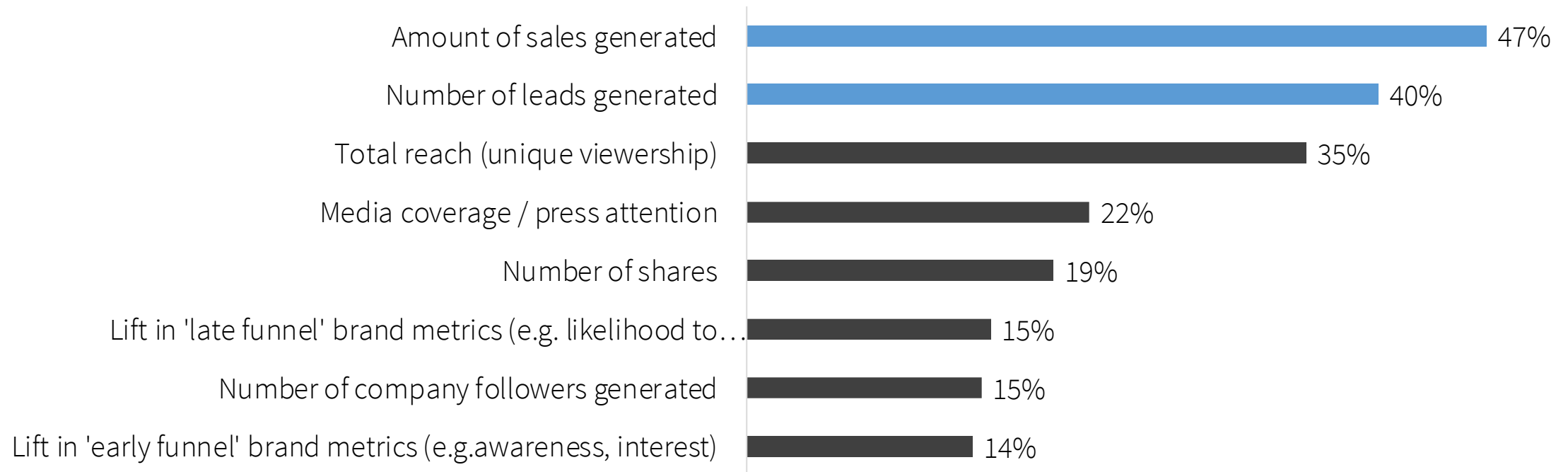
SMBs are prioritizing building their brand by using social media, with lead generation as a close second

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



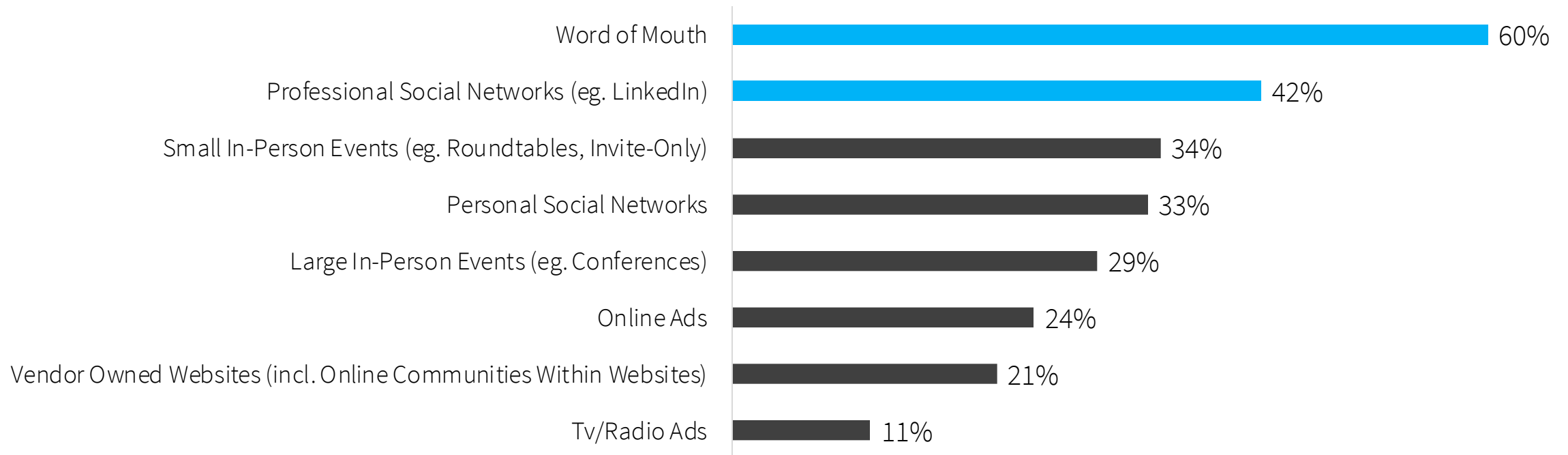
Despite their objectives, most SMBs are primarily judging the success of their campaigns by lead and sales driving metrics

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



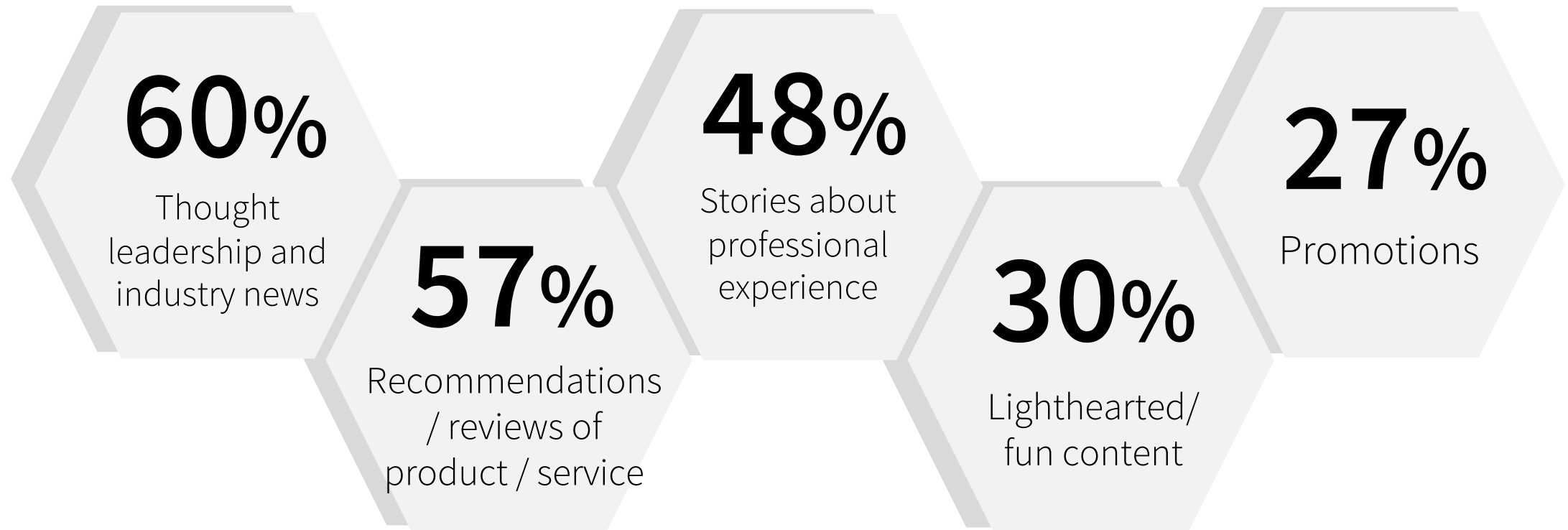
Trusted contacts and professional networks have the most influence on SMBs when they select products and services

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



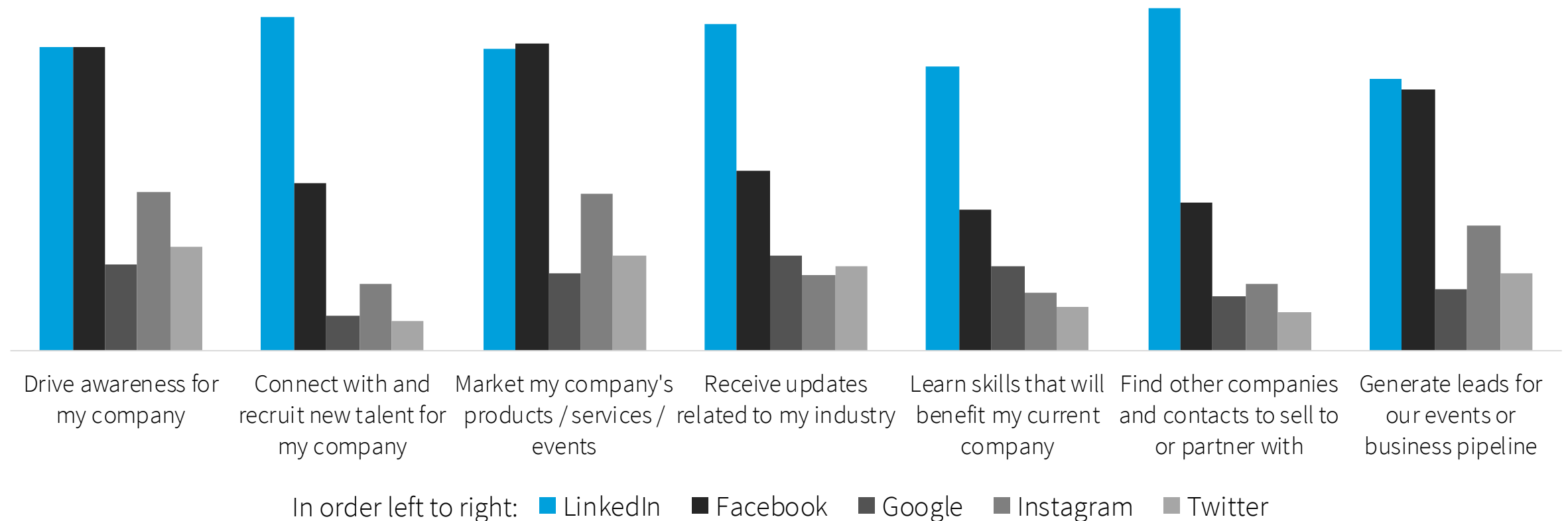
To engaged SMBs, thought leadership content is great but varied content is even better, as there is no 'one size fits all'

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:

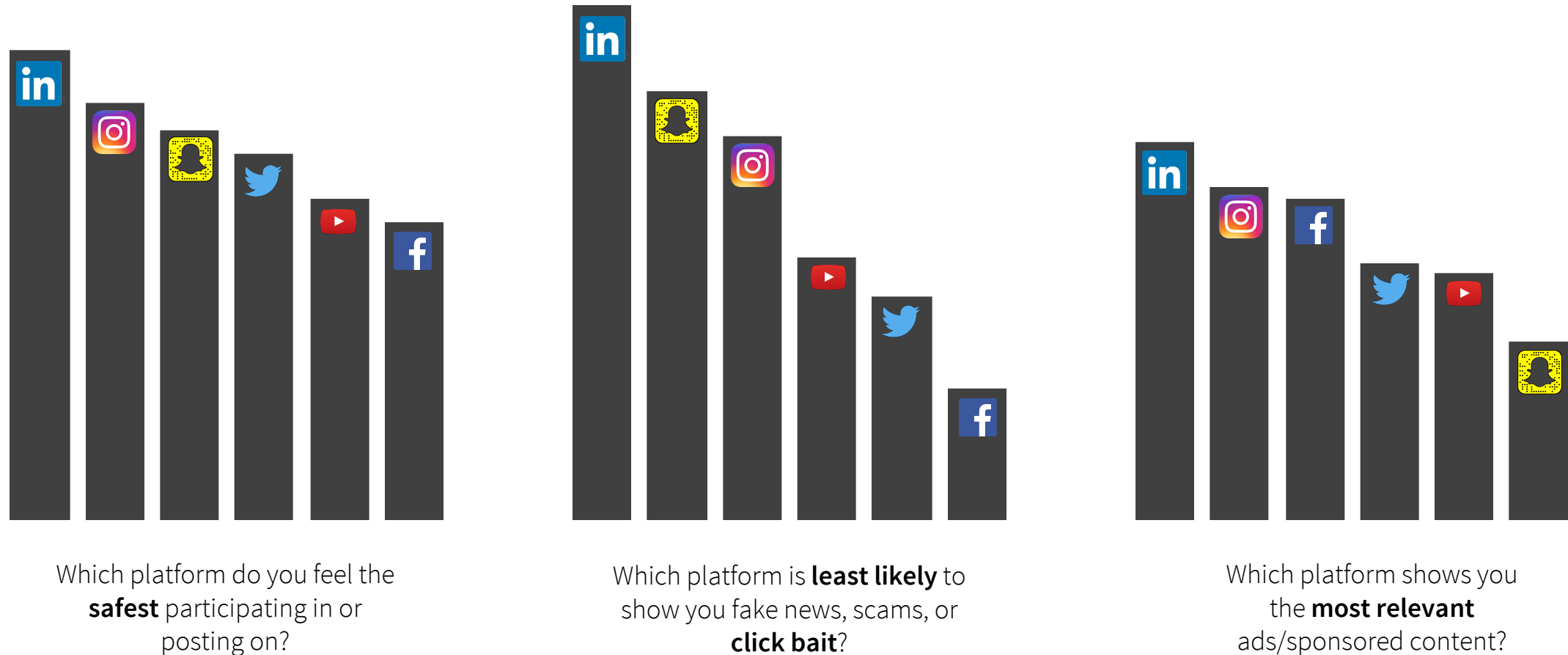


Key Takeaways

- 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

LinkedIn Members trust the content they read on platform

Business Insider Digital Trust Survey



Which platform do you feel the **safest** participating in or posting on?

Which platform is **least likely** to show you fake news, scams, or **click bait**?

Which platform shows you the **most relevant** ads/sponsored content?

You can scale your reach of SMBs on LinkedIn



30M
Members in
South-east
Asia



2.3M
Members
employed
in SMB's



515K
Decision
Makers
employed
in SMB's

SMB audience is 1.8 times more active than the average member in south-east Asia

