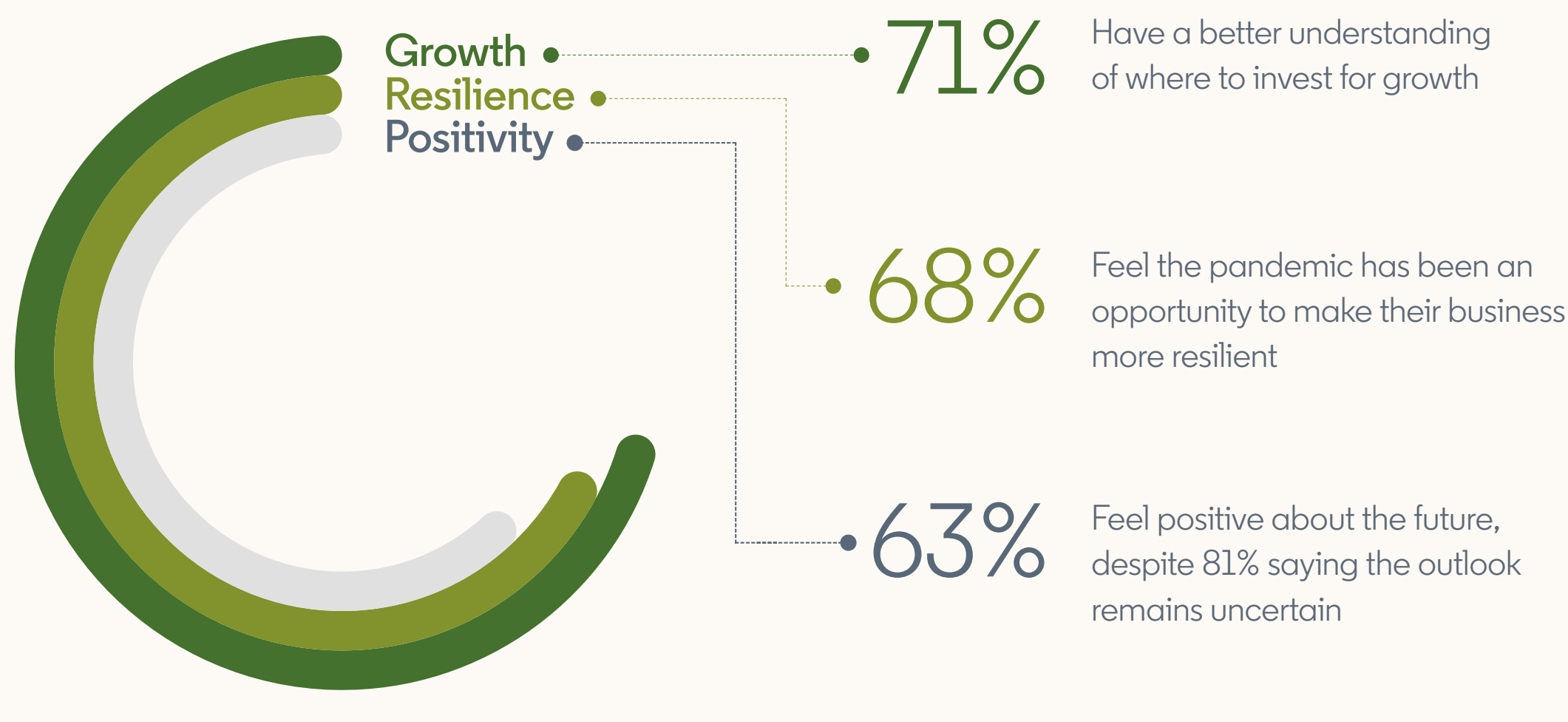


Inside Australia's resilient SMBs



The great SMB reset is here.

LinkedIn, together with Kantar, surveyed the SMB landscape in Australia, uncovering a new resilient breed of SMBs who are ready for the future.



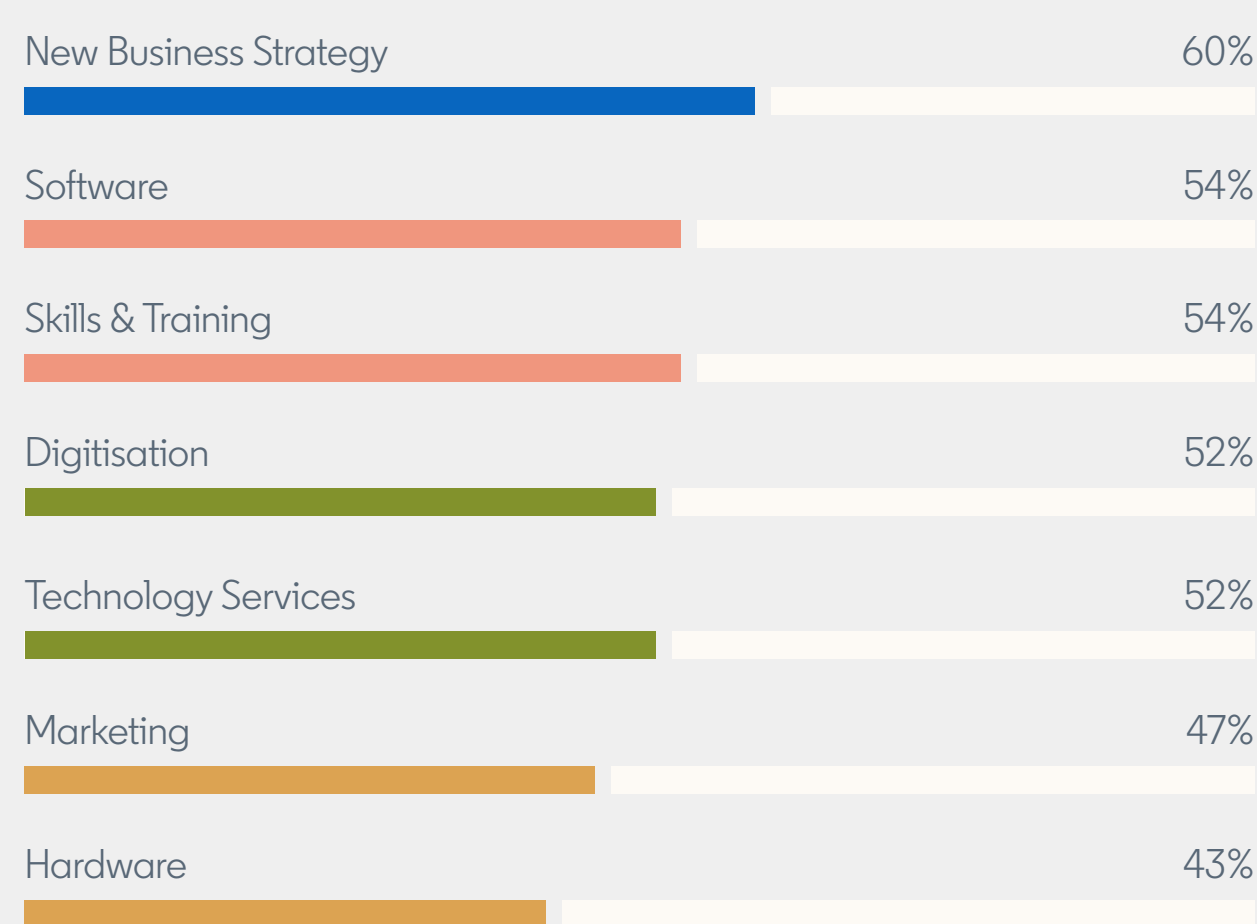
They are seeking opportunity in adversity with SMB growth on LinkedIn outpacing pre-pandemic levels

Comparing Jan to Jun 2021 to the same period in 2020:



SMBs plan to invest in 7 key areas to unlock growth

With a clearer understanding of their key growth drivers, SMBs are prioritising investments in these 7 areas.



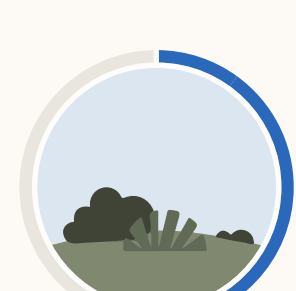
FinServ is the new SMB superpower



60% of SMBs plan to increase FinServ spend



Of these, **17%** plan to significantly increase FinServ spend



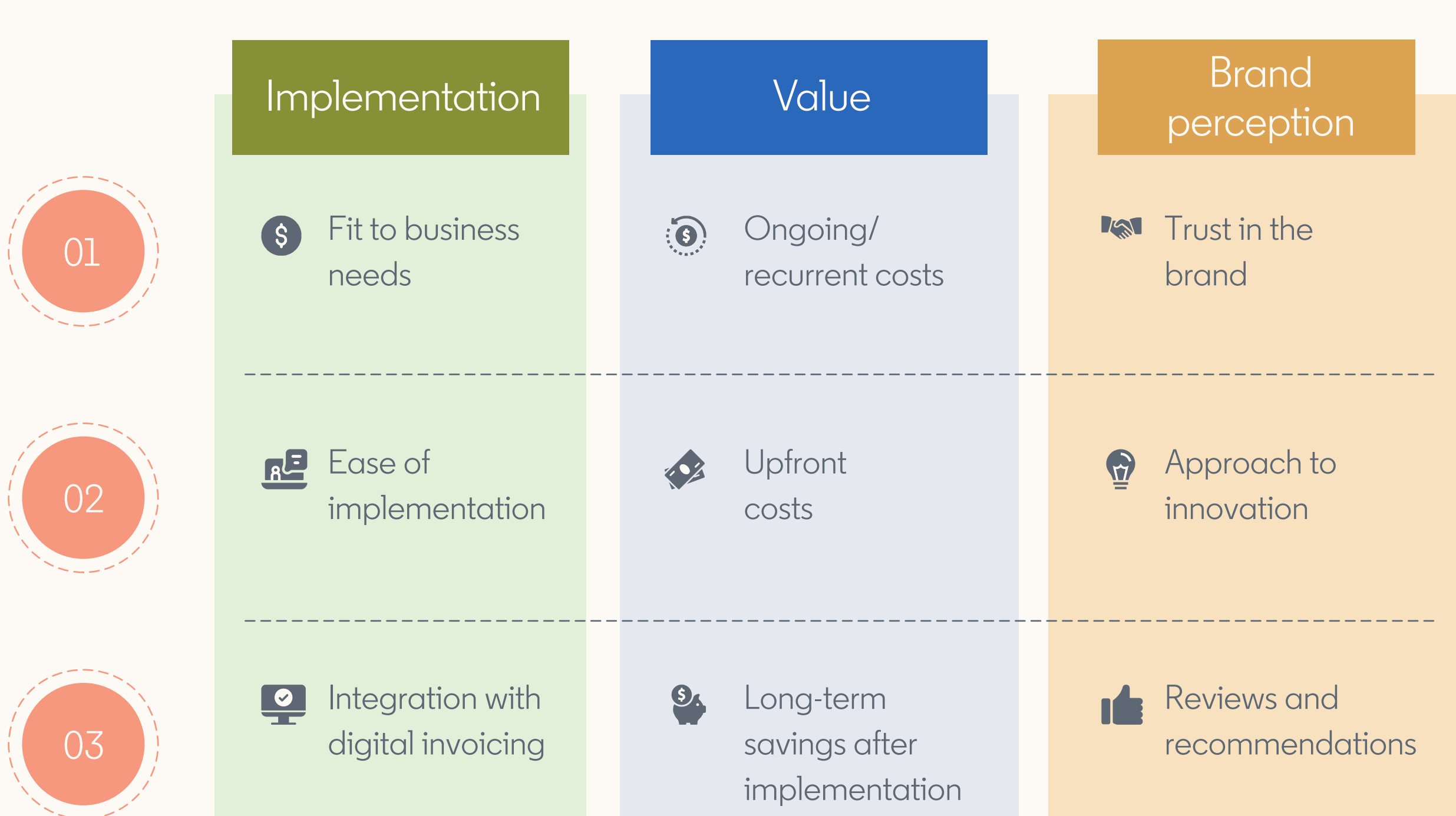
49% of SMBs increased FinServ spend in 2020

Key FinServ investment areas for SMBs

- 01 Online banking
- 02 Mobile banking
- 03 Debit, business & credit cards
- 04 Commercial services
- 05 Asset management

How can financial services brands position themselves as a partner of choice to SMBs?

Address the 3 key factors that influence their decision



The great SMB reset in financial services has begun.

View the research and our recommendations to turn these insights into action.

[Download the report](#)