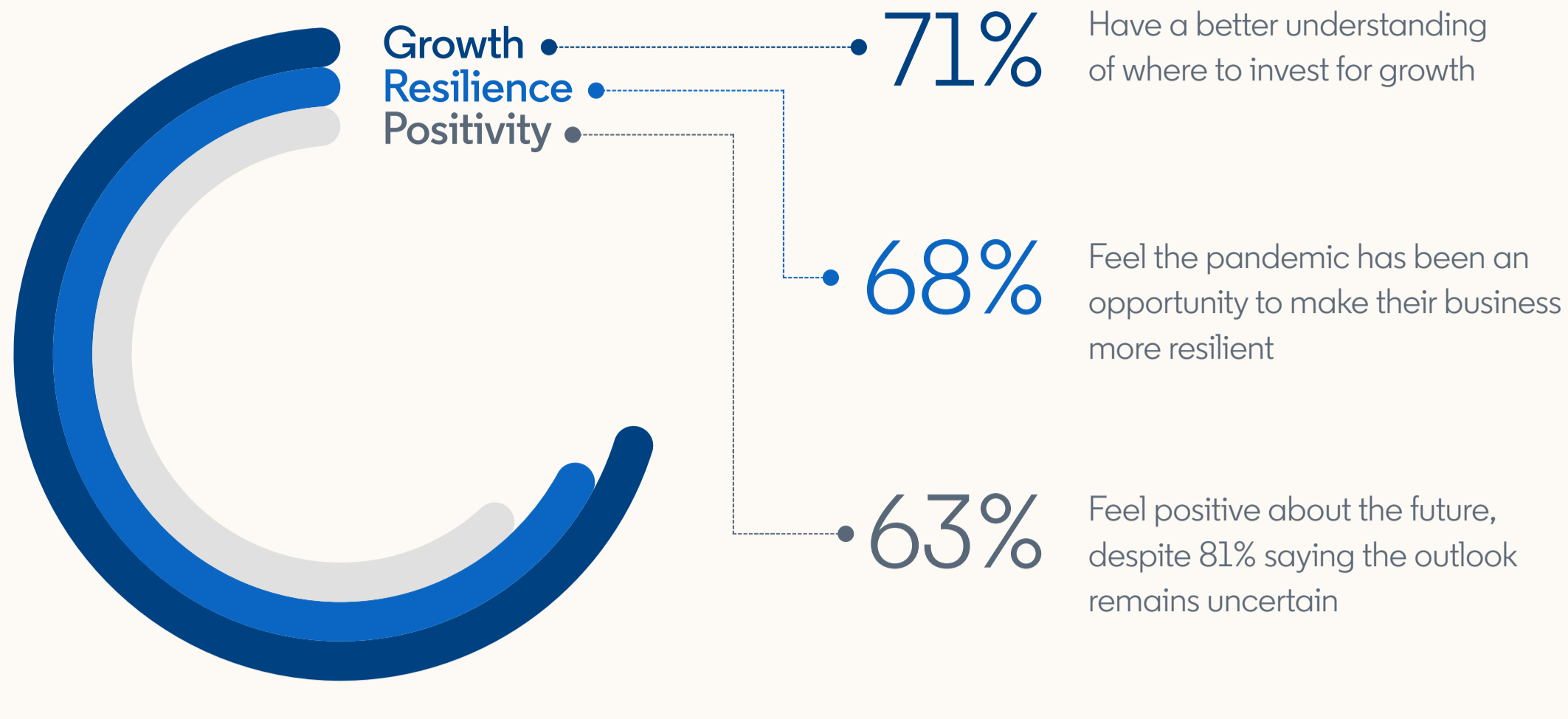


Inside Australia's resilient SMBs



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.



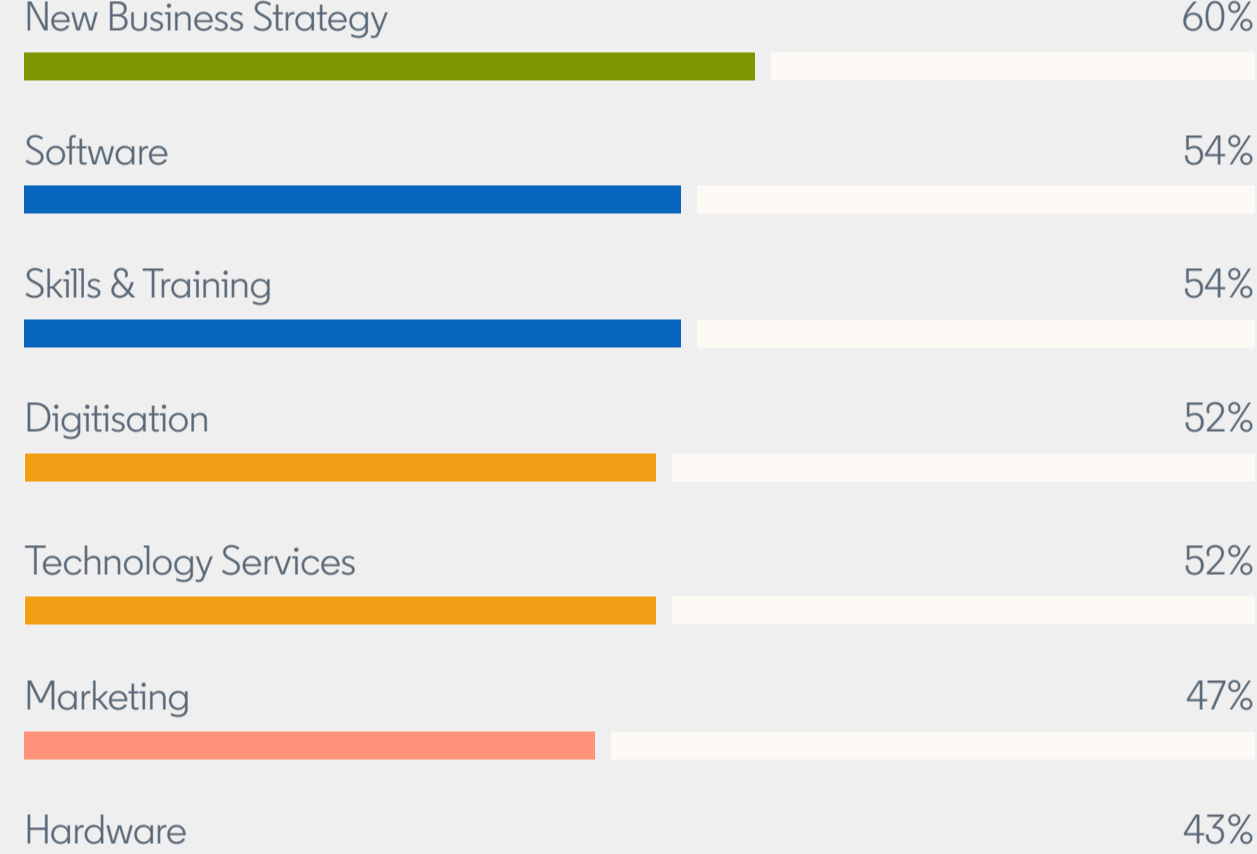
They are seeking opportunity in adversity with SMB growth on LinkedIn outpacing pre-pandemic levels

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



SMBs plan to invest in 7 key areas to unlock growth

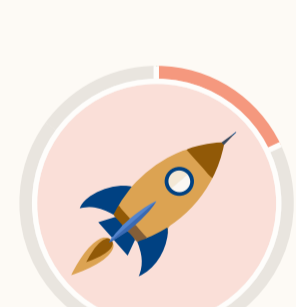
With a clearer understanding of their key growth drivers, SMBs are prioritising investments in these 7 areas.



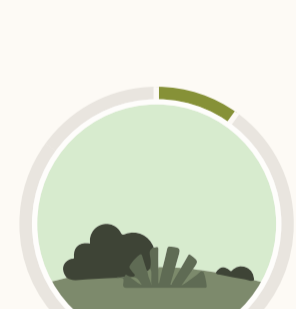
Technology is the new SMB superpower



70% of SMBs plan to increase tech spend



Of these, 18% plan to significantly increase tech spend



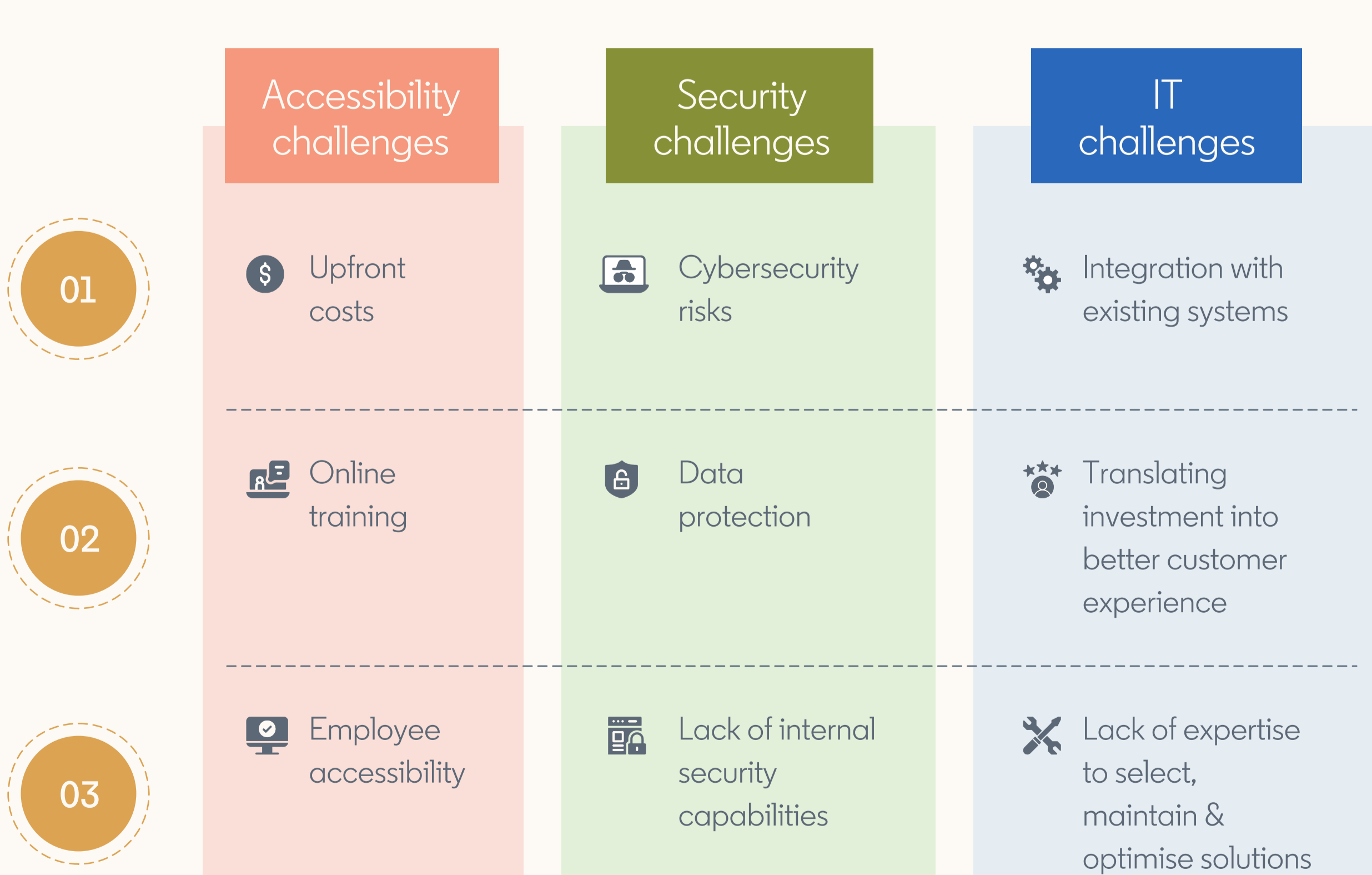
10% of SMBs plan to reduce tech spend

Key technology investment areas for SMBs

- 01 CRM software
- 02 Cloud computing
- 03 Data analytics
- 04 Electronic invoicing
- 05 E-commerce

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

Address the 3 main challenges SMBs face in technology implementation



The great SMB reset in technology has begun.

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

[Download the report](#)