



# Meet the SMB

Engaging small and medium businesses at the tipping point for growth



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# Executive summary

## <1,000 employees

**SMBs of under 1,000 employees incorporate huge diversity**

They face common challenges but address them in different ways depending on their mindset and phase of growth.

## +10 employees

**SMBs with more than 10 employees:**

Are in-market for a significantly wider range of categories and have far larger budgets available, passing a growth threshold.

## Higher revenues

**SMBs on LinkedIn are larger,** more successful and have higher revenues, representing a concentration of businesses that are accelerating past the growth threshold.

## Motivated leaders

**SMB leaders are significantly more motivated, confident, optimistic and ambitious after spending time on LinkedIn.**

They attach the highest value to ads, advice and expert content they encounter on the platform.

## As SMBs grow...

- they develop more complex buying committees
- consider a wider group of suppliers.

## +50 employees

**Businesses with more than 50 employees**

see another step-change in budgets with greater resilience and mindsets more focused on innovation.

## SMBs trust LinkedIn

**LinkedIn is the platform with the highest representation of SMB decision makers**

and the platform they trust to help them make better business decisions.



# Introduction

# 150M

Small or Medium-sized  
Businesses (SMBs) are active  
on LinkedIn globally



“SMBs have unique needs and ambitions. This report shows why that matters to marketers.

LinkedIn is the place where people and businesses come together to inspire and connect with one another. Whether it’s hiring talent, seeking insights, or procuring tools, small or medium-sized businesses (SMBs) are often a driving force behind most interactions on the platform. Why? SMBs are one of LinkedIn’s fastest growing and most engaged audience, with 150M<sup>1</sup> active on the platform today. In fact, SMBs’ engagement with content on LinkedIn has grown 25x<sup>1</sup> in the last two years.

The growing presence of SMBs on LinkedIn isn’t surprising, given that organizations with fewer than 1,000 employees, or SMBs, make up the majority of businesses worldwide. They account for 95% of all companies, generate over half of global GDP<sup>2</sup>, and serve as the driving force behind the world’s economy. Representing a vast, dynamic market segment with significant purchasing power and a critical role in driving economic

growth, it’s no wonder that SMBs are desirable targets for many businesses. For B2B marketers who provide products or services to SMBs, the real opportunity to make an impact lies in understanding their nuances.

However, SMBs are often discussed as singular stereotypes, grouping a micro-business of one employee, or a small restaurant or barber shop employing a dozen, with those of rapidly growing businesses who employ hundreds of people. With LinkedIn’s insights into the global knowledge, talent, and services marketplaces, we understand that SMBs are far from a monolithic group.

With this in mind, we aimed not only to deepen our understanding but also to spotlight the diversity within the SMB sector—**empowering businesses and marketers to meet their unique needs more effectively.**

To do so, we partnered with analytics firm Interpret to survey 4,287 professionals worldwide, who work at businesses with 400 employees or fewer. We identified the pivotal moments when the financial and emotional characteristics of their businesses change. We analyzed their shifting motivations, which business purchases they choose to invest in, and how they make those choices.

Across the globe, one compelling trend emerged: **SMBs hit a critical growth threshold when their headcount passes 10 employees.** At this point, they start to invest in a wider range of products and categories, and decision-making gets more complex with more vendors and sources to consider. When SMBs make their 11<sup>th</sup> hire, budgets for business goods and services increase by 3-4x – and as a result, they start to grow much faster<sup>3</sup>.

Yet another inflection point happens after the 50<sup>th</sup> hire, at which point budgets triple once more, and businesses become more resilient, with a greater focus on innovation

and establishing a competitive advantage<sup>3</sup>. As SMBs reach this critical growth stage, decision-makers notably spend a growing amount of time on LinkedIn. In fact, compared to startups with fewer than 10 employees, **SMBs with more than 200 employees are twice as likely to visit the platform daily<sup>1</sup>.** It's time they value, with 68% agreeing that it feels like an investment in their business<sup>3</sup>.

The insights SMBs seek on LinkedIn are as diverse as their business models – many visit our platform for the latest tech trends (85%), some want insights about budgeting and accounting (71%), and others value tips on finding good sales leads (85%) or suppliers (88%)<sup>3</sup>.

Because **SMBs believe in LinkedIn as a lever for growth**, it was reported the most trusted social platform by the 4,287 global professionals we surveyed<sup>3</sup>. For B2B marketers, SMBs represent a unique and powerful opportunity – to connect your brand with a valuable

audience who not only wants to learn from your brand, but also needs your products and solutions to grow. Guided by our vision to create economic opportunity for every member of the global workforce, LinkedIn is proud to build a future where SMBs of all sizes can thrive.

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*To elevate your understanding of this dynamic ecosystem and unlock meaningful connections with one of our fastest growing audiences today, dive into the full report. Now is the right moment to join the conversation.”*

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**Davang Shah**  
Vice President of Marketing  
LinkedIn Marketing Solutions

<sup>1</sup>LinkedIn Internal Data, 2024

<sup>2</sup>United Nations, 2024 Theme: MSMEs and the SDGs

<sup>3</sup>LinkedIn + Interpret Meet the SMB Survey, June 2024. Survey conducted across 4,287 global SMB decision-makers aged 18-74.

## Overview

# The business landscape for SMBs

Whatever their size or stage of growth, SMBs face certain common challenges and priorities that reflect the general economic landscape.

Inflation, wage pressures and fluctuating demand are key issues for 63% of them. And roughly half report that doing business remains more difficult following the pandemic than before. They feel a pressure to innovate that many larger businesses share, and roughly a third are concerned about the impact of new AI technologies on their sector.

Confidence tends to come from the customer, partner and supplier relationships that SMBs have built up over time.

Just under three quarters acknowledge that building partnerships takes longer than in the past. 76% are grateful that they have a stable network of suppliers delivering for them.

The roles that SMB decision-makers take on for their businesses reflect that their priorities are not just survival. They're making decisions focused on innovation and expansion.

**47%**  
have helped  
hire new talent

**37%**  
have helped  
their business  
to innovate

**24%**  
have provided  
feedback on  
its tech stack

**21%**  
have helped  
it to enter  
new markets

In challenging times, a lot of SMB attention focuses on maintaining their current business model and customer and supplier relationships.

However a significant minority are also thinking about growth. In the following chapters of this report, we'll explore how to identify and engage these businesses.

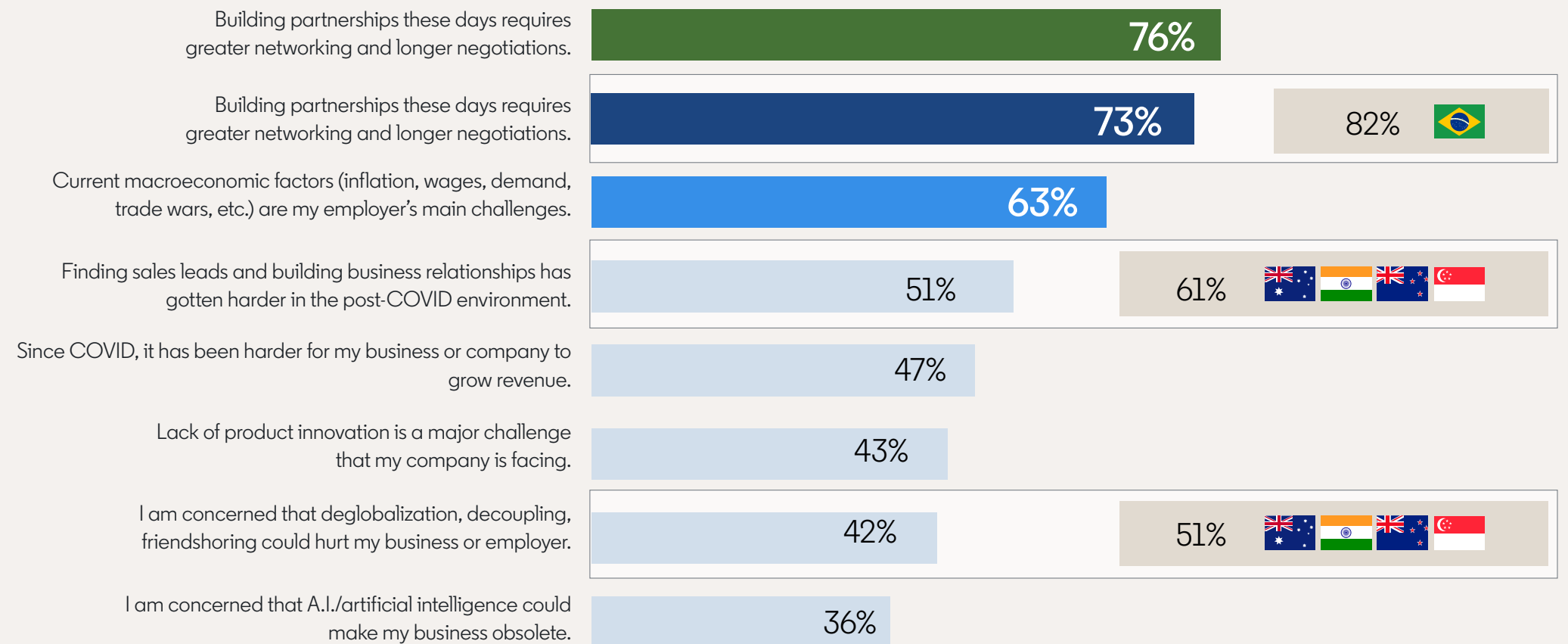


Key challenges include deglobalization impacts, slow revenue growth since COVID, difficulty in finding leads, longer negotiations, and macroeconomic pressures.



### Global SMB Decision Makers' Concerns and Business Challenges

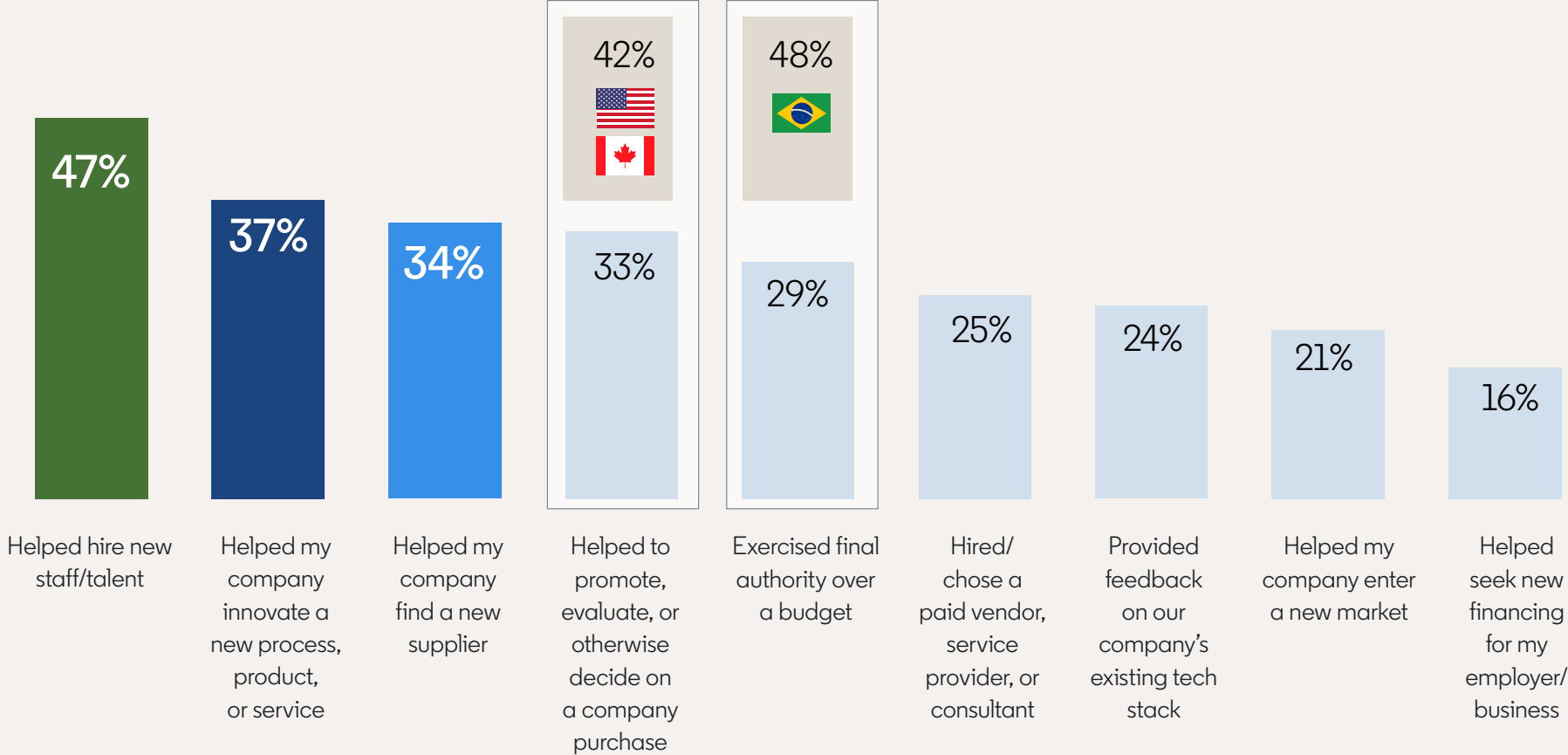
(% somewhat/strongly agree)



SMB Decision Makers fuel company growth by hiring new talent, driving innovation, finding suppliers, influencing purchases, managing budgets, selecting vendors, providing tech feedback, entering new markets, and seeking financing.



Global SMB Decision Makers: Where/How They Contribute to Their Company's Growth  
 (% who have performed these job functions)





Chapter 1

# Employee number 11

the growth slingshot for SMBs





Industry Insider

## Identifying the sweet spot for engaging SMBs

**HubSpot identifies growth tipping points when it has most value to add for SMBs**

*“The people within SMBs who are most likely to use our product are those in the marketing, sales or customer success function, so we can recognize opportunities by looking at businesses that have just made their first sales or marketing hire. That’s often when they’re somewhere between six and 10 employees. Another key point is the moment when they raise Seed or Series A funding and they start ramping up growth. That’s when we want to position ourselves as the platform for their go-to-market.”*



**James Gilbert**  
VP Partnership Marketing, HubSpot

Statistically speaking, something very interesting starts to happen when businesses hire their eleventh employee.

For the average SMB, this is the tipping point where investing in the business becomes highly valuable. At this stage, it makes immediate commercial sense to expand purchases across more categories, driving productivity gains and supporting further growth in team size.

**It’s the tipping point where growth for SMBs slingshots, accelerates and creates greater opportunity both for those working for them – and those marketing to them.**



## For businesses with 10 employees or more:

Purchase intent for **payroll services** increases 19% with budgets growing 3.5x



Purchase intent for **IT services** increases 32% with budgets growing 3x



Purchase intent for **advertising and media services** increases 23% with budgets growing 4.7x



Purchase intent for **logistics** increases 62% with budgets growing 5.3x



Purchase intent for **office space** increases 35% with budgets growing 3.1x



## Businesses with more than 10 employees:

### B2B purchases

Are in-market for a far **wider range of B2B purchases** than those with fewer,

### Higher budgets

And the budgets they have available for these purchases are often 3-4 times higher than those available to smaller businesses.

This spending in turn triggers faster growth in headcount and investment in more products and services.

By the time businesses reach 50 employees, their purchase intent for most categories has increased once more – and their available budget has typically tripled again.

This 50-employee mark is also the point when the mindset of SMB decision-makers starts to shift. Their businesses become more resilient, with broader customer bases and diversified income streams that help them to withstand obstacles like the economic disruption of the COVID pandemic. They become more focused on growth and competitive advantage rather than avoiding risk and protecting existing income streams.



Industry Insider

## Empowering Competitive Advantages at the Tipping Point

FedEx supports SMBs in balancing operational demands with scalable solutions

*“It’s easy to see a big brand and assume it has always been a household name. But FedEx started as a small business, which is part of why the company is passionate about helping other small businesses scale and succeed.”*

*Growing businesses reach critical thresholds where balancing operational realities with rising customer expectations is essential. At these moments, adaptability is key.*

*Whether you’re fulfilling your first international order or managing your returns experience, FedEx provides tailored solutions to scale your business. The FedEx Small Business Center is filled with resources for entrepreneurs, including shipping & printing discounts, advice from your peers, and so much more. By addressing evolving needs, FedEx empowers SMBs to adapt, grow, and thrive in an increasingly dynamic global marketplace.”*



**Brennan Brown**

Digital Marketing Advisor, Small & Medium Business  
Go-To-Market at FedEx

Businesses with 50 employees are:

**34%**

More likely to say it’s important to **be the first to adopt new technology**

**28%**

Less likely to report that **growing revenue has been a struggle** since the pandemic

**46%**

Less likely to have employees **pursuing second jobs or supplementary employment** to make ends meet



# Reaching SMBs at the growth threshold

LinkedIn is the social platform where marketers find the **greatest concentration of SMBs** reaching the growth tipping point.

In fact,

# 81%

of SMBs on LinkedIn have over 10 employees, 14% more than the average across social platforms.



# 55%

of SMB decision-makers on LinkedIn supervise other employees

VS

# 40%

of SMB decision-makers active on other social platforms supervise other employees

As SMBs experience the slingshot effect of moving past the growth threshold, and deploy even larger budgets, **they become even more engaged on LinkedIn.**

SMBs on LinkedIn are:

# 12%

more likely to have been in business five years or longer

# 37%

more likely to have revenues of \$10 million or more.

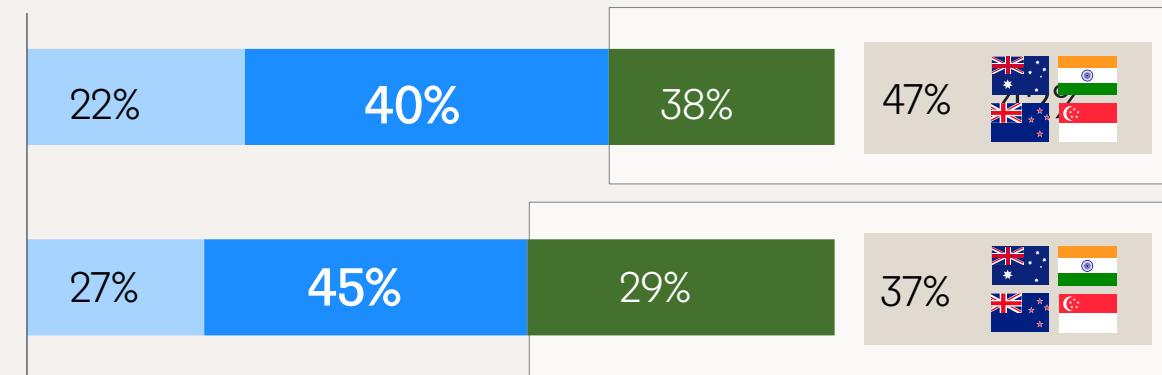
Their businesses aren't just larger in terms of numbers but more successful financially – showing the multiplier effect that starts to apply once SMBs reach this tipping point.



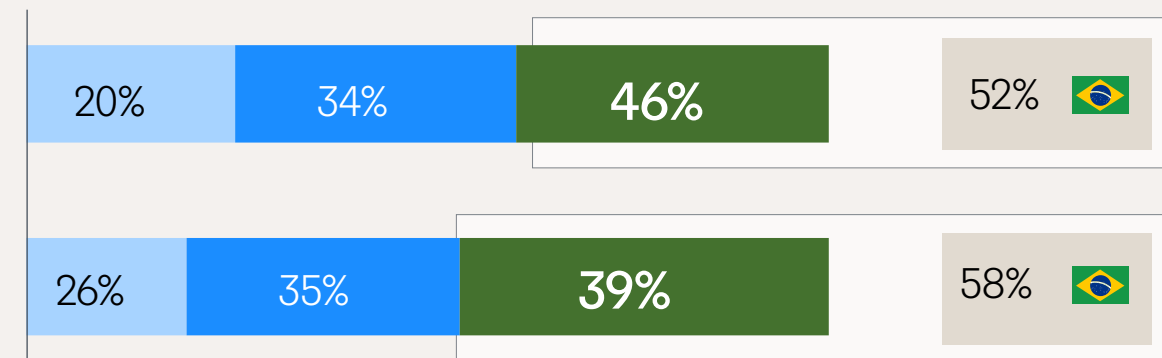
LinkedIn members report **stronger business performance this year** and greater confidence about next year, compared to SMBs who are not active on LinkedIn



### Revenue Growth for This Year



### Expectation of Revenue for Next Year



■ More revenue this year
 ■ Same revenue this year
 ■ Less revenue this year

Chapter 2

# Enter the buying committee



At the point when small businesses pass the growth threshold and start to accelerate their investments, something else changes.

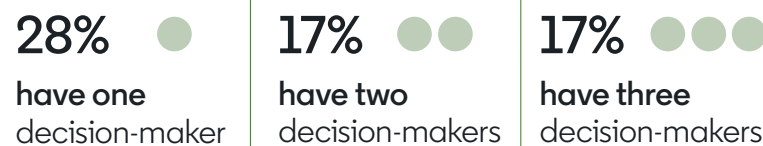
The way that they decide on business purchases starts to shift. It involves a wider circle of trusted people, who consider a larger range of potential suppliers and do so over a longer time period.

At the point when SMBs become most valuable to potential partners and suppliers, they start to develop buying committees.

A majority of SMBs have more than 3 decision makers in their organization.



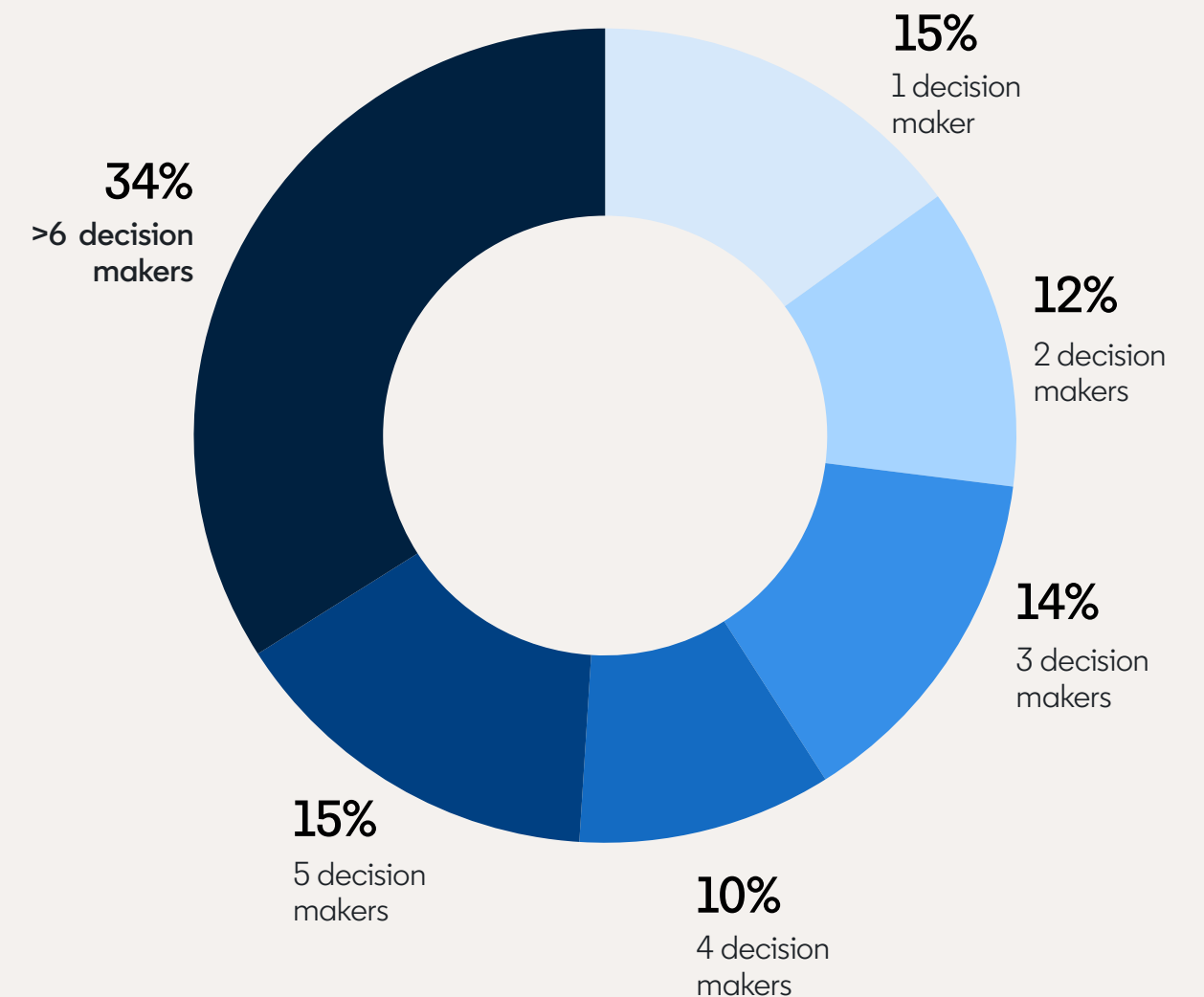
**Brazilian SMBs** have a much leaner decision-making process, averaging fewer **decision makers**.



**American and Canadian SMBs** tend to involve more decision-makers, with the majority leveraging more than two decision-makers.



Reported number of decision-makers in global SMB organizations

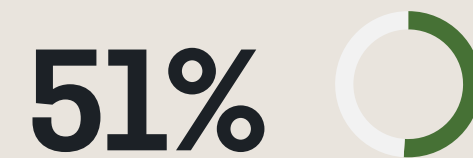




SMBs with between 10 and 50 employees are **the least likely to leave purchase choices to a single decision-makers**



Only



of decision-makers for businesses this size say they make purchase choices alone, 18% fewer than decision-makers for smaller SMBs.

As part of this collective decision-making process, SMBs at the tipping point consider a wider range of suppliers:



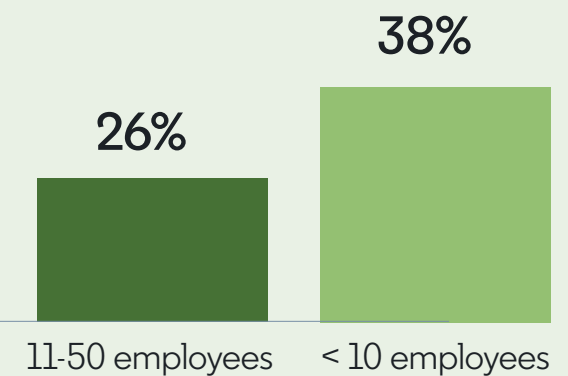
of SMBs check out many options

### SMBs make faster decisions

All SMBs make decisions relatively faster than large enterprise organizations. However, those crossing the growing threshold are less likely to rely on snap judgments.

Only 26% of decision-makers for businesses of between 11 and 50 employees make buying decisions in less than a week, compared to 38% of decision-makers for smaller businesses.

#### Make buying decisions in less than a week



One reason SMB decision-makers are comfortable with complex buying processes is that many of them have prior experience making similar decisions in previous roles.

LinkedIn internal data shows that **43% of small business owners and leaders were working in companies with more than 500 employees before** launching or joining their current business.

Influencing the buying decisions of companies with 10 employees or more is a more complex challenge than influencing micro businesses of one to three people, or small teams with founders who take decisions solo and often on instinct.

**However, the greater buying power and future growth potential of these growth threshold businesses makes it far more rewarding.**

Most SMB decision-makers reach purchase decisions in a month or less

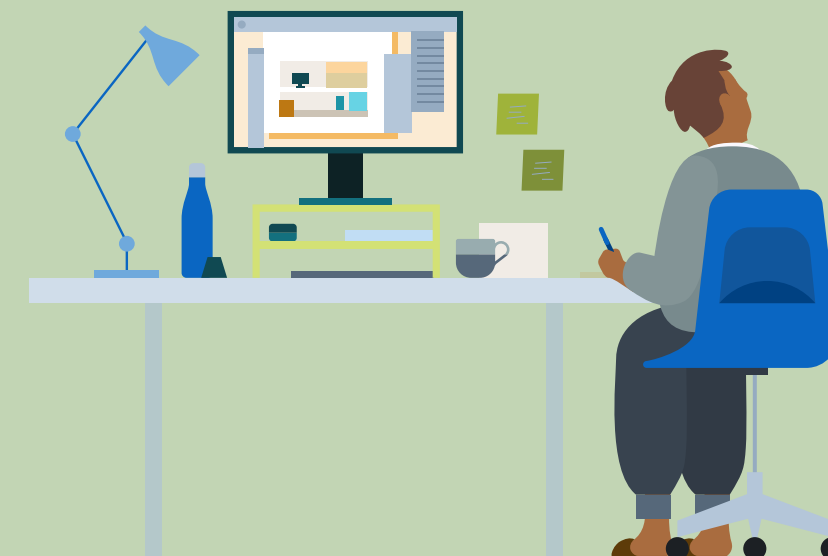
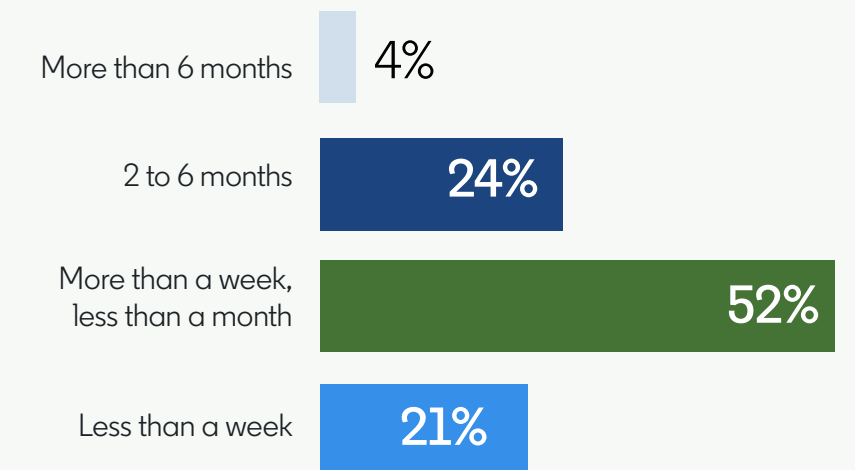


**28%** make decisions within 2 to 6 months



**25%** make decisions in less than a week

### Purchase Decision-Making Timeline





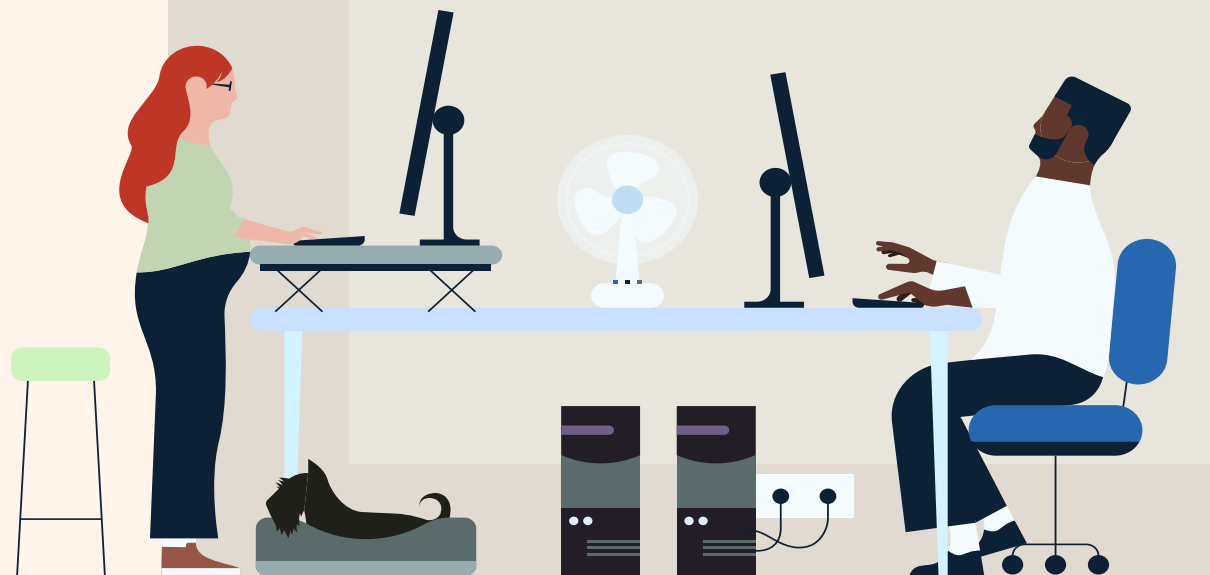
## Build Your Brand Today to Win SMB Buyers Tomorrow

*“Don’t wait to build your brand—it’s just as crucial as generating leads. While many B2B marketers chase immediate sales from small businesses, that strategy alone gets expensive and limiting.”*

*Small business owners move quickly when they’re ready to expand, and they’ll turn to brands they already know and trust. By balancing brand building with your sales efforts, you’ll actually reduce costs over time and create lasting growth. There’s no better time to start than today.”*



**Ty Heath**  
Director, The B2B Institute, LinkedIn



# How decision-making dynamics vary by region

For businesses across **North America, Latin America, Europe, the Middle East and Africa**, growing businesses with larger budgets make decisions more collectively.

The one regional exception to this general rule is **Asia Pacific**, where growth in company size tends to concentrate decision-making in the hands of smaller groups of people.



## Reaching SMBs at the growth threshold

LinkedIn is the social platform with the **highest proportion of SMB buying committee members** helping to shape purchase decisions at the growth threshold and beyond.

LinkedIn's SMB members heavily over-index on all key C-suite roles and **nearly one in three are senior decision-makers**.



 **37%** LinkedIn SMB professionals have authority over budget

SMB professionals active on LinkedIn are the most likely of all to have final authority over budget, with 37% doing so compared to 26% for those not active on the platform.



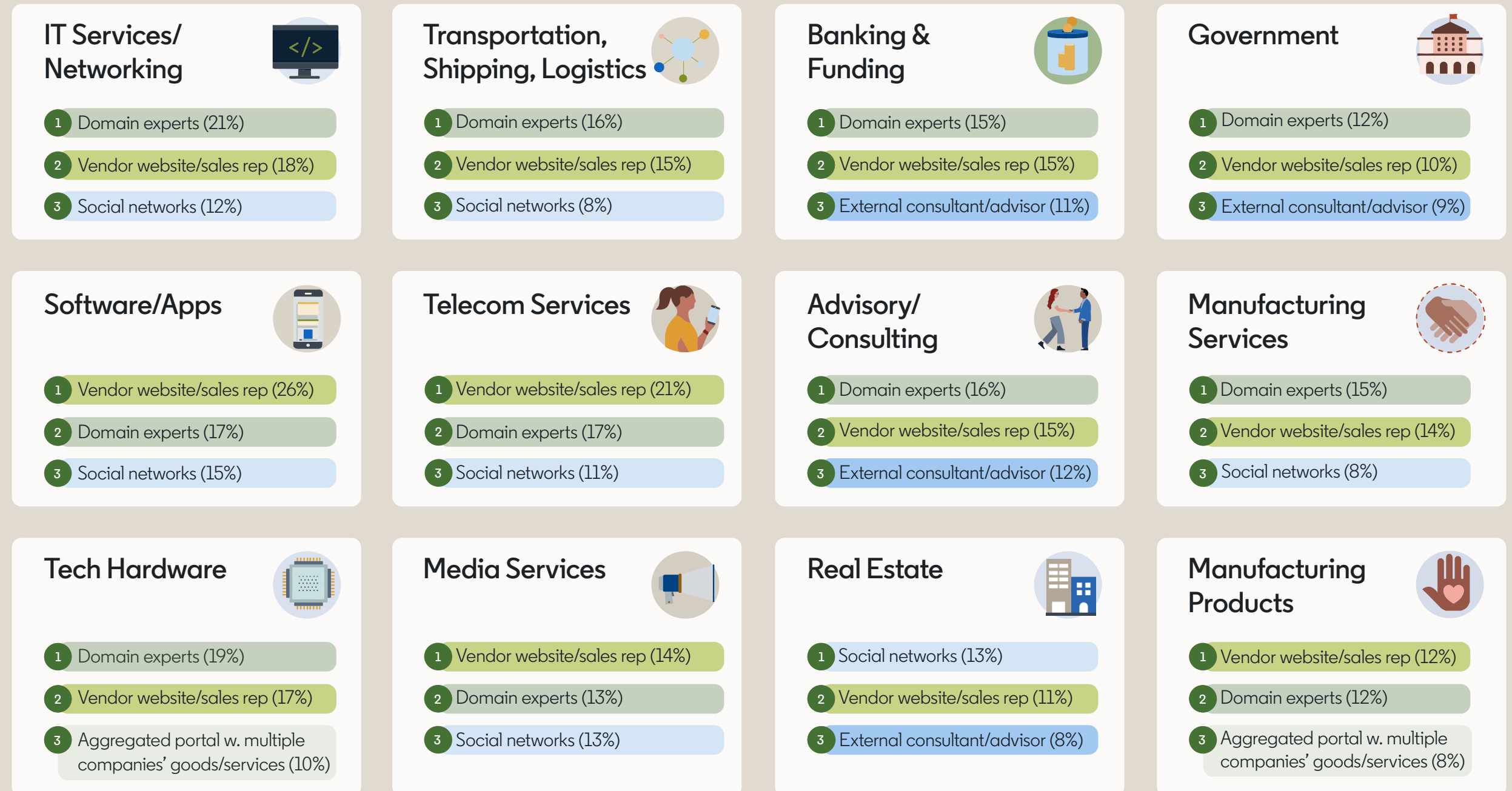
## Chapter 3

# The business of influence for SMBs



SMBs who are active on LinkedIn include diverse touchpoints in their purchase process – but they especially rely on social networks.

% of SMBs who rely on a given source of information to make a purchase decision, by product or service category:



SMBs that have passed the growth threshold seek reliable sources to guide their investments, and LinkedIn is the most trusted platform.

Regardless of the size of the SMB, decision-makers trust LinkedIn the most to inform their B2B purchasing decisions. As those businesses grow, their trust in LinkedIn, and the role they give the platform in shaping their thinking, grows too.

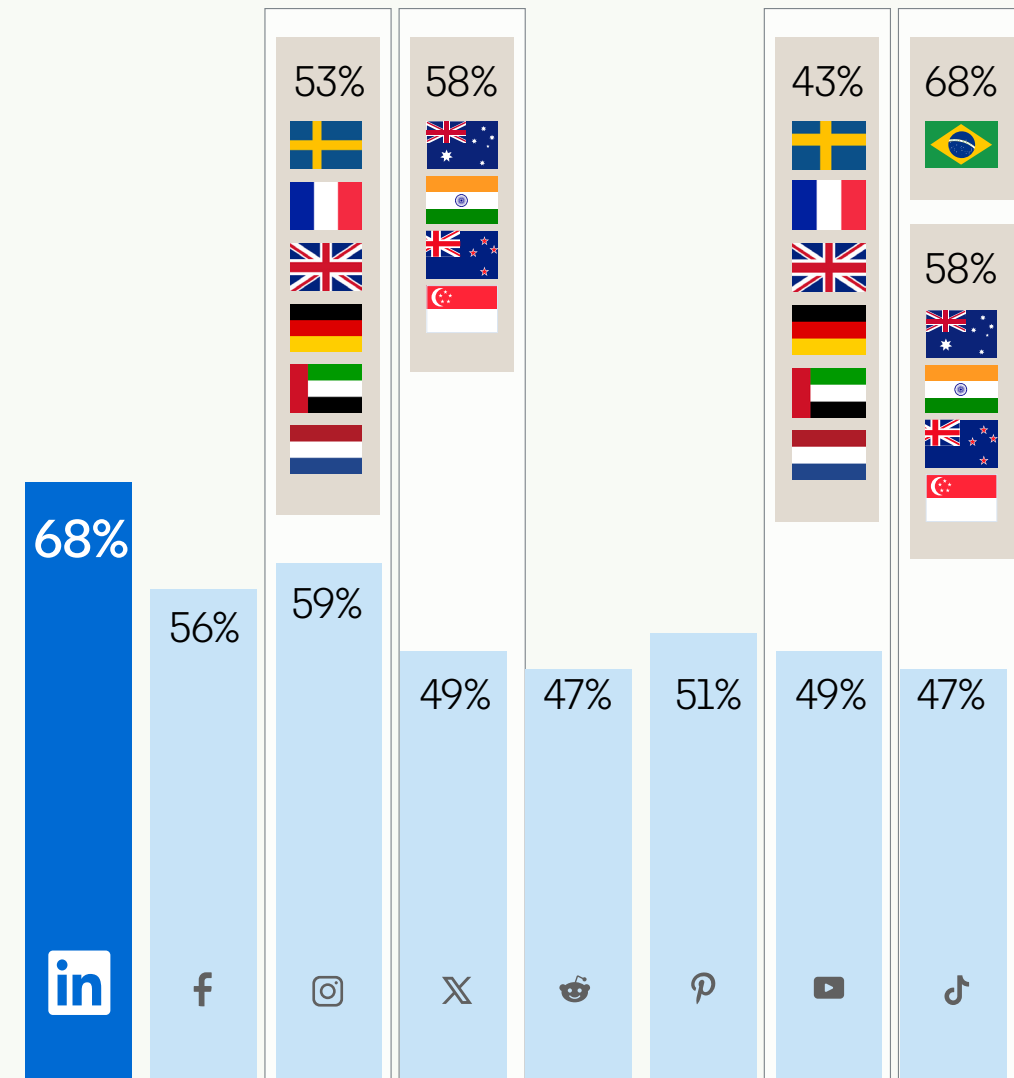
34%

of decision-makers for businesses with **fewer than 10 employees** say they reach out to their network on LinkedIn for help making better decisions.

40%

of businesses at the growth threshold, with **between 11 and 50 employees**, rely on their network for decision-making support. As their businesses grow, decision-makers increasingly turn to LinkedIn for trusted insights.

[PLATFORM] helps me grow my business  
(% of SMB Users “Somewhat/Strongly Agree”)



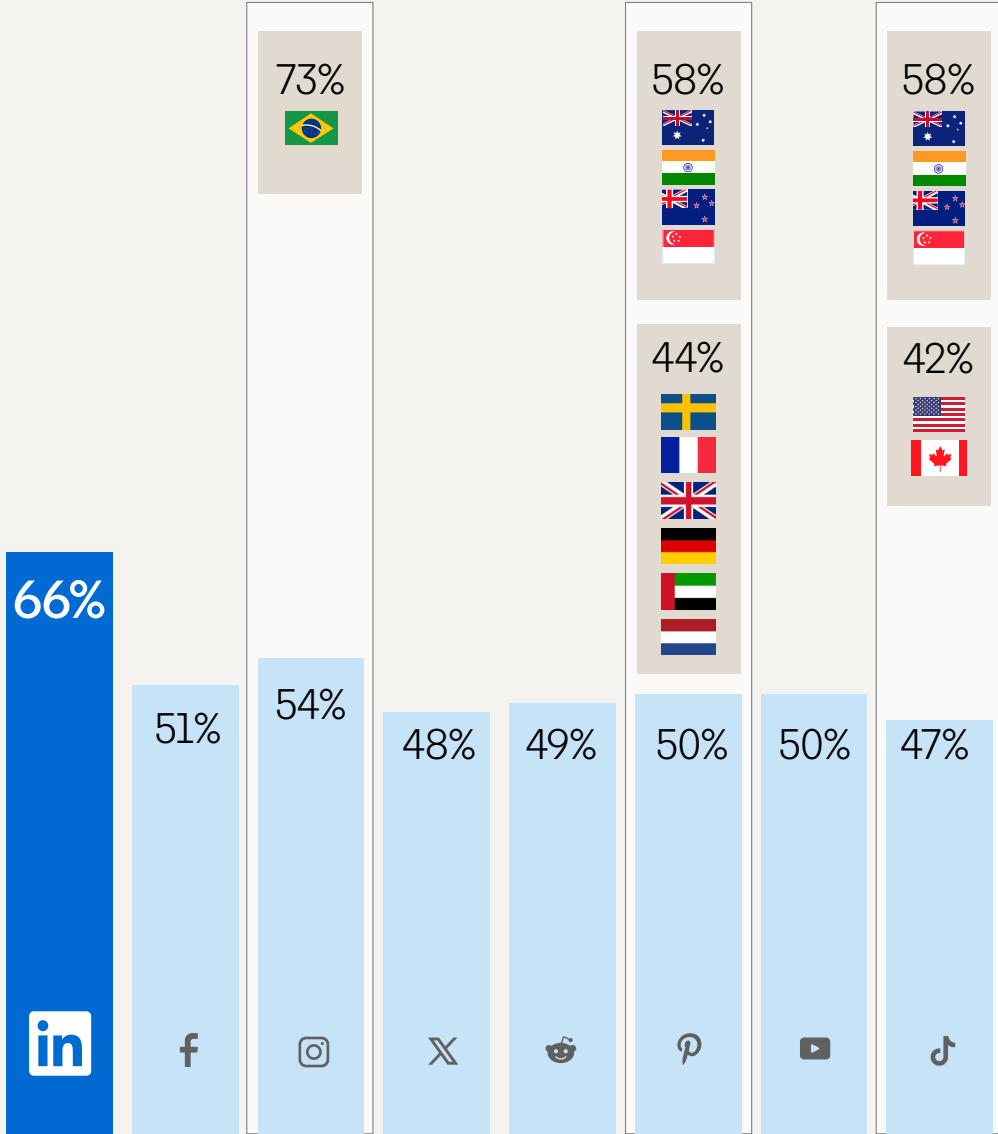
From aggregator websites, to domain experts, social networks and vendor websites, today's **SMB decision-makers have access to more information than ever**. Trust becomes the key factor in helping them to differentiate between noise and substance, and this puts a premium on the value of content encountered on LinkedIn.

As SMB decision-makers rely more on their LinkedIn networks, they are also paying closer attention to the content in their LinkedIn feed. They are significantly more likely to regard insights from leaders and experts as valuable when those insights appear on LinkedIn.

They trust what companies post, trust recommendations from others, and trust the way that LinkedIn uses their information, including to show them relevant content and ads. The reach and impact of this trusted content is increasing exponentially.

SMB members' active engagement with content on LinkedIn has grown by over **25x** in the last two years.

**[PLATFORM] helps me do my job**  
 (% of SMB Users "Somewhat/Strongly Agree")

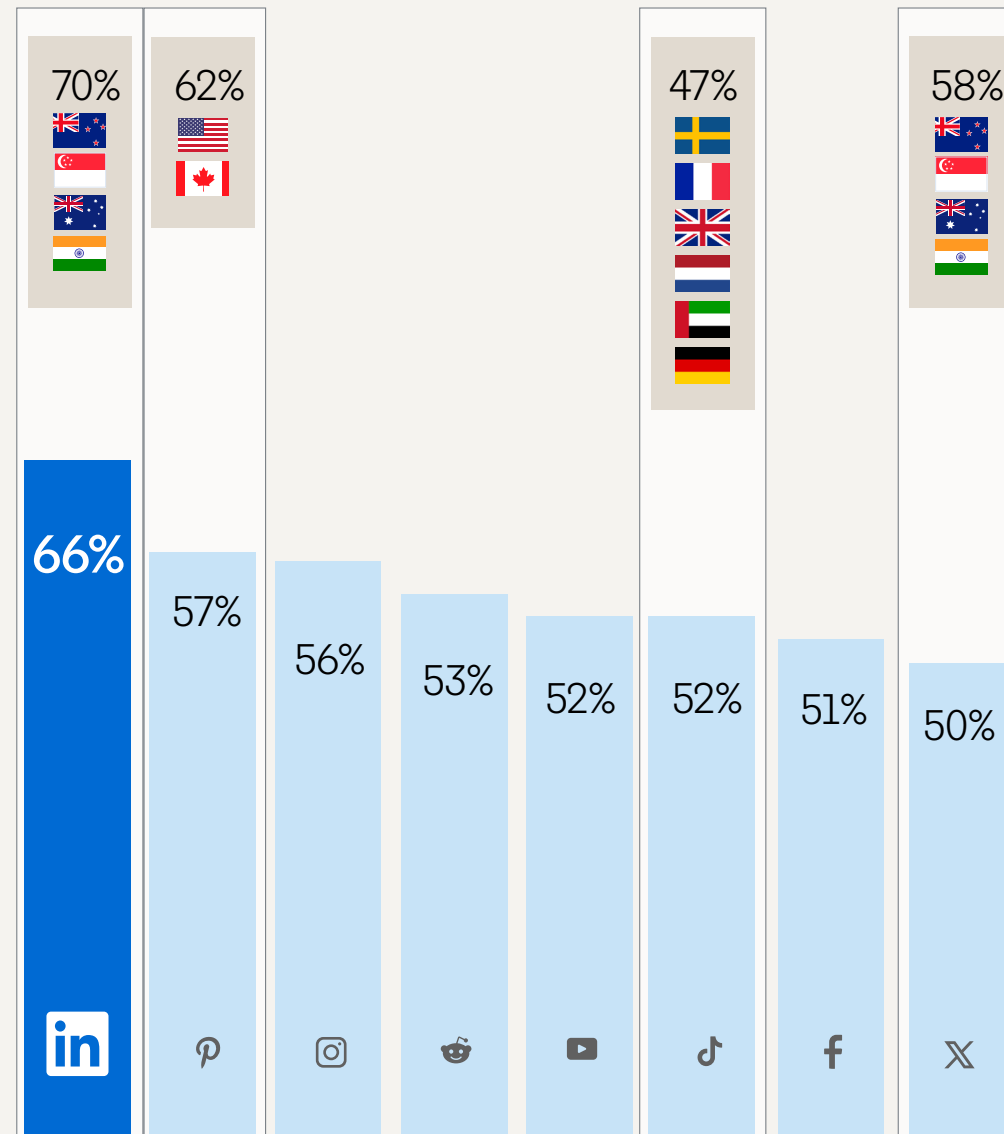




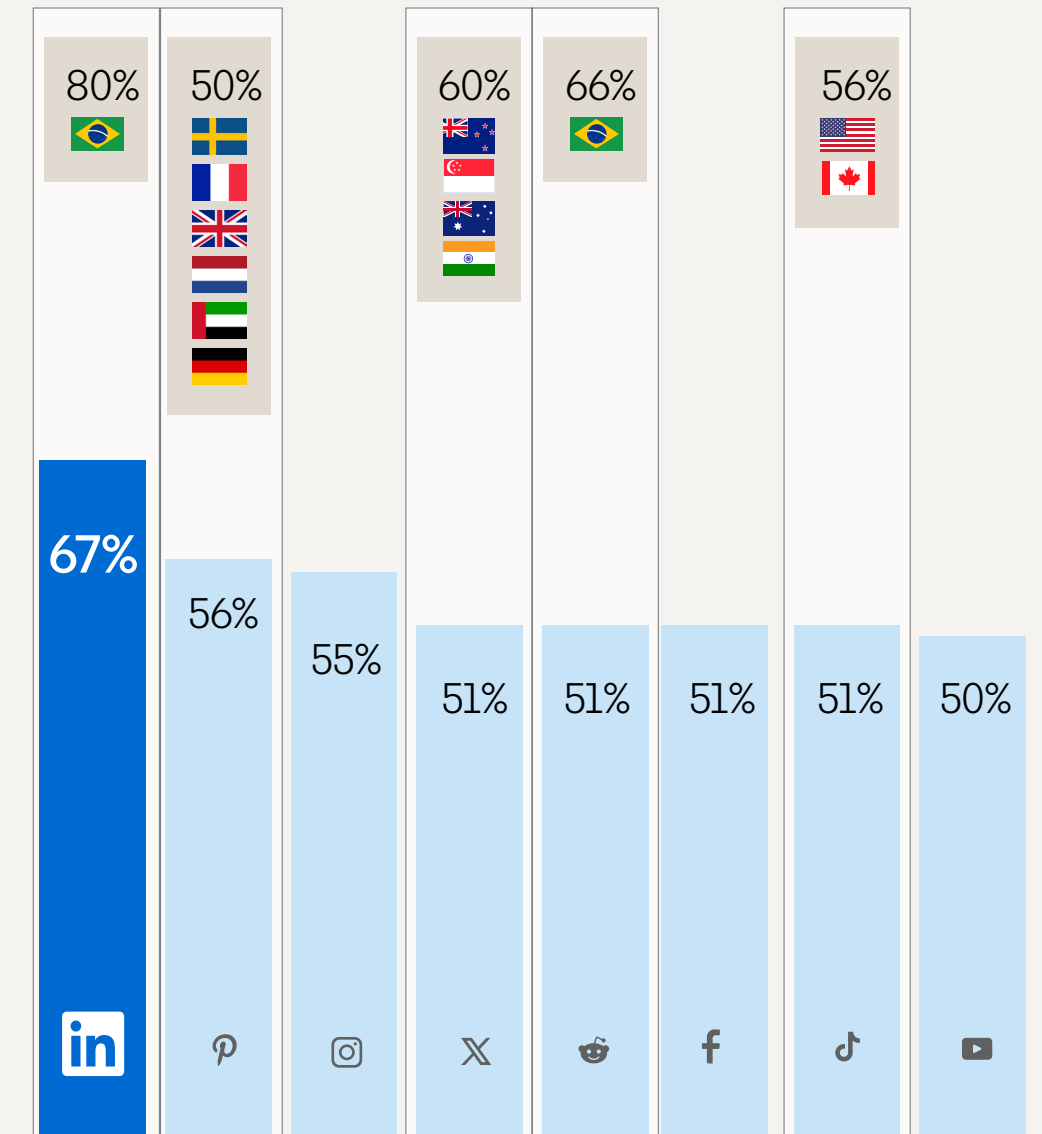
Because SMBs believe in LinkedIn as a lever for growth, it is the most trusted social platform.



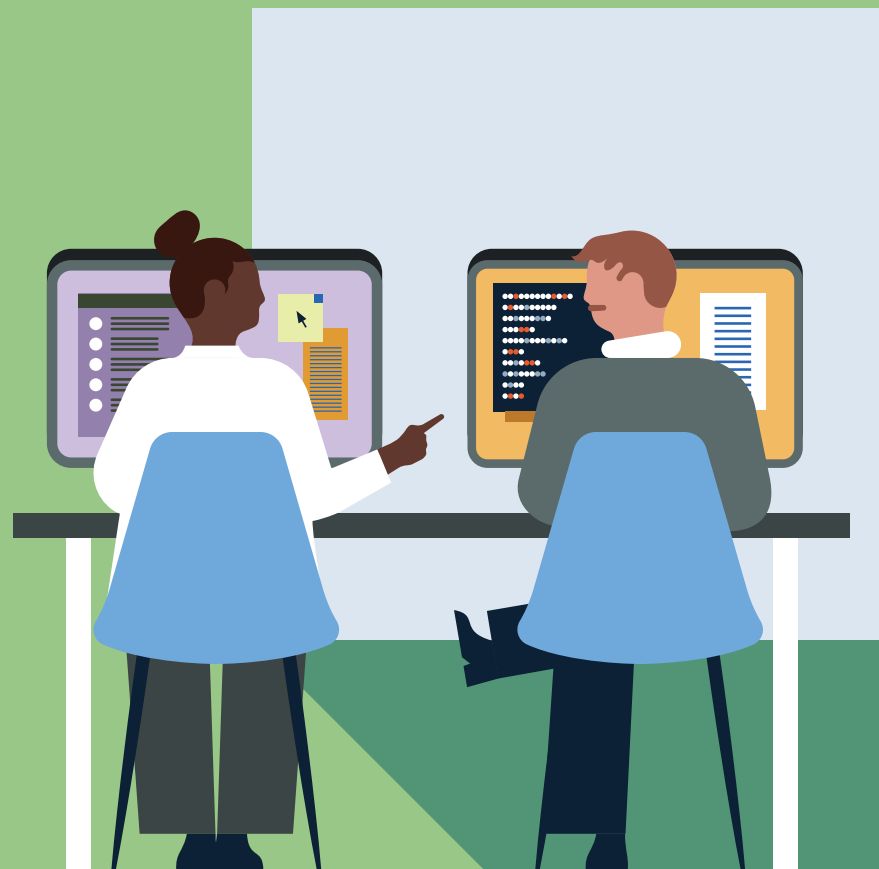
I trust [PLATFORM] not to misuse the information I give it  
(% of SMB Users “Somewhat/Strongly Agree”)



I trust the things I see on [PLATFORM]  
(% of SMB Users “Somewhat/Strongly Agree”)



## On LinkedIn, SMB members are:



29%

more likely to trust what companies post

26%

more likely to trust information and recommendations from other users

25%

more likely to trust how the platform uses their information

23%

more likely to find value in insights from leaders and experts

26%

more likely to find valuable insights on competitors' moves

25%

more likely to find valuable insights to guide vendor selection

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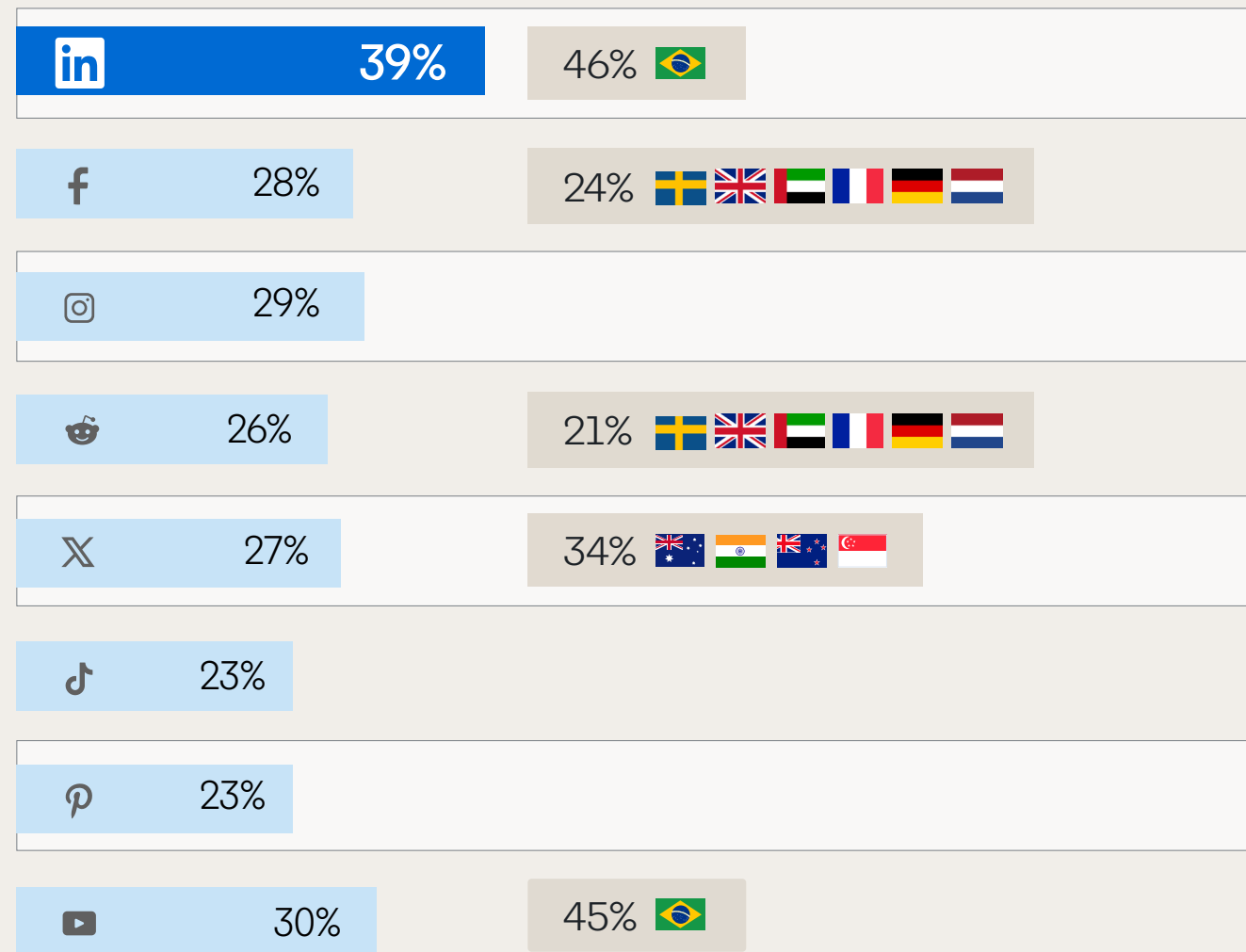
The trust SMB decision-makers place in LinkedIn and its content translates into greater confidence in their business decisions.

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# SMB decision-makers report that no other platform helps them to make better decisions for their businesses

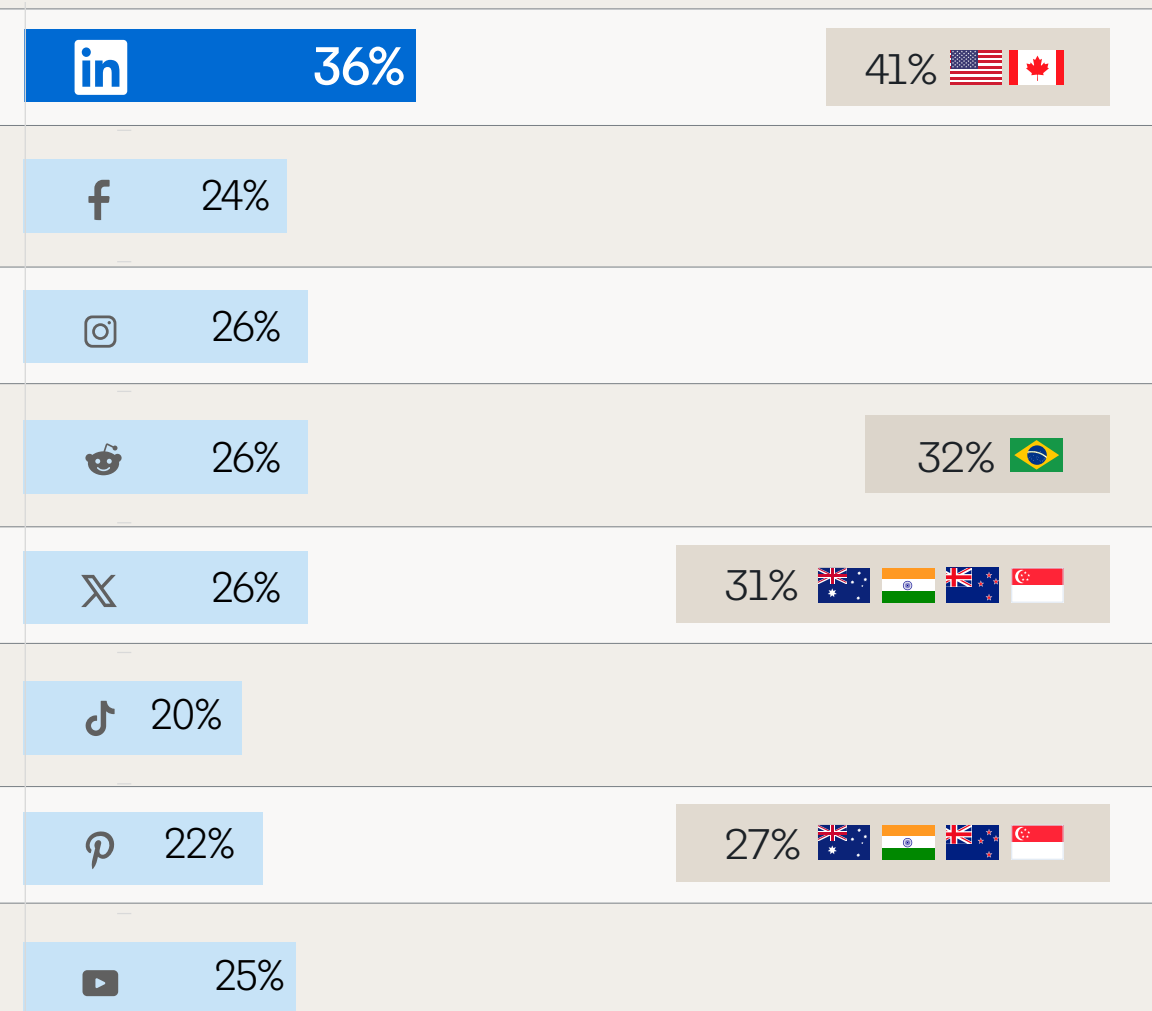
Info **from ads or corporate voices** on [PLATFORM] helps me make better decisions for my business

% of SMB Users Select Statement by Platform



Info **from people in my network** (peers, friends, family) on [PLATFORM] helps me make better decisions for my business”

% of SMB Users Select Statement by Platform



Chapter 4

# The mindset of SMBs on LinkedIn



Whether they have reached the growth tipping point, are moving determinedly towards it, or have already accelerated past it, SMB professionals on LinkedIn tend to have one thing in common: **their mindset.**

When these members engage on LinkedIn, they focus on the future with ambition, optimism, and a growth mindset. Despite economic challenges, they are less inclined to become stagnant, believing in their ability to overcome obstacles and continue expanding.

**20%** of SMB decision-makers feel **Ambitious**  
(33% more than the second leading social platform)



**27%**  
feel **optimistic**  
(13% above other platforms)

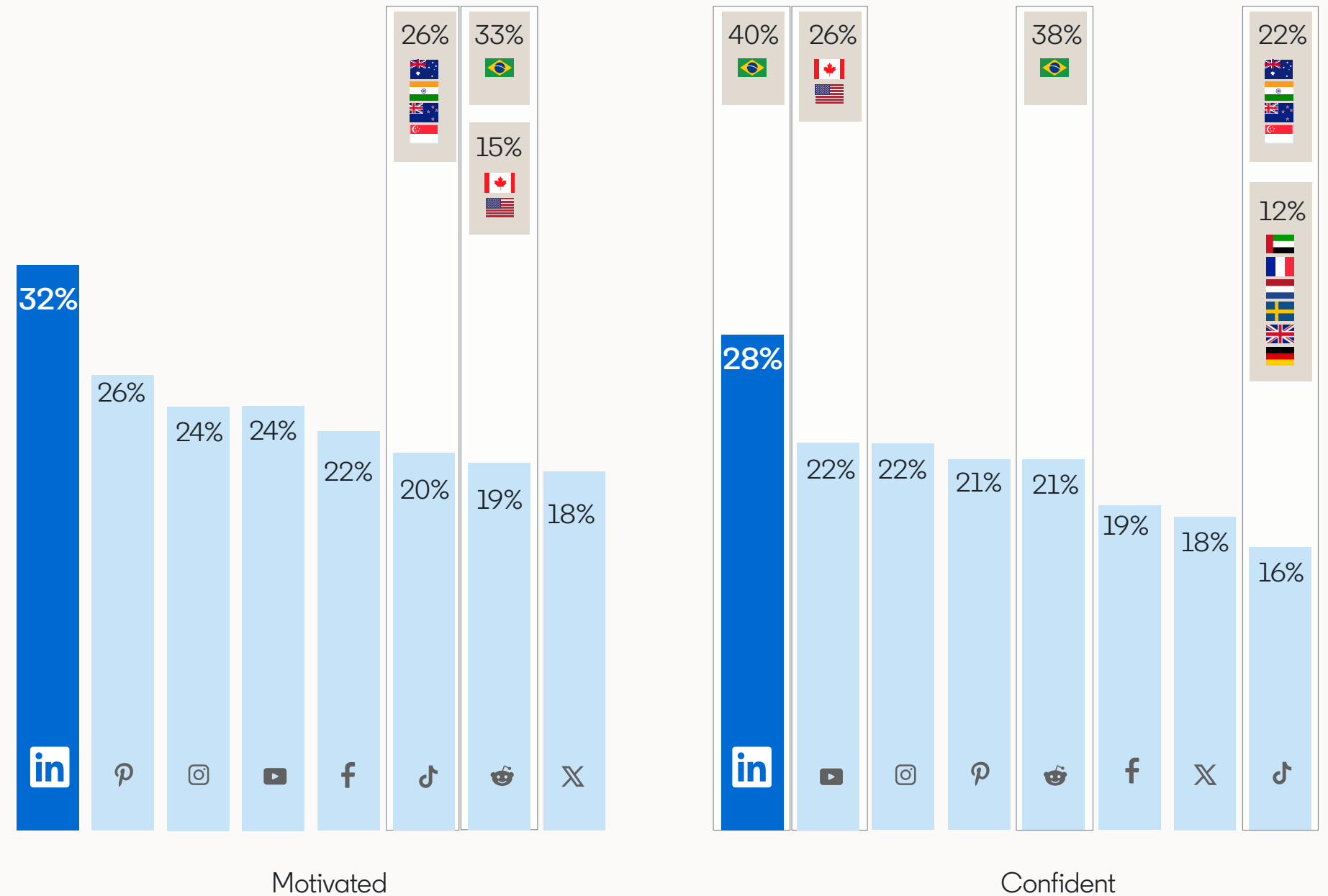
**39%**  
feel **informed**  
(18% above other platforms)

**32%**  
feel **motivated**  
(23% above other platforms)

**28%**  
feel **confident**  
(27% above other platforms)

### After visiting LinkedIn, SMBs leave feeling better than before

% of SMB Users Select



This LinkedIn SMB mindset is closely related to the role that LinkedIn plays in their growth strategies: a priority channel for sales, for marketing, for learning and development, for networking and for hiring. SMB members are growth focused during their time on LinkedIn, because LinkedIn is the platform they visit to drive growth. In fact, 25% of SMB members describe insights they encounter on LinkedIn as valuable for informing their marketing, sales, hiring and partnership strategies.

We see the forward-facing mindset of SMB members in their attitude to technology, with LinkedIn members significantly more likely to describe themselves as early adopters, and increasingly likely to do so as their business grows. LinkedIn SMB members are 52% more likely than those active on other platforms to say that they help their companies innovate. They have a growing appetite for following tech companies and staying informed about industry trends.

SMB decision-makers agree that LinkedIn not only provides useful information for their work, but also helps them acquire new leads and customers



## Industry Insider

# How SMBs use LinkedIn

**Appnomix launched in November 2022, with a mission to enable app monetization, and has scaled its headcount considerably within the last 12 months.**

*“For Appnomix, LinkedIn is a revenue-generating tool, a business development tool and a marketing tool, but it’s also a tool that gives me a perspective on the market. I love getting information from brands on LinkedIn. I follow every brand I’m interested in, whether they’re competitive or complementary.”*

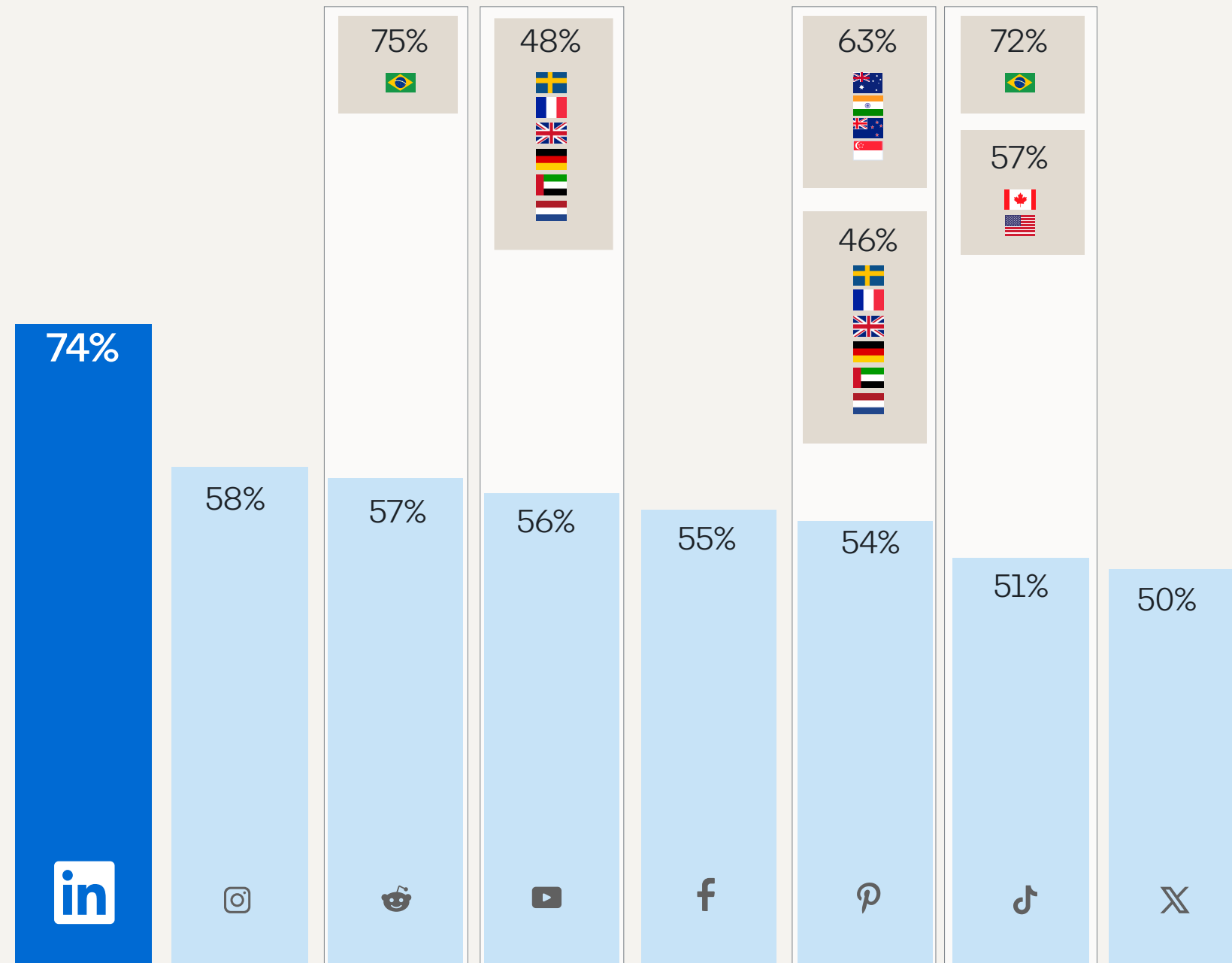


**Ian Newfeld**  
CEO, Appnomix



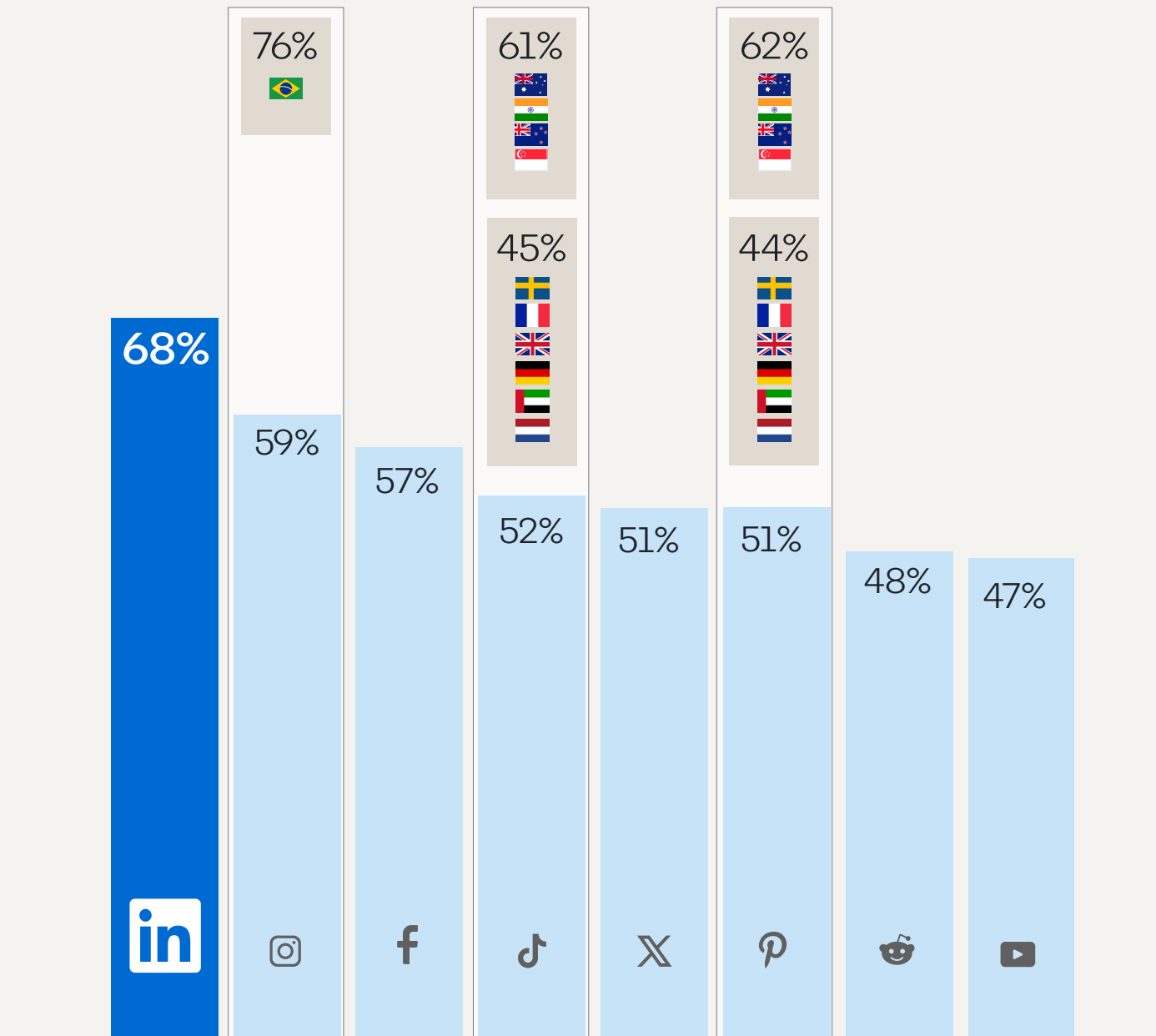
[PLATFORM] is a good source of information that relates to my work

% of SMB users "somewhat/strongly agree"



## [PLATFORM] helps me find new leads and customers

% of SMB users “somewhat/strongly agree”



## Reaching SMBs at the point of belief:

LinkedIn is the unique platform for reaching and engaging SMB decision-makers at the tipping point when they start seriously investing for growth – and when their value to marketers starts to exponentially increase. As they approach key growth tipping points, LinkedIn is the platform where they seek inspiration. When they reach pivotal moments, it’s the platform they trust to guide their choices. As they accelerate past growth milestones, it’s the environment in which they start to think about what’s next.

That’s the dynamic mindset that the most impactful SMBs bring to the global economy and to society. It’s the SMB mindset that lives on LinkedIn.





Chapter 5

# Inspiring SMBs at the growth threshold



Becoming a valued partner to smaller businesses starts with aligning your marketing strategy to the dynamics of decision-making at the tipping point for growth:

#1

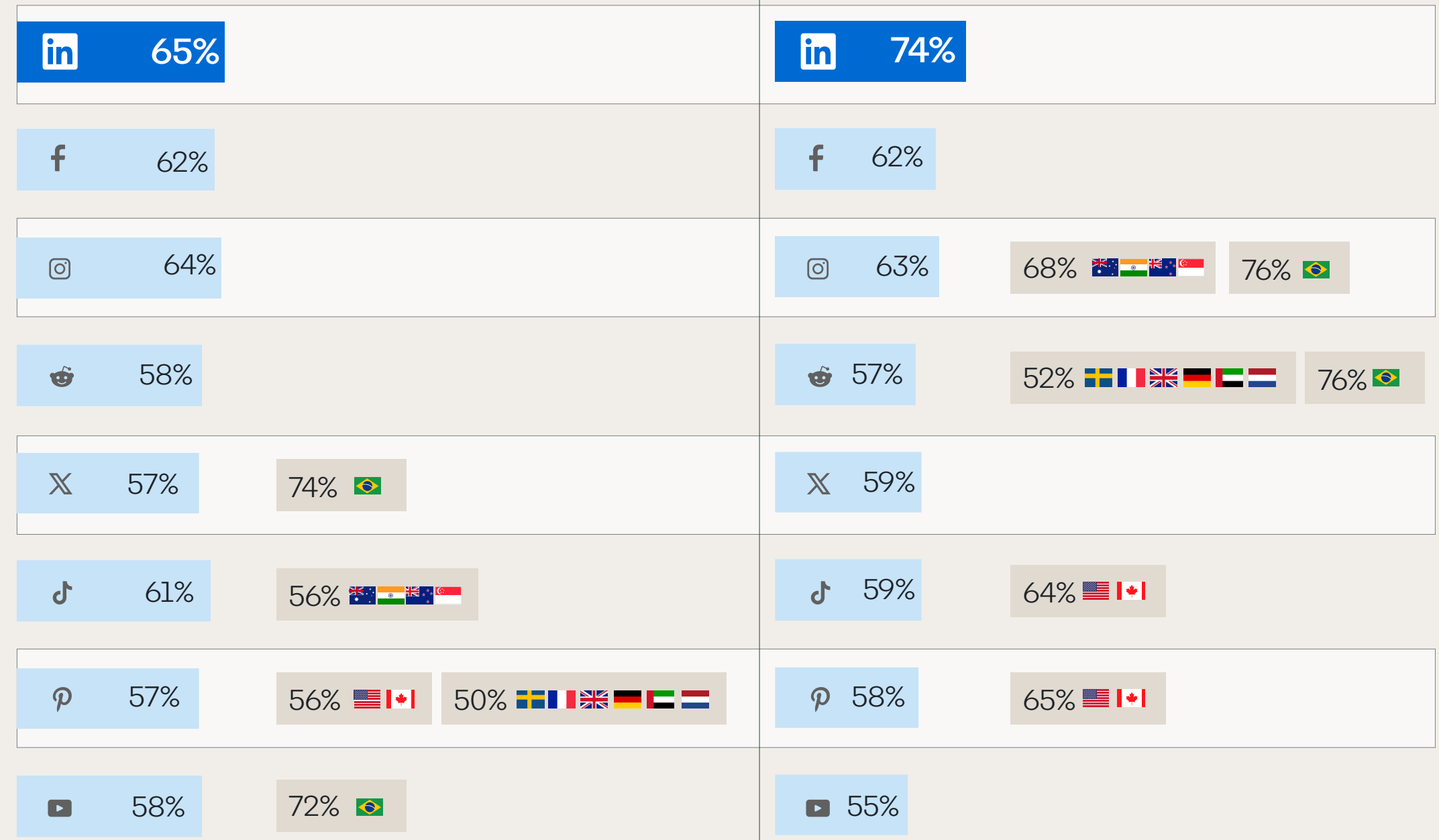
**Leverage inspirational branded content to raise awareness among a wide range of SMB decision-makers.**

This approach aligns with their forward-thinking mindset at the growth stage and keeps your business top-of-mind as they begin allocating larger budgets and involving bigger buying committees in their decisions.

**SMB decision-makers find branded content more valuable on LinkedIn.**

**Videos posted by companies (Including video ads)**

% of SMB users find it “at Least somewhat valuable”

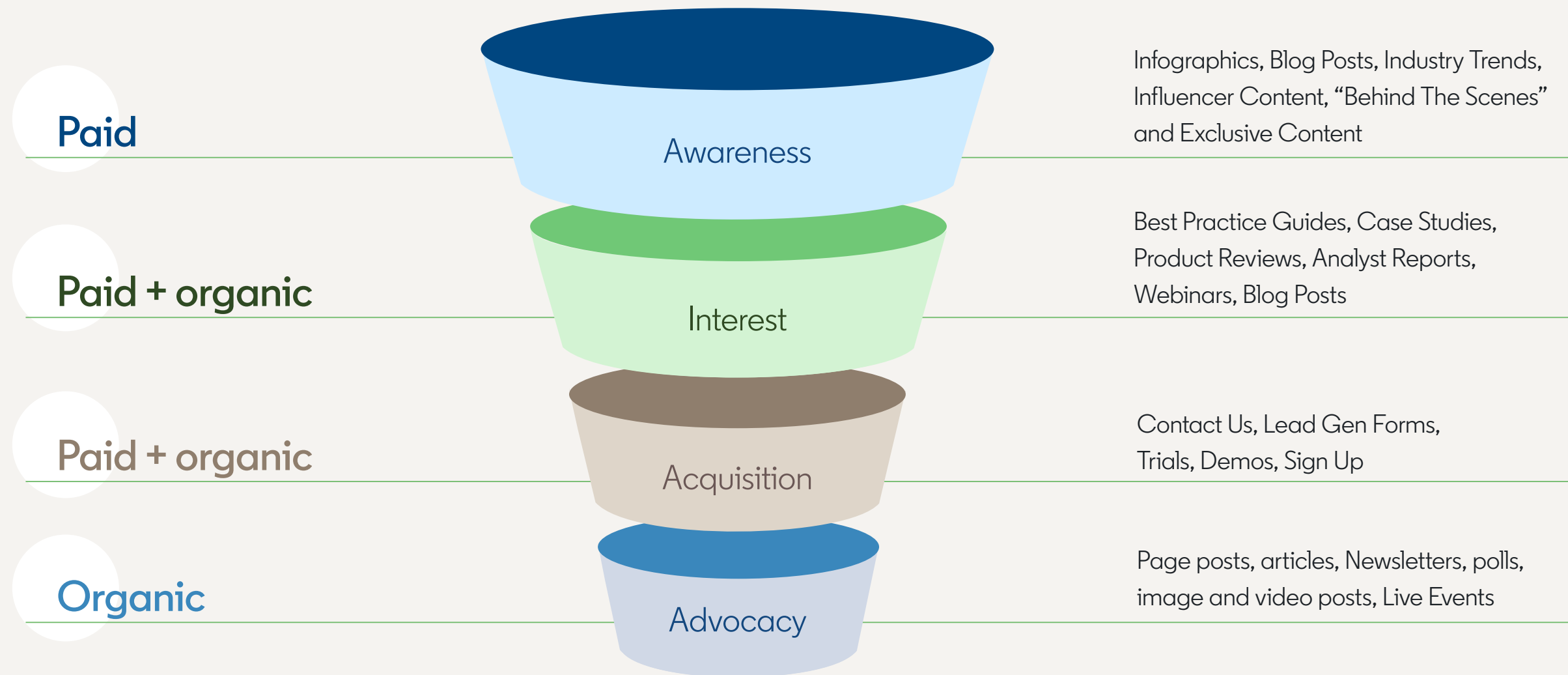


**Posts by companies in the newsfeed/landing page**

% of SMB users find it “at least somewhat valuable”



Leveraging organic and paid together drives efficiency and moves customers down the funnel faster than paid alone





## Balancing thought leadership content with targeted campaigns for SMBs

HubSpot uses educational thought leadership content to build wide awareness, and combines this with paid campaigns targeting the growth tipping point.

*“I actually worked at an SMB before I joined HubSpot. We had limited resources, and I would often follow HubSpot executives’ thought leadership content on LinkedIn to learn how to do my job better. As a brand, we give valuable content and build up goodwill because we know that sooner or later people in marketing, sales and customer support will want to talk to us about software.*

*Organic and paid really complement each other in our strategy. We use broad, educational content to bring in as many eyeballs as possible, and then run more targeted advertising at the people who engage. We can also identify when it’s the right time to reach out to a business based on a funding round or taking on a new marketing employee.”*



**James Gilbert**  
VP Partnership Marketing,  
HubSpot

## #2

### Build credibility and trust by amplifying your brand through trusted influencers and thought leaders

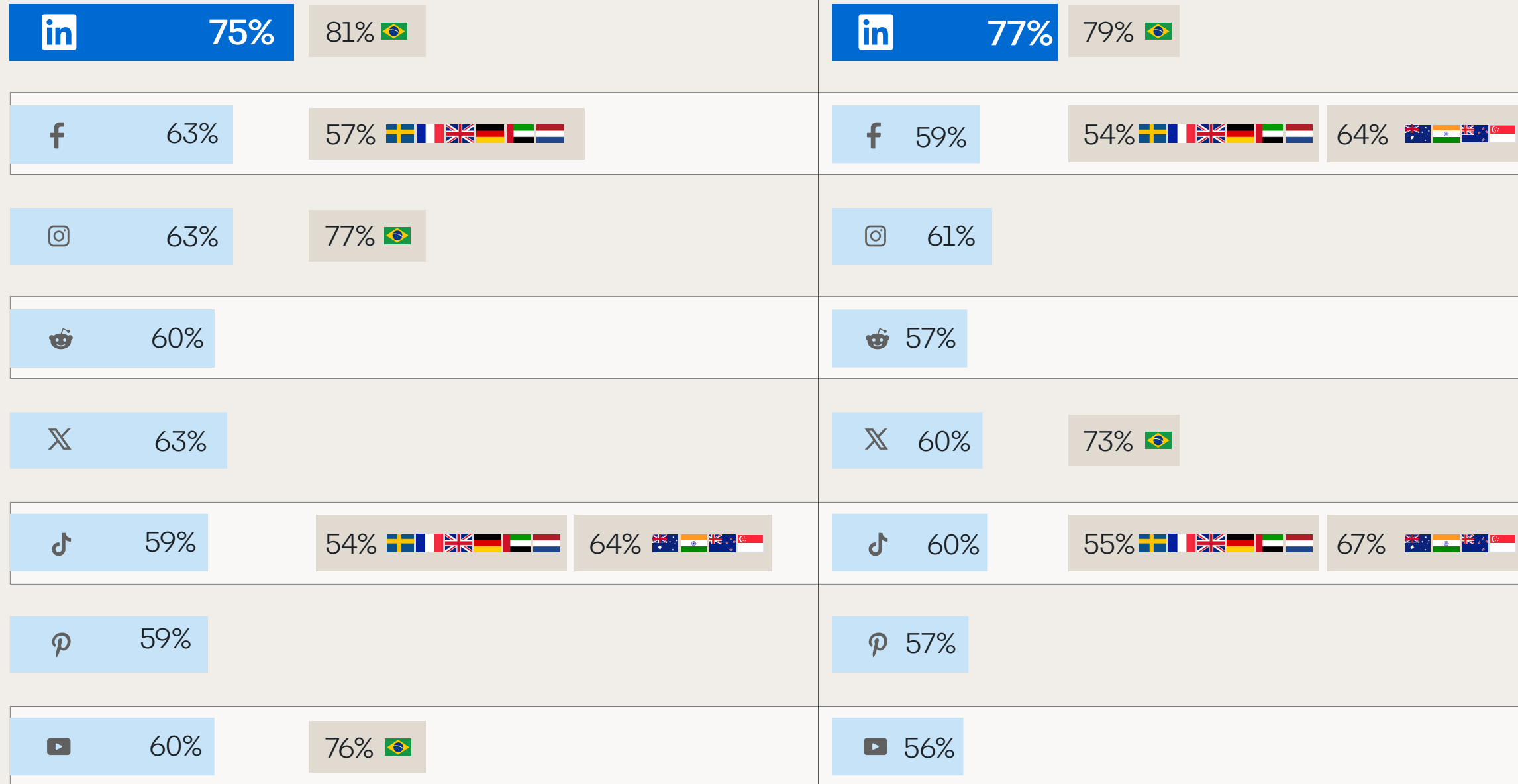
Over three quarters (78%) of SMB decision-makers value insights from their industry’s leaders and experts when shared on LinkedIn, and almost as many (72%) value insights from experts in other categories, including potential suppliers. Thought Leader Ads are a powerful format for putting relevant content from industry experts, and testimony from your existing customers, in front of an SMB audience.

**SMB users on LinkedIn are more likely to engage with insights from leaders and experts, in their own industries and beyond.**



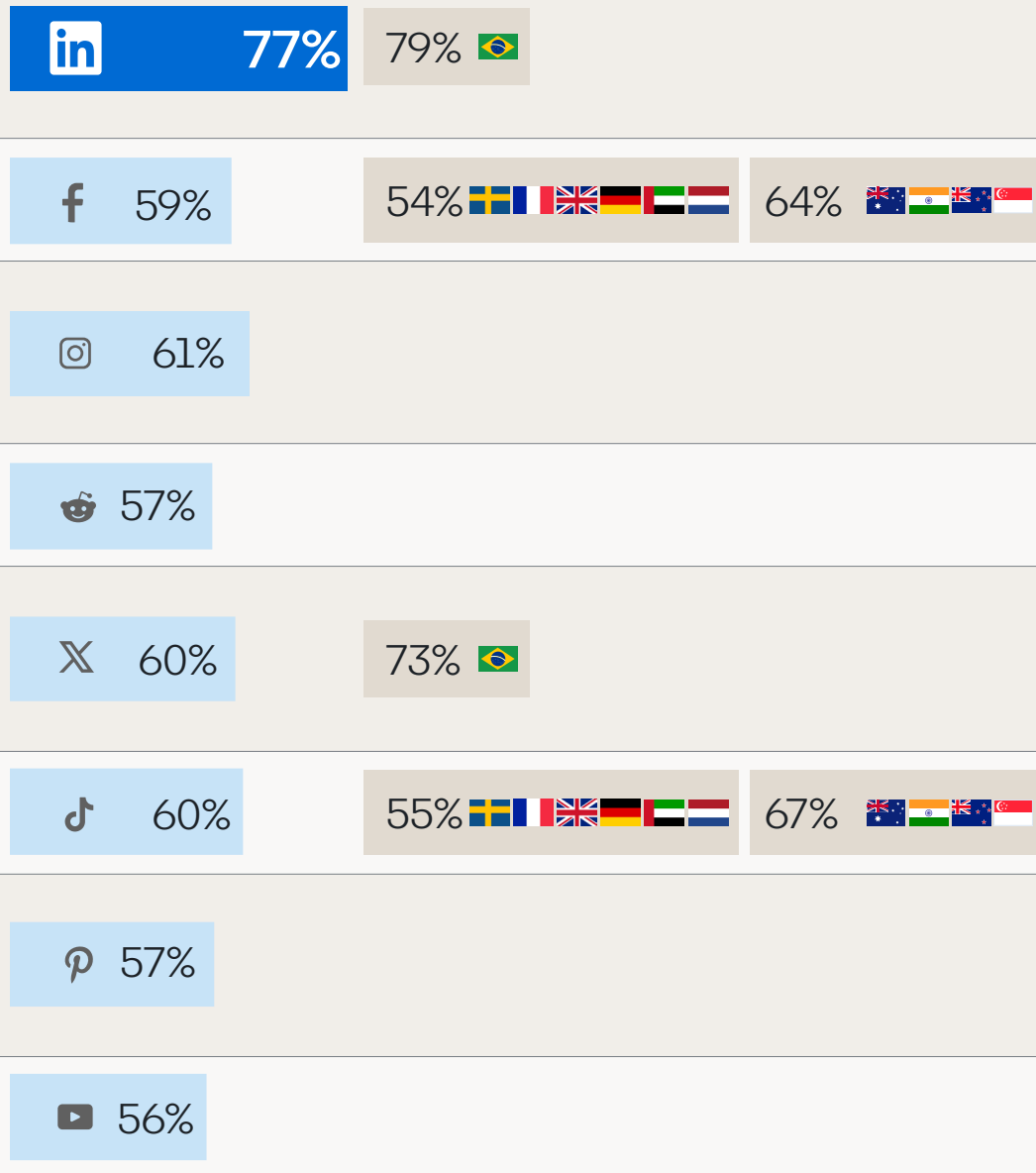
### Insights from leaders and experts in my industry

% of SMB users “at least somewhat valuable”



### Insights from leaders and experts in other industries

% of SMB users “at least somewhat valuable”



### Industry Insider



“To effectively market to small and mid-sized businesses, you need to be an expert in their unique needs and challenges. This understanding comes from building genuine connections between your brand and SMB customers with personalized messaging and experiences. Marketers cultivate these relationships and drive better business outcomes by continuously learning, experimenting, and optimizing their marketing efforts.”



**Daniel Bueckman**  
Global Media Director  
Intuit Mailchimp



# #3

## Curate valuable content

Curate valuable content from third parties that talk to your SMB audiences' key priorities and concerns, associating your brand with practical advice that helps them to make better business decisions.

**SMB users perceive posts and direct messages from company reps as more valuable when shared on LinkedIn.**



Industry Insider



## What SMBs look for in a partner

**For Appnomix, the fast-growing business enabling app monetization for developers, marketers who demonstrate interest and understanding have a real advantage when approaching SMBs.**

*“My advice to marketers is to understand how to speak the language of an SMB before reaching out. When we do that with our own marketing, we see response rates of 10% or more. When potential partners do that, it makes you want to respond. When they just hit you with a generic approach, it feels spammy and you’re likely to ignore it.”*

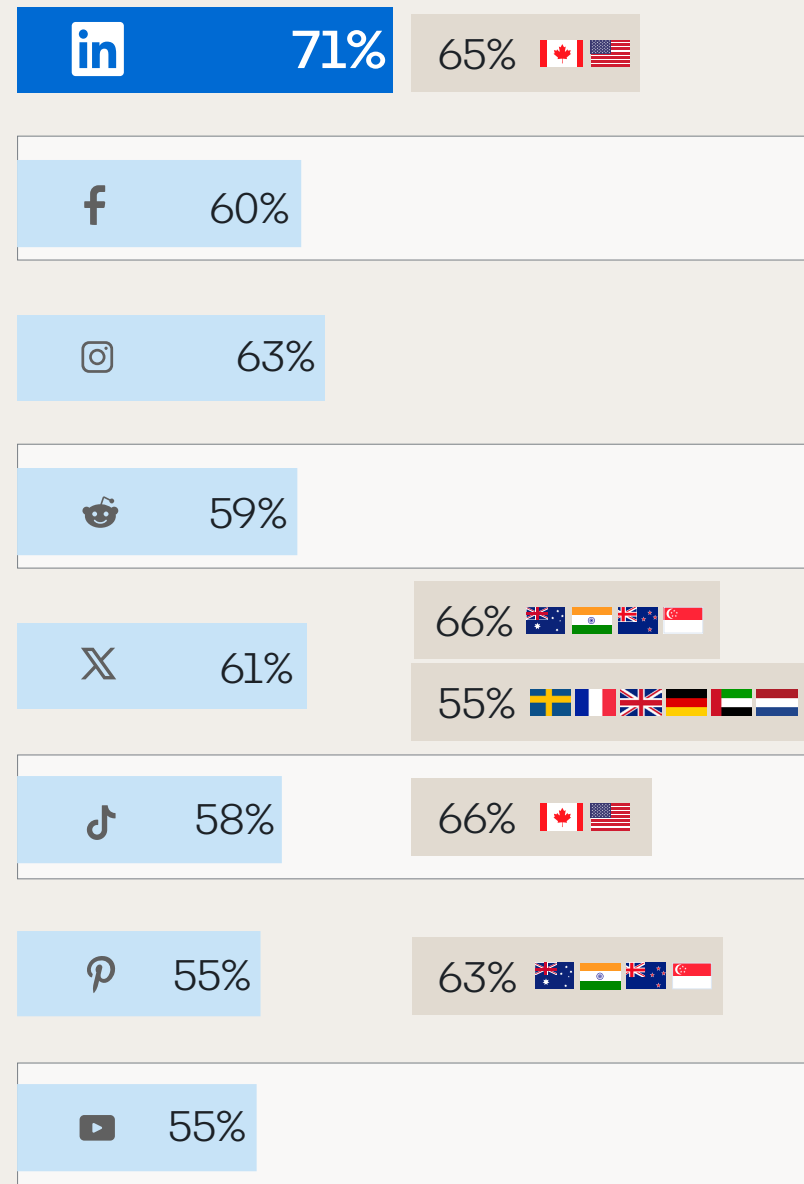


**Ian Newfeld**  
CEO, Appnomix



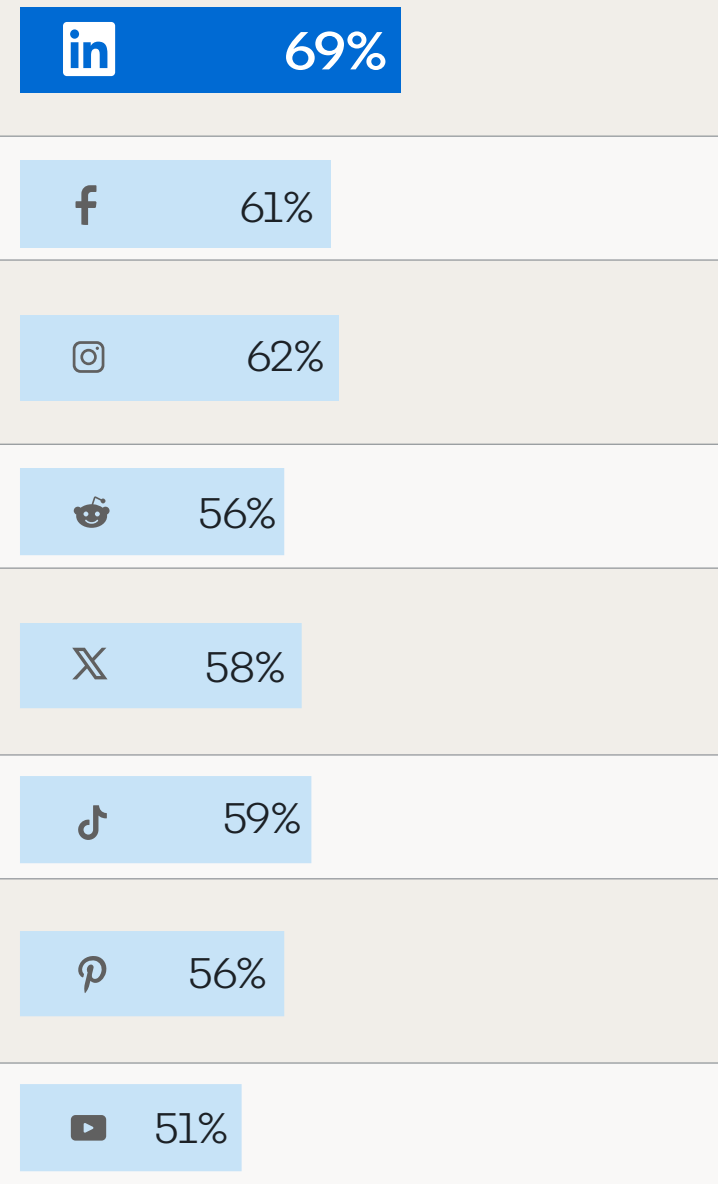
Posts by company representatives in the newsfeed/landing page

% of SMB users “at Least somewhat valuable”



Private/direct messages in my inbox from companies or company representatives

% of SMB users “at Least somewhat valuable”



#4

Address the SMB audience directly

Address the SMB audience directly, calling them out in headlines, using relevant customer testimonials and featuring relatable scenarios in video content.

Ads on LinkedIn get a

**53% increase**

in click-through rate when they address an audience directly.



# Methodology

LinkedIn commissioned analytics firm Interpret to survey 4,287 SMB decision-makers across 13 countries, in June 2024.

The 20-minute online survey collected responses from  
**4,287** SMB decision makers

Between  
**18 - 74**  
years old

Across  
**13**  
countries

Among them,  
**3,007**  
are active LinkedIn users (past 90 days), and the rest are active on other social platforms but not on LinkedIn.





# Definitions

The definition of SMB Decision Makers in this research takes into consideration both their company's business attributes and their roles/functions at their respective employer.

## SMB Attributes

Under  
400  
employees

Not university  
or government -  
related business

Employee count and  
self-reported revenue  
do not contradict.

## Roles and Functions

Must be employed as  
full time or part-time/  
contractor

Must make decisions in at least one of the  
following functional areas: HR, IT/tech,  
procurement of supply/suppliers, finance,  
operation, product/marketing/strategy



LinkedIn

