A Video For Your Advertisers

Search YouTube for “Perfect Marketing Storm”
Social Media had become most-used platform (89%)
3 in 5 were unsure they were spending ‘right’ amount
More marketing tasks were handled internally
Most businesses remained marketing ‘novices’
Costs mushroomed to over $100,000/yr. for avg. SMB

Source: Borrell’s 2019 surveys
The Cost of Managing Digital Marketing

Annual internal and external costs for the average small business

Source: Borrell’s “2020 Outlook for Digital Marketing Services,” November 2019
In a Crisis, Consumer Spending Remains Constant
Big Change in SMBs’ Attitude

“During the next six months, do you think economic conditions for sustaining a small business in the U.S. will get better or worse?”

Skepticism has returned to normal levels.

SOURCE: Borrell SMB Panel, June 2020; N=185
Get Ready, Get Set . . .

Of those who have postponed a major purchase . . .

Q: “How soon after the COVID-19 restrictions are eased in your area do you think would make that purchase?”

% who say within a month

14%

14% who’ve postponed a major purchase are ready to do so.

Source: Nielsen, April 30-May 2; N=1,000 adults
Get Ready, Get Set . . .

Q: How much do agree “Once lockdown is lifted, I will make more of an effort to support local businesses.”

% who strongly agree

32%

Will make a greater effort to support local businesses.

Source: Nielsen, April 30-May 2; N=1,000 adults