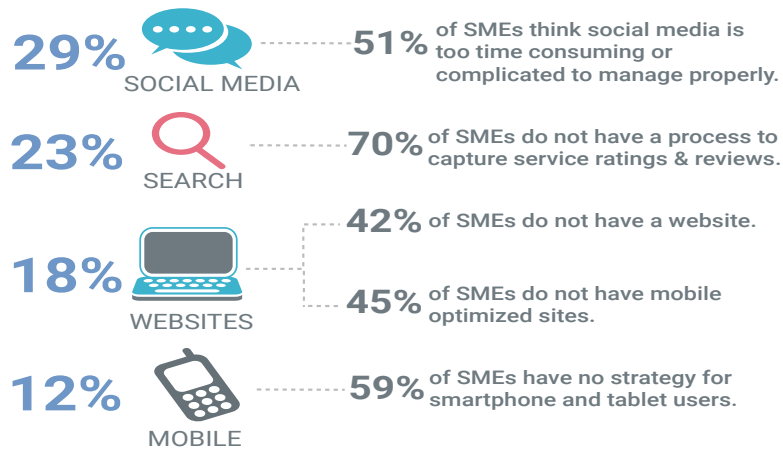


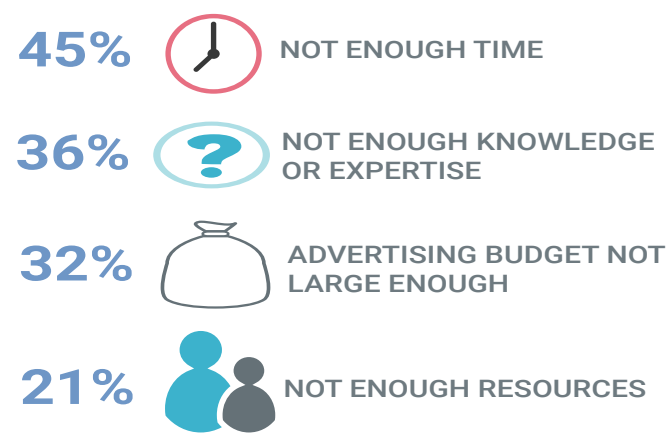
SMALL BUSINESSES NEED HELP WITH DIGITAL



TOP DIGITAL AREAS SMEs NEED HELP WITH



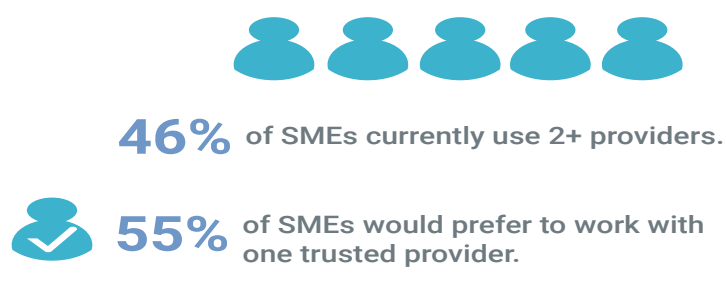
BIGGEST CHALLENGES WITH DIGITAL MEDIA



BUDGET TRENDS THE NEXT 12 MONTHS

SMEs INCREASING BUDGETS	AVG. BUDGET CHANGE
43% SEARCH	10%-15%
30% SOCIAL MEDIA	15%-20%
26% WEBSITES	15%-20%
23% MOBILE	20%-25%

CURRENT PROVIDERS



WHAT PROVIDERS CAN DO TO HELP

STOP DOING THIS:

WHY SMEs FIRED THEIR LAST DIGITAL PROVIDER:

- 45%** Price of product/service was too high.
- 32%** They provided poor service.
- 28%** The product/service didn't deliver expected sales/ROI.
- 20%** They didn't understand my business.



START DOING THIS:

FIVE THINGS SMEs WANT SALES REPS TO DO:

1. BE PREPARED & ON TIME
2. KNOW THEIR BUSINESS
3. KNOW YOUR PRODUCTS
4. LISTEN TO THEM
5. PROVIDE CASE STUDIES OR EXAMPLES

Source: 2017 United Kingdom Local Pulse Report™, January 2017. N= 1,987 Small Businesses.