

Tech Poll*

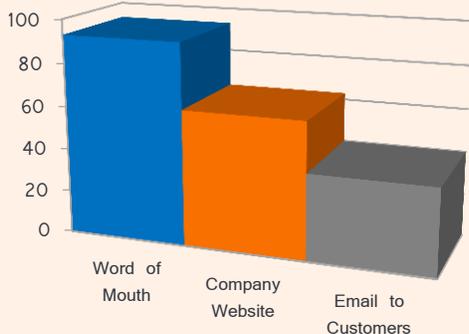
Small Businesses Investing Big in Digital Marketing

66% plan to **spend as much or more in 2013** as they did in 2012 on **online marketing**

Marketing Methods

While word of mouth continues to be the most popular marketing method, increased presence in digital approaches like email and websites are also important due to ease of use and affordability.

- **41%** are using email to market to customers, a nearly **25%** jump from last year.
- **67%** are using their website to market to customers.



Mobile Marketing on the Rise

71% are “somewhat” or “very likely” to **increase budgets for marketing via mobile devices**

Nearly **one-third** of small businesses use mobile-friendly websites to engage with customers.



Social Networks

- Small businesses using LinkedIn increased from **31%** last year to **36%** this year.
- **21%** of small business use LinkedIn as a way to network with other small businesses.
- On the other hand, Facebook participation slightly decreased from **44%** to **41%**.



** The 2013 AT&T Small Business Technology Poll was conducted with 1,000 small businesses from 50 states and the District of Columbia from December 18-27, 2012. The survey was conducted using the ResearchNow online business panel with small business owners or employees, who are the key decision-maker for computer purchases and maintenance, Internet service and telephones (e.g., information technology). Small businesses were defined as having between two and 99 employees, both part-time and full-time.*