

# AT&T Small Business Tech Poll 2012

## Key National Findings

# 60%

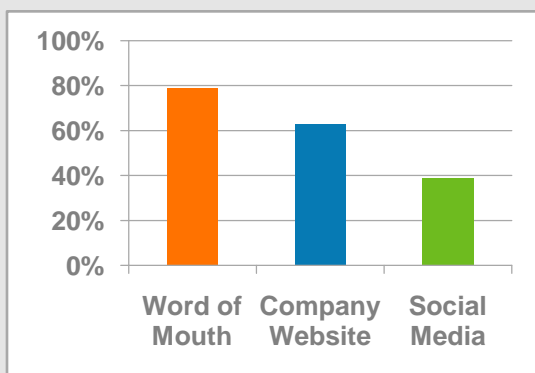
of small businesses surveyed plan to **spend as much or more in 2012** as they did in 2011 on **online marketing**.

### Social Networks

- Small businesses using LinkedIn increased from 25% in 2010 to 31% in 2011.
- Small businesses using Facebook increased from 41% in 2010 to 44% last year, while those using Twitter dropped slightly year-over-year from 19% to 18%.
- Only 4% of small businesses are using daily deal sites (i.e. LivingSocial, Groupon) for marketing purposes, led by leisure/tourism/ lodging, of which 14% are using these sites.
- Of those businesses using daily deal sites, more than 90% are running promotions at least several times per year.

### Marketing Methods

Inexpensive, modern marketing techniques – both online and offline – have grown to be among the most popular for small businesses in the past few years likely due to ease of use and general affordability.



## Where Are You?

### Location Based Services

- Since 2010, the use of **location-based social channels**, such as Foursquare, among small business owners has nearly doubled from 5% to 9%.
- 25% of small business owners using location-based services believe that the application is important for sales generation, compared to just 2% in 2010.



### Mobile Website Use

Three in four (75%) small businesses surveyed have a website, about the same as last year, with nearly a third (31%) having a mobile website – i.e., one designed for viewing on a smartphone.



### Male vs. Female

- Male business owners are more likely to rely on their company website for marketing than female owners (65% vs. 58%).
- Female business owners are more likely to rely on social media than their male counterparts (48% vs. 34%).

The national results of the "AT&T Small Business Technology Poll" are based on an online survey conducted in November 2011 of 1,232 small business owners and/or employees responsible for Information Technology (IT). The sample of participating companies was drawn from e-Rewards' online business panel of companies. Small businesses were defined as having between 2 and 100 employees.