

Small Businesses Marketing Overview

There are over 32.5 million small businesses in the United States, meaning that over 99% of all US businesses fall under the umbrella of small business.

Small business decisions can have a big impact! Consider the following statistics:

- **55%** of small businesses use Facebook for advertising, with **43%** of consumers using social media to help make purchasing decisions
- **83%** of consumers use Instagram to find new products or services
- More than **54%** of global web traffic comes from mobile devices
- **60%** of smartphone users have used a Google listing to contact a business
- **49%** of marketers report that organic search has the best return on investment of any marketing channel
- Customers are likely to spend **31%** more with businesses with excellent reviews

What does this tell us, as small business owners and marketing consultants?

- Social media can be an invaluable resource for small business owners
- An optimized, mobile-friendly website is a must
- Search Engine Optimization drives valuable organic traffic
- A well rounded web presence increases brand trust and drives sales
- Customer service and an engaged online community breed trust and increase revenue

Small businesses often make similar branding and marketing choices, BUT that doesn't mean there's a one-size-fits-all right answer! At Ilana Leah LLC, our goal is to help you make informed decisions on the right moves for your specific situation.

Contact us today to learn more!

Sources:

- [Search Engine Journal](#)
- [Statista](#)
- [Invesp](#)
- [Sprout Social](#)
- [Think With Google](#)
- [Net Market Share](#)



ilanaleahllc.com
ilanaleahllc@gmail.com