

Use Data to Grow Your Business

Presented by SCORE.org

How Small Businesses Are Using Marketing Analytics:

Find new customers

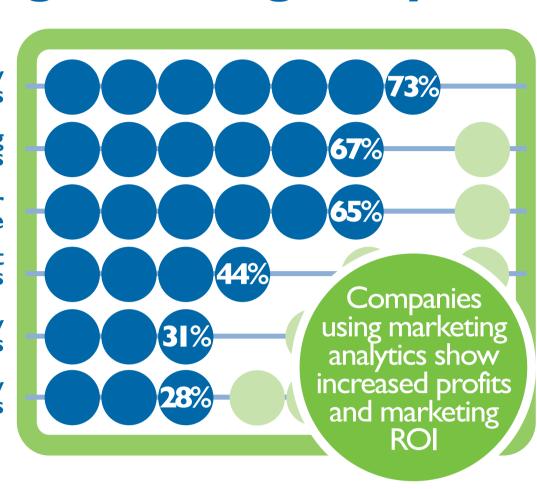
Retain existing customers

Improve customer experience

> Segment marketing lists

Develop new products

Find new markets





Of those that do:

83% use email marketing reports

64% use website analytics

52% use social media analytics

48% use sales trends (timing, location, etc.)

44% use current customer data

43% use sales receipts

Why Don't The Others? Cite time restraints Cite the costs Cite lack of knowledge "I gotta run!

% of marketers using these common metrics

Make Your Marketing Count!





SOURCES:

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