Micro Business Marketing Mix Report

Survey Methodology:

Vistaprint Digital commissioned a Google Consumer Survey of U.S. small business owners or managers to uncover preferences and attitudes as they relate to online vs. offline marketing. The survey was shown to 2,923 small business owners age 18+ with 2,345 responses, for an 80.2% response rate, with a 95% confidence level. The full, 10-question survey was completed by 1,001 respondents. The study was conducted from September 20 to September 26, 2016.

Additional Notes:

- Demographics: Demographic information provided in the following document was determined by Google. Any ‘unknown’ demographic information is a result of obscured user data (i.e., an individual has chosen to remain anonymous or not disclose certain demographic information to Google).
- Survey results are representative of the U.S. small business population.
- The insights provided in this document are reported on a 95% confidence level. This means that if you were to run the exact survey again, there would be a 95% chance that the results would be substantially the same.
QUESTION 1 (SCREENER):
Are you a small business owner with fewer than 10 employees?

- **Yes**: 62.5% (+1.9 / -2.0)
- **No**: 33.3% (+1.9 / -1.9)
- **I prefer not to say**: 4.2% (+0.9 / -0.7)

**QUESTION FINDINGS:**
- The majority (62.5%) of small business owners surveyed have fewer than 10 employees.
- A third (33.3%) of small business owners surveyed have more than 10 employees.

QUESTION 2 (SCREENER):
Do you market your business both online and offline?

- **Yes**: 68.6% (+2.3 / -2.4)
- **No**: 28.9% (+2.4 / -2.3)
- **I prefer not to say**: 2.5% (+0.9 / -0.7)

**QUESTION FINDINGS:**
- The majority (68.8%) of small business owners surveyed market their business both online and offline.
- More than a quarter (28.9%) of small business owners surveyed do not market their business both online and offline.
QUESTION 3: What is the main way that you market your business online?

- **QUESTION FINDINGS:**
  - The majority (53.3%) of small business owners mainly use social media to market their business online.
  - Almost a third (32.7%) of small business owners mainly use a website to market their business online.
  - Roughly 1 in 15 (6.6%) small business owners mainly use online ads to market their business online.
  - 1 in 20 (5%) small business owners mainly use online directory listings to market their business online.

- **ADDITIONAL FINDINGS:**
  - Female small business owners are more likely than male SBOs to use social media as the main way to market their business online (63.9% vs. 44.0%).
  - Male small business owners are more likely than female SBOs to mainly use a website as the main way to market their business online (40.3% vs. 24.2%).
QUESTION 4:
What is the main way that you market your business offline?

- **QUESTION FINDINGS:**
  - Business cards are the main way the majority (51.1%) of small business owners market their business offline.
  - Roughly 1 in 10 small business owners use print advertising as the main way to market their business offline.
  - Roughly 1 in 10 small business owners use posters or flyers as the main way to market their business offline.
  - Less than 1 in 10 small business owners use printed brochures as the main way to market their business offline.
  - Roughly 1 in 15 small business owners use signage as the main way to market their business offline.

QUESTION 5:
How important is managing an online presence when marketing your business?

- **QUESTION FINDINGS:**
  - According to the majority of small business owners (52.7%), managing an online presence when marketing your business is fairly-to-very important (average of 4.3/5 stars received).
    - Yet, when initially screened, a quarter (28.9%) of small business owners said they currently do not market their businesses both online and offline. See Q2.
    - When it comes to marketing a business online, the majority (53.3%) of SBOs said they mainly use social media. See Q3.
      - This is truer for female than male SBOs (63.9% vs. 44.0%). See Q3.
QUESTION 6:
How important is balancing online and offline spend when marketing your business?

QUESTION FINDINGS:
- When small business owners were asked, “how important is balancing online and offline spend when marketing your business?”, the average ranking was 3.9/5 stars (fairly important).
  - Small business owners think balancing online and offline spend is fairly important when marketing their business (3.9/5 stars).
  - Yet, when initially screened, a quarter (28.9%) of small business owners said they currently do not market their businesses both online and offline. See Q2.

QUESTION 7:
How important is sufficient time to spend on marketing when marketing your business?

QUESTION FINDINGS:
- When small business owners were asked, “how important is sufficient time to spend on marketing when marketing your business?”, the average ranking was 4.1/5 stars (fairly-to-very important).
  - Small business owners think sufficient time to spend on marketing is fairly-to-very important when marketing their business (4.1/5 stars).
QUESTION 8:
If you could improve the consistency of your offline and online marketing identity, what would be the impact on your business?

When small business owners were asked, “If you could improve the consistency of your offline and online marketing identity, what would be the impact on your business?”, the average ranking was 3.7/5 stars (some-to-substantial impact).
  o Small business owners think there would be some-to-substantial impact on their business if they could improve consistency in their offline and online marketing identities (3.7/5 stars).
  o Yet, when initially screened, a quarter (28.9%) of small business owners said they currently do not market their businesses both online and offline. See Q2.

QUESTION 9:
What would be the financial impact of a more visually consistent online and offline marketing identity?

When small business owners were asked, “What would be the financial impact of a more visually consistent online and offline marketing identity?”, the average ranking was 3.7/5 stars (some-to-substantial impact).
  o Small business owners think a more visually consistent online and offline marketing identity would result in some-to-substantial financial impact (3.7/5 stars).
  o Yet, when initially screened, a quarter (28.9%) of small business owners said they currently do not market their businesses both online and offline. See Q2.