

Keep up or get left behind

Why your small biz needs digital marketing

Consumer expectations

have changed. When most consumers hear of a new business, they immediately look up the website and social media accounts to learn more.

To **find** you, they plug your address into their smartphone and use **Google maps** to get there.

Times are changing...

Traditional media accounted for 50% of all advertising spend in 2012.

25% Traditional media spend in 2015 (Digital Agency Network).

85% Searches for **products and services** happen online in 2016 (Forbes).

93% Canadians going online for **product information** (6S Marketing).


Traditional marketing is typically more expensive than digital marketing, especially major TV spots, radio ads, billboards, and newspaper ads.

Online, you can

have two-way communication and interact with potential clients.

With traditional ads, you learn a lot less about your audience since the message is typically one-way and lacks interaction.

If you're already advertising in other ways that are working for you, like print and word-of-mouth, **online advertising is a great way to supplement your efforts to increase results.**

 Digital marketing does have a higher learning curve than traditional, and takes more time to realize results so it's a good idea to work with pros.



THRIVE ONLINE



can improve SEO

The # of positive **reviews** you have on external sites might have a bigger impact on your rankings than the reviews on your own site. This is because Google's local search algorithm incorporates data from a number of third-party directories/review sites (Forbes).

the leads generated with **digital content marketing** as opposed to traditional marketing in 2015, & cost **62% less** (Hubspot).

86% of smartphone users **notice mobile ads** (6S Marketing).

64.6% of people **click on Google ads** when they are looking to buy an item (Hubspot).

93% of shoppers buying decisions are **influenced by social media** (Neil Patel).

64% of consumers **prefer mobile-optimized sites** to apps (Adweek).



62% of consumers use smartphones to **assist in-person shopping by comparing prices, searching for deals and seeking out reviews.**

88% of consumers **trust online reviews** as much as a personal recommendation (Forbes).

72% of consumers who did a **local search** visited a store within 8 km (Hubspot).