



Sage U.S. Small Business Advertising
Survey 2014
Summary Report

Introduction

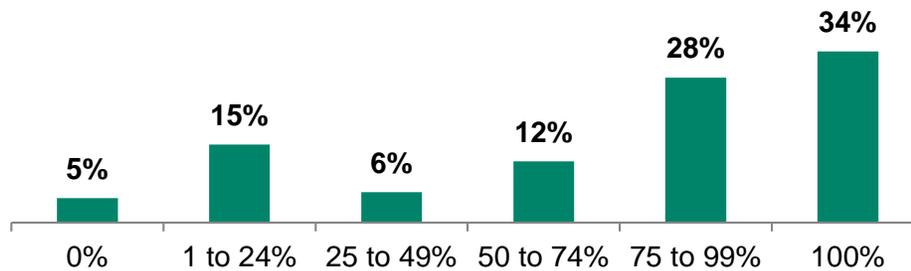
[Sage North America](#) serves more than 3.2 million small and midsize organizations worldwide, regularly surveying them and other organizations for their opinions on a variety of business topics. This particular survey looks into the advertising and promotion habits of small businesses in the U.S.

Extent of local business

About three-fourths of businesses said that more than half of their customer base is local to their company. One-third said their entire base is local.

Percent of customer base local to company

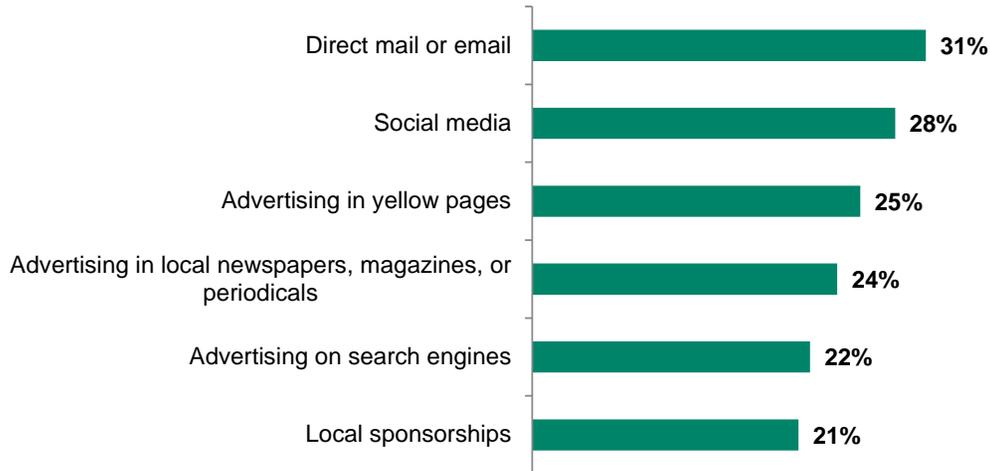
(N=334)



Advertising and promotion

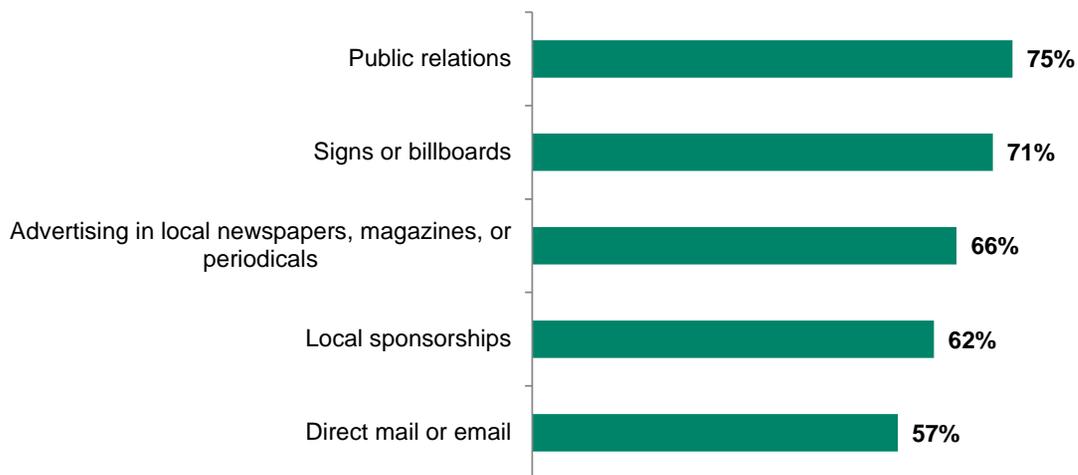
Direct mail/email, social media, and yellow pages advertising lead this list of ways small businesses are advertising, promoting, or publicizing their company.

Top six most popular ways to advertise, promote, or publicize (N=334)



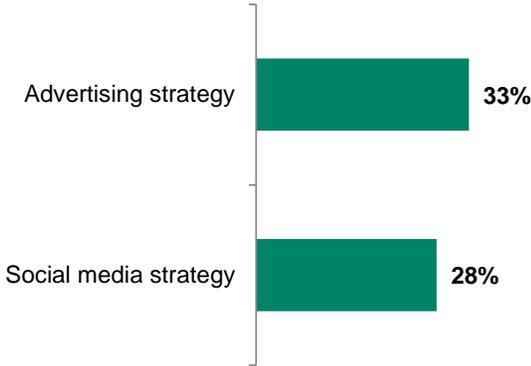
In terms of effectiveness, respondents give the highest ratings to public relations, signs/billboards, and advertising in local newspapers, magazines, and periodicals.

Top five most effective ways to advertise, promote, or publicize



Thirty-three percent of small businesses reported having a formal advertising strategy. Twenty-eight percent have a formal social media strategy. One quarter have an employee whose sole responsibility is marketing or communications.

Have a formal advertising or social media strategy
(N=334)



About the survey

The survey was conducted by Sage in January 2014 among 334 small businesses in the U.S. The margin of error is +/- 5% with a confidence level of 95 percent.

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