

New Report Suggests Small Business Owners Are Behind The Curve On Digital Marketing

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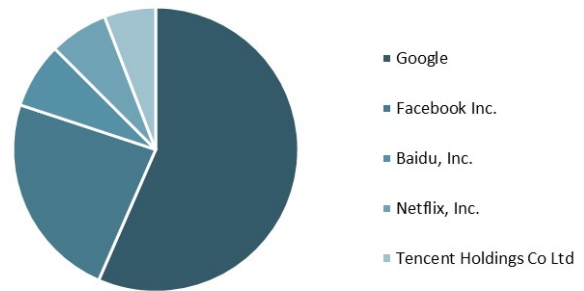
While 71% of small business owners reportedly plan to use social media content to attract new customers, and 33% plan to increase their budget for social media management, [Web Content, Search Portals, SEO Services And Social Media, Opportunities And Strategies To 2022](#), a report from [The Business Research Company](#) shows that they may be focusing on the wrong channel. According to a digital marketing survey conducted in the USA by Clutch in 2018, 47% of small businesses spend approximately

\$10,000 on digital marketing as it is cost effective. Small business owners feel that website content, social media, and email marketing are the top three digital marketing channels. 75% are planning to use Facebook, 37.6% plan to include Instagram, 35.1% plan to use Twitter, 22.8% plan to use LinkedIn, and 21.4% plan to use YouTube. In contrast, however, according to a 2018 survey conducted by the Pew Research Center involving adults, young adults (18 to 24 years) and teenagers, Snapchat, Instagram and YouTube dominated the social media landscape in the USA, leaving Facebook behind. The leading social networks in the USA are YouTube, Facebook and Instagram, with penetration rates of 73%, 72% and 39% respectively.

According to the Pew Research Center's survey, 95% of teenagers have complete access to smartphones and 45% are online constantly. Moreover, Facebook is not a dominant platform among teenagers as 72% of them use Instagram, while 69% use Snapchat and only 51% of teenagers use Facebook.

Going by these figures, small business owners might have to rethink their strategies and focus on the social media platforms that are more popular among teenagers and young adults. The top five competitors in the global [web content, search portals, SEO services and social media](#) market made up almost half of the total market in 2017. Google LLC was the largest competitor,

Global Web Content, Search Portals, SEO Services And Social Media Market, Key Competitor Estimated Market Shares, Percentage



Source: The Business Research Company

Global Web Content, Search Portals, SEO Services And Social Media Market, Key Competitor Estimated Market Shares, Percentage Analysis

followed by Facebook Inc, Baidu Inc., Netflix, and Tencent.

Despite being the second largest competitor in the global web content, search portals, SEO services and social media market, Facebook has been left behind in terms of social media consumption by users.

Web Content, Search Portals, SEO Services And Social Media, Opportunities And Strategies To 2022 is one of a series of new reports from The Business Research Company that identify opportunities and explain strategies, provide a market overview, analyse and forecast market size and growth, market trends, drivers, restraints, and leading competitors' revenues, profiles and market shares in over 300 industry reports, covering over 2400 market segments and 56 geographies. The market reports draw on 150,000 datasets, extensive secondary research, exclusive insights and quotations from interviews with industry leaders. Market analysis and forecasts are provided by a highly experienced and expert team of analysts and modellers.

Where To Learn More

Read Web Content, Search Portals, SEO Services And Social Media, Opportunities And Strategies To 2022 from The Business Research Company for information on the following:

Markets Covered: Global media market, digital publishing and content streaming, internet search portals, social media, and search engine optimization services.

Data Segmentations: Web content, search portals, SEO services and social media global and regional total market size and growth rates; global, country and regional historic and forecast data, market share of competitors, market segments- internet search portals, digital publishing and content streaming, search engine optimization services, social media- historic and forecast growth rates, global, region and by country, web content, search portals, SEO services and social media supply chain analysis, customer information, and market subsegments.

Web Content, Search Portals, SEO Services And Social Media Organizations Covered: Alphabet Inc. (Google LLC), Facebook Inc., Netflix Inc., Baidu and Tencent Holdings.

Regions: North America, Western Europe, Eastern Europe, Middle East, South America, Africa, Asia Pacific

Time Series: 2014-16 actuals, 2017 estimates, 2018-22 forecasts.

Other Data: Web content, search portals, SEO services and social media market analysis and market size, percentage of GDP, global and by country, per capita average web content, search portals, SEO services and social media expenditure, global and by country, per household average web content, search portals, SEO services and social media market expenditure, by country, 2018, web content, search portals, SEO services and social media market comparison with industry metrics.

Other Information And Analyses: Processes involved in web content, search portals, SEO services and social media, global web content, search portals, SEO services and social media sales, market drivers, market restraints, market opportunities, top 5 company overviews, business strategy, financial overview, products and services, PESTEL analysis, recent developments, key mergers and acquisitions, top 5 global websites, top non-english social media networks.

Sourcing and Referencing: Data and analysis throughout the report are sourced using end notes.

Strategies For Participants In The Web Content, Search Portals, SEO Services And Social Media Industry: The report explains over 40 strategies for the web content, search portals, SEO services and social media sector companies, based on industry trends and company analysis. These include offering music and video streaming services with user options such as Netflix and Amazon Prime, and the options of using new gadgets for projecting shows and movies through the internet onto a television. Many companies are developing dedicated devices for streaming. Netflix's growth strategy aims at increasing its customer base by creating high quality original content.

Opportunities For Companies in the market: The report reveals the global, regional and country sub segments where the web content, search portals, SEO services and social media industry will put on most \$ sales up to 2022.

Number of Pages: 503

Number of Figures: 193

Number of Tables: 194

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