

## Table of Contents

Executive Summary.....	1
Local Gets Social .....	2
Food for Thought .....	4
Big Business .....	4
Small Business.....	5
On the Horizon.....	6
Oh Snap.....	7
Live Action.....	8
Challenges.....	9
Conclusion: Where's the Money?.....	11
About BIA/Kelsey.....	12
About the Author .....	12

## Table of Figures

Figure 1 - Media Categories Used by SMBs for Advertising & Promotion.....	2
Figure 2 - Top 5 Social Media Used for Advertising & Promotion.....	3
Figure 3 - Barriers to Doing More With Content Marketing Native Advertising .....	9
Figure 4 - Ways in Which Advertising Automation Technology Will Improve Content Marketing & Native Advertising .....	10

