

A background image showing a group of people sitting around a wooden table in a meeting or office setting. They are looking at a tablet computer which displays a bar and line chart. There are coffee cups and papers on the table.

# Local Commerce Monitor™ Wave 21

## Fresh-from-the-Field Insights into the Trends and Plans of Advertisers

### Survey Overview

Celine Matthiessen  
VP Insights & Analysis

# Broad Coverage of Media Usage by SMB Advertisers

Local Commerce Monitor™ (LCM) covers over **40 different media and platforms** used by SMBs for advertising or promotion. The different media fall into these **10 top-level groups**:

- **Online**  
(e.g., search, display ads, blogs, email)
- **Traditional**  
(e.g., direct mail, newspapers)
- **Mobile**  
(e.g., search, SMS, display)
- **Local Coupons**  
(print and online)
- **Social**  
(e.g., Facebook, Twitter, Instagram, Snapchat)
- **Video**  
(e.g., website videos, YouTube)
- **Broadcast**
- **Local Directories**  
(print and online)
- **Giveaway Items**
- **Community Sponsorships**

# New Wave Available

- **New Wave is LCM Wave 21, which was executed Q3 of 2017.**
- **Sample size of 1,000+, resulting in:**
  - More accurate findings (smaller margins of error)
  - More usable data on verticals
  - Profiles by type of SMB
  - Unparalleled view of the DIY part of the market
- **Around 400 Plus Spenders, with the remainder made up of Core SMBs.**
- **More on online advertising purchased through traditional media channels.**
- **Consolidated social media channels – free accounts, live broadcasts, targeted adds, sponsored geofilters or lenses.**
- **More emphasis on business tools, future spend by product, marketing automation, online platforms, etc.**

# New Topics Covered in Wave 21

- **Consolidated Social Media Products/channels**
  - Free accounts
  - Targeted advertising
  - Live broadcasting
  - Sponsored geofilters or lenses
- **Ad Budget & Spend**
  - Average annual spend on social media creating original online content
- **Purchasing Online Advertising Through Traditional Media Channels**
  - Channels used to purchase online advertising
  - Types of online advertising products purchased through traditional media channels, including broadcast, newspapers, and directories

# Our Clients Use LCM To:

Enhance sales training and selling with key insights into different types of SMBs

Build small business segments and profiles

Market and product sizing and opportunities

Evolve product/service offers through data trends/insights

Support pricing decisions

Enhance internal customer research studies

Stay ahead of the competition with key insights

Support PR and Marketing efforts

# Publishing Schedule of LCM Wave 21 (Q3/2017) Decks

Trend Decks	Publishing Date
Findings from the Plus Spenders Sample	October
Findings from the Core Spenders Sample	October
Findings from the Full Sample	October

## 4<sup>th</sup> Quarter 2017

- Radio Advertising & Small Businesses
- Advertising & Marketing Trends of Franchisees
- Programmatic Advertising Users
- Co-Op Programs & Small Businesses
- Small Businesses in Home & Trade Services

# Publishing Schedule of LCM Wave 21 (Q3/2017) Decks

## 1<sup>st</sup> Quarter 2018

- Selling to Small Businesses
- Advertising & Marketing Trends of Small Businesses in Retail
- Entertainment Small Businesses Advertising & Marketing Trends
- Solo & Very Small Businesses (VSBs)
- Medium-Sized Small Businesses (2-9 Employees)
- Larger Small Businesses (10-100 Employees)
- Advertising Habits of New Small Businesses
- Advertising Habits of Established Small Businesses

## 2<sup>nd</sup> Quarter 2018

- Social Media Advertising & Small Businesses
- Video Advertising & Small Businesses
- Mobile Advertising & Small Businesses
- DIY Advertising & Small Businesses
- Small Businesses That Use Digital Advertising Agencies
- Small Businesses in Professional Services
- Small Businesses in Financial Services
- Yellow Pages & Small Businesses