

Overhead 3-B1: Advertising spending: Where do small businesses spend their money?

- Third largest expenditure
- Growing favoritism toward online
 - Most important online marketing tactics for small business owners:
69% "Web sites are essential to my marketing plan"
36% "Search engine key words are essential to my marketing plan"
24% "E-mail marketing is essential to my marketing plan"
 - Most important offline marketing tactics for small business owners:
35% - fostering good community relations
27% - public relations/ media coverage
Source: www.emarketer.com