

# 150 Smart Stats

## Online Marketing

### Trends Every Business

#### Needs to Know

Online marketing is a powerful tool for building your brand, connecting to consumers, and getting leads. That's because now more than ever, consumers rely on the Web to find information about your products and services. **This collection of statistics explores the latest in digital trends, giving you valuable insight into how consumers' behavior today can affect your business and how to capitalize on it.** *Stats gathered through July 2012.*

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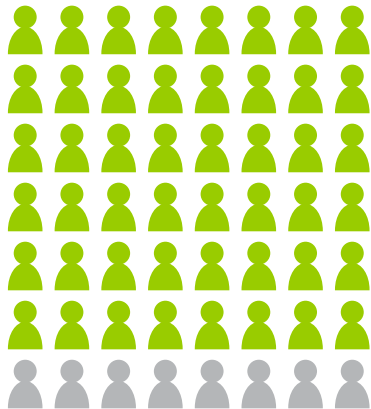
**ADVERTISING**



# Local Businesses Need an Online Presence

**85% of consumers are searching for local businesses online.**<sup>1</sup> But, there's a big number of small businesses that might not show up online. Approximately 63% of small businesses do not have a website, and another 25% don't show up in search results.<sup>2</sup> Plus, 60% are missing a phone number on their home page, and almost 75% don't have an email address listed.<sup>3</sup>

85%



**Consumers Searching for Local Businesses Online**

63%



**Small Businesses Without a Website**

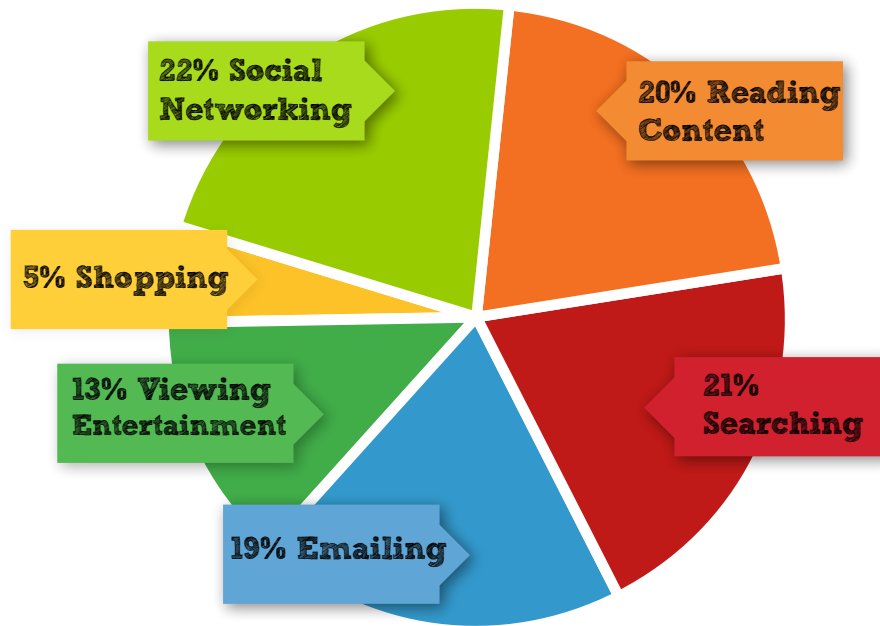
25%



**Small Businesses That Don't Show Up in Search Results**

Consumers are searching for local businesses like yours online. Without an optimized Web presence, you will miss the opportunity to attract them.

**LOCAL**



Percentage of time spent online<sup>6</sup>

## Consumers Spend A Lot of Time Online

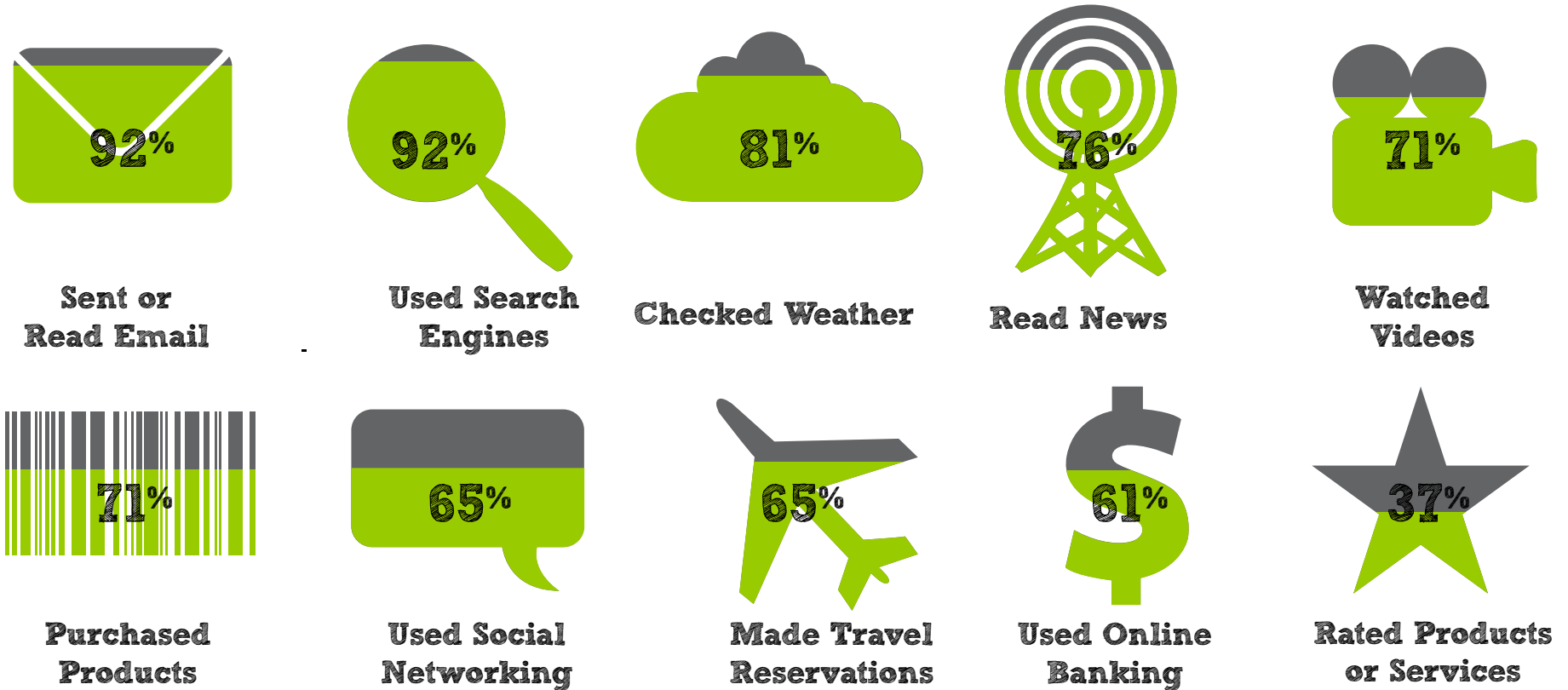
**Today, most Americans have access to and are using the Internet.** In the U.S. alone, 82% of adults use the Internet,<sup>4</sup> with the typical user spending an average of 38.8 hours per month online.<sup>5</sup> That's a little over an hour a day. And they spend a lot of that time on social networking, searching, and reading content.

**Your potential customers are spending more of their time online. Is your business marketing to people on the types of places they are spending most of their time?**

**LOCAL**

# What Consumers Do Online

Internet users report performing a wide variety of activities when they are online. In some cases, these online activities replace the tasks they used to do offline.



Types of activities consumers reported performing online<sup>7</sup>

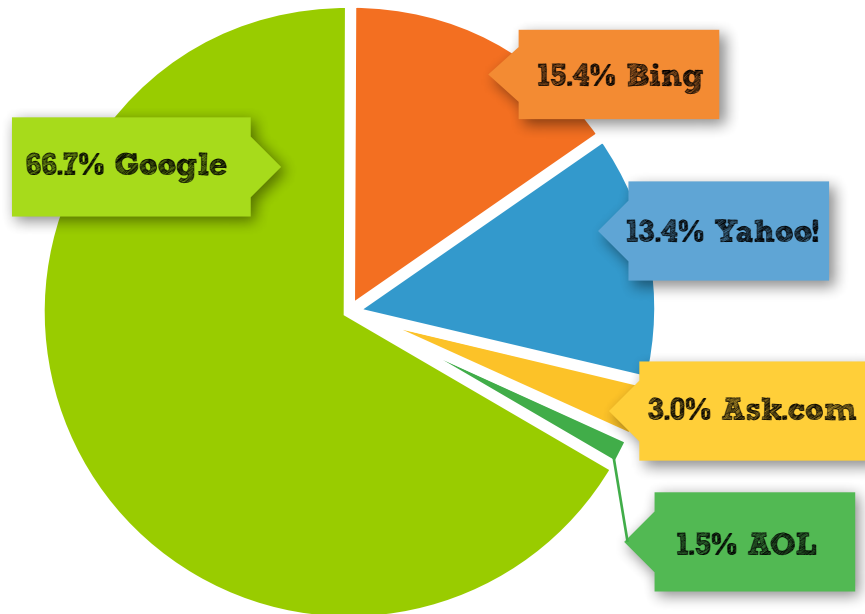
This is what your potential customers are doing online.  
Are you reaching them?

LOCAL



# Consumers Use Search Engines

There are over 17.5 billion explicit searches conducted each month in the U.S. among various search engines.<sup>8</sup> Of these, Google leads with the majority of primary searches. And in 2011, Bing surpassed Yahoo! to claim the number 2 spot.



Core search engine market share<sup>9</sup>

**goo·gle** verb

goo·gled | goo·gling

: to use the Google search engine to obtain information about someone or something on the World Wide Web

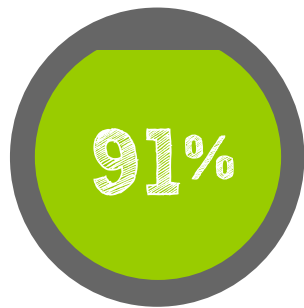
<sup>10</sup>"Google" as a verb added to English-language dictionaries

Consumers rely on Google, Yahoo!, and Bing to help them find information, making these search engines important tools in your online marketing strategy.

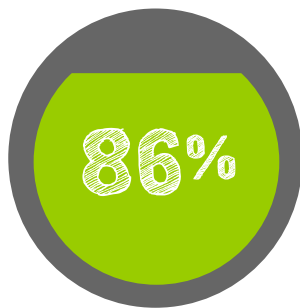
**SEARCH**

# Consumers Value Search

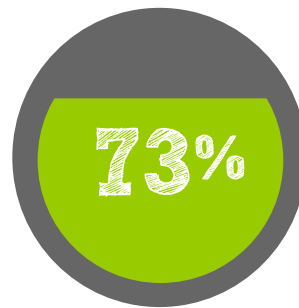
Today's consumers rely on search engines, with 91% using search to find information on the Web and 59% doing so on a daily basis.<sup>11</sup> Plus, search engine users find search engine results to be reliable, educational, and unbiased.



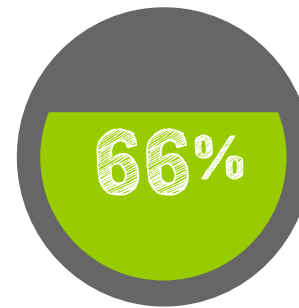
**Found What  
They Were  
Looking For**



**Learned  
Something New  
or Important**



**Believed  
Information was  
Accurate and  
Trustworthy**



**Said Search  
Engines are Fair  
and Unbiased**



**Found Info  
They Didn't  
Think They  
Could**

Percentage of search engine users reporting these experiences with search engine results<sup>12</sup>

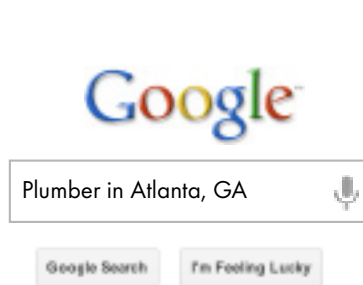
**Consumers regularly rely on search engines to find information they need. Can they find information about your business via search?**

**SEARCH**



# Search Engine Rank Matters

How well you rank in search engine results significantly affects whether or not consumers find your **business, products, and services**. And, consumers tend to focus on the first page of results, making it incredibly important to show up there for important keywords.



**93%**

**Of consumers begin on a search engine.<sup>13</sup>**

**75%**

**Of searchers never scroll past the first page of search results.<sup>14</sup>**

**50%**

**Paid search ads provide 50% incremental clicks even when a business ranks #1 for a keyword in organic search.<sup>15</sup>**

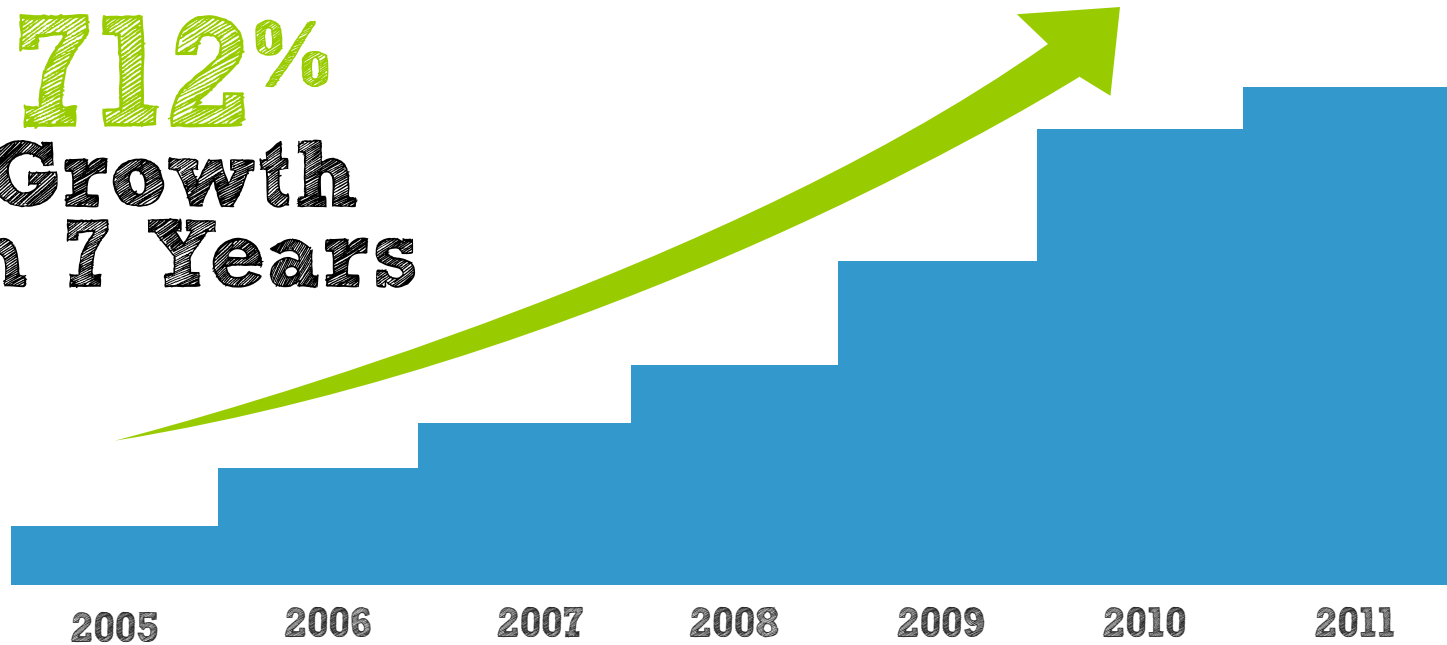
**Both paid search advertising and organic search engine optimization are essential tools to help you show up in search engine results.**

**SEARCH**

# Social Media Use is on the Rise

Since 2005, social networking has been the fastest-growing online activity. 66% of adult Internet users access social media.<sup>16</sup> This has grown significantly from only 8% of online adults using social media in 2005. In fact, today Internet users spend 1 out of 6 online minutes using social media.<sup>17</sup>

**712%**  
**Growth**  
**in 7 Years**



Growth in number of adults using social media<sup>18</sup>

As the use of social media continues to grow, it's becoming more important for your business to be active in this space.

**SOCIAL**

# Consumers Socialize Online

Social networking is one of the most popular activities online. For some consumers, posting updates to their social media profiles has become part of their daily routines.

35%

Post at least once per week.



18%

Post nearly every day.



17%

Post at least once per month.



16%

Post many times per day.



10%

Post less than once per month.



4%

Never post an update.



Percentage of people posting social media updates<sup>19</sup>

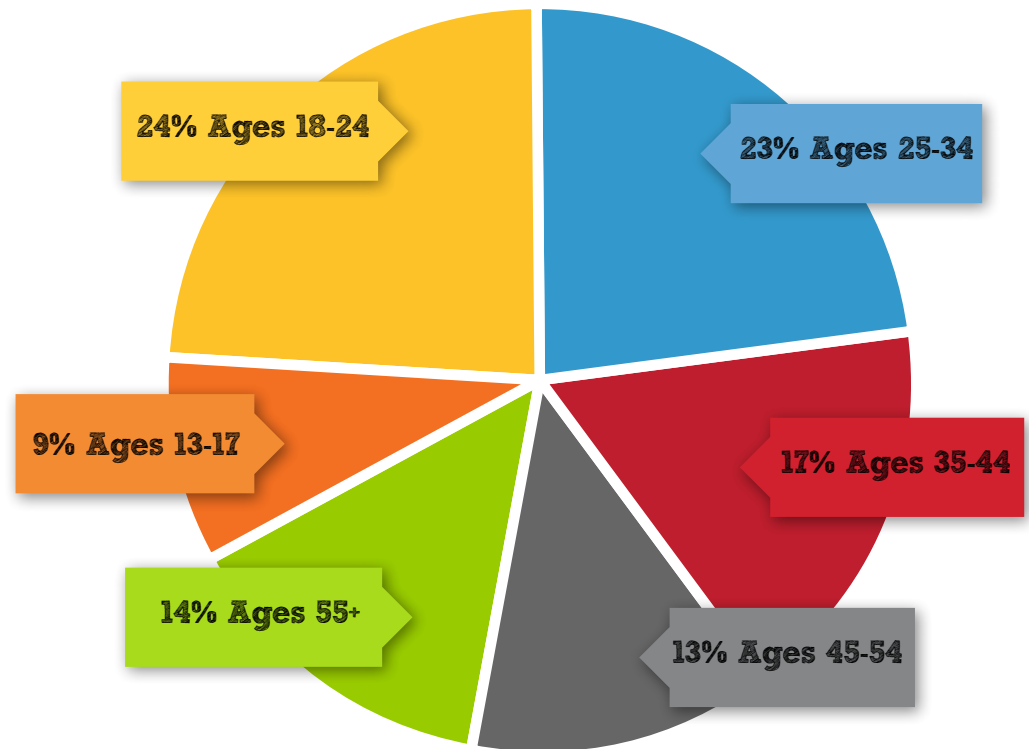
People are engaging on social media. So as a business, using social media frequently and consistently gives you an opportunity to interact with more consumers.

SOCIAL

# Consumers “Like” Facebook

There are 155 million Facebook users in the U.S.<sup>20</sup> and over 955 million active monthly users in the world.<sup>21</sup> Chances are, many people in your target marketing audience are using Facebook.

**155 Million**  
**Facebook Users**  
**in the U.S.**



Percentage of U.S. Facebook user base by age<sup>22</sup>

No matter who your target audience is, Facebook is a good place to target your messages and connect with consumers.

**SOCIAL**

# Consumers Socialize on Many Platforms



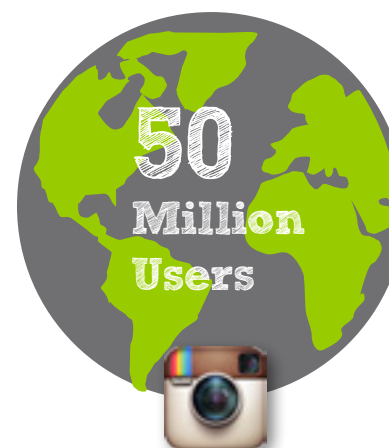
## Twitter

There are over 107 million Twitter accounts in the U.S. alone, accounting for 28% of worldwide usage.<sup>23</sup> There are more than 175 million tweets a day worldwide.<sup>24</sup> Consumers spend an average of 36 minutes per month on Twitter.<sup>25\*</sup>



## LinkedIn

LinkedIn has almost 63 million members in the U.S.<sup>26</sup> Users spend an average of 17 minutes on LinkedIn per month.<sup>27\*</sup>



## Instagram

Instagram made headlines in 2012 when Facebook purchased it for \$1 billion.<sup>28</sup> Currently, there are over 50 million Instagram users worldwide<sup>29</sup> uploading and sharing a total of more than 5 million photos a day.<sup>30</sup>



## Pinterest

Pinterest is currently the fastest-growing social networking site in the U.S.<sup>31</sup> Unique visits have reached 21.5 million, a 30x increase in just 6 months.<sup>32</sup> The average time spent on Pinterest is 1 hour and 17 minutes a month.<sup>33</sup>

\*Not including mobile

In addition to Facebook, there are a variety of social media platforms with large user bases that are important to consider for your online marketing efforts.

**SOCIAL**

# Online Reputation Affects Consumer Decisions

**Online reviews and recommendations are playing an important role in how consumers make their purchasing decisions.** In fact, 76% of consumers reported considering online reviews when determining which local business to use. 72% of consumers surveyed said they trust online reviews as much as they trust personal recommendations. And 52% of consumers said they were more likely to use a local business that has a positive reputation.<sup>34</sup>

**7 out of 10**

**Consumers said they trust online reviews as much as personal recommendations.**



**5 out of 10**

**Consumers said they were more likely to use a local business that has a positive reputation.**



**Your offline reputation isn't the only one that matters. Now, what people are saying about your business online and how you react and respond to those mentions can affect a consumer's decision to buy from you.**

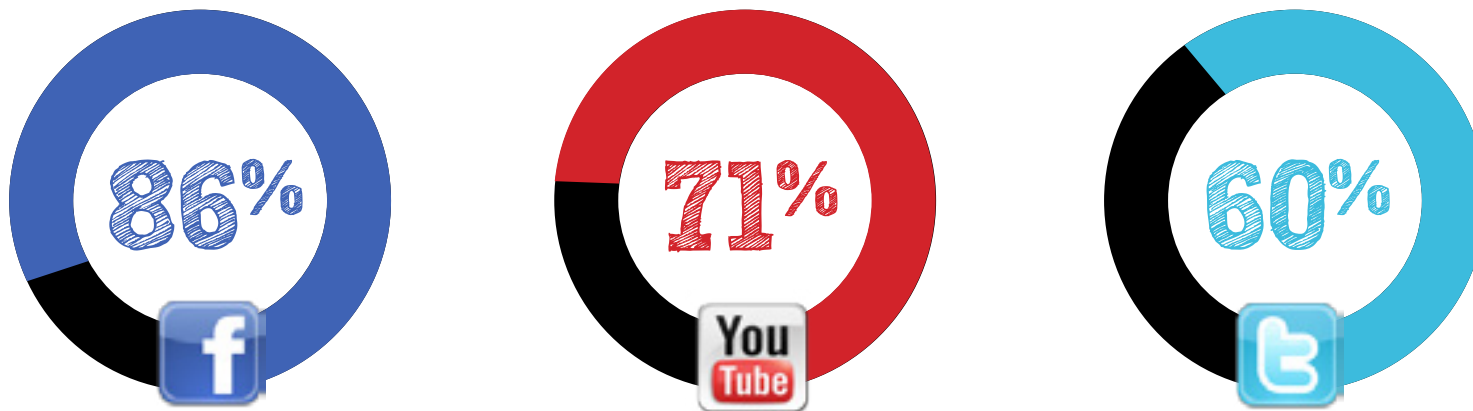
**SOCIAL**



# Local Businesses are on Social Media

83% of small businesses using social media believe it is important to their business.<sup>35</sup> In fact, more than 9 million small businesses are now using Facebook.<sup>36</sup> However, many small businesses have not yet invested financially in social media marketing: 42% of small businesses allocate \$0 to social media marketing and 17% spend less than \$100.<sup>37</sup>

## Percentage of Small Business Owners Who Consider These Sites Valuable



Percentage of SMBs who reported value by platform<sup>38</sup>

Now that most small businesses value social media, consider hiring someone to help manage your presence on the social media platforms that make the most sense for your business.

SOCIAL

# Consumers Watch Videos Online

Globally, consumers watch over 200 billion videos online per month.<sup>39</sup> Most of these videos are from YouTube. In 2011, there were 3 billion hours of video watched per month,<sup>40</sup> over 4 billion video views per day, and about 60 hours of video uploaded every minute.<sup>41</sup> Plus, with more consumers looking for video content online, YouTube is now the second-largest search engine, with 3 billion unique searches per month.<sup>42</sup>

## There are 7 Billion...



**People on the Planet**



**Video Views  
Every 1.5 days**



**Hours Watched  
Every 2.3 Days**



**Unique Searches  
Every 70 Days**

Consumers are spending more time online watching and looking for videos. Your business should be investing more time creating them.

**VIDEO**

# Consumers Engage with Business Videos Online

Because online videos are becoming more mainstream, consumers are becoming more willing to watch them to get the information they want.

**8.5 out of 10**

People may watch a video if it contains product information.



**8.7 out of 10**

People reported they may watch demonstrations of a product.



Percentage of respondents likely to watch types of business videos<sup>43</sup>

Because consumers now use videos as a way to get information about businesses, you can use this tool to build credibility and influence purchasing decisions.

**VIDEO**



## Consumers are Always Connected

The typical mobile user spends an average of 2 hours a day using their mobile phone.<sup>44</sup>

Communicating with others is one of the main reasons people use mobile devices, but they are also spending a substantial amount of time on the mobile Web.

Percentage of mobile phone owners reporting using their phones for these activities<sup>45</sup>

The rise of mobile gives you a chance to stay connected to consumers wherever they go.

**MOBILE**

# Consumers Love Mobile

Approximately 234 million Americans use mobile devices regularly.<sup>46</sup> And for some, “use” actually means “can’t live without.” One survey in the U.K. found that 66% of respondents suffered from nomophobia, the fear of being without a mobile phone.<sup>47</sup> Almost 66% of smartphone subscribers even admit to sleeping with their phones close to them.<sup>48</sup>

**“I would rather give up \_\_\_\_\_ than my phone for a week.”**



**70%**  
Alcohol



**63%**  
Chocolate



**33%**  
Sex



**22%**  
Toothbrush

What respondents reported they would rather give up than their phone by percentage<sup>49</sup>

**nomophobia** : is the fear of being out of mobile phone contact

Term coined during study by U.K. Post Office<sup>50</sup>

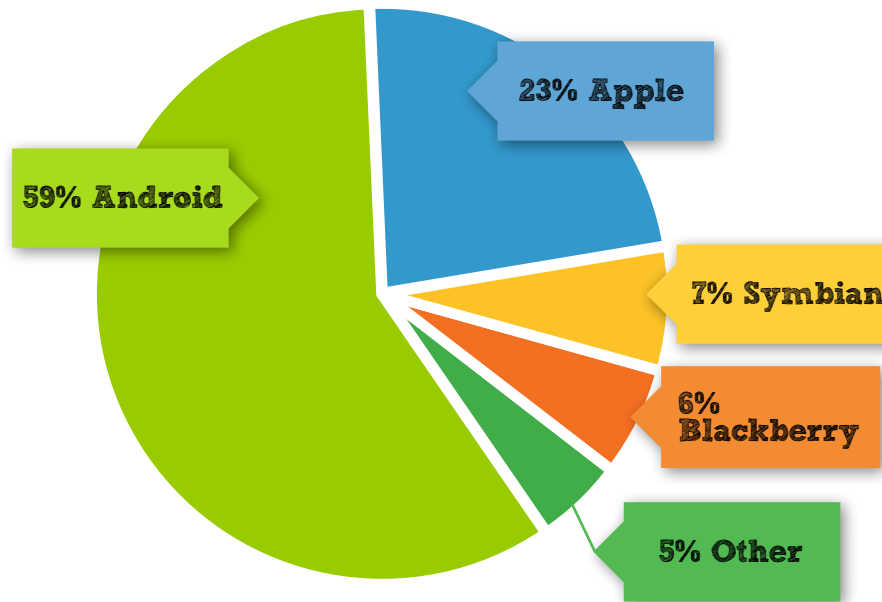
Since consumers don't want to be disconnected from their phones, you shouldn't ignore the importance of mobile marketing as a way to reach them.

**MOBILE**

# The Rise of the Smartphone

The growth of mobile Internet usage is made possible by the rise in smartphone ownership.

In fact, almost half (49.7%) of U.S. mobile subscribers own a smartphone.<sup>51</sup> That's more than 106 million people.<sup>52</sup> And by 2016, 192 million people in the U.S. are projected to own a smartphone.<sup>53</sup> Of all smartphone operating systems, Android has the most shares in the U.S. market.<sup>54</sup>



To date, approximately  
**175 Million**  
iPhones have been sold  
around the globe.<sup>55</sup>

Current market share of smartphone operating systems in the U.S.<sup>54</sup>

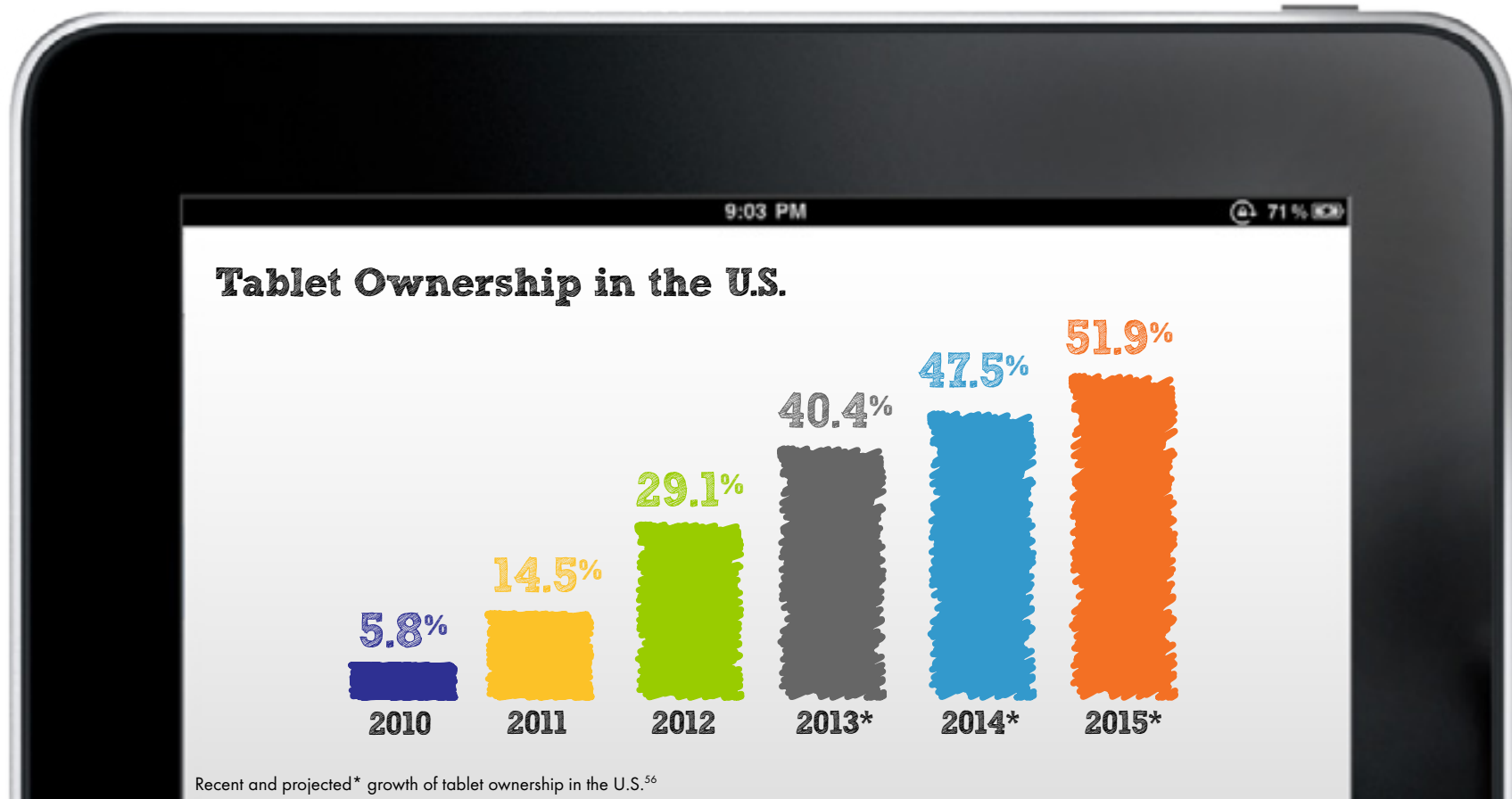
Smartphones are empowering consumers to communicate, search for businesses, and even purchase, no matter where they are.

**MOBILE**



# Tablet Ownership is on the Rise

Not only are consumers using smartphones to access the mobile Web, but they are now using tablets as well. Studies predict that by 2015, over half the population of Internet users will own a tablet.<sup>56</sup>



Tablets are powerful devices that give consumers a robust mobile Web experience. As more consumers use tablets, having a mobile marketing strategy is essential to reach them.

MOBILE

# Consumers are Multitasking

Consumers aren't always replacing one screen with another. Many people use multiple screens at the same time.<sup>57</sup>

85%



**Use a tablet or a phone while watching TV.**

66%



**Use a tablet or phone while on a computer and watching TV.**

Percentage of respondents using multiple devices simultaneously<sup>57</sup>

**Consumers are juggling many types of devices. So your marketing should not only reach them on all of these platforms, but you should also have one clear and consistent marketing message.**

**MOBILE**

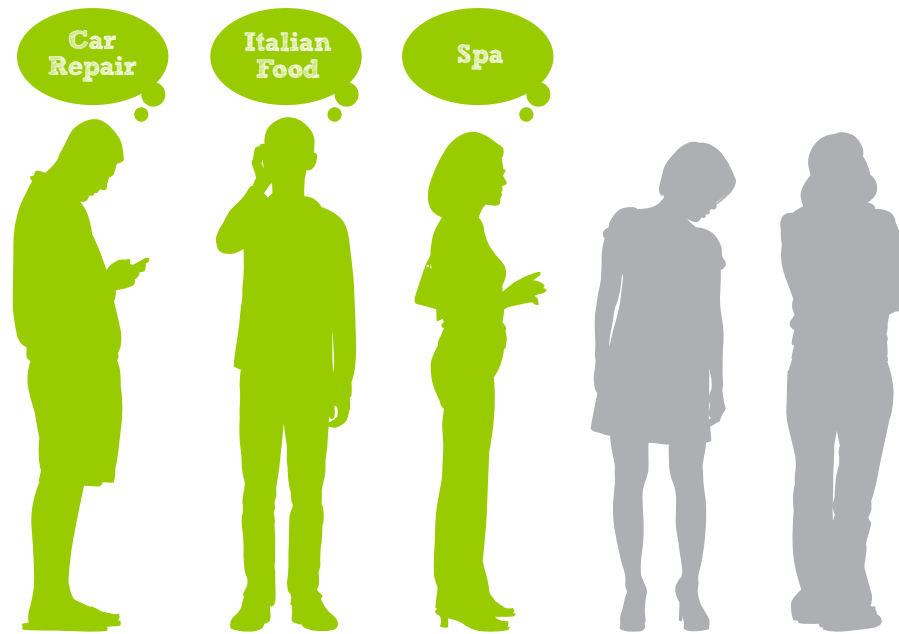
# Consumers Search on Mobile

Studies show that by the year 2016, mobile searches will overtake PC searches for local search.<sup>59</sup>

Within the past 2 years, the number of Google searches on mobile devices has grown by 500%, making Google the leader in mobile search.<sup>60</sup> Likewise, Google also owns the majority of local mobile searches.<sup>61</sup> By the end of 2011, 61% of smartphone owners had searched for a local business on their phone.<sup>62</sup>

**3 out of 5**

**Consumers search for local businesses on their smartphone.**



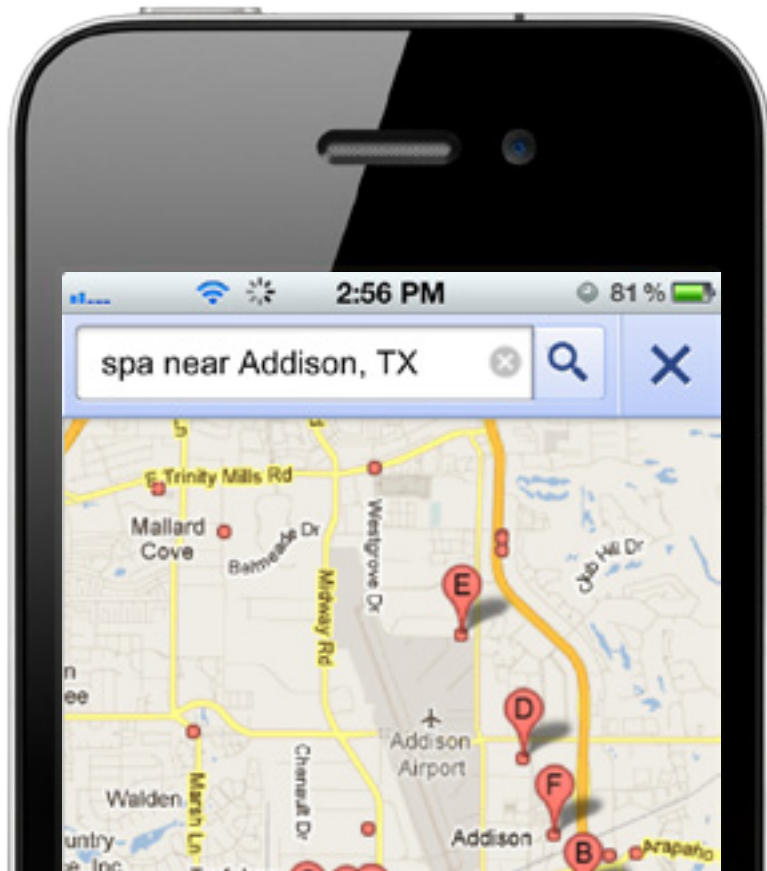
Smartphone owners who use their phone to search for local businesses<sup>62</sup>

**Consumers are searching for local businesses via mobile. Having a mobile website and claiming and optimizing your Google+ Local page can help them find yours.**

**MOBILE**

## Consumers Rely on Mobile Maps

Not only are consumers searching on Google's mobile browser and app, but they are also finding places directly in Google Maps on mobile devices.



**200+ Million**  
**Users per Month**  
**on Mobile Google**  
**Maps. That's 40% of All Usage.<sup>63</sup>**

Now, consumers can find any business when they are on the go.  
Make sure they can find you.

**MOBILE**

# People Socialize via Mobile

Consumers spend a growing amount of time on social media sites via mobile devices.

In some instances, the average mobile user spends more of their social media time using a mobile device than they do using a computer.



Average minutes spent by a mobile user via mobile browser and mobile app combined<sup>64</sup>

Because mobile access allows consumers to constantly stay connected to social media sites, it's important to frequently add new, fresh content to your social media pages.

**MOBILE**

# Consumers Shop via Mobile

Consumers are now using mobile devices to make purchasing decisions. 47.5% of U.S. consumers have used mobile devices to search for products and services online,<sup>65</sup> and this only increases with smartphone owners.<sup>66</sup>

## Smartphone Owners Use Phones to Aid in Shopping...



Smartphone owners reporting using a mobile device for respective shopping activities<sup>67</sup>

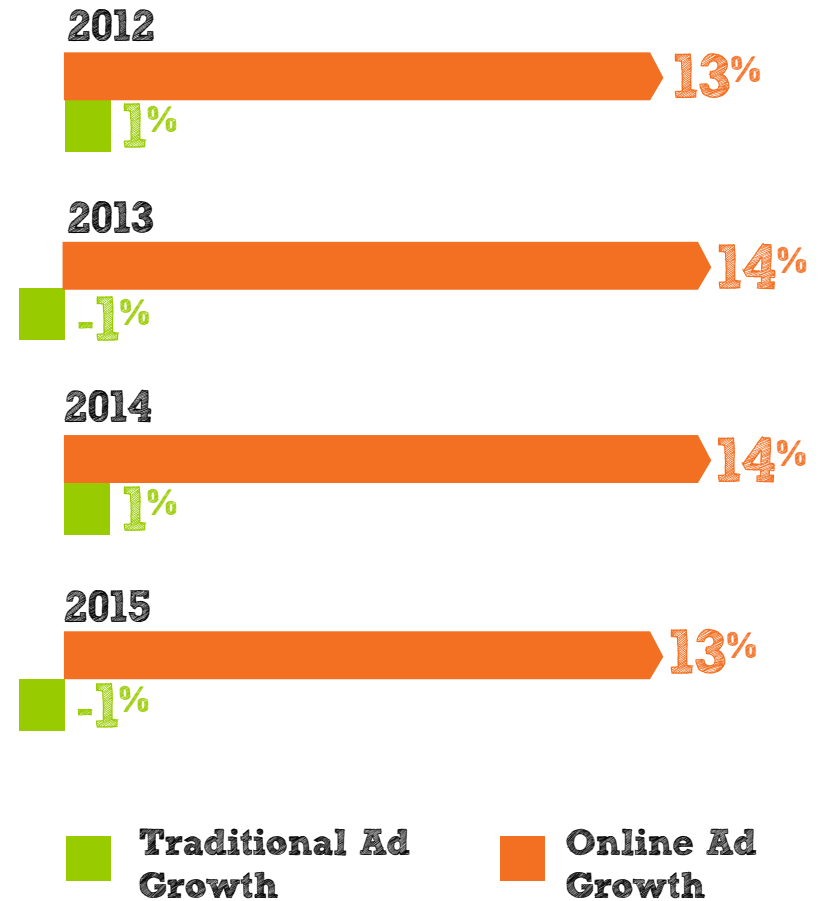
Consumers can now decide what to buy when at the store or even while standing in front of the product, making a mobile presence even more critical than ever.

**MOBILE**



# The Shift to Online Marketing

Local businesses are now spending more of their advertising budgets on online, interactive, and digital advertising, with a predicted growth from \$21.2 billion in 2011 to \$35 billion by 2015.<sup>68</sup> This predicted growth is significantly higher than what is projected for traditional ad spending.



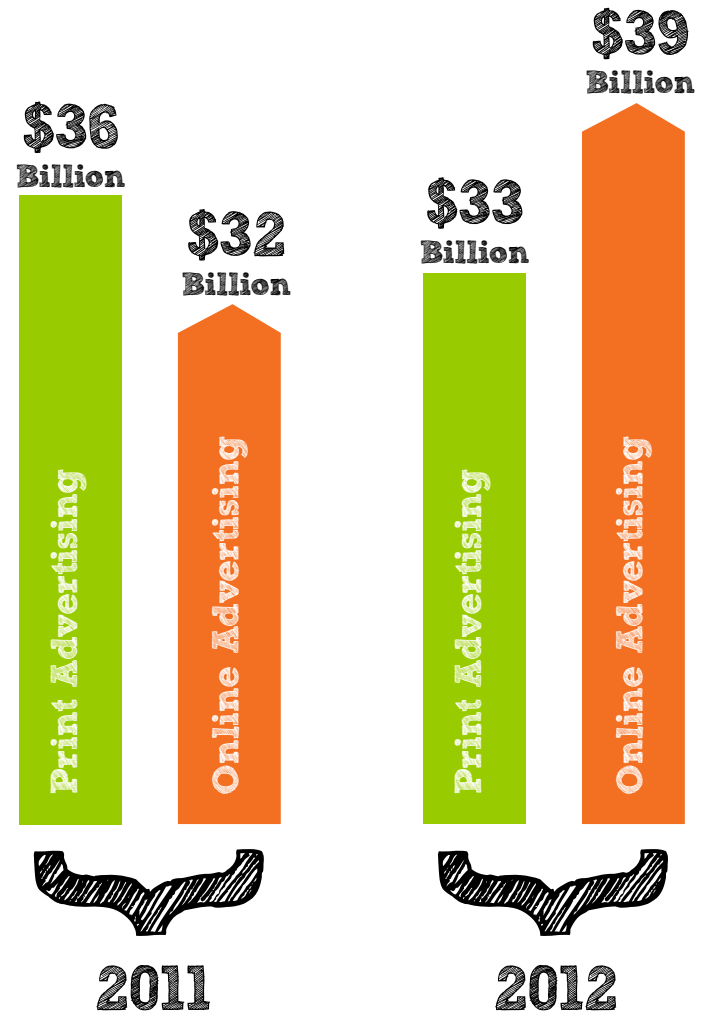
Predicted percent change year over year in online vs. traditional ad spend<sup>68</sup>

Because consumers are searching locally, online advertising is an essential tool for even the smallest businesses to reach more local consumers.

ADVERTISING

# Investment in Online Advertising is Growing

In 2012, the spend on online advertising is predicted to surpass the spend on print advertising.<sup>69</sup>



Past and expected annual U.S. spend on traditional print and online advertising<sup>69</sup>

More advertisers are adapting their marketing budgets to include online advertising. This shows how essential online advertising has become to reach consumers.

# ADVERTISING

# All Online Advertising is Growing

## Search



**\$19.5 Billion  
Projected Spend**

In 2012, search advertising spending is expected to rise by 28% to \$19.5 billion in the U.S.<sup>70</sup>

## Display



**\$15 Billion  
Projected Spend**

In 2012, the spend on display advertising is estimated to grow by 24.1% to \$15.4 billion in the U.S. alone.<sup>71</sup>

## Mobile



**\$4.2 Billion  
Projected Spend**

Mobile ad spending in the U.S. is set to reach \$4.2 billion by the end of 2012, a 128% growth from early 2012.<sup>72</sup>

## Social



**\$4.8 Billion  
Projected Spend**

The spend on social media advertising is estimated to reach \$4.8 billion in 2012. This is up 23.6% from 2011.<sup>73</sup>

As online advertising continues to grow, it's more important than ever to invest in a variety of ways to reach consumers online.

ADVERTISING

# How Does the Web Affect Your Business?

**The Web is dramatically influencing consumer behavior and changing how your business connects with potential customers online. The information available online today gives consumers power that they haven't had before, and this will only continue to grow. That's why you need a Web presence that allows consumers to find you, connect with you, support you, and do business with you online. This isn't just a trend. It's a new way of doing business.**

# Like our stats?

There are many ways to learn more...



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[reachlocal.com/newsletter](http://reachlocal.com/newsletter)



**ReachLocal Learning Center**  
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# Sources

1	Local Consumer Review Survey (2012)	<a href="http://searchengineland.com/study-72-of-consumers-trust-online-reviews-as-much-as-personal-recommendations-114152">http://searchengineland.com/study-72-of-consumers-trust-online-reviews-as-much-as-personal-recommendations-114152</a>
2	BusinessNewsDaily	<a href="http://www.businessnewsdaily.com/1973-google-places-adwords-small-business-tools.html">http://www.businessnewsdaily.com/1973-google-places-adwords-small-business-tools.html</a>
3	BIA/Kelsey	<a href="http://www.biakelsey.com/Company/Press-Releases/120416-Less-Than-20-Percent-of-SMB-Websites-Link-to-Social-Presence,-According-to-SMB-DigitalScape.asp">http://www.biakelsey.com/Company/Press-Releases/120416-Less-Than-20-Percent-of-SMB-Websites-Link-to-Social-Presence,-According-to-SMB-DigitalScape.asp</a>
4	Pew Internet	<a href="http://www.pewinternet.org/Static-Pages/Trend-Data-(Adults)/Whos-Online.aspx">http://www.pewinternet.org/Static-Pages/Trend-Data-(Adults)/Whos-Online.aspx</a>
5	comScore	<a href="http://www.comscore.com/Press_Events/Presentations_Whitepapers/2012/State_of_US_Internet_in_Q1_2012">http://www.comscore.com/Press_Events/Presentations_Whitepapers/2012/State_of_US_Internet_in_Q1_2012</a>
6	Social Media Today	<a href="http://socialmediatoday.com/node/504064">http://socialmediatoday.com/node/504064</a>
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15	Google Research Blog	<a href="http://googleresearch.blogspot.com/2012/03/impact-of-organic-ranking-on-ad-click.html">http://googleresearch.blogspot.com/2012/03/impact-of-organic-ranking-on-ad-click.html</a>
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19	Edison Research	<a href="http://www.edisonresearch.com/wp-content/uploads/2012/06/The-Social-Habit-2012-by-Edison-Research.pdf">http://www.edisonresearch.com/wp-content/uploads/2012/06/The-Social-Habit-2012-by-Edison-Research.pdf</a>
20	Socialbakers	<a href="http://www.socialbakers.com/facebook-statistics/united-states">http://www.socialbakers.com/facebook-statistics/united-states</a>
21	Facebook Q2 Earnings Report (2012)	<a href="http://investor.fb.com/releasedetail.cfm?ReleaseID=695976">http://investor.fb.com/releasedetail.cfm?ReleaseID=695976</a>
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