

Small Business Online Marketing Poll
Commissioned by JSEO Ltd



Fieldwork dates: 2-5th June 2015

Interview Method: Telephone.

Population effectively sampled: Businesses throughout the UK from 11 different sectors.

Sampling Method: A range of business telephone data was purchased from a DMA approved data supplier. A total number of 518 interviews were conducted on land-lines.

Sample size: 518

Data weighting: Data were weighted by Region, and employee numbers to create a representative sample. Targets for the weighted data were derived from the BIS National Statistics publication *Business Population Estimates for the UK and Regions 2014* (<https://www.gov.uk/government/statistics/business-population-estimates-2014>), which details business estimates based on self-assessment data from the HMRC and the Office for National Statistics' Labour Force Survey.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published.

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Table 1

1. Do you agree or disagree with the following statements?

a) "Year on year online marketing is becoming more important to your company's growth."

		Employee Number											Sector										Region													
		0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	Accommodation and Food Service Activities	Administrative and Support Service Activities	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning Supply; Water Supply; Activities	Financial and Insurance Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	West of England	Yorkshire and the Humber
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38	
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	83	51	21	41	35	
Answer	Totals																																			
Agree	363	154	25	112	42	15	9	2	2	1	0	1	13	60	32	15	3	24	79	25	4	79	29	21	31	68	11	36	8	23	61	38	15	33	18	
	70.1%	68.1%	69.4%	76.7%	75.0%	51.7%	60.0%	40.0%	100.0%	100.0%	0.0%	100.0%	56.5%	69.0%	62.7%	78.9%	75.0%	80.0%	71.8%	83.3%	100.0%	65.8%	72.5%	63.6%	57.4%	73.9%	78.6%	72.0%	66.7%	71.9%	73.5%	74.5%	71.4%	80.5%	51.4%	
Disagree	122	52	10	28	11	12	5	3	0	0	1	0	9	22	14	2	1	4	24	5	0	32	9	9	19	18	3	12	2	7	17	10	5	5	15	
	23.6%	23.0%	27.8%	19.2%	19.6%	41.4%	33.3%	60.0%	0.0%	0.0%	100.0%	0.0%	39.1%	25.3%	27.5%	10.5%	25.0%	13.3%	21.8%	16.7%	0.0%	26.7%	22.5%	27.3%	35.2%	19.6%	21.4%	24.0%	16.7%	21.9%	20.5%	19.6%	23.8%	12.2%	42.9%	
Don't Know	33	20	1	6	3	2	1	0	0	0	0	0	1	5	5	2	0	2	7	0	0	9	2	3	4	6	0	2	2	2	5	3	1	3	2	
	6.4%	8.8%	2.8%	4.1%	5.4%	6.9%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	5.7%	9.8%	10.5%	0.0%	6.7%	6.4%	0.0%	0.0%	7.5%	5.0%	9.1%	7.4%	6.5%	0.0%	4.0%	16.7%	6.3%	6.0%	5.9%	4.8%	7.3%	5.7%	

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Table 2

1. Do you agree or disagree with the following statements?

b) "Online marketing spend has overtaken spend on traditional forms of advertising."

		Employee Number											Sector										Region													
		0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	Accommodation and Food Service Activities	Administrative and Support Activities	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning Supply	Financial and Insurance Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	West of England	Yorkshire and the Humber
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38	
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	83	51	21	41	35	
Answer	Totals																																			
Agree	247	113	16	69	25	13	7	1	2	1	0	0	4	42	25	8	2	13	50	22	2	57	22	16	24	46	8	20	7	15	50	24	9	18	10	
	47.7%	50.0%	44.4%	47.3%	44.6%	44.8%	46.7%	20.0%	100.0%	100.0%	0.0%	0.0%	17.4%	48.3%	49.0%	42.1%	50.0%	43.3%	45.5%	73.3%	50.0%	47.5%	55.0%	48.5%	44.4%	50.0%	57.1%	40.0%	58.3%	46.9%	60.2%	47.1%	42.9%	43.9%	28.6%	
Disagree	222	92	18	61	26	12	7	4	0	0	1	1	15	37	20	9	2	12	47	7	2	55	16	14	24	37	5	24	4	15	29	22	11	15	22	
	42.9%	40.7%	50.0%	41.8%	46.4%	41.4%	46.7%	80.0%	0.0%	0.0%	100.0%	100.0%	65.2%	42.5%	39.2%	47.4%	50.0%	40.0%	42.7%	23.3%	50.0%	45.8%	40.0%	42.4%	44.4%	40.2%	35.7%	48.0%	33.3%	46.9%	34.9%	43.1%	52.4%	36.6%	62.9%	
Don't Know	49	21	2	16	5	4	1	0	0	0	0	0	4	8	6	2	0	5	13	1	0	8	2	3	6	9	1	6	1	2	4	5	1	8	3	
	9.5%	9.3%	5.6%	11.0%	8.9%	13.8%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	17.4%	9.2%	11.8%	10.5%	0.0%	16.7%	11.8%	3.3%	0.0%	6.7%	5.0%	9.1%	11.1%	9.8%	7.1%	12.0%	8.3%	6.3%	4.8%	9.8%	4.8%	19.5%	8.6%	

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Table 3

1. Do you agree or disagree with the following statements?

c) "Your company finds it hard to up-skill employees to keep up with changing online marketing trends."

		Employee Number											Sector											Region												
		0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	Accommodation and Food Service Activities	Administrative and Support Service Activities	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning Supply; Water Supply;	Financial and Insurance Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	West of England	Yorkshire and the Humber
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38	
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	83	51	21	41	35	
Answer	Totals																																			
Agree	364	161	27	105	37	18	8	4	1	1	1	1	16	65	35	12	4	22	74	20	1	80	35	25	35	54	7	38	10	25	65	38	11	30	26	
	70.3%	71.2%	75.0%	71.9%	66.1%	62.1%	53.3%	80.0%	50.0%	100.0%	100.0%	100.0%	69.6%	74.7%	68.6%	63.2%	100.0%	73.3%	67.3%	66.7%	25.0%	66.7%	87.5%	75.8%	64.8%	58.7%	50.0%	76.0%	83.3%	78.1%	78.3%	74.5%	52.4%	73.2%	74.3%	
Disagree	137	57	6	38	18	11	7	0	0	0	0	0	6	21	16	7	0	6	33	10	3	33	2	8	17	36	6	8	2	6	15	13	9	11	6	
	26.4%	25.2%	16.7%	26.0%	32.1%	37.9%	46.7%	0.0%	0.0%	0.0%	0.0%	0.0%	26.1%	24.1%	31.4%	36.8%	0.0%	20.0%	30.0%	33.3%	75.0%	27.5%	5.0%	24.2%	31.5%	39.1%	42.9%	16.0%	16.7%	18.8%	18.1%	25.5%	42.9%	26.8%	17.1%	
Don't Know	17	8	3	3	1	0	0	1	1	0	0	0	1	1	0	0	0	2	3	0	0	7	3	0	2	2	1	4	0	1	3	0	1	0	3	
	3.3%	3.5%	8.3%	2.1%	1.8%	0.0%	0.0%	20.0%	50.0%	0.0%	0.0%	0.0%	4.3%	1.1%	0.0%	0.0%	0.0%	6.7%	2.7%	0.0%	0.0%	5.8%	7.5%	0.0%	3.7%	2.2%	7.1%	8.0%	0.0%	3.1%	3.6%	0.0%	4.8%	0.0%	8.6%	

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Table 4
2. What percentage of your overall marketing budget is spent on online marketing?

	Employee Number													Sector										Region												
	0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	Accommodation and Food Service Activities	Administrative and Support Service Activities	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning Supply; Water Supply	Financial and Insurance Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber		
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38	
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	83	51	21	41	35	
Answer	Totals	11	7	0	1	1	0	0	1	0	0	0	0	4	0	1	0	0	1	0	3	2	0	2	5	1	2	0	0	0	0	0	0	0	1	
0%		2.1%	3.1%	0.0%	.7%	1.8%	3.4%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	5.3%	0.0%	0.0%	3.3%	0.0%	2.5%	5.0%	0.0%	3.7%	5.4%	7.1%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	
1-24%		84	38	2	24	11	7	2	0	0	0	0	2	12	7	3	1	3	21	9	0	14	12	7	8	17	1	7	0	5	12	14	3	6	4	
		16.2%	16.8%	5.6%	16.4%	19.6%	24.1%	13.3%	0.0%	0.0%	0.0%	0.0%	8.7%	13.8%	13.7%	15.8%	25.0%	10.0%	19.1%	30.0%	0.0%	11.7%	30.0%	21.2%	14.8%	18.5%	7.1%	14.0%	0.0%	15.6%	14.5%	27.5%	14.3%	14.6%	11.4%	
25-49%		197	86	21	50	21	7	9	2	1	0	0	9	35	16	8	0	9	43	12	3	54	8	11	22	34	4	18	3	15	33	17	13	15	12	
		38.0%	38.1%	58.3%	34.2%	37.5%	24.1%	60.0%	40.0%	50.0%	0.0%	0.0%	39.1%	40.2%	31.4%	42.1%	0.0%	30.0%	39.1%	40.0%	75.0%	45.0%	20.0%	33.3%	40.7%	37.0%	28.6%	36.0%	25.0%	46.9%	39.8%	33.3%	61.9%	36.6%	34.3%	
50%-74%		153	62	10	48	16	10	3	2	0	0	1	12	21	14	5	2	13	38	3	0	34	11	9	16	24	6	16	4	10	21	16	3	13	15	
		29.5%	27.4%	27.8%	32.9%	28.6%	34.5%	20.0%	40.0%	0.0%	0.0%	100.0%	100.0%	52.2%	24.1%	27.5%	26.3%	50.0%	43.3%	34.5%	10.0%	28.3%	27.5%	27.3%	29.6%	26.1%	42.9%	32.0%	33.3%	31.3%	25.3%	31.4%	14.3%	31.7%	42.9%	
75-99%		60	26	3	19	6	3	1	1	0	1	0	0	14	11	1	1	4	5	5	1	13	5	4	6	11	2	6	2	2	14	3	2	7	1	
		11.6%	11.5%	8.3%	13.0%	10.7%	10.3%	6.7%	20.0%	0.0%	100.0%	0.0%	0.0%	0.0%	16.1%	21.6%	5.3%	25.0%	13.3%	4.5%	16.7%	25.0%	10.8%	12.5%	12.1%	11.1%	12.0%	14.3%	12.0%	16.7%	6.3%	16.9%	5.9%	9.5%	17.1%	2.9%
100%		13	7	0	4	1	1	0	0	0	0	0	0	1	3	1	0	1	3	0	0	2	2	2	0	1	0	1	3	0	3	1	0	0	2	
		2.5%	3.1%	0.0%	2.7%	1.8%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	5.9%	5.3%	0.0%	3.3%	2.7%	0.0%	0.0%	1.7%	5.0%	6.1%	0.0%	1.1%	0.0%	2.0%	25.0%	0.0%	3.6%	2.0%	0.0%	0.0%	5.7%	

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Table 5

3. What percentage of new customers attained throughout the previous twelve months do you attribute to online marketing efforts?

	Employee Number												Sector										Region												
													Accommodation and Food Service Activities	Administrative and Support Service Activities	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning Supply; Water Supply;	Financial and Insurance Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade												
	0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	East Midlands												East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	West of England	Yorkshire and the Humber
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	83	51	21	41	35
Answer	Totals	6	2	1	3	0	0	0	0	0	0	0	0	2	1	0	0	1	0	0	2	0	2	0	1	0	0	0	1	0	2	0	0	0	0
0%		1.2%	.9%	2.8%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	2.0%	0.0%	0.0%	3.3%	0.0%	0.0%	1.7%	0.0%	6.1%	0.0%	1.1%	0.0%	0.0%	3.1%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	
1-24%		54	25	2	17	6	3	0	0	1	0	0	1	9	7	4	0	3	12	2	0	10	6	3	5	12	2	1	2	4	13	2	3	2	5
		10.4%	11.1%	5.6%	11.6%	10.7%	10.3%	0.0%	0.0%	50.0%	0.0%	0.0%	4.3%	10.3%	13.7%	21.1%	0.0%	10.0%	10.9%	6.7%	0.0%	8.3%	15.0%	9.1%	9.3%	13.0%	14.3%	2.0%	16.7%	12.5%	15.7%	3.9%	14.3%	4.9%	14.3%
25-49%		165	72	18	40	20	9	6	0	0	0	0	7	32	13	9	2	7	34	12	3	38	8	9	13	29	7	14	4	9	21	19	7	19	14
		31.9%	31.9%	50.0%	27.4%	35.7%	31.0%	40.0%	0.0%	0.0%	0.0%	0.0%	30.4%	36.8%	25.5%	47.4%	50.0%	23.3%	30.9%	40.0%	75.0%	31.7%	20.0%	27.3%	24.1%	31.5%	50.0%	28.0%	33.3%	28.1%	25.3%	37.3%	33.3%	46.3%	40.0%
50%-74%		205	87	9	61	21	13	7	3	1	1	1	11	31	24	4	0	12	45	13	1	44	20	11	28	33	2	25	4	14	34	21	6	17	10
		39.6%	38.5%	25.0%	41.8%	37.5%	44.8%	46.7%	60.0%	50.0%	100.0%	100.0%	47.8%	35.6%	47.1%	21.1%	0.0%	40.0%	40.9%	43.3%	25.0%	36.7%	50.0%	33.3%	51.9%	35.9%	14.3%	50.0%	33.3%	43.8%	41.0%	41.2%	28.6%	41.5%	28.6%
75-99%		83	37	6	25	9	2	2	2	0	0	0	4	11	6	2	2	6	18	3	0	26	5	8	8	14	3	10	2	4	13	7	5	3	6
		16.0%	16.4%	16.7%	17.1%	16.1%	6.9%	13.3%	40.0%	0.0%	0.0%	0.0%	17.4%	12.6%	11.8%	10.5%	50.0%	20.0%	16.4%	10.0%	0.0%	21.7%	12.5%	24.2%	14.8%	15.2%	21.4%	20.0%	16.7%	12.5%	15.7%	13.7%	23.8%	7.3%	17.1%
100%		5	3	0	0	0	2	0	0	0	0	0	0	2	0	0	0	1	1	0	0	0	1	0	0	3	0	0	0	0	2	0	0	0	0
		1.0%	1.3%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	3.3%	.9%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%

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Table 6
4. Which statement best describes your planned online marketing budget for 2016?

	Employee Number												Sector										Region												
	0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	Accommodation and Food Service Activities	Administrative and Support Activities	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning Supply; Water Supply	Financial and Insurance Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	63	51	21	41	35
Answer	Totals	24	7	5	7	5	0	0	0	0	0	0	1	5	3	0	0	3	6	1	0	3	2	3	4	3	0	4	0	1	1	2	2	2	2
Our budget will decrease in 2016.	4.6%	3.1%	13.9%	4.8%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	5.7%	5.9%	0.0%	0.0%	10.0%	5.5%	3.3%	0.0%	2.5%	5.0%	9.1%	7.4%	3.3%	0.0%	8.0%	0.0%	3.1%	1.2%	3.9%	9.5%	4.9%	5.7%
Our budget will increase in 2016.	395	177	26	111	36	23	13	4	2	1	1	1	17	64	36	15	4	19	83	23	2	98	34	26	35	73	10	37	8	27	69	38	15	32	25
Our budget will remain the same in 2016.	76.3%	78.3%	72.2%	76.0%	64.3%	79.3%	86.7%	80.0%	100.0%	100.0%	100.0%	100.0%	73.9%	73.6%	70.6%	78.9%	100.0%	63.3%	75.5%	76.7%	50.0%	81.7%	85.0%	78.8%	64.8%	79.3%	71.4%	74.0%	66.7%	84.4%	83.1%	74.5%	71.4%	78.0%	71.4%
	99	42	5	28	15	6	2	1	0	0	0	0	5	18	12	4	0	8	21	6	2	19	4	15	16	4	9	4	4	13	11	4	7	8	
	19.1%	18.6%	13.9%	19.2%	26.8%	20.7%	13.3%	20.0%	0.0%	0.0%	0.0%	0.0%	21.7%	20.7%	23.5%	21.1%	0.0%	26.7%	19.1%	20.0%	50.0%	15.8%	10.0%	12.1%	27.8%	17.4%	28.6%	18.0%	33.3%	12.5%	15.7%	21.6%	19.0%	17.1%	22.9%

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Table 7
5. How does your company fulfil its online marketing requirements:

	Employee Number												Sector										Region															
	0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	Accommodation and Food Service Activities	Administrative and Support Services Activities	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning Supply; Water Supply; and Insurance Activities	Financial and Insurance Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber				
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38			
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	83	51	21	41	35			
Answer	Totals																																					
All digital marketing activity is carried out inhouse.	166	69	9	45	19	12	9	2	0	0	0	1	6	27	21	8	0	13	30	9	1	43	8	12	20	28	4	16	4	8	26	23	6	14	5			
	32.0%	30.5%	25.0%	30.8%	33.9%	41.4%	60.0%	40.0%	0.0%	0.0%	0.0%	100.0%	26.1%	31.0%	41.2%	42.1%	0.0%	43.3%	27.3%	30.0%	25.0%	35.8%	20.0%	36.4%	37.0%	30.4%	28.6%	32.0%	33.3%	25.0%	31.3%	45.1%	28.6%	34.1%	14.3%			
All digital marketing is carried out by an external entity e.g a digital marketing agency.	63	33	2	16	6	3	2	0	0	1	0	0	2	6	5	5	0	4	19	6	0	11	5	7	4	11	2	6	3	1	10	6	2	7	4			
	12.2%	14.6%	5.6%	11.0%	10.7%	10.3%	13.3%	0.0%	0.0%	100.0%	0.0%	0.0%	8.7%	6.9%	9.8%	26.3%	0.0%	13.3%	17.3%	20.0%	0.0%	9.2%	12.5%	21.2%	7.4%	12.0%	14.3%	12.0%	25.0%	3.1%	12.0%	11.8%	9.5%	17.1%	11.4%			
Some digital marketing is carried out inhouse, the rest is fulfilled by an external entity e.g a digital marketing agency.	289	124	25	85	31	14	4	3	2	0	1	0	15	54	25	6	4	13	61	15	3	66	27	14	30	53	8	28	5	23	47	22	13	20	26			
	55.8%	54.9%	69.4%	58.2%	55.4%	48.3%	26.7%	60.0%	100.0%	0.0%	100.0%	0.0%	65.2%	62.1%	49.0%	31.6%	100.0%	43.3%	55.5%	50.0%	75.0%	55.0%	67.5%	42.4%	55.6%	57.6%	57.1%	56.0%	41.7%	71.9%	56.6%	43.1%	61.9%	48.8%	74.3%			

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Table 8
 6. Which online marketing activities does your company employ?
 a) Search Engine Marketing

	Employee Number												Sector										Region													
	0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	Accommodation and Food Service Activities	Administrative and Support Service Activities	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning Supply; Water Supply; Insurance and Financial Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber			
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38	
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	83	51	21	41	35	
Answer	Totals																																			
Yes	160	79	11	44	14	5	6	0	0	0	0	1	5	29	17	4	3	6	39	6	1	41	9	13	17	31	4	19	5	14	25	10	8	5	9	
	30.9%	35.0%	30.6%	30.1%	25.0%	17.2%	40.0%	0.0%	0.0%	0.0%	0.0%	100.0%	21.7%	33.3%	33.3%	21.1%	75.0%	20.0%	35.5%	20.0%	25.0%	34.2%	22.5%	39.4%	31.5%	33.7%	28.6%	38.0%	41.7%	43.8%	30.1%	19.6%	38.1%	12.2%	25.7%	
No	164	77	9	38	16	12	6	3	2	0	1	0	10	26	17	4	0	12	33	10	2	37	13	8	20	25	3	15	4	7	28	20	4	19	11	
	31.7%	34.1%	25.0%	26.0%	28.6%	41.4%	40.0%	60.0%	100.0%	0.0%	100.0%	0.0%	43.5%	29.9%	33.3%	21.1%	0.0%	40.0%	30.0%	33.3%	50.0%	30.8%	32.5%	24.2%	37.0%	27.2%	21.4%	30.0%	33.3%	21.9%	33.7%	39.2%	19.0%	46.3%	31.4%	
Don't Know	194	70	16	64	26	12	3	2	0	1	0	0	8	32	17	11	1	12	38	14	1	42	18	12	17	36	7	16	3	11	30	21	9	17	15	
	37.5%	31.0%	44.4%	43.8%	46.4%	41.4%	20.0%	40.0%	0.0%	100.0%	0.0%	0.0%	34.8%	36.8%	33.3%	57.9%	25.0%	40.0%	34.5%	46.7%	25.0%	35.0%	45.0%	36.4%	31.5%	39.1%	50.0%	32.0%	25.0%	34.4%	36.1%	41.2%	42.9%	41.5%	42.9%	

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Table 9
 6. Which online marketing activities does your company employ?
 b) Google Pay per click

		Employee Number												Sector										Region												
		0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	Accommodation and Food Service Activities	Administrative and Support Activities	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning Supply; Water Supply	Financial and Insurance Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38	
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	83	51	21	41	35	
Answer	Totals																																			
Yes	186	77	14	61	14	15	2	2	0	1	0	0	7	32	11	6	2	14	48	9	1	44	12	15	20	37	5	20	4	7	36	18	6	11	7	
	35.9%	34.1%	38.9%	41.8%	25.0%	51.7%	13.3%	40.0%	0.0%	100.0%	0.0%	0.0%	30.4%	36.8%	21.6%	31.6%	50.0%	46.7%	43.6%	30.0%	25.0%	36.7%	30.0%	45.5%	37.0%	40.2%	35.7%	40.0%	33.3%	21.9%	43.4%	35.3%	28.6%	26.8%	20.0%	
No	151	69	3	39	14	11	12	0	1	0	1	1	5	30	20	7	1	4	25	6	1	37	15	8	17	26	0	12	5	16	22	13	8	11	13	
	29.2%	30.5%	8.3%	26.7%	25.0%	37.9%	80.0%	0.0%	50.0%	0.0%	100.0%	100.0%	21.7%	34.5%	39.2%	36.8%	25.0%	13.3%	22.7%	20.0%	25.0%	30.8%	37.5%	24.2%	31.5%	28.3%	0.0%	24.0%	41.7%	50.0%	26.5%	25.5%	38.1%	26.8%	37.1%	
Don't Know	181	80	19	46	28	3	1	3	1	0	0	0	11	25	20	6	1	12	37	15	2	39	13	10	17	29	9	18	3	9	25	20	7	19	15	
	34.9%	35.4%	52.8%	31.5%	50.0%	10.3%	6.7%	60.0%	50.0%	0.0%	0.0%	0.0%	47.8%	28.7%	39.2%	31.6%	25.0%	40.0%	33.6%	50.0%	50.0%	32.5%	32.5%	30.3%	31.5%	64.3%	36.0%	25.0%	28.1%	30.1%	39.2%	33.3%	46.3%	42.9%		

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Table 10
 6. Which online marketing activities does your company employ?
 c) Display advertising

		Employee Number												Sector										Region												
		0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	Accommodation and Food Service Activities	Administrative and Support Activities	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning Supply; Water Supply	Financial and Insurance Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber	
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38	
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	83	51	21	41	35	
Answer	Totals																																			
Yes	156	67	14	43	17	7	5	2	0	0	0	1	7	27	17	6	0	8	33	10	0	38	10	8	14	27	5	12	1	13	24	19	6	10	17	
	30.1%	29.6%	38.9%	29.5%	30.4%	24.1%	33.3%	40.0%	0.0%	0.0%	0.0%	100.0%	30.4%	31.0%	33.3%	31.6%	0.0%	26.7%	30.0%	33.3%	0.0%	31.7%	25.0%	24.2%	25.9%	29.3%	35.7%	24.0%	8.3%	40.6%	28.9%	37.3%	28.6%	24.4%	48.6%	
No	174	75	8	49	20	12	7	1	1	1	0	0	7	29	14	4	2	10	42	10	3	43	10	13	20	28	3	23	7	9	28	13	6	17	7	
	33.6%	33.2%	22.2%	33.6%	35.7%	41.4%	46.7%	20.0%	50.0%	100.0%	0.0%	0.0%	30.4%	33.3%	27.5%	21.1%	50.0%	33.3%	38.2%	33.3%	75.0%	35.8%	25.0%	39.4%	37.0%	30.4%	21.4%	46.0%	58.3%	28.1%	33.7%	25.5%	28.6%	41.5%	20.0%	
Don't Know	188	84	14	54	19	10	3	2	1	0	1	0	9	31	20	9	2	12	35	10	1	39	20	12	20	37	6	15	4	10	31	19	9	14	11	
	36.3%	37.2%	38.9%	37.0%	33.9%	34.5%	20.0%	40.0%	50.0%	0.0%	100.0%	0.0%	39.1%	35.6%	39.2%	47.4%	50.0%	40.0%	31.8%	33.3%	25.0%	32.5%	50.0%	36.4%	37.0%	40.2%	42.9%	30.0%	33.3%	31.3%	37.3%	37.3%	42.9%	34.1%	31.4%	

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Table 11
6. Which online marketing activities does your company employ?
d) Content marketing

	Employee Number												Sector										Region														
	0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	Accommodation and Food Service Activities	Administrative and Support Activities	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning, Supply, Water Supply	Financial and Insurance Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber			
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38		
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	83	51	21	41	35		
Answer	Totals																																				
Yes	180	83	9	51	19	9	7	0	1	0	1	0	8	34	20	8	1	10	35	11	1	37	15	11	17	39	6	15	5	10	27	22	6	10	12		
	34.7%	36.7%	25.0%	34.9%	33.9%	31.0%	46.7%	0.0%	50.0%	0.0%	100.0%	0.0%	34.8%	39.1%	39.2%	42.1%	25.0%	33.3%	31.8%	36.7%	25.0%	30.8%	37.5%	33.3%	31.5%	42.4%	42.9%	30.0%	41.7%	31.3%	32.5%	43.1%	28.6%	24.4%	34.3%		
No	160	68	12	46	17	7	4	3	1	1	0	1	6	22	12	6	2	13	37	10	2	40	10	11	15	23	6	20	1	7	31	15	8	12	11		
	30.9%	30.1%	33.3%	31.5%	30.4%	24.1%	26.7%	60.0%	50.0%	100.0%	0.0%	100.0%	26.1%	25.3%	23.5%	31.6%	50.0%	43.3%	33.6%	33.3%	50.0%	33.3%	25.0%	33.3%	27.8%	25.0%	42.9%	40.0%	8.3%	21.9%	37.3%	29.4%	38.1%	29.3%	31.4%		
Don't Know	178	75	15	49	20	13	4	2	0	0	0	0	9	31	19	5	1	7	38	9	1	43	15	11	22	30	2	15	6	15	25	14	7	19	12		
	34.4%	33.2%	41.7%	33.6%	35.7%	44.8%	26.7%	40.0%	0.0%	0.0%	0.0%	0.0%	39.1%	35.6%	37.3%	26.3%	25.0%	23.3%	34.5%	30.0%	25.0%	35.8%	37.5%	33.3%	40.7%	32.6%	14.3%	30.0%	50.0%	46.9%	30.1%	27.5%	33.3%	46.3%	34.3%		

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Table 12
6. Which online marketing activities does your company employ?
e) Social media

	Employee Number												Sector										Region														
	0	1	2-4	5-9	10-19	20-49	50-99	100-199	200-249	250-499	500 or more	Accommodation and Food Service Activities	Administrative and Support Services	Arts, Entertainment and Recreation	Construction	Electricity, Gas and Air Conditioning Supply; Water Supply; Insurance Activities	Financial and Insurance Activities	Information and Communication	Manufacturing	Other Service Activities	Professional, Scientific and Technical Activities	Wholesale and Retail Trade	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	West of England	Yorkshire and the Humber		
Unweighted	518	158	54	167	64	34	21	7	5	3	3	2	23	87	51	19	4	30	110	30	4	120	40	30	52	120	11	46	9	27	81	49	11	44	38		
Weighted	518	226	36	146	56	29	15	5	2	1	1	1	23	87	51	19	4	30	110	30	4	120	40	33	54	92	14	50	12	32	83	51	21	41	35		
Answer	Totals																																				
Yes	180	83	9	51	19	9	7	0	1	0	1	0	8	34	20	8	1	10	35	11	1	37	15	11	17	39	6	15	5	10	27	22	6	10	12		
	34.7%	36.7%	25.0%	34.9%	33.9%	31.0%	46.7%	0.0%	50.0%	0.0%	100.0%	0.0%	34.8%	39.1%	39.2%	42.1%	25.0%	33.3%	31.8%	36.7%	25.0%	30.8%	37.5%	33.3%	31.5%	42.4%	42.9%	30.0%	41.7%	31.3%	32.5%	43.1%	28.6%	24.4%	34.3%		
No	160	68	12	46	17	7	4	3	1	1	0	1	6	22	12	6	2	13	37	10	2	40	10	11	15	23	6	20	1	7	31	15	8	12	11		
	30.9%	30.1%	33.3%	31.5%	30.4%	24.1%	26.7%	60.0%	50.0%	100.0%	0.0%	100.0%	26.1%	25.3%	23.5%	31.6%	50.0%	43.3%	33.6%	33.3%	50.0%	33.3%	25.0%	33.3%	27.8%	25.0%	42.9%	40.0%	8.3%	21.9%	37.3%	29.4%	38.1%	29.3%	31.4%		
Don't Know	178	75	15	49	20	13	4	2	0	0	0	0	9	31	19	5	1	7	38	9	1	43	15	11	22	30	2	15	6	15	25	14	7	19	12		
	34.4%	33.2%	41.7%	33.6%	35.7%	44.8%	26.7%	40.0%	0.0%	0.0%	0.0%	0.0%	39.1%	35.6%	37.3%	26.3%	25.0%	23.3%	34.5%	30.0%	25.0%	35.8%	37.5%	33.3%	40.7%	32.6%	14.3%	30.0%	50.0%	46.9%	30.1%	27.5%	33.3%	46.3%	34.3%		

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