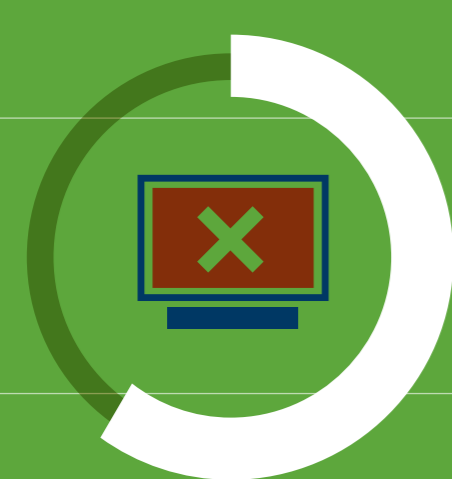


National ads

★ **not a big deal** ★

for U.S. local businesses

Even a free national Super Bowl ad may not pay off.



61%

said if given free **Super Bowl TV advertising** it would have **no effect** on their business.

Keeping it local



74%

estimated that **more than half of their customer base is local.**



The power of attraction

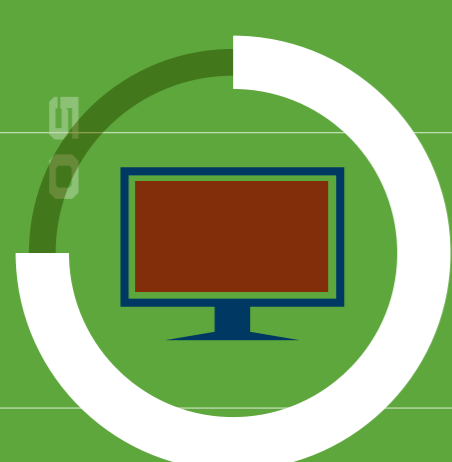


57%

said **attracting new customers is very important . . .**

. . . but not a full-time priority.

Marketing and communications is not a full-time task.



75%

said they **do not have a dedicated position** for marketing or communications.

How are they advertising to attract new customers in the last two years?

Methods	U.S.
Direct mail or email	31%
Social media	28%
In local newspapers, magazines, or periodicals	24%
We haven't	22%
Local sponsorships	21%
To a national audience	7%

57%

of owners believe that it is important to attract new customers.

Yet . . .

22%

of owners are not advertising at all.

National Super Bowl ads may cost millions of dollars and get lots of hype, but they don't pay off for small businesses.

Most rely on local support, and while attracting new customers is important for small businesses, marketing and communications is not their main focus. There's no magic formula for the perfect advertising mix, but for these businesses, spending locally is most effective.

