



Social Media: *Taking Over SMB Marketing* Video Insight Briefing Series



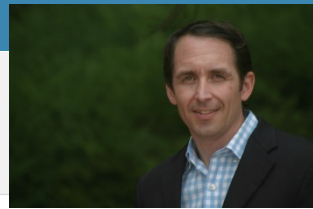
Q1 2016

Mike Boland

Chief Analyst & VP, Content

BIA/Kelsey

Introduction



BIA/Kelsey *Video Insight Briefing*: What is It?

- To complement BIA/Kelsey written reports, we are rolling out a new intelligence resource: **Video Insight Briefings**.
- These are a series of briefings that BIA/Kelsey analysts will complete on “tentpole” topics that are receiving the most investment, innovation, and curiosity. We will also cover topics as client demand dictates.
- ***What can you expect in a Video Insight Briefing?*** Presented in slide format, briefings include a video discussion of the presentation along with key links to multimedia assets about the topic. Our goal is to use a briefing on a particular subject to deliver insights and analysis via video you can watch at your convenience. This format also aggregates our content by topic so it's easy for you to find and access. We will be available to discuss the briefing after you've consumed it. We are also available for customized briefings.

This Video Insight Briefing zeroes in on **social media for SMBs**. What are its fundamentals? How is it transforming local commerce? What are the biggest moves being made by social giants like Facebook and Snapchat to attract local businesses? And what do you need to pay attention to most. This presentation unpacks the key drivers, variables and analyst insight.

Agenda



1. Video presentation: slides w/voiceover
2. Additional drill-down resources including insight paper, conference videos & recommended reading
3. Presentation slides: *Social Media and SMBs*

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Video Presentation (Video Delivery of Slides 14-25)



CLICK TO WATCH

(Clicking opens a private web page on our YouTube channel.)



Mike Boland Location Based Marketing
Example: Facebook Pages Expanding Functionality

Victoria Belle Spa

Send Message

Mike Boland | Chief Analyst & VP | BIA/Kelsey

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Social Sharing Goes Local: Insight Paper

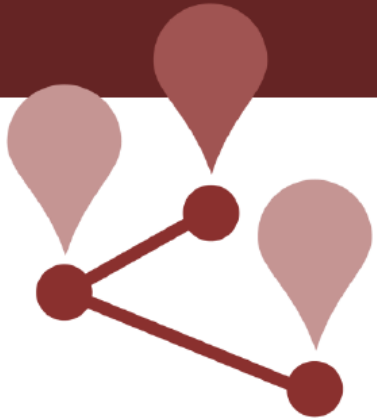


CLICK TO READ



Insight Paper

Social Sharing Goes Local
June 2015



Conference Video: Facebook Keynote & Interview



How is Facebook taking over local?

CLICK TO WATCH

(Clicking opens a private web page on our YouTube channel.)



Analyst Brief: Social Local Commerce



Five minutes on social “action” buttons

CLICK TO WATCH

(Clicking opens a private web page on our YouTube channel.)



Mike Boland: Analyst Briefs – Social Commerce

BIA Kelsey

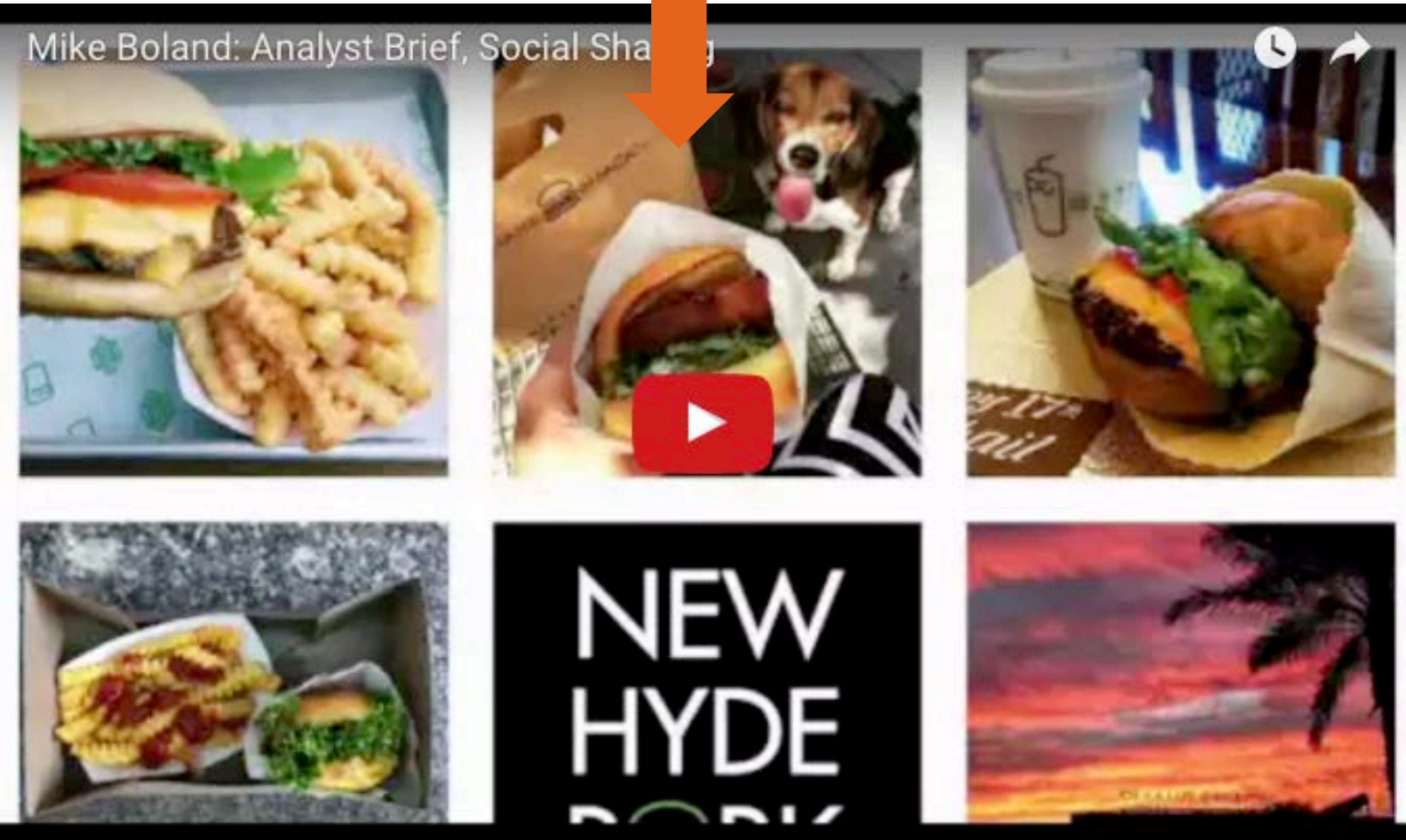
Mike Boland | Chief Analyst & VP | BIA/Kelsey



Analyst Brief: Local Social Sharing

Five minutes on the “social sharing” movement’s local impact

CLICK TO WATCH (Clicking opens a private web page on our YouTube channel.)





Further Reading: BIA/Kelsey Articles

Deeper analysis and analyst coverage of the topics covered in this presentation

Highlights

Most SMBs Use Social Media Promotion

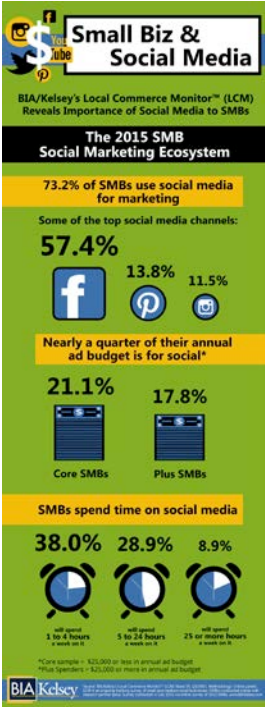
Are Snaps the New Check-in?

Can Facebook Win Local?

Snapchat's New Geo-filters Defined

Full Library

BIA/Kelsey Social-Local Articles



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EDITOR'S NOTE:
REFER TO SLIDE 5 FOR THE AUDIO/VIDEO
DELIVERY OF THE FOLLOWING 21 SLIDES



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BIA/Kelsey

BIA/Kelsey's Mobile Ad Revenue Outlook

2015

2020

U.S. Mobile Ad Spending

\$20.8B

\$61.8B

Location Targeted Portion

\$7.8B (37%)*

\$26.3B (43%)*

SMB Share of Location Targeted Portion

\$702M (9%)**

\$8.2B (31%)**

Action Buttons Taking Over Social Apps



The image displays three social media posts side-by-side, each with a prominent action button. The first post is from madedotcom, featuring a blue background with the text 'MADE+ YOU LOOK' and a hand holding a blue object. The second post is from thenorthface, showing a person climbing a snowy mountain peak. The third post is from gilt, displaying various summer fashion items like a hat, sunglasses, headphones, and sandals. Each post includes a heart icon, a comment icon, and a 'view all comments' link.

Brand	Image Description	Action Button	Likes	Caption	Comments
madedotcom	MADE+ YOU LOOK advertisement with a hand holding a blue object	SHOP NOW	2,294	At MADE, we bring you great furniture design, crafted by the best makers in the business. Our stripped-back business model saves you up to 70% of typical high street prices.	215
thenorthface	Person climbing a snowy mountain peak	LEARN MORE	1,853	Believe the impossible. Join our Speaker Series for the L.A. premiere of Sundance award-winning MERU with film creators Jimmy Chin and Chai Vasarhelyi Photo: @jimmy_chin	186
gilt	Summer fashion items including a hat, sunglasses, headphones, and sandals	SHOP NOW	2,921	Summer's still here. Tap to join and get designer brands – up to 70% off!	54

Next Step: Action Buttons Will Move Local/Offline



Graham's Cafe
Sponsored

Our patio garden is now open for lunch and dinner. Join us for your next meal.

Make your reservation.

Call Now

60 Likes · 100 Comments · 10 Shares

Like Comment Share

Jasper's Market
Sponsored (demo)

Jasper's is a unique community destination for ultra-premium prepared food.

Jasper's Market

Call Now

Like Comment Share



Next Step: Social Messaging as a Local Commerce Tool

The leading indicator: Overseas activity a la WeChat and WhatsApp

The image displays four sequential screenshots from a mobile application used for movie booking. The first screenshot, titled 'Cinemas Nearby', shows a list of theaters with their ratings, average ticket prices, and the number of movies playing. The second screenshot, 'Movie Schedules', shows the details for a specific movie, including showtimes and prices. The third screenshot, 'Seat Selection', shows a grid of seats for a specific showtime. The fourth screenshot, 'Booking Confirmation', shows the final booking details, including the movie title, showtime, and total price.

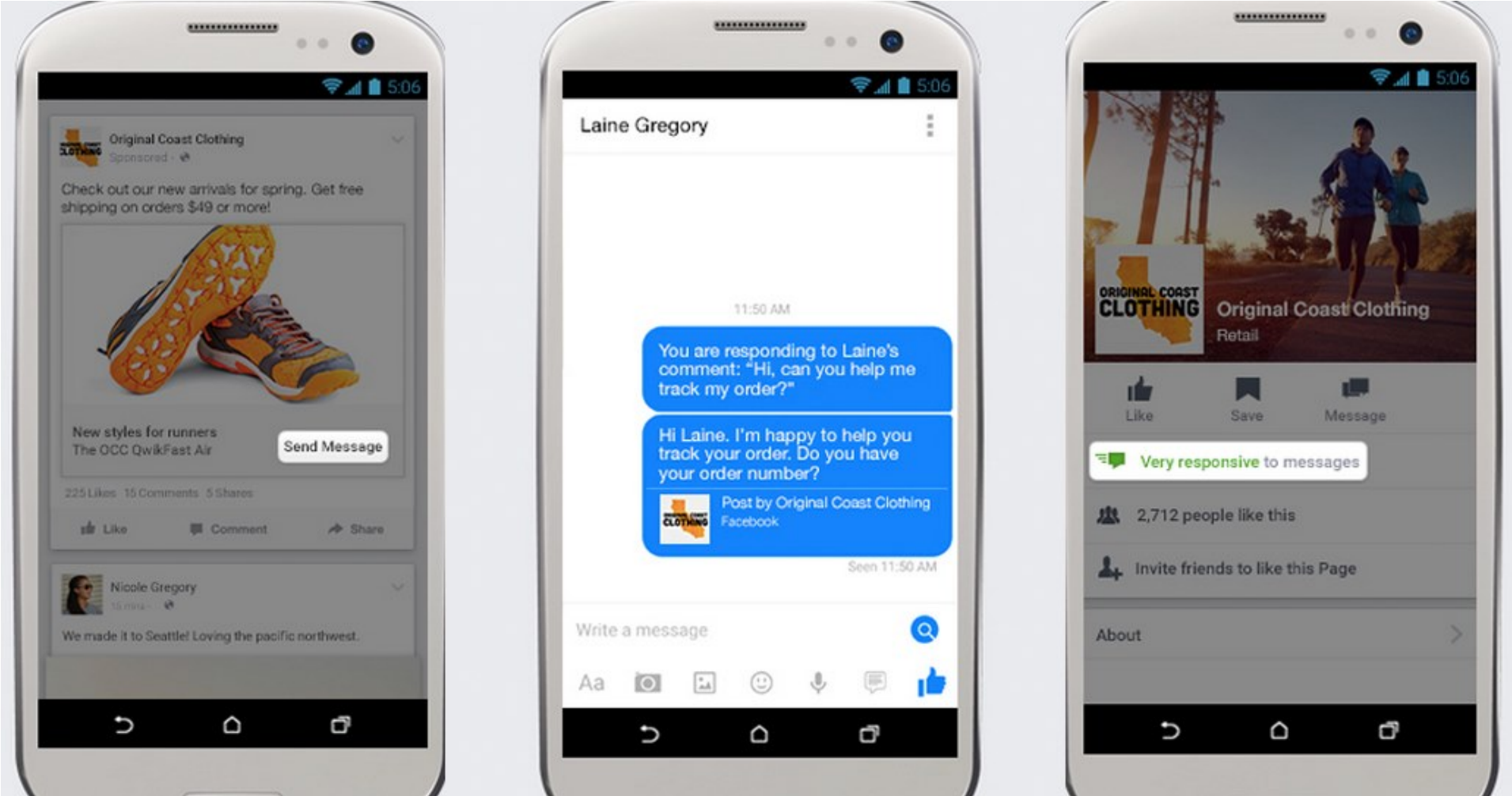
Users able to compare ratings, avg. ticket prices, no. of movies playing, and total screenings of nearby cinemas

For most Chinese movies, seats are chosen during purchase. Interface allows users to choose their seats



... And It's Beginning to Happen Stateside

Facebook Messenger leading the way



Facebook is on a Roll With SMB Adoption



50M

Number of FB Pages for SMBs worldwide



57%

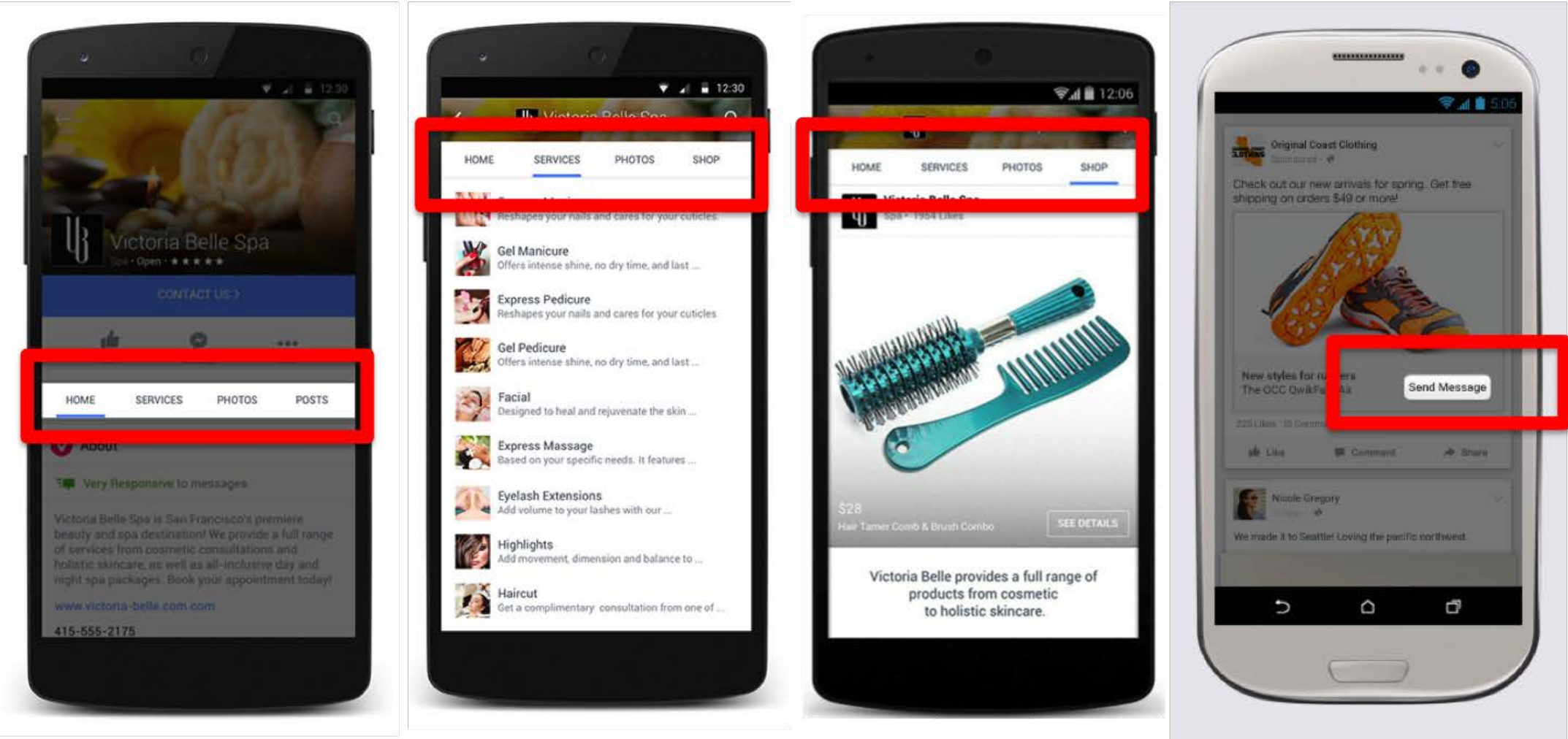
SMBs in BIA/Kelsey LCM survey who report using Facebook Pages for marketing (the highest response of any media)

“Be where your customers are already spending their time” – Sheryl Sandberg,



How is FB Attracting So Many SMBs to Pages?

It's all about ease of setup/management, and... back to action buttons





Another Flavor of SMB Social Adoption: Social Sharing

Instagram is exploding as a tool for SMBs to capture and share multimedia



Instagram



Instagram Thrives in Visually-Oriented and Life-stage Businesses

Instagram

Get the app Log in



gouhaul [FOLLOW](#)

U-Haul International We are the leaders in DIY moving and storage since 1945. Need assistance? Contact us at 1800-GOUHAUL We love to see your fan photos! Use #uhaulfamous spr.ly/6008BJLoY

1,002 posts 1,974 followers 72 following



Instagram

Get the app Log in



shakeshack [FOLLOW](#)

SHAKE SHACK Welcome to the OFFICIAL IG account for SHAKE SHACK! #shakeshack #shackfan | Est. 2004, NYC shakeshack.com/careers

3,154 posts 208k followers 1,013 following

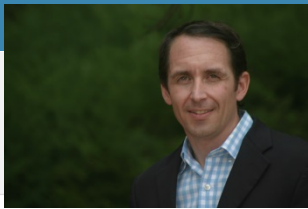




The Next Emerging SMB Platform...

Snapchat Stories and Geo-filters will help SMBs tell their stories, especially among millennials





...Speaking of Which

- Millennials taking over
- They're buying empowered
- The oldest millennials are 36...so they fully occupy the coveted 18-34 demo
- **The Lesson:** Millennial habits, patterns and proclivities need to be watched and accommodated by all local media players.





Questions & Comments:



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