9 business fun facts that really stand out!

A few things we think you’ll find super interesting from this year’s report.

- **90%** of SMBs use Facebook to promote what they do or what they sell.
- **33%** of Australians check a brand’s social accounts before deciding to buy.
- **62%** of people will follow a brand on social in return for receiving discounts.
- **73%** of women read online reviews of products or services they’re interested in, compared to **63%** of men.
- **62%** of SMBs use social media channels to talk with customers.
- **63%** of SMBs use social media channels to talk with customers.
- **63%** of people read online reviews or blogs to find out what other people think about products or services.
- **68%** of people rate or review them on social media.
- **63%** believe that paid social media will increase their sales in the next year.