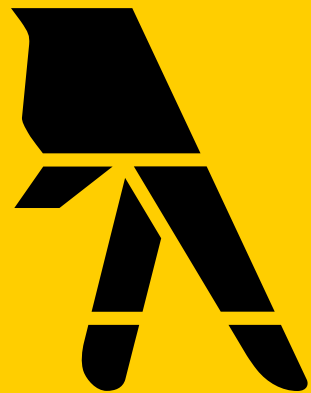


# Yellow!

## 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.



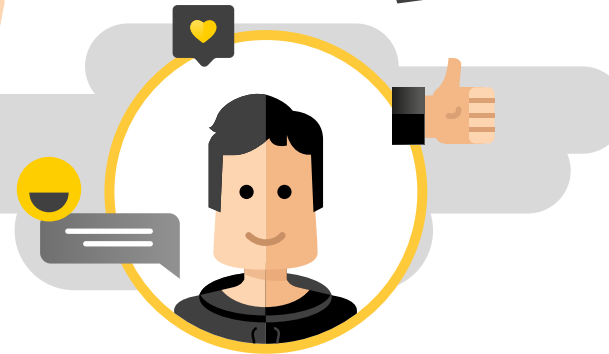
**33%** of Australians check a brand's social accounts before deciding to buy.



**62%** of people will follow a brand on social in return for receiving discounts.



**62%** of SMBs engage with customers who rate or review them on social media.



**68%** of people read online reviews or blogs to find out what other people think about products or services.

Only **36%** of SMBs have a strategic social media plan.



**63%** believe that paid social media will increase their sales in the next year.



**63%** of SMBs use social media channels to talk with customers.

**73%** of women read online reviews of products or services they're interested in, compared to 63% of men.

