



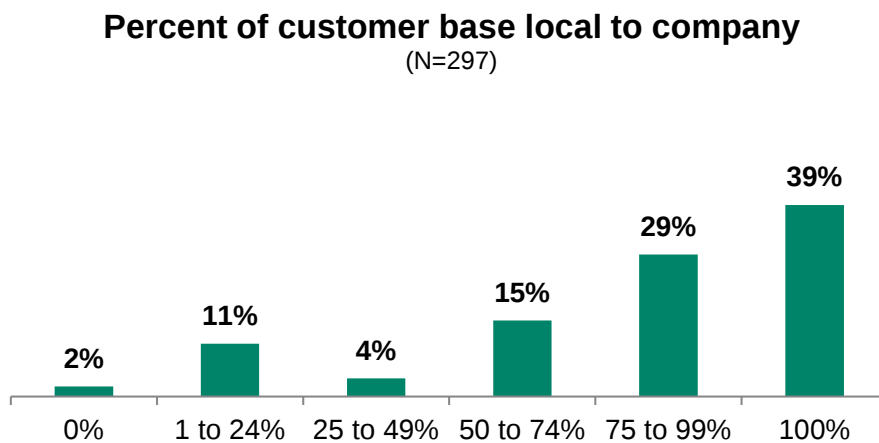
Sage Canada Small Business
Advertising Survey 2014
Summary Report

Introduction

[Sage North America](#) serves more than 3.2 million small and midsize organizations, regularly surveying them and other organizations for their opinions on a variety of business topics. This particular survey looks into the advertising and promotion habits of small businesses in Canada.

Extent of local business

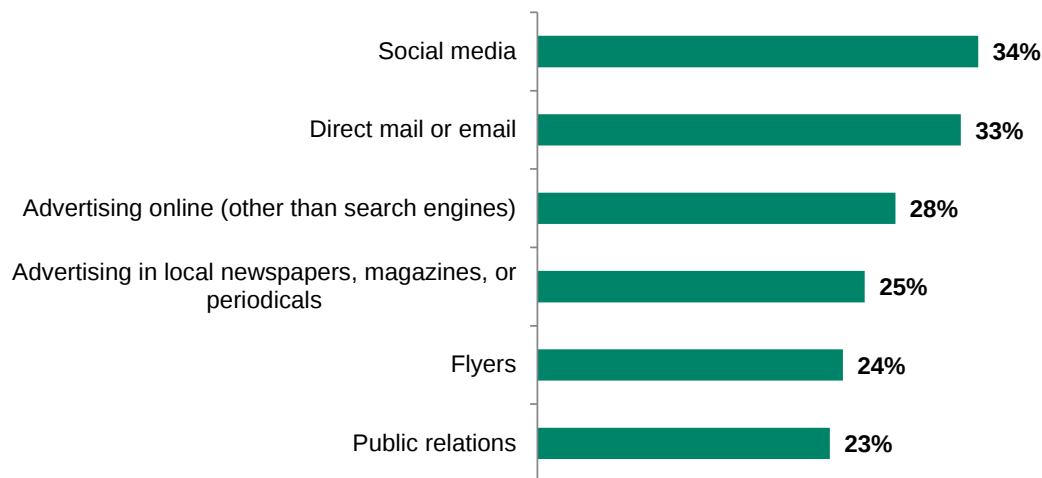
More than three-fourths of businesses said that more than half of their customer base is local to their company. Four in ten said their entire base is local.



Advertising and promotion

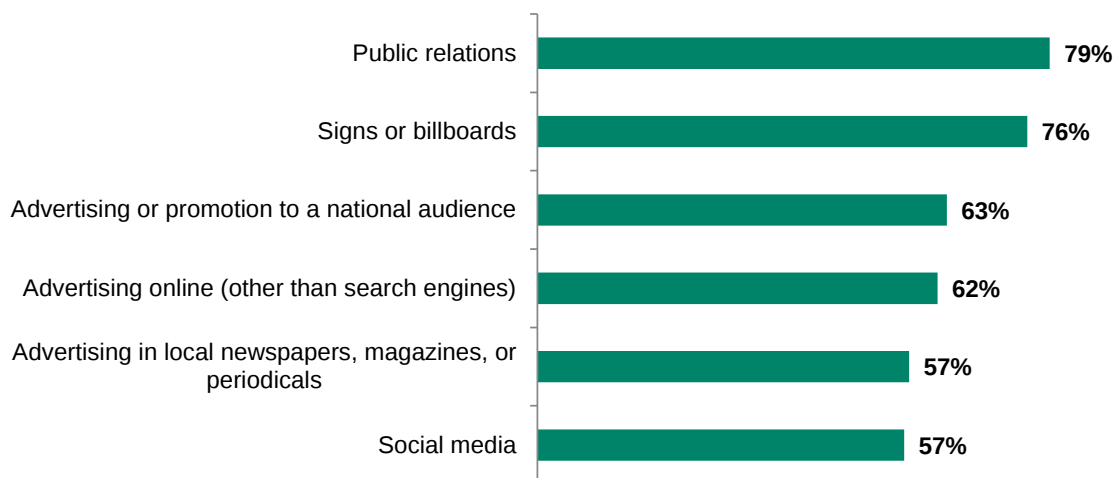
Social media and direct mail/email lead the list of ways small businesses are advertising, promoting, or publicizing their company.

Top six most popular ways to advertise, promote, or publicize (N=297)



In terms of effectiveness, respondents give the highest ratings to public relations and signs/billboards.

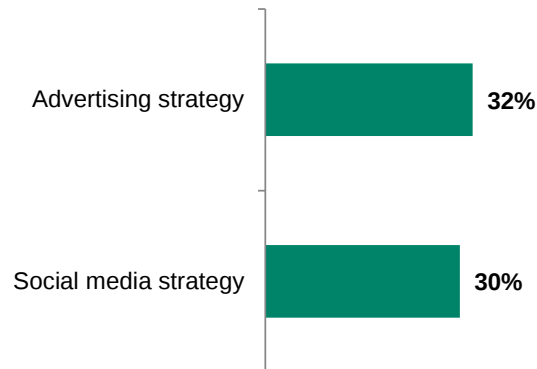
Top five most effective ways to advertise, promote, or publicize



Thirty-two per cent of small businesses reported having a formal advertising strategy. Thirty per cent have a formal social media strategy. About one-quarter have an employee whose sole responsibility is marketing or communications.

Have a formal advertising or social media strategy

(N=297)



About the survey

The survey was conducted by Sage in January 2014 among 297 small businesses in Canada. The margin of error is +/- 5% with a confidence level of 95 per cent.

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