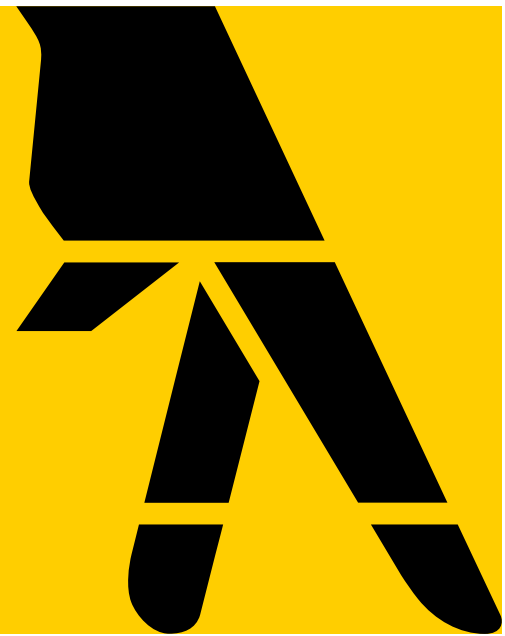



# Yellow!

## Fast stats on business and social media.

Enjoy them, share them, post them – they're yours to use.




Small business spends an average of **\$4,879** annually on social.




Source: 2018 Yellow Social Media Report.

Big business spends an average of **\$24,538** annually on social.




Source: 2018 Yellow Social Media Report.

**53%** of small businesses measure social success via comments and likes.




Source: 2018 Yellow Social Media Report.

For **45%** of SMBs, creating new content on social is a challenge.




Source: 2018 Yellow Social Media Report.

The majority of businesses don't know their social **ROI**.




Source: 2018 Yellow Social Media Report.

For **72%** of small businesses on social, the boss takes care of posting.



Source: 2018 Yellow Social Media Report.

**1 in 3** small businesses now use paid social advertising.




Source: 2018 Yellow Social Media Report.

Only **4%** of businesses pay social influencers to promote their brand.



Source: 2018 Yellow Social Media Report.

**62%** of people want brands to offer discounts on social.



Source: 2018 Yellow Social Media Report.