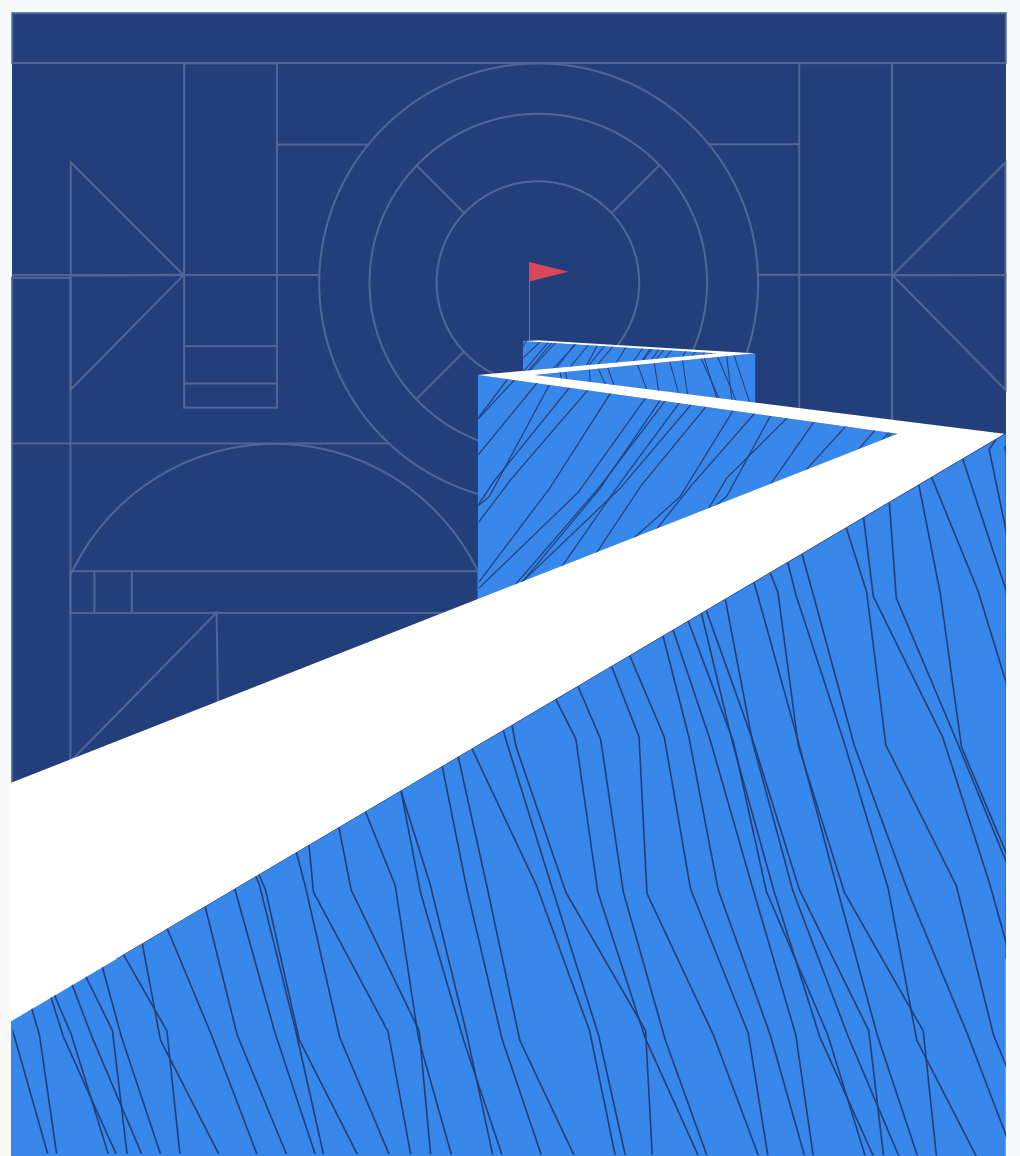


Small- and Medium-Sized Businesses Survey

Are trending campaigns and new channels worth the risk?

Small-to-medium-sized businesses (SMBs) typically find it difficult to justify spending their existing budget on new campaigns and channels. But in a fast-paced digital climate, is sticking with tried and true marketing methods really the best way for SMBs to remain competitive?

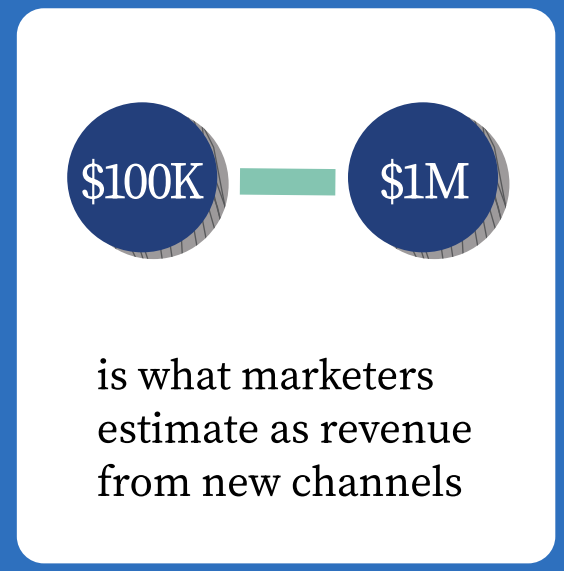
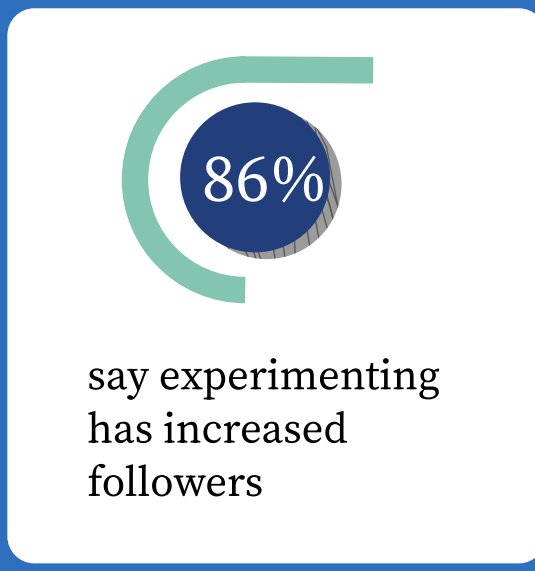
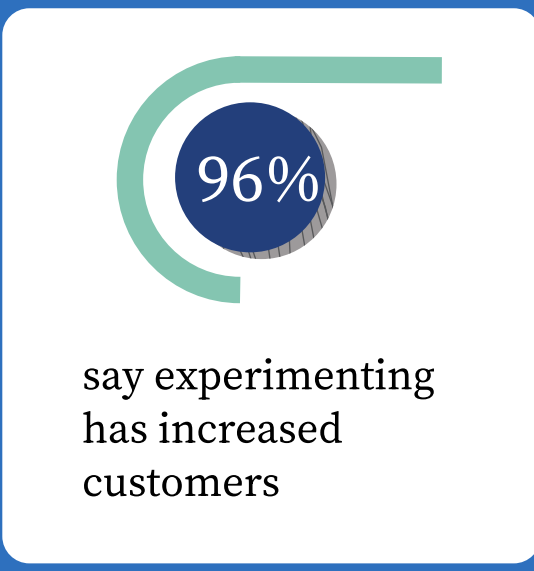


Here's what 600 marketers had to say.

Small-to-medium sized businesses are willing to take marketing risks



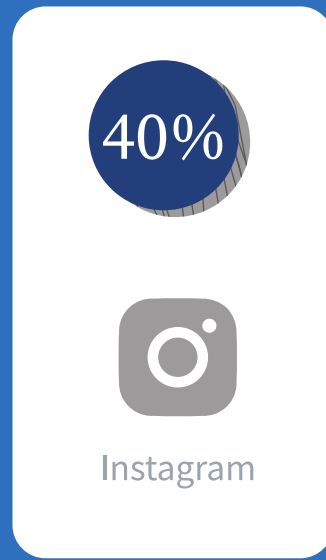
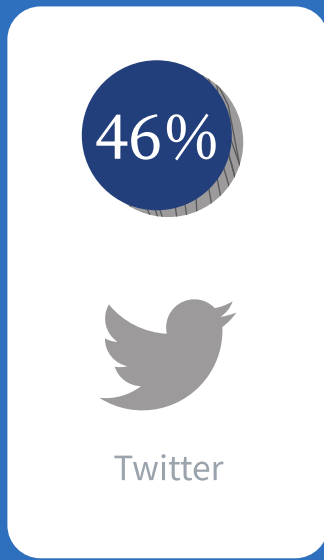
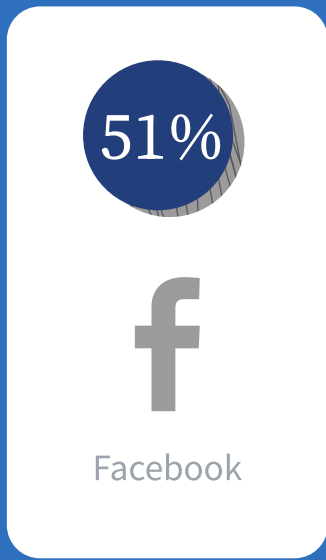
The risks are worth the rewards



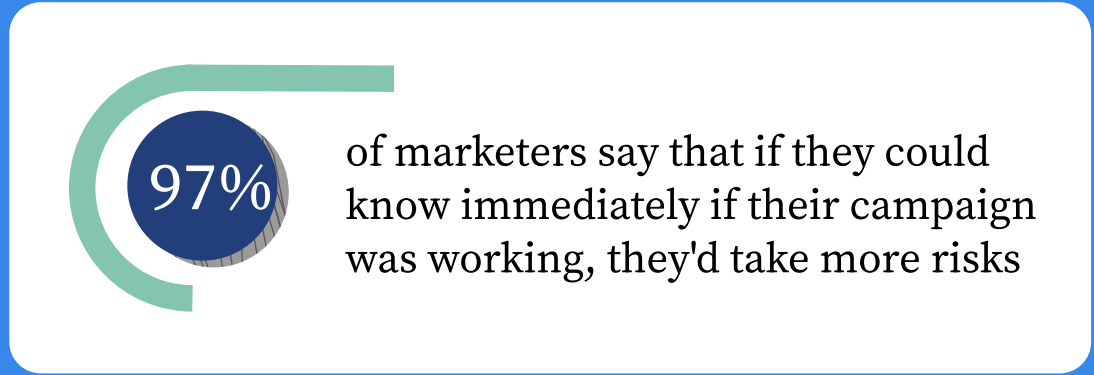
Not taking risks is risky business



SMBs are investing more in new social media channels



Insight is the biggest barrier to risk-taking



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