

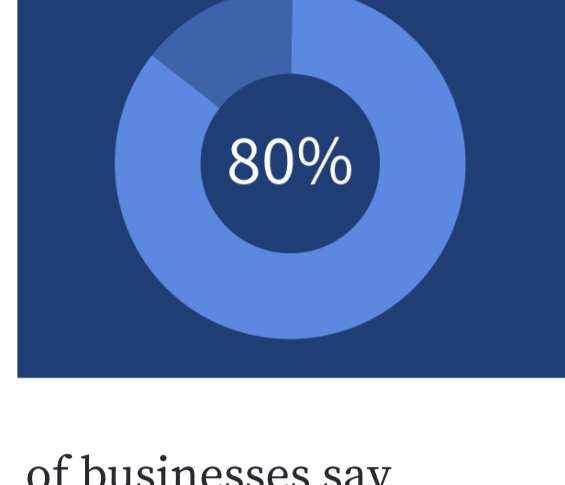
State of small business marketing

# How to set your agency apart in 2021 and beyond

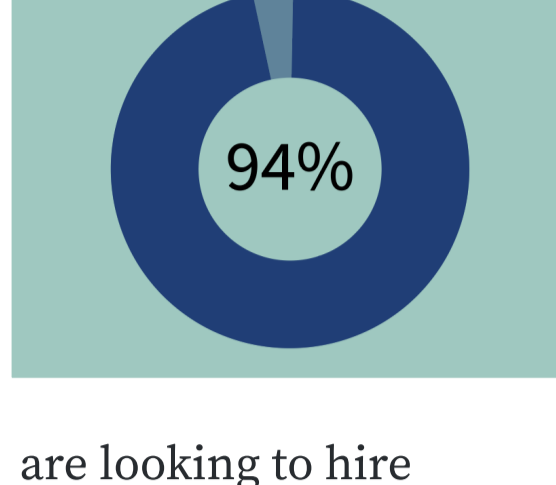
We surveyed 600 business owners from the financial services, healthcare, advertising, home services, legal services, real estate, and automotive industries. Here's what we found that you can use to fine-tune your agency's strategy.



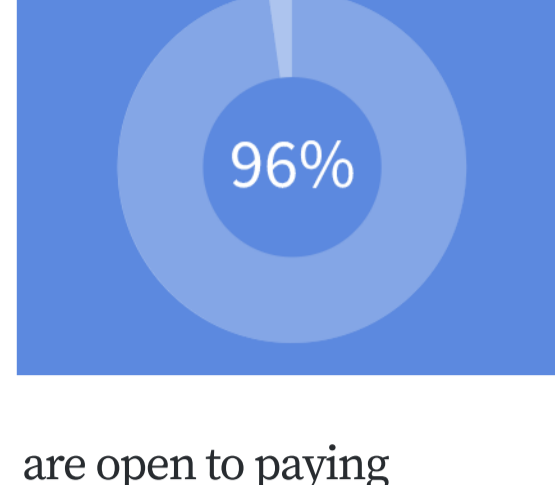
## SMBs have bounced back and are eager for agency support



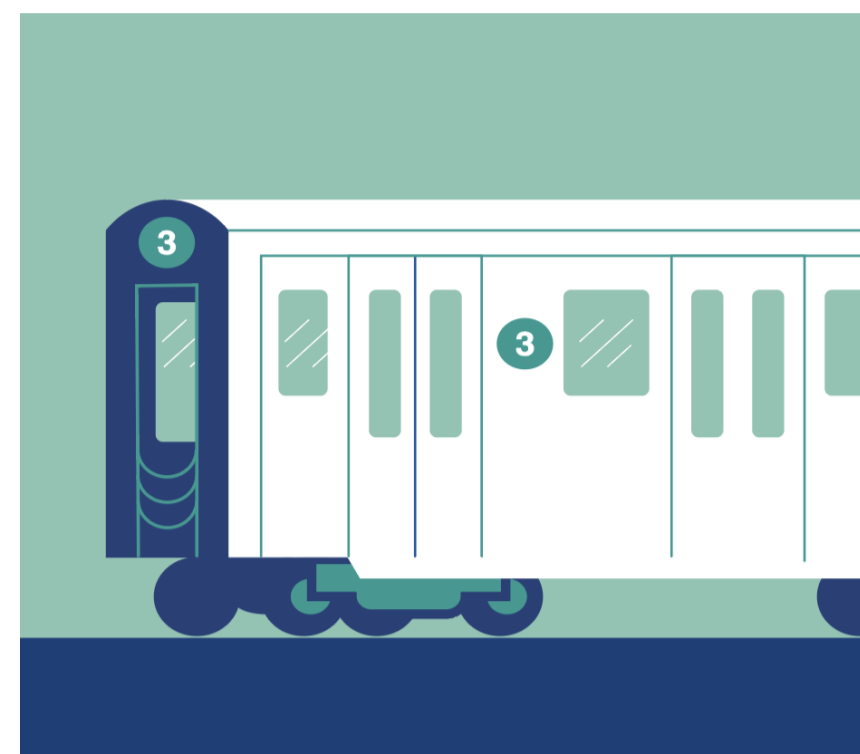
80% of businesses say they've recovered since initial pandemic closures



94% are looking to hire marketing agencies to improve marketing efforts



96% are open to paying agencies more for services beyond lead generation

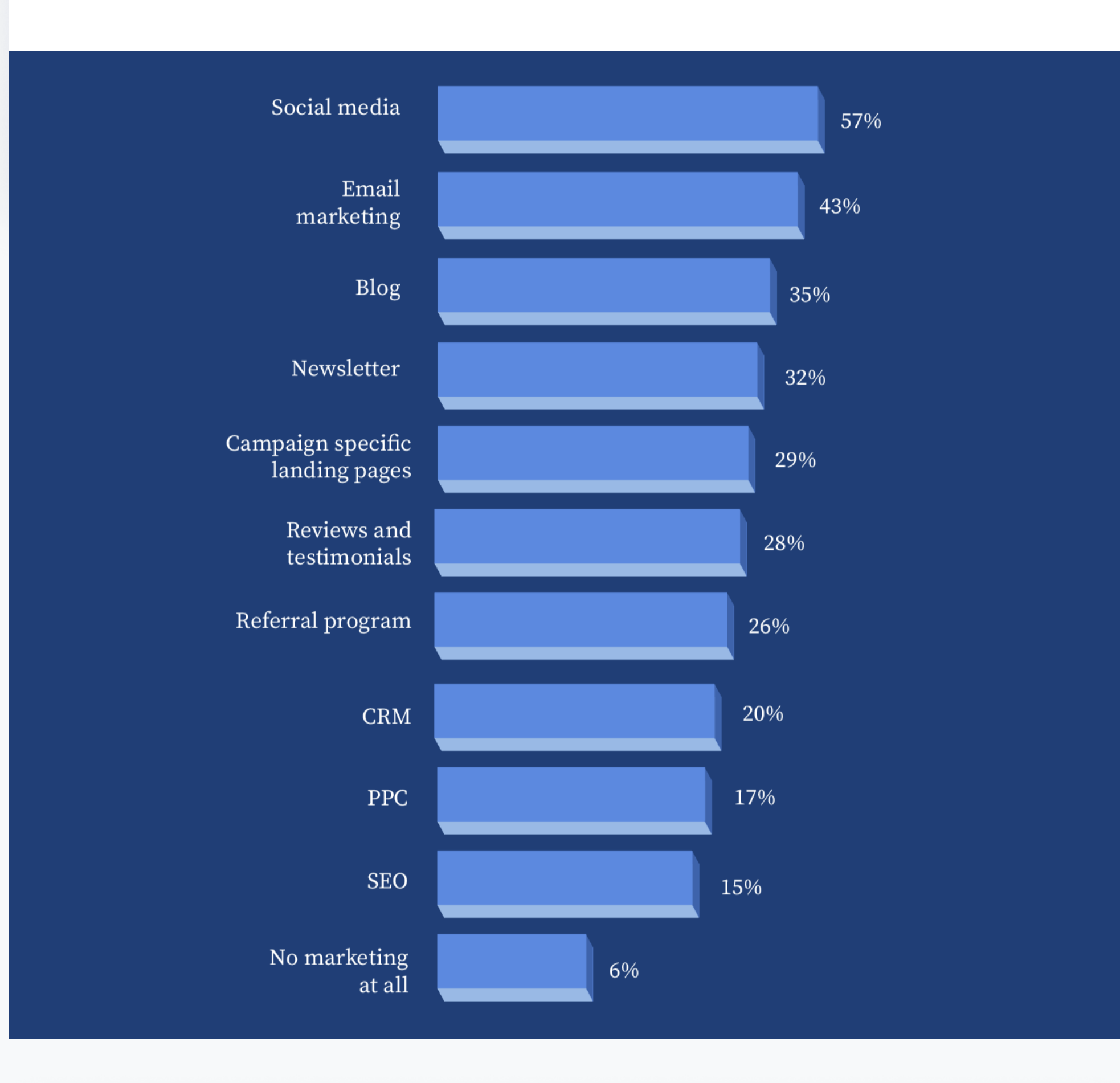


Marketing strategy plays a key role in SMB success — and so does your agency.

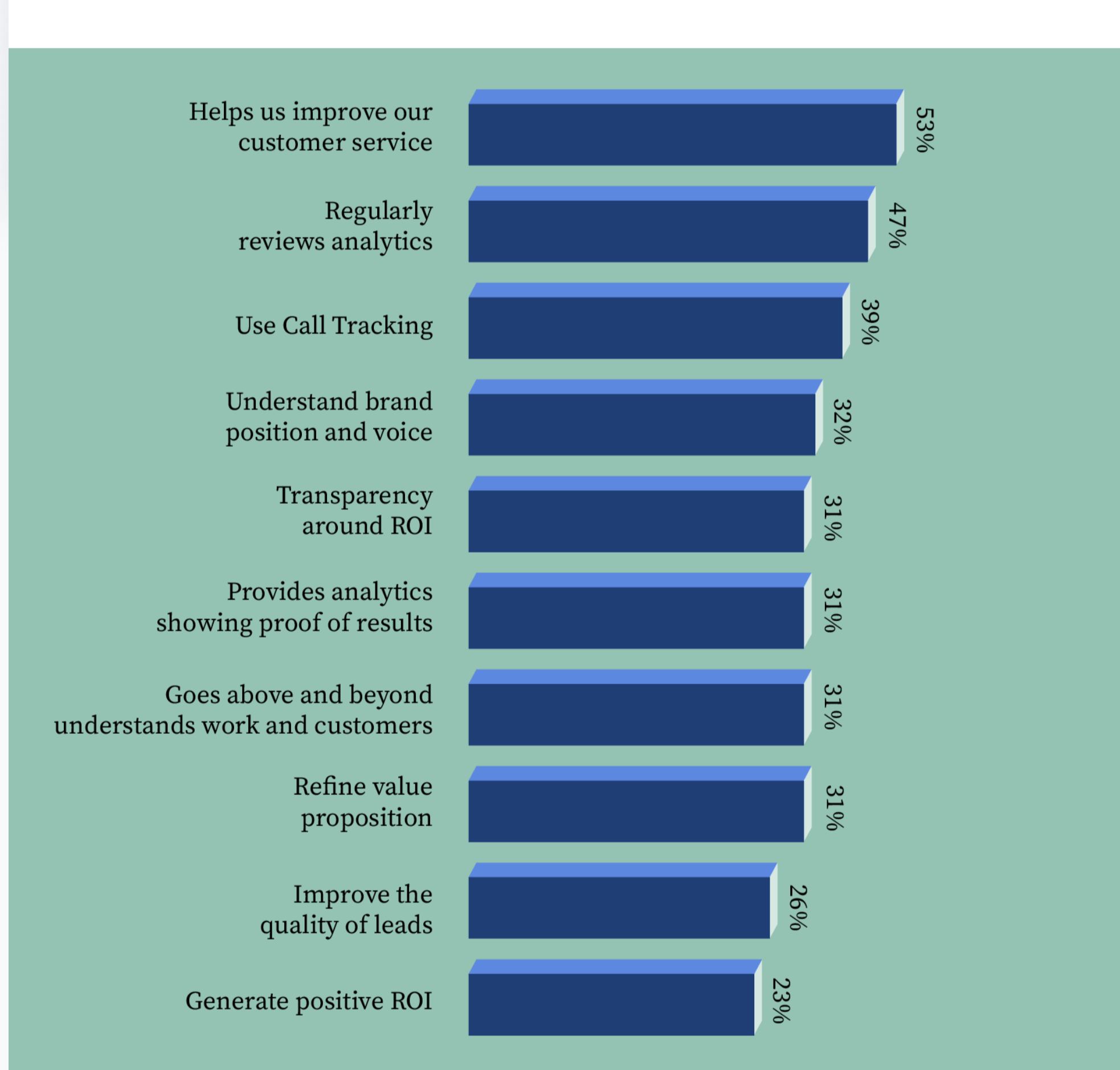
71% say marketing strategy is vital to the survival of their business

81% say marketing strategy is critical to business success during the pandemic

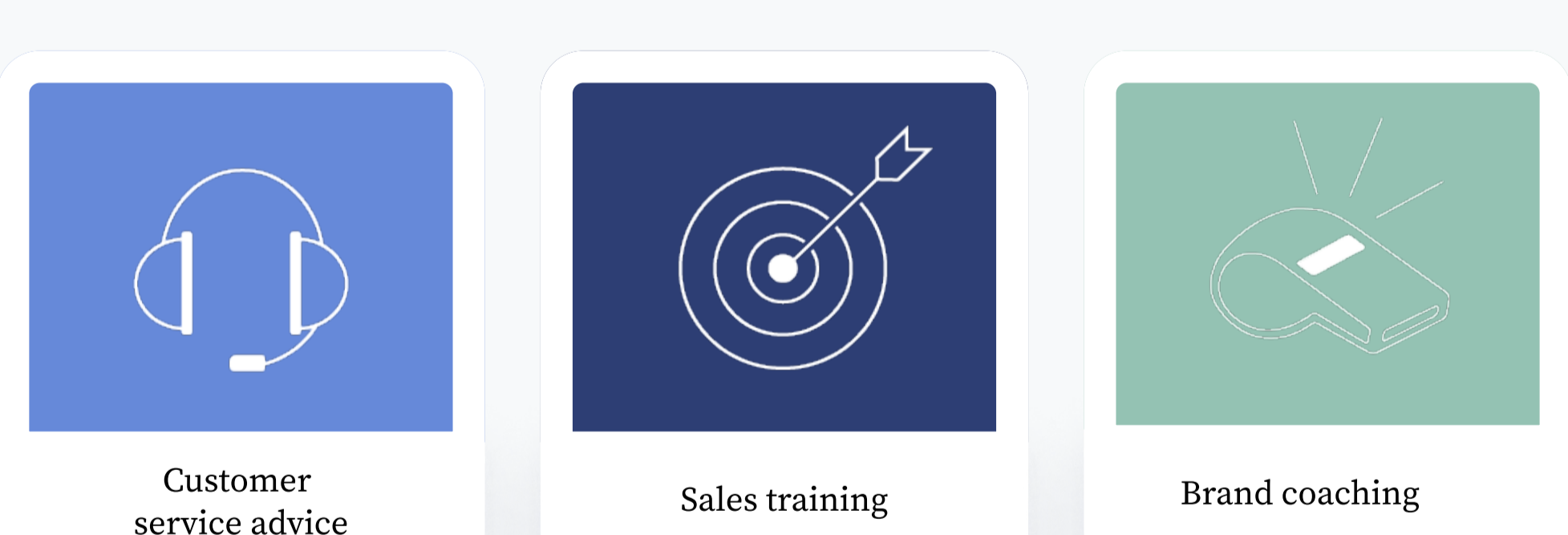
## The marketing strategies SMBs use most



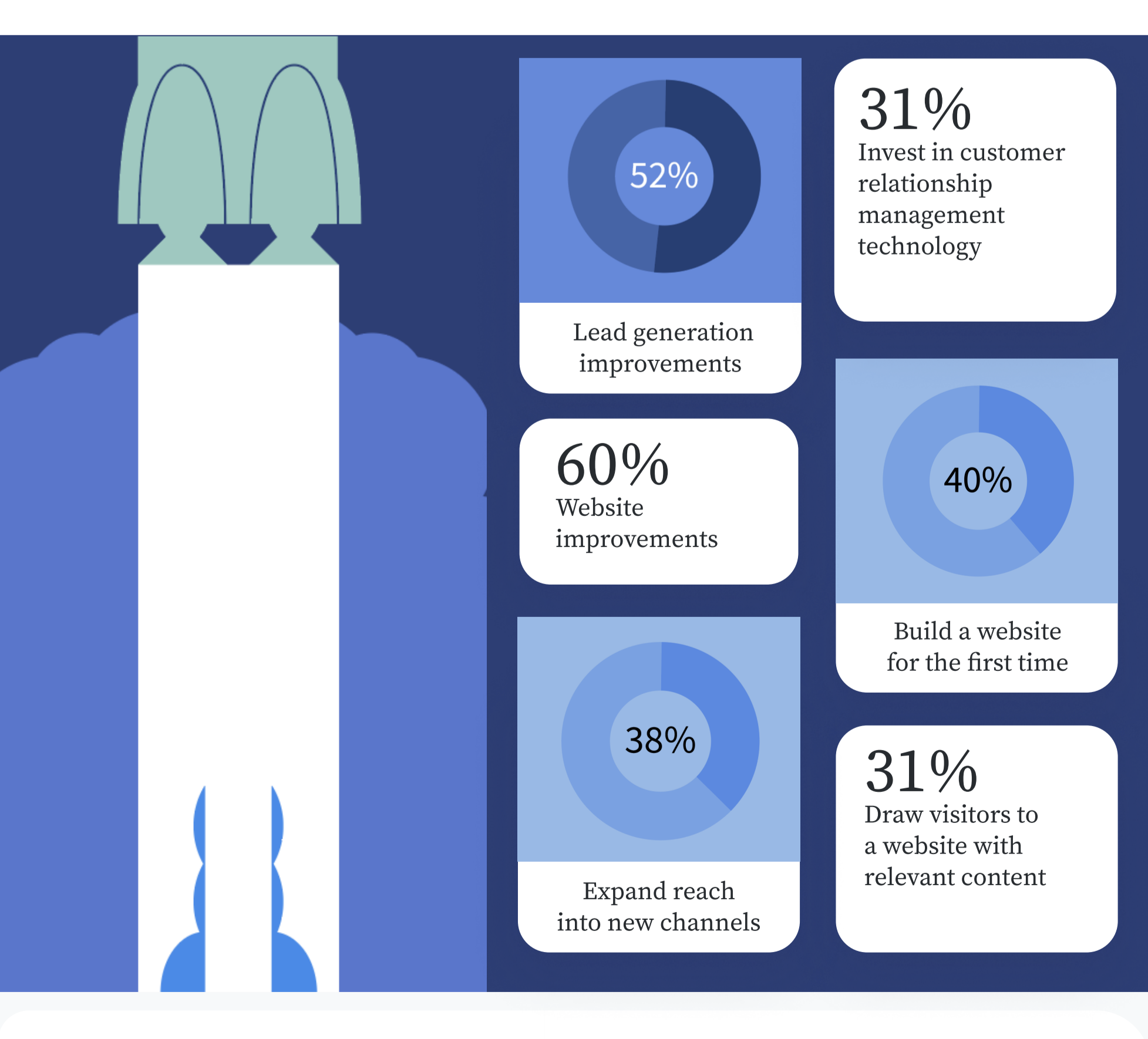
## 10 reasons why SMBs love their agencies



## 96% of SMBs want more than just marketing service — and are willing to pay more for:



## Future marketing investments SMBs will prioritize



Get even more direct insights from SMBs on what they look for in agencies.

[Download the complete report](#)

