



## SMALL BUSINESS CUSTOMER INSIGHTS

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TWITTER + DB5 RESEARCH WHITEPAPER

[business.twitter.com](https://business.twitter.com) | [@TwitterSmallBiz](https://twitter.com/TwitterSmallBiz)

**We conducted a 10 minute survey  
across 1,000 respondents who...**



**Live in  
the US**



**Use Twitter at  
least monthly**



**Follow a SMB\*  
on Twitter**

**\* SMB (Small/Medium-sized Business) definition:**

Businesses such as smaller online retailers, app developers, businesses in your industry, and other local businesses. Basically, any business that isn't a large corporation.

Self reported by respondents.



## SMALL BUSINESS CUSTOMER INSIGHTS

### SUMMARY

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Your potential customers are on Twitter.



Customers are looking for SMBs on Twitter.



When potential customers find you, they take actions that benefit your business.



Followers stick around.



Followers are genuinely interested in your business.



Your followers are more likely to take action from Tweets than traditional channels.



Potential customers want to engage with SMBs.



Twitter Ads amplify your efforts.



**SMALL BUSINESS CUSTOMER INSIGHTS**  
YOUR POTENTIAL CUSTOMERS ARE ON TWITTER.

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**..and they are seeing and interacting with your Tweets**



**51%**

of respondents are daily users  
(86% use Twitter a few times  
per week).

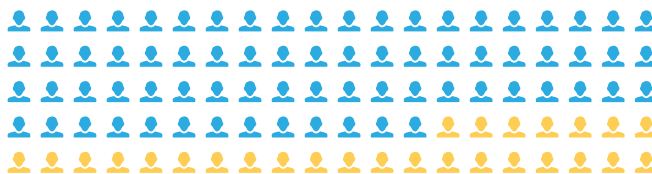
**30%**

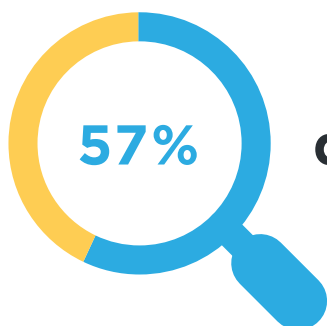


see SMB Tweets every time they log in (61%  
see SMB Tweets daily or more often).

**73%**

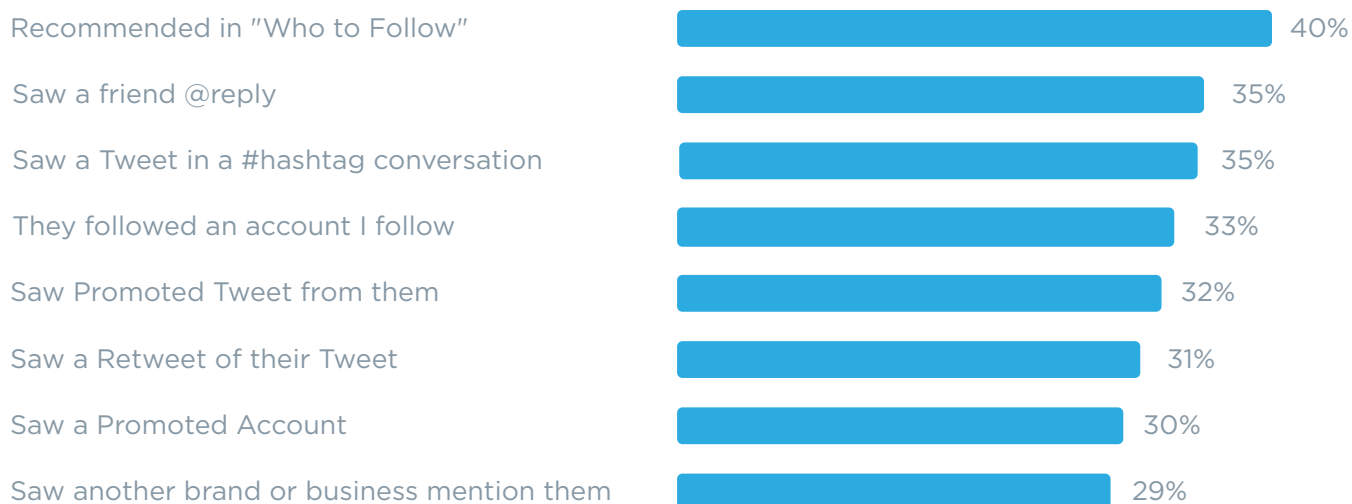
feel better about an SMB after  
following and reading its Tweets.



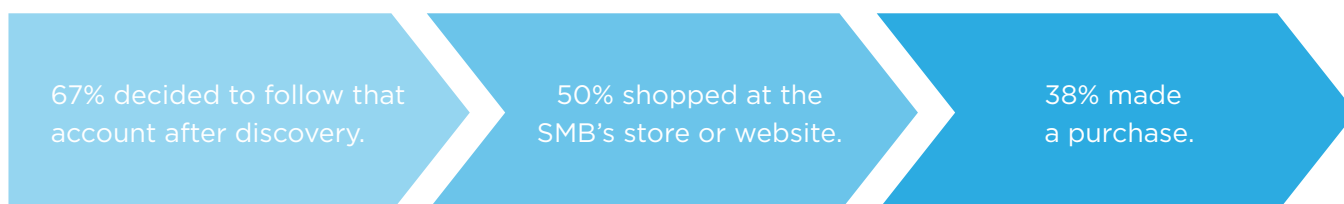


**discovered a new SMB on Twitter.**

**Discovery happens in a variety of ways...**



**On average, respondents report taking at least two actions that have direct business impact.**



## SMALL BUSINESS CUSTOMER INSIGHTS

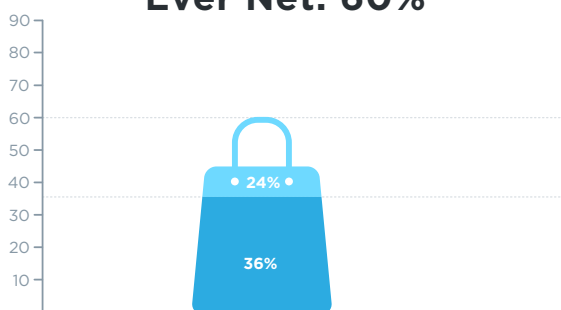
WHEN POTENTIAL CUSTOMERS FIND YOU, THEY TAKE ACTIONS THAT BENEFIT YOUR BUSINESS.

### Followers have purchased from you in the past...

60% of respondents said they have purchased something from an SMB because of Twitter.



**Ever Net: 60%**



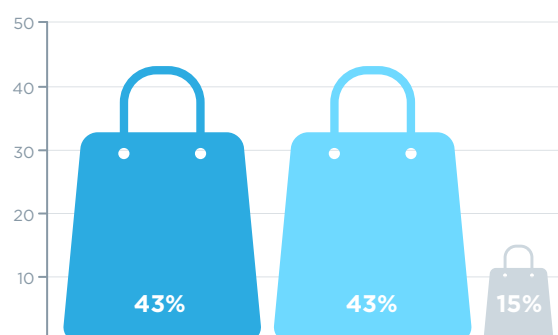
**Key** ● Yes, multiple times

● Yes, once

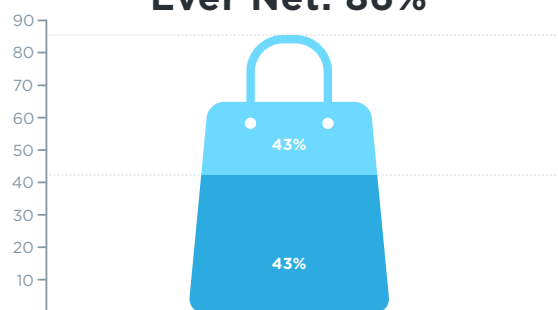
● No, never

### and they intend to purchase from you in the future.

43% of respondents said they plan to purchase regularly from an SMB they follow going forward.



**Ever Net: 86%**



**Key** ● Yes, I plan to purchase regularly/multiple times

● Yes, I could see at least one purchase

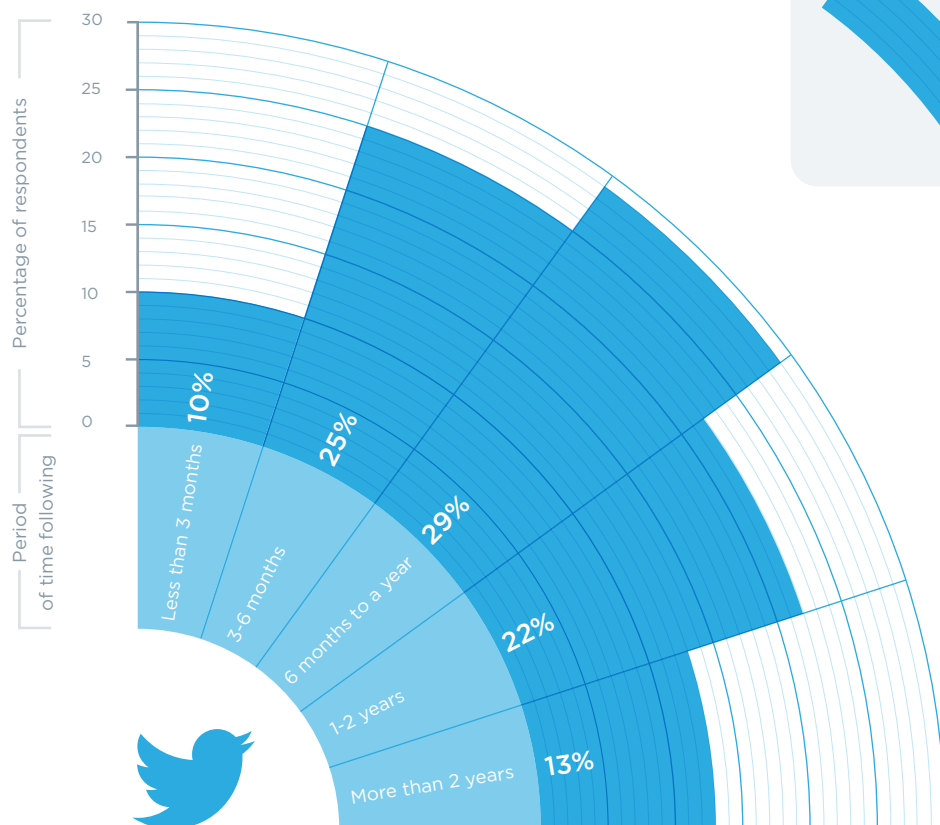
● No, never



## SMALL BUSINESS CUSTOMER INSIGHTS

### FOLLOWERS STICK AROUND.

#### Time Following Favorite SMBs



**66%**  
have been  
following SMBs  
for more than  
6 months

**56%**  
have never  
unfollowed



On average, respondents say they follow around 21 SMBs.

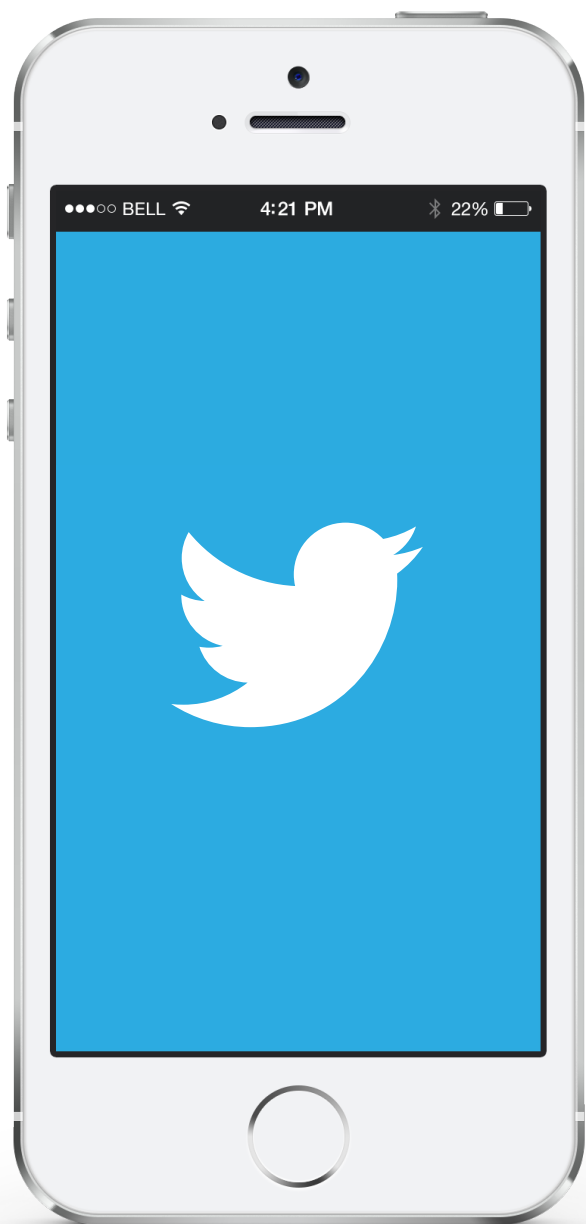


## SMALL BUSINESS CUSTOMER INSIGHTS

FOLLOWERS ARE GENUINELY INTERESTED IN YOUR BUSINESS.

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**Followers want to hear about your products and show support.**



Why they follow

**40%** Learn about new products



**39%** Show support



**36%** Get information I can use



**↻ Nearly 2/3**

have retweeted a Tweet from an SMB.

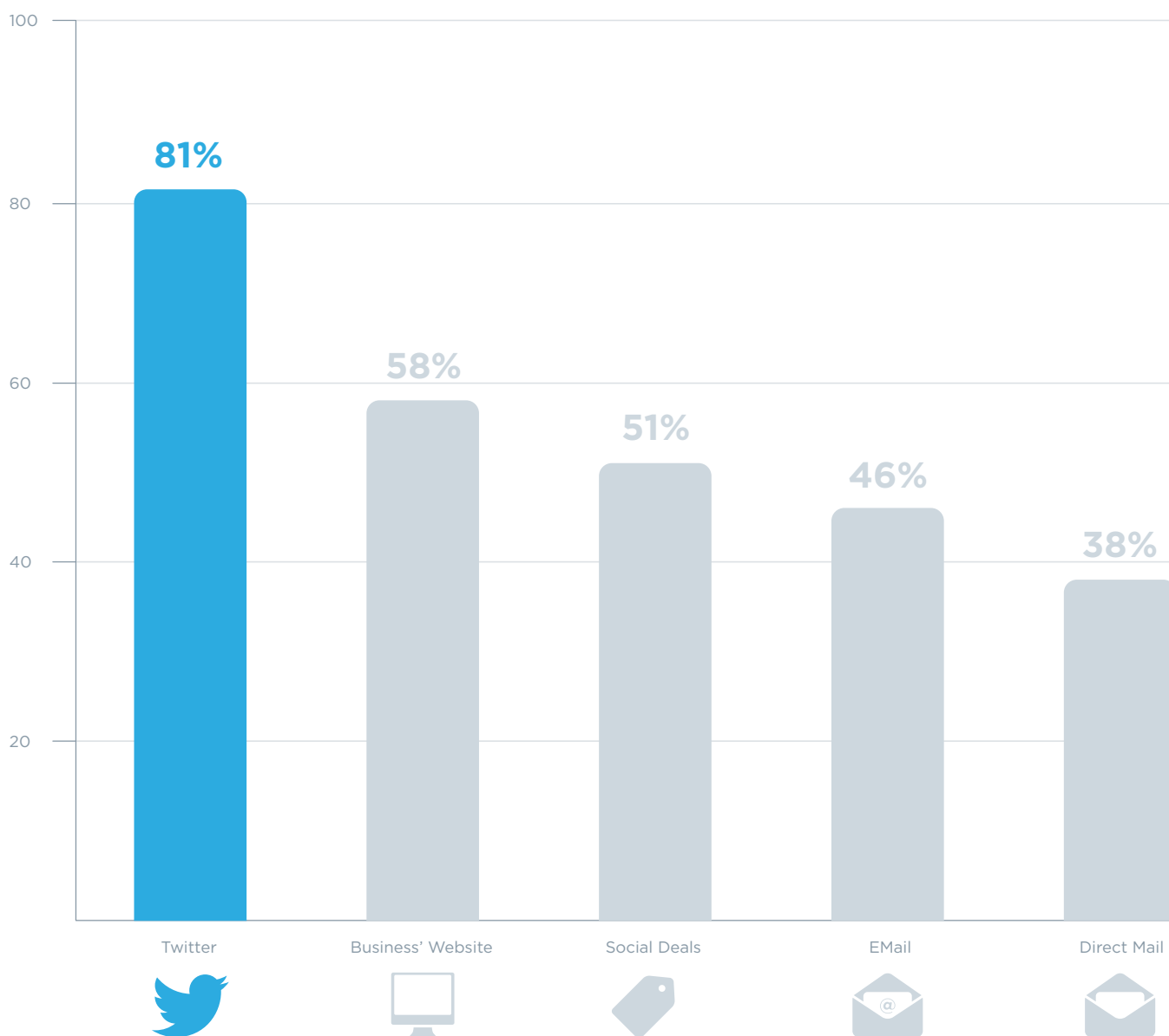




## SMALL BUSINESS CUSTOMER INSIGHTS

YOUR FOLLOWERS ARE MORE LIKELY TO TAKE ACTION FROM TWEETS THAN TRADITIONAL CHANNELS.

**81%** are more likely to take action from info shared via Twitter.



## SMALL BUSINESS CUSTOMER INSIGHTS

### POTENTIAL CUSTOMERS WANT TO ENGAGE WITH SMBS.



**9 out of 10**

**have engaged in conversation with or about an SMB**  
(1 out of 4 engage in these conversations often).

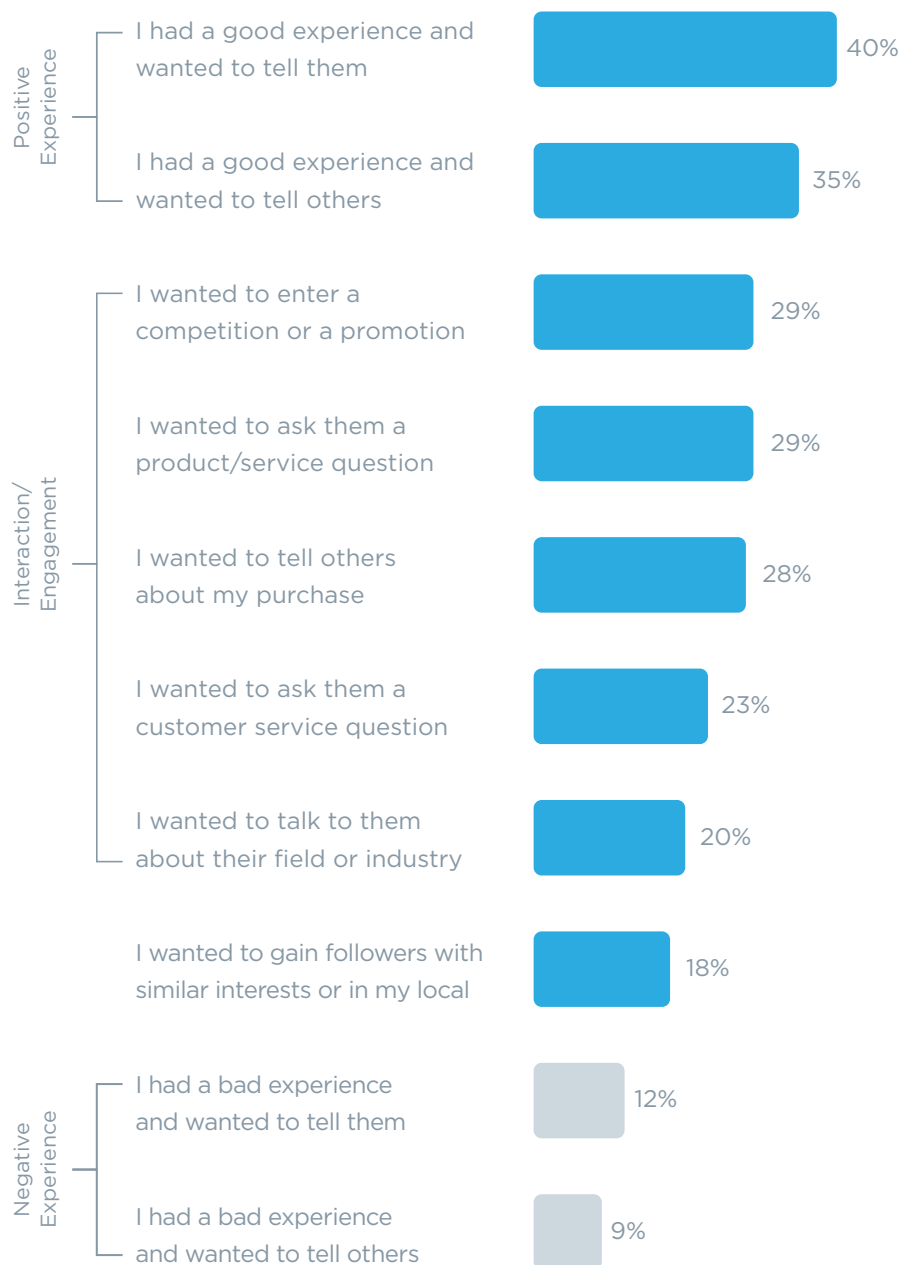
**76%**

**have tweeted directly at an SMB**  
(52% have tweeted at an SMB multiple times).

**90%**

**of followers who got a reply felt better about the SMB.**

**More often than not, respondents tweeted to share a good experience.**

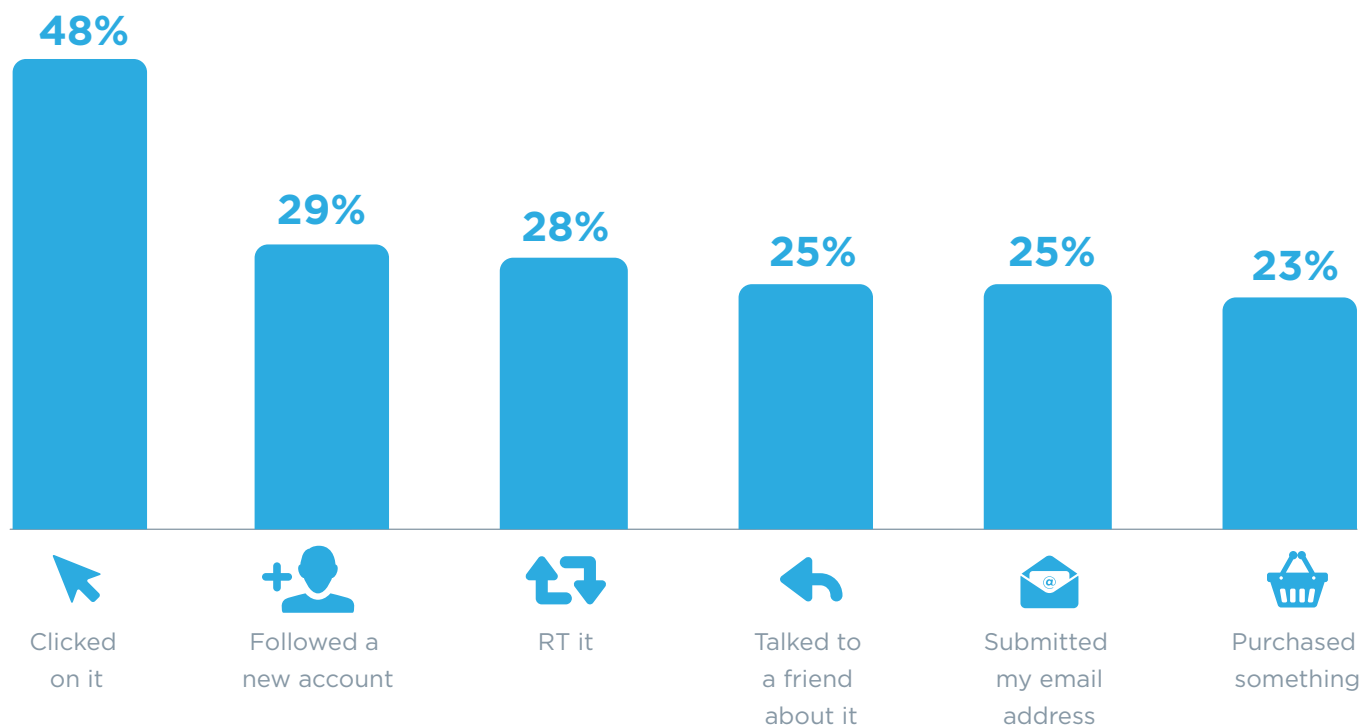


## Promoted Accounts



## Promoted Tweets

Over half have noticed Promoted Tweets from SMBs. Of those that noticed, the majority have taken some sort of action as a result.



## SMALL BUSINESS CUSTOMER INSIGHTS

### CONCLUSION

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**W**e hope this study helps you more fully understand the opportunity to connect with your potential customers on Twitter. And that these potential customers want to discover, hear from, and interact with your business.

When a potential customer finds you on Twitter, that person usually goes on to take actions that drive your business forward. This is especially true when potential customers decide to follow your account. Not only is it possible that many of your followers have already purchased from you, it's also possible that they intend to purchase from you again in the future. And some may even plan to purchase multiple times.

Twitter Ads can amplify this effect by helping you more quickly grow your follower base and reach more potential customers who want to discover, hear from, and interact with your business.

Make sure that your business is in a position to connect with potential customers that are looking for you on Twitter by [creating an account](#). If you already have an account, but want to amplify your Twitter efforts, visit us at [ads.twitter.com](https://ads.twitter.com) to sign up for [Twitter Ads](#).





## STAY CONNECTED

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