

Small business marketing, Big digital challenge

Challenges and concerns of small and midsize
businesses around digital marketing content

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Digital media consumption is projected to be greater in 2018 than in previous years combined. As this rapid growth in digital content is quickly becoming common knowledge, what is often overlooked is how the marketers behind the content boom don't have the resources to keep up with the demand.

The possibilities for marketing to global audiences are endless, but reaching intended audiences effectively and efficiently without having the right digital files at your fingertips can be difficult.

Organizations—regardless of size—need

to be where their customers are. The challenge is that the customer is typically everywhere—across devices, channels and touchpoints. Marketers manage hundreds, if not thousands, of pieces of content—from logos, images and video to brochures, whitepapers, presentation decks and more.

The aim of this research was to find out how marketers in small and midsize businesses operate in today's digital era, and what are their biggest roadblocks when it comes to content and creative file management. Amidst what we call "the content chaos", where's the

hidden opportunity to succeed? Bynder collaborated with third party research firm Survata to gain insights from more than 500 CEOs and marketing decision makers at U.S. organizations with 300 employees or less across various industries. This research focuses on:

- How small business marketers deal with more content production?
- Will simple file storage solutions suffice, or is there a need for more than storage?
- Will small business decision makers increase resources to keep up with content demand, or will the bottleneck get even greater?





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As marketing decision makers at U.S organizations reported, small and midsize companies face several challenges when it comes to digital file management.

The survey results showed that the majority of respondents (71%) store the company's creative content on their computer hard drive. And even though 39% of them also rely on various cloud solutions, companies still lack organizational structure for storing and sharing their digital files. Seemingly simple tasks such as finding the right file, customizing and editing digital assets as well as ensuring version control are a

few of the top frustrations. At the same time, knowledge about Digital Asset Management solutions, a tool specifically built to professionally manage and share digital files, remains limited.

One of the issues the survey helped to bring attention to is accessibility. Roughly 75% of respondents feel limited in how they can share assets internally and externally. With computer hard drive and company servers being the two most popular methods of storage, the challenge starts with the lack of centralization.

As their businesses grow, small and midsize businesses are concerned about

ensuring brand consistency across all their communication channels. The respondents also noted the ability to get more reuse out of marketing files and measuring marketing ROI as top concerns for growth. Further concerns related to security: only 37% of respondents mention being confident with the current security of their business file storing and sharing practices.

Budget is a major constraint for survey respondents. 69% report having an average monthly marketing budget of less than \$5,000, which significantly limits technology investments. If budget were not an issue, 73% of respondents say they'd be interested in using a Digital Asset Management tool.



Current state:

How are small business marketers currently storing and sharing their digital content?

The majority of respondents store digital content on their computer hard drives—a practice that's long been discouraged, as it inhibits access and use of valuable digital content. This also raises cause for concern, especially when it comes to security, backup, and disaster recovery.

- **71%** store and share content on their computer hard drive
- **39%** use their company server
- **39%** use alternative cloud solutions
- **17%** use DAM platforms
- **14%** use file transfer protocol (FTP) links

For the ones who rely on alternative cloud storage solutions:

- **54%** use Google Drive
- **28%** use Dropbox
- **11%** use Adobe
- **2%** use Box
- **1%** use WeTransfer



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Trying to manage the chaos

One of the biggest frustrations reported by survey respondents in managing content is the lack of organizational structure for storing digital assets, including graphics, files and videos. Even with current cloud solutions available, marketers are still struggling to access and organize their work.

Top challenges for respondents when managing digital assets:

- I spent too much time looking for files
- I'm limited in editing /customizing assets
- Version control issues (multiple versions of the same file)
- Difficult to find the file I'm looking for
- No organizational structure to how assets are being stored
- Others don't use/reuse my assets

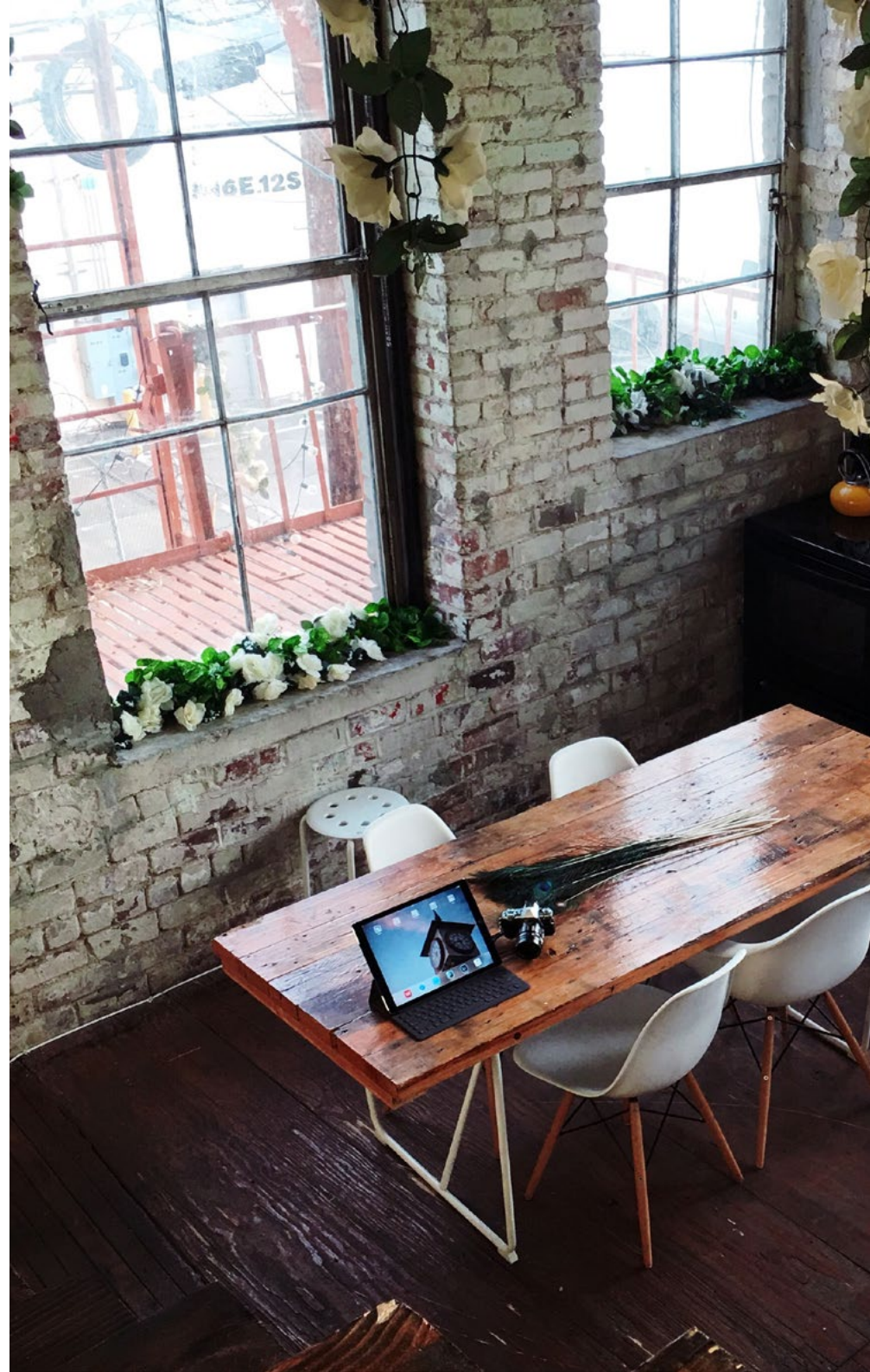


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Knowledge about digital asset management

Surprisingly, only 10 percent of survey respondents are familiar with DAM and use it today, a tool specifically built as a solution to manage and share digital files.

65% of respondents were either not familiar, or had never heard of Digital Asset Management.





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The business accessibility problem

Small and midsized businesses are not giving employees 24/7 online access to the marketing assets that they need.

Roughly **75%** of respondents feel limited at times in how they can share assets internally and externally.

Only **38%** feel very confident in their ability to manage assets so that anyone within the organization can access them anywhere and anytime.

With computer hard drive and company servers being the two

most popular methods of storage, small companies are challenged with not being able to centralize digital content. If a logo or video only exists on one person's desktop, it cannot be automatically accessed by anyone else at the company without a manual share.

If this is the state of storage and accessibility for these small businesses, it is not surprising that "spend too much time looking for files" was the number one challenge and frustration when managing digital marketing assets.

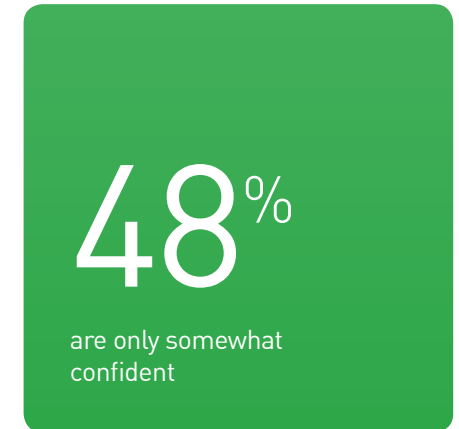
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The business security confidence problem

Alarming, only **37%** of respondents feel very confident about the security of their digital assets in how they're being stored and shared today.

Additionally:

- **48%** are only somewhat confident in the security of stored assets
- **15%** are not confident at all or did not know the security of digital content was something they should be concerned about



COMMON
MAN
COFFEE
ROASTERS

COMMON
MAN
COFFEE
ROASTERS





Moving on top:

Top marketing concerns in scaling small businesses

Research shows that the number of digital marketing assets that any given organization manages is growing exponentially, and while marketers expect this growth, they are not necessarily prepared for it.

Our survey respondents agree on a number of factors holding them back. They also agree that greater technology investments could alleviate their pain points and enable them to scale marketing efforts to keep pace with overall company growth.

Here are their top five shared marketing concerns around business growth:

- Maintaining brand consistency **(47%)**
- Getting more reuse out of marketing files **(39%)**
- Measuring marketing ROI **(38%)**
- Managing version control **(23%)**
- Managing copyrights **(21%)**



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Conclusion

Modern cloud storage solutions are readily available at little or no cost, but small business marketers still seem to lack the knowledge and resources to effectively find and share their files when they need to. Only **10%** of small business marketers use a DAM solution, a tool built to solve the administrative of organizing and sharing digital assets.

The findings of this research paint a picture of the current state of content management and accessibility at small and midsize US businesses. Why should marketers take notice of how they operate? What does better access to, and management of, digital content equate to? Better access

and management when it comes to digital content means that marketers will have all the content at their disposal to offer an excellent digital experience on all distribution channels.

With faster access to content and more functionality at their fingertips, smaller businesses can start to work efficiently and challenge the big players when it comes to marketing. Flexibility and agility are two things smaller companies need to embrace if they want to be a top competitor. Better organization of content can help small businesses operate like a big brand, without a big brand budget.





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Methodology

Bynder conducted a survey with Survata, which distributed the survey to 502 CEOs and marketing decision makers at U.S. organizations with 300 employees or less across various industries.

Respondents' titles included CEO/President, VP of Marketing, Head of Communication, Brand Manager, and Marketing Manager. These respondents had marketing teams that ranged in size from 1-25 team members.

Survata survey respondents are carefully qualified before being invited to participate. They are also limited in the number of surveys that they're invited to.

Respondents are not told what the survey is about before they join.

All respondents to this particular survey were re-screened for validity and their responses were reviewed. Anyone who failed either of the aforementioned screenings (by not qualifying as a decision maker or responding with incomprehensible or inconsistent answers) were not included in the final data or respondent count.

Included below is a closer look at the respondents for this survey.

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Demographics

Leaders - 49.8% are CEO/president of the company, while the rest hold other leadership roles.

Decision makers - 68.5% are the sole decision maker on marketing decisions, while the remaining 31.5% share decision making responsibility with other decision makers

Small teams at small companies - 77.1% work at companies with less than 51 total employees, and 77.7% have 5 or less employees on the marketing team.

Across industries - No industry was represented by more than 9% of the respondent pool

Role:

CEO/President - **49.6%**
Head of Marketing - **3.8%**
VP of Marketing - **5.2%**
Head of Communications - **3.8%**
Brand Manager - **5%**
Marketing Manager - **10.8%**
Other - **21.9%**

Size of marketing team:

1 - **37.3%**
2-5 - **40.4%**
6-10 - **11.8%**
11-20 - **6%**
21-25 - **2.6%**
More than 25 - **2%**

Company size:

1-50 - **77.1%**
51-100 - **12%**
101-200 - **8.2%**
201-300 - **2.8%**

Industry:

Business Service and Legal - **8.8%**
E-Commerce - **6.4%**
Consumer Goods and Retail - **7.4%**
Education/Government/NGO **4.8%**
Fashion and Beauty - **4.4%**
Finance and Insurance - **4.6%**
Food and Beverages - **4.6%**
Healthcare - **7.6%**
Technology and Communications - **6.6%**
Other - **32.7%**



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