

### **Overhead 3-B1: Advertising spending: Where do small businesses spend their money?**

- **Third largest expenditure**
- **Growing favoritism toward online**
  - **Most important online marketing tactics for small business owners:**  
**69% “Web sites are essential to my marketing plan”**  
**36% “Search engine key words are essential to my marketing plan”**  
**24% “E-mail marketing is essential to my marketing plan”**
  - **Most important offline marketing tactics for small business owners:**  
**35% - fostering good community relations**  
**27% - public relations/ media coverage**  
**Source: [www.emarketer.com](http://www.emarketer.com)**