



GETin the **LOOP**
Shop local. Wherever you are.

Thank You For Joining Us

We Will Be Starting Momentarily

Today's Webinar

The need for local businesses to up their technology game

- Now More Than Ever -



Host:
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CMO, GetintheLoop



Presenter:
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President, GetintheLoop



The image shows the exterior of a cafe named 'eten & drinken'. The building has a bright blue facade. A large window in the center shows the interior, where a person is visible behind a counter. On the counter, there are several decorative items, including a golden deer figurine and some potted plants. To the left of the window is a wooden door with a sign that says 'TE HUUR'. To the right of the window is another entrance. In front of the cafe, there are several white plastic chairs and a small wooden table. The building is partially covered with bare, brown vines. The overall atmosphere is cozy and inviting.

eten & drinken

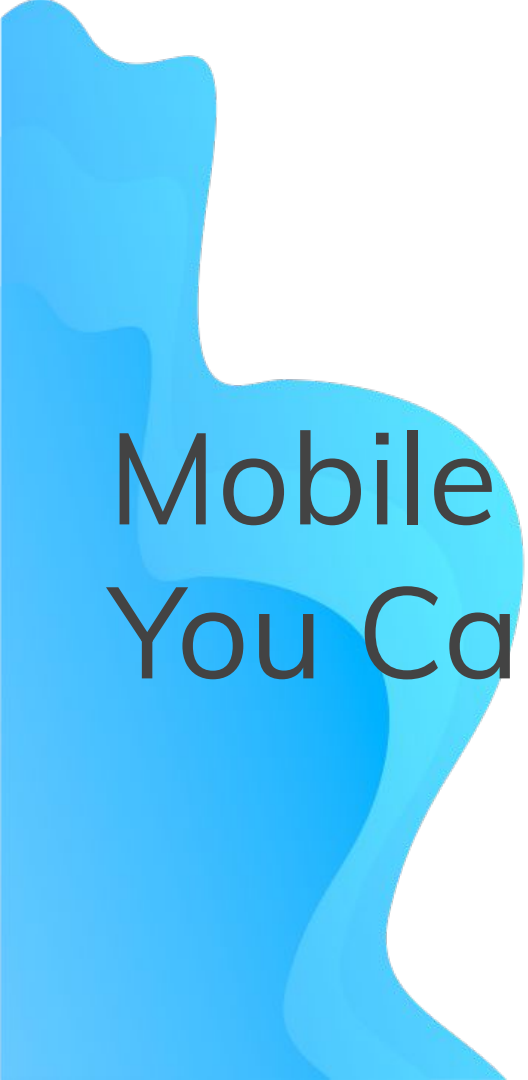
The Need For Local Businesses To Up Their Technology Game

.....Now More Than Ever

GET In the LOOP

We'll be taking a closer look at:

- How mobile technology is used today
- How small businesses are adapting to technology
- The impact COVID-19 is having on technology use by consumers & businesses
- How businesses are pivoting and adapting to survive
- Playing the long-game, what technology is here to stay.

A large, abstract blue graphic on the left side of the slide, consisting of several overlapping, organic shapes in various shades of blue, creating a modern, fluid background element.

Mobile Usage Trends You Can't Ignore

A man and a woman are shown from the chest up, smiling and looking at their smartphones. The man, in the background, has a beard and is wearing a grey hoodie and blue earbuds. The woman, in the foreground, has long brown hair and is wearing a grey sweater and a leopard print scarf. They are both holding and looking at their smartphones. The background is plain white.



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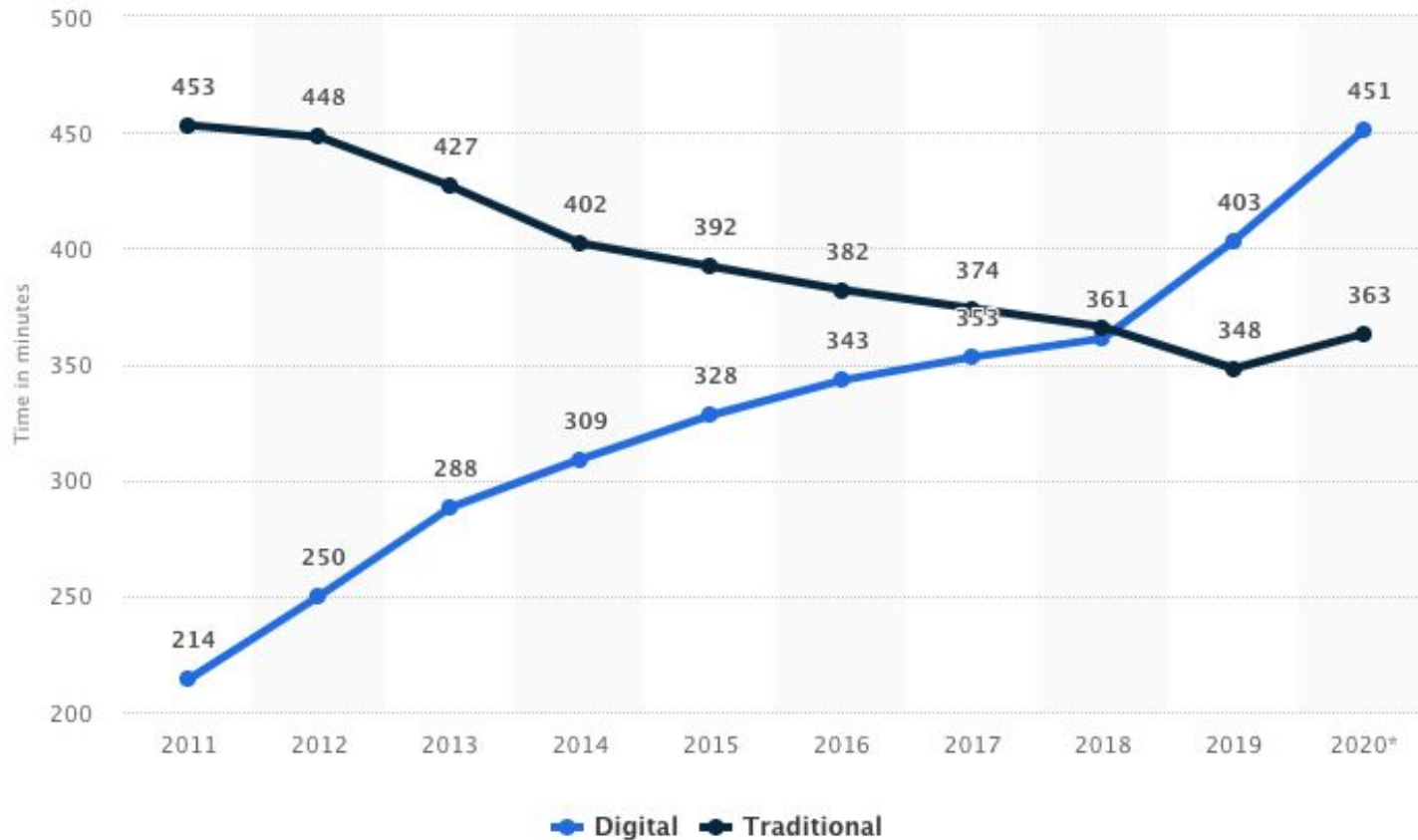


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Source: statistica, 2019

Time Spent With Traditional Vs Digital Media



Traditional Advertising Doesn't Reach Today's Consumer

92%

Online internet users stream video content

Television consumption has changed dramatically as users continue to fragment and find new sources for content

- TV subscriptions are on the decline
- Premium streaming sites surging
- Fragmentation of video content
- Content production and distribution have increased

180M

Paid audio subscribers worldwide

Increasing from 70M in 2018 this rapid trend is dramatically altering available advertising opportunities in this industry

- New formats, new metrics
- Digital radio has become a premium service - High entry
- Users are demanding 'global' access

48%

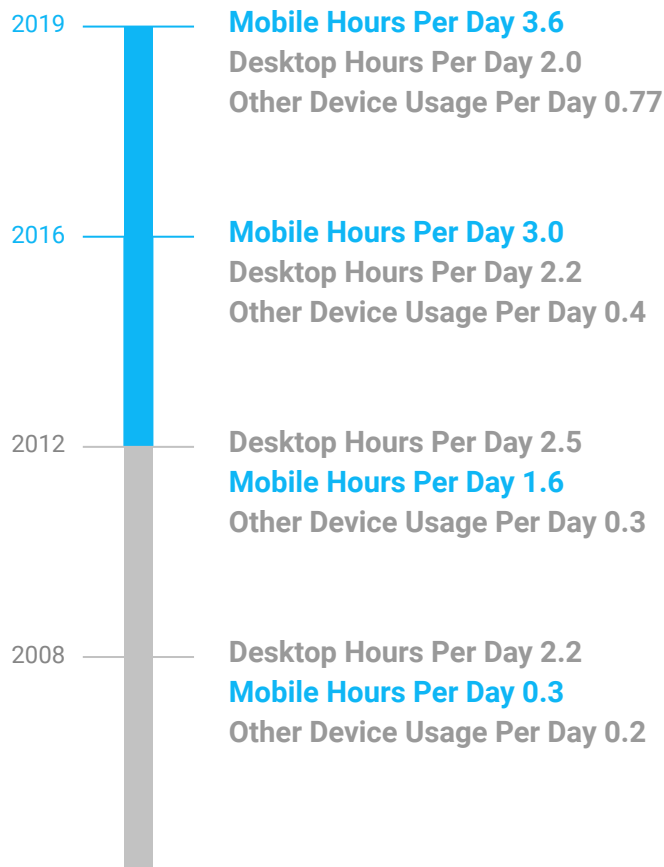
Daily time spent using the internet on a mobile

Mobile usage continues to surge as businesses scramble to facilitate the desired behaviour

- Surge in App production and downloads
- Companies switch to 'mobile first' mentality
- Advertising shift in full swing

Time Spent with Digital Devices

Mobile continues to dominate our attention and presents the largest opportunity for advertising opportunity

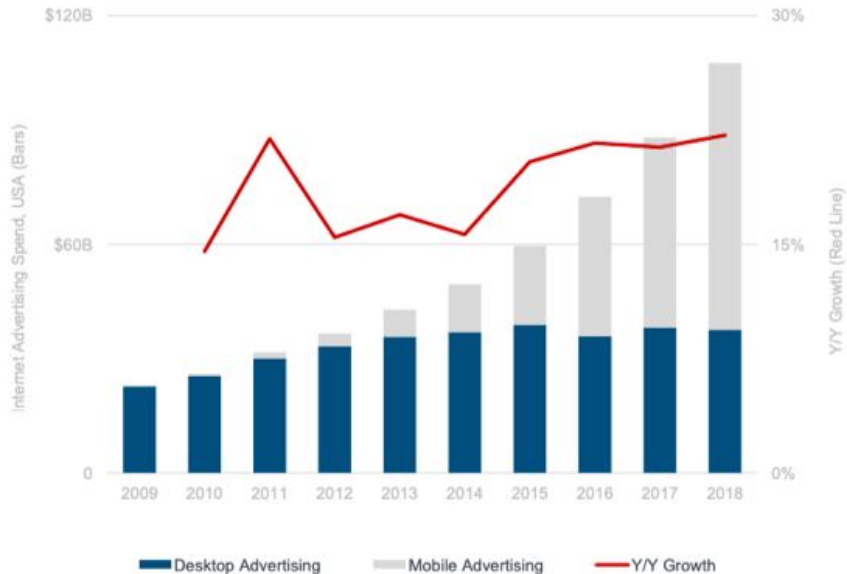


Follow The Advertising Dollars

Mobile continues capture new advertising dollars as businesses align with behaviour.

Within these trends the average customer acquisition cost has continued to climb to exceed break-even value.

This is not a sustainable and is putting pressure on new alternatives to enter the local market



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Small Business + Tech

Local Businesses Are Canada's Economic Engine

99% of all Canadian
businesses are SMB's
(less than 500 employees)

54% of all businesses
are less than 5
employees

Small businesses
employ 71% of
Canadians

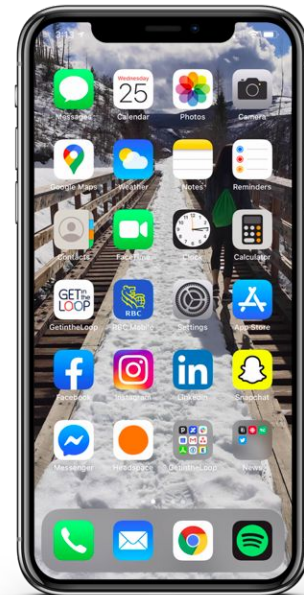
87% of all new jobs
created were by
SMB's

The SMB Local Marketplace Is Growing & Is Underserved

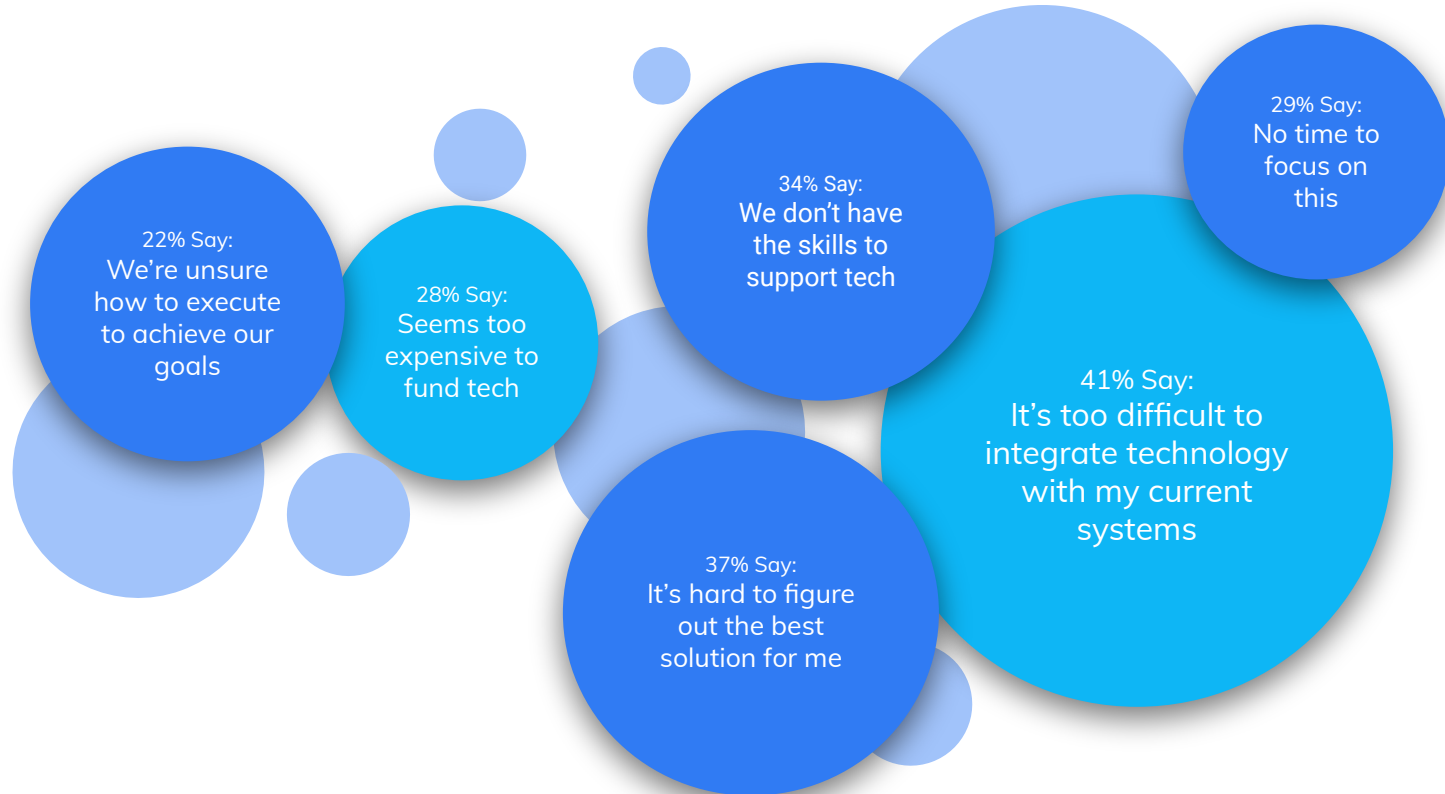


Small Business' Adoption of Basic Technology

- Just 60% of small businesses have a website
- 61% of small businesses invest in social media marketing
- 26% are investing in email marketing
- 25% of small businesses invest in online marketing
- 17% are investing in search engine optimization
- Less than 30% of small businesses use website analytics, call tracking, or coupon codes. 18% of small businesses admit to not tracking anything
- 43% of SMBs says that improving customer experience and retention is their top strategy to improve revenue growth



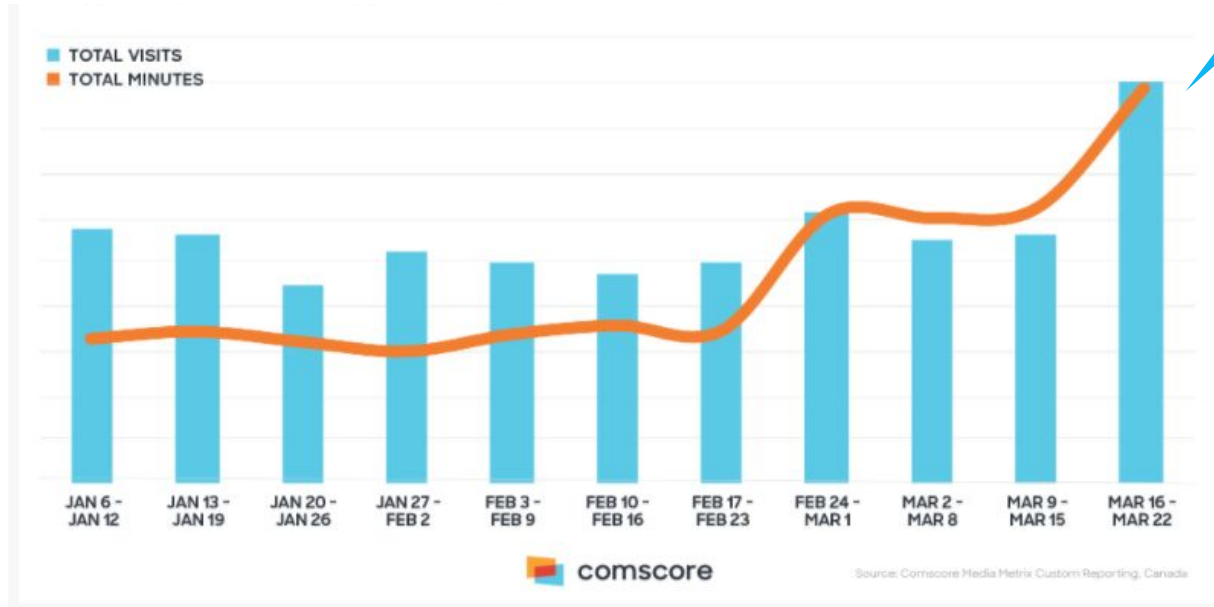
Small Business' Top Challenges



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Technology Use During COVID-19 (Consumer + Business)

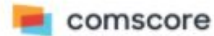
Digital Media Usage in Canada



30% week on week growth through June 2020

Mobile Vs Desktop Usage in Canada

	JAN 6-12 VS. MARCH 16-22	FEB 3-9 VS. MARCH 16-22	MAR 2-8 VS. MARCH 16-22
DESKTOP			
Total Aggregate of Daily UV	-12%	-5%	-6%
Total Visits	-10%	-2%	-2%
Total Minutes	-2%	+2%	+4%
MOBILE			
Total Aggregate of Daily UV	+16%	+15%	+7%
Total Visits	+17%	+15%	+13%
Total Minutes	+36%	+34%	+15%



Source: Comscore Media Matrix Custom Reporting

Mobile still dominating usage while consumers are at home

Consumers Intent & Behaviour

75%
of consumers will
avoid shopping
centres

	Currently avoiding	Will avoid
Public transportation	49.3%	73.1%
International travel (e.g., vacations, business trips)	47.4%	68.2%
Shopping centers/malls	47.2%	74.6%
Movie theaters	41.9%	66.6%
Medical centers/hospitals	38.9%	50.6%
Community centers	35.5%	56.9%
Restaurants/bars/coffee shops	35.3%	60.5%
Shops in general	32.7%	52.7%
Sports events	32.0%	58.8%
Other entertainment/leisure venues	21.6%	40.7%
Schools/colleges	21.1%	39.3%
My workplace	11.1%	17.0%
Other	2.4%	1.4%

60%
of consumers will
avoid restaurants

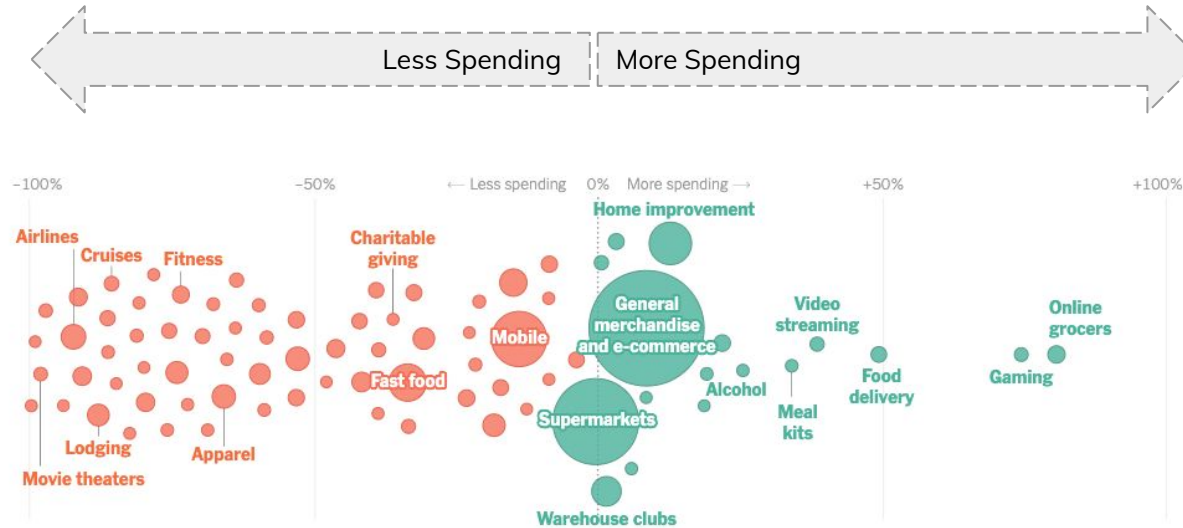
53%
of consumers will
avoid all shops in
general

Note: currently avoiding n=532; likely to avoid n=1,121; ages 18+
Source: Coresight Research, "Coronavirus Briefing: Flash Report," Feb 28, 2020

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www.eMarketer.com

Spending had shifted

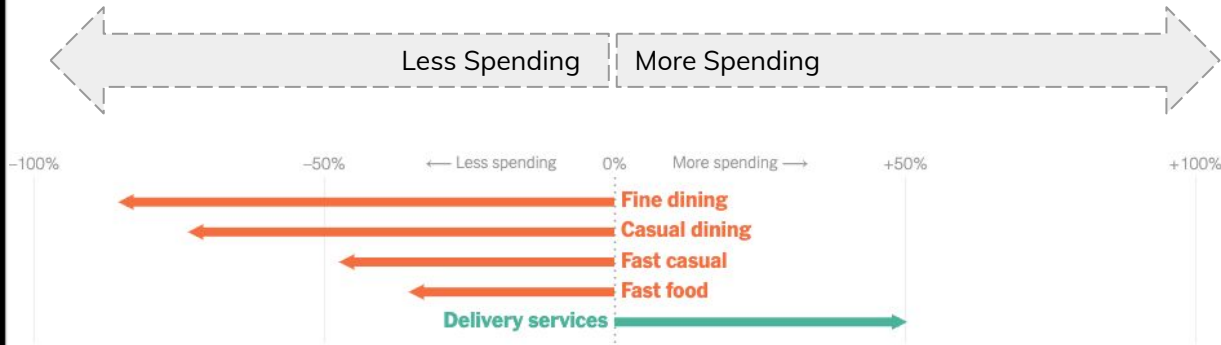


Brick & Mortar Retail



Change in spending from 2019 for the week ending April 1.

Restaurant sales have plummeted



Change in spending from 2019 for the week ending April 1.

Interest Growth in Canada

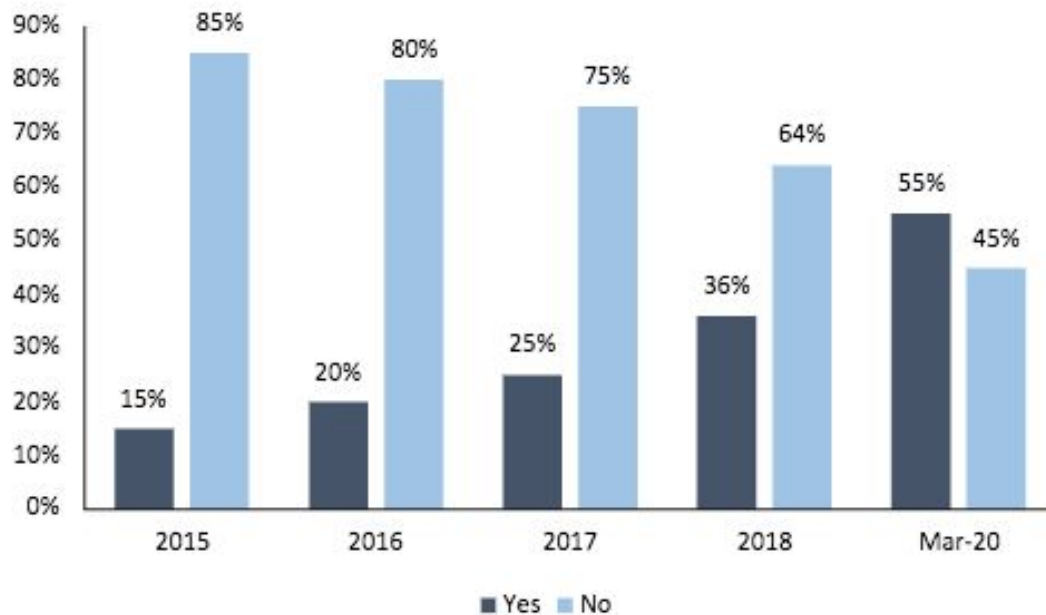
BY CATEGORY

	JAN 6-12 VS. MARCH 16-22	FEB 3-9 VS. MARCH 16-22	MAR 2-8 VS. MARCH 16-22
BUSINESS/FINANCE NEWS			
Aggregate of Daily UV	+44%	+43%	+31%
Visits	+44%	+31%	+21%
Minutes	+31%	+50%	+28%
Pages	+19%	+57%	+46%
GENERAL NEWS			
Aggregate of Daily UV	+35%	+43%	+42%
Visits	+57%	+86%	+77%
Minutes	+71%	+95%	+94%
Pages	+56%	+21%	+64%
LOCAL NEWS			
Aggregate of Daily UV	+48%	+60%	+57%
Visits	+57%	+86%	+81%
Minutes	+50%	+69%	+76%
Pages	+37%	+76%	+83%

Online local news and information is seeing a resurgence

LOCAL MATTERS

Have you purchased online groceries?



41% who said yes, also said they would order online more frequently in the future

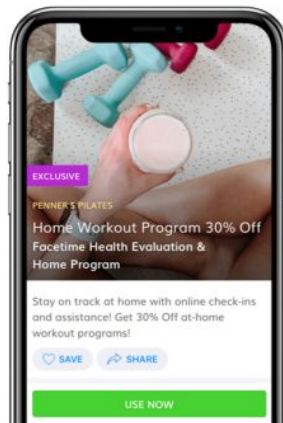
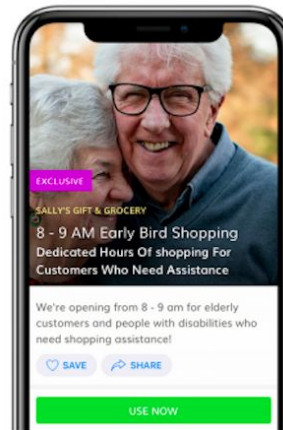
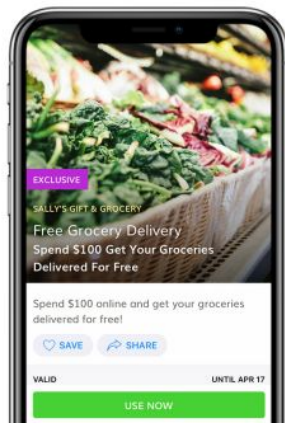
In less than 60 days, new consumer habits are being formed

How Small Businesses Are Adapting

- Shifting to delivery or pick-up orders
- Changing operating hours to accommodate their community
- Buy now, use later promotions
- Shifting to online classes and programs
- Reaching their customers through mobile apps and email marketing
- Adding new products that can be sold through ecommerce.
- Promoting physical distancing services



Connecting On The Couch



Ways To Adapt Your Business Quickly



Canadian Tech Companies That Can Help



Provides easy to use
ecommerce and payment
technology for small &
medium businesses

Free 90 Day Program



Provides an easy way to
promote and measure your
offers and business
information to nearby
consumers on smartphones.

Free 90 Day Program



Provides an easy way
manage your social
accounts in one
dashboard.

Free 90 Day Program

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Summary:

- Mobile usage has proliferated the mainstream
- New habits are being formed, that require small businesses to adapt for the long-term
- COVID-19 is shining a light on a small businesses need to have better technology to adapt quickly.
- Small businesses are the last to adapt to this trend, and are suffering for it.
- Mobile marketing needs more innovative solutions for local small business owners.

Join GetintheLoop and the Greater Parkland Regional Chamber to support local businesses with modern marketing solutions

Claim Your Free Listing On GetintheLoop Today!

Contact Our Local GetintheLoop Owner

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PARKLAND
REGIONAL
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