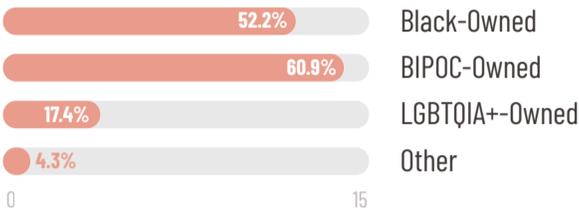


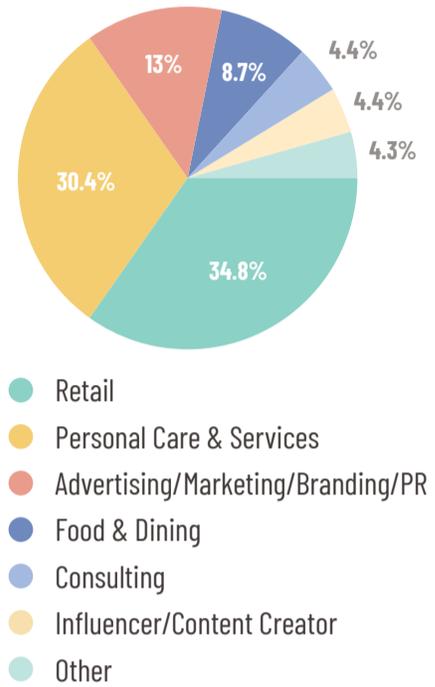
# Identifying Challenges in Digital Marketing for Historically Underrepresented Businesses

## SURVEY RESULTS 2022

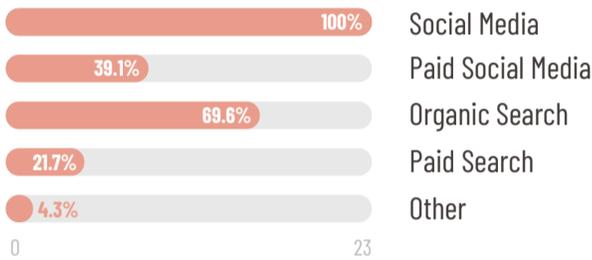
Which of the below identifiers best resonates with you as a business owner? Select all that apply.



How would you categorize your business?



What types of digital and/or social media marketing activities do you do now? Select all that apply.



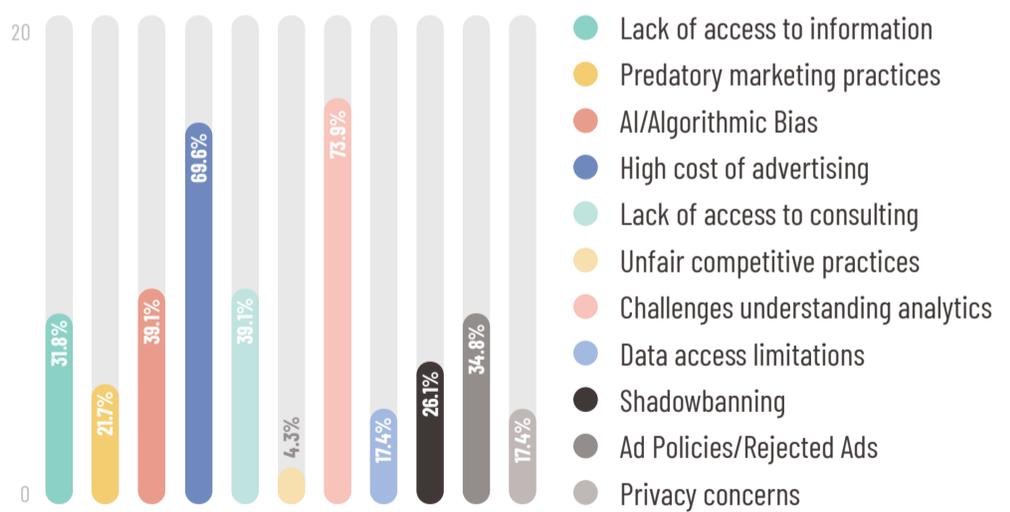
“ Even though I am in the comms/marketing/advertising industry, there’s still a steep learning curve in terms of how to jump into organic marketing and assess priorities against market rates and best practices.”

– CONSULTING FIRM

“ It can be hard doing everything yourself, and some ad types are different for me since I run an Etsy store. Social media-wise, there are moments when I do get shadowbanned if I post items that are more feminist or body positive-centric. These are the types of posts that get shadowbanned.”

– RETAIL BUSINESS

What challenges have you faced competing for organic visibility on social media, search engines, or paid digital advertising? Select all that apply.



“ As a small business with limited resources (financially & labor wise), it's a lot of work to juggle everything for a little return. We have slowed down on posting on social media as we do not see any return on investment. We mostly rely on organic traffic via our Google My Business page and word of mouth more recently, which we do much better than paid ads. Also, there's been a steep learning curve with understanding the analytics, and I don't think we utilize the data enough to make a larger ROI.”

– PERSONAL CARE & SERVICES BUSINESS