

# SMALL BUSINESS REAL REPORT.

HP WANTED TO UNDERSTAND HOW SMALL BUSINESSES  
CONNECT WITH THEIR CUSTOMERS TODAY.

FROM A RECENT SURVEY, WE LEARNED THAT SMALL BUSINESS OWNERS EMBRACE THE EFFICIENCY  
OF DIGITAL TECHNOLOGY BUT THAT IT CAN SOMETIMES GET IN THE WAY OF BUILDING ENDURING  
RELATIONSHIPS WITH THEIR CUSTOMERS. PRINT CAN HELP BRING CUSTOMERS CLOSER.

SMALL BUSINESS OWNERS AGREE  
THAT **DIGITAL TOOLS** ARE EFFICIENT.

67%

OF SMALL BUSINESS OWNERS  
AGREE THAT DIGITAL TOOLS ARE  
IMPORTANT IN DEVELOPING A  
SMALL BUSINESS.

OVER  $\frac{1}{2}$

OF SMALL BUSINESS  
OWNERS WOULD RATHER  
SEND PROJECT PROPOSALS  
ONLINE RATHER THAN IN  
PAPER FORM.

NEARLY  $\frac{1}{2}$

OF SMALL BUSINESS OWNERS  
TRUST TECHNOLOGY TO  
MANAGE THEIR CUSTOMER  
RELATIONSHIPS.

# HOWEVER, CUSTOMERS ARE INUNDATED WITH DIGITAL MESSAGES.

THE AVERAGE PERSON RECEIVES

**43** PROMOTIONAL  
EMAILS PER DAY,

**84%**

OF WHICH ARE NEVER READ.

ON AVERAGE CUSTOMERS REPORT SEEING

**183**

SOCIAL MEDIA POSTS  
PER DAY

**124**

SPONSORED ADS  
PER DAY

**75+**

BANNER ADS  
PER DAY

# PRINT BUILDS STRONGER CUSTOMER RELATIONSHIPS.

**53%**

OF PEOPLE ARE MORE LIKELY  
TO READ INFORMATION  
FROM A BUSINESS WHEN IT'S  
HANDLED TO THEM VERSUS  
SENT VIA EMAIL.

OVER  $\frac{2}{3}$

OF PEOPLE ARE LIKELY  
TO READ MAILED  
PROMOTIONAL LETTERS  
FROM A SMALL BUSINESS.

71%

OF PEOPLE HOLD ON TO  
PAPER MENUS AND  
BUSINESS CARDS.

PRINT YOUR CUSTOMERS CLOSER.

52%

OF PEOPLE SAY THAT RECEIVING  
CARDS FROM SMALL BUSINESSES  
MAKES THEM FEEL SPECIAL.

54%

OF PEOPLE FEEL MORE CONNECTED  
WHEN A SMALL BUSINESS KNOWS  
THEM BY NAME.

get real

