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social adoption by SMBs; Data will be presented at LEADING IN LOCAL: SMB Digital Marketing, Sept. 11-13, in Austin

Isaac M. O'Bannon • Aug. 05, 2013



As many as 40 percent of small retail and service businesses are using some form of mobile payment technology like credit card readers, according to the latest findings from the [Local Commerce Monitor](#), an ongoing study by [BIA/Kelsey](#) that looks at the advertising behaviors of small and medium-sized businesses (SMBs).

Mobile payment acceptance has been gaining significant traction with these businesses, who state that they now accept payments at the point of sale with a mobile credit card reader attached to a smartphone or tablet. Credit card reader devices are now available for most smartphones, from technology companies like

Intuit, PayPal and Square. As much as 16 percent of respondents said they plan to add

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of mobile and social varies across SMB industry sectors. The LCM data reveals professional and home and trade services are embracing mobile in a big way, with service providers essentially becoming walking POS terminals.”

Nearly three-quarters of the SMBs surveyed (72 percent) indicated they are using social media to promote their businesses. In addition, 52 percent of SMBs surveyed have a Facebook page for their business and 25 percent have a Google+ Local page.

“Together, mobile and social tools are transforming the way SMBs acquire and retain customers.” added Marshall. “With the heavy use of social media, SMB marketing is quickly becoming a two-way engagement rather than a one-way promotion.”

Many SMBs gave themselves high marks on their level of social engagement. When asked how “engaged” their businesses are with their customers on social media (e.g., responding to online comments, regular blogging or tweeting, regular updating of their Facebook page, offering a loyalty program), 66 percent stated they are “extremely engaged” or “very engaged.”

BIA/Kelsey will present findings from Local Commerce Monitor – Wave 17 at its upcoming **LEADING IN LOCAL: SMB Digital Marketing** conference, which takes place Sept. 11-13, in Austin. The latest developments and opportunities around mobile and social solutions for SMBs will be woven throughout the conference, and in particular during keynote addresses and panel sessions featuring:

Matt Baker, Head of SMB Partnerships, Facebook (Keynote) Russ Laraway, Senior Director, SMB, Twitter (Keynote) Vikas Jain, Head of Business Development, Google/Wildfire (Keynote) Seth Priebatsch, CEO, LevelUp (Keynote) Zorik Gordon, CEO, ReachLocal (Keynote) Raj Kapoor, Senior Director, Local & Mobile Advertising, Microsoft Surojit Chatterjee, Head of Global Mobile Search, Google James Price, VP, Digital, Dex Media

The Local Commerce Monitor (LCM) is BIA/Kelsey's surveys small and medium-sized

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