

A photograph of people sitting on a bench. One person is holding a tablet, and others are holding shopping bags. The image is used as a background for the report cover.

# Levelling up digital support for local businesses

How local authorities can provide support to help businesses in response to evolving consumer behaviour

2022

Maybe\*



## Contents

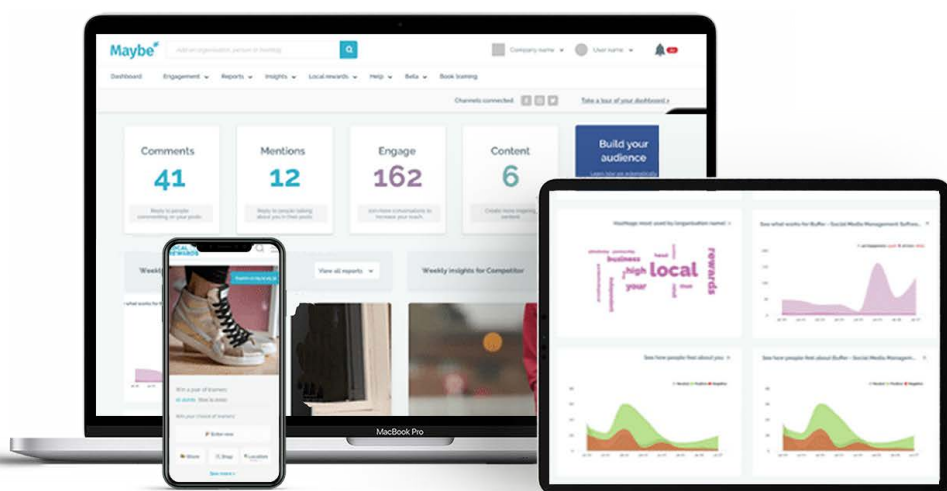
<b>Introduction</b>	<b>3</b>
About Maybe*	3
What this document is about	5
UKCRF and Shared Prosperity Funds	5
<b>Executive Summary</b>	<b>7</b>
Key findings – highlighting the social media divide	10
<b>About the data</b>	<b>15</b>
The data Maybe* uses	15
About the survey data	15
Ongoing surveys	15
<b>Consumer insight</b>	<b>16</b>
How consumers are using social media	17
Social media and businesses	19
Influence of social media on purchases	20
Which social media platforms are consumers using?	21
Local vs digital	22
<b>Business insight</b>	<b>23</b>
How businesses are using social media	25
Time and resource	27
Spend on advertising	28
Measuring the impact of social media on sales	29
Skills	30
<b>Questions for local authorities</b>	<b>32</b>
<b>Case studies</b>	<b>34</b>
<b>Appendix</b>	<b>38</b>
About the business respondents	39
About the consumer respondents	40
Additional findings: Businesses	40
Innovation and growth	40
Understanding the market	40
Internet provider	40
Index of business performance in local authority areas	41

## About Maybe\*

For consumer-facing businesses the radical changes brought about by social media provide one of the single biggest skills challenges. Maybe\* is a data-rich digital skills business. We collect and analyse the social media data of 3.9 million UK businesses every day, and provide training and tools to enable businesses to effectively improve their results via social media.


We rank the social media performance of businesses in 3,900 towns and cities across the UK, giving us unique insight into the uptake and usage of social media, where it's working and where it's falling short. We connected this insight to other economic indicators to provide a deep understanding of the digital health of an area and the impact of interventions (see the Appendix for an index of top performing areas in the UK).

We are a partner on the UK Government's High Streets Task Force (HSTF), and we've supported many local authorities and high street businesses through the Reopening High Street Safely (RHSS) and Welcome Back Funding (WBF) projects. We're currently delivering multiple UK Community Renewal Fund (UKCRF) projects across the UK, which have engaged over 15,000 businesses to date.



**HIGH  
STREETS  
TASK  
FORCE**  
PARTNER

**ELEVATOR**

A man with a mustache and a dark blue coat over a green shirt is looking down at a smartphone. He is in a distillery, with a large copper still and a sign for 'LUDLOW GIN' visible in the background. A thin white arc is drawn across the image, passing behind the text.

**Maybe\* collates  
social media  
performance data  
from 3.9 million  
UK businesses**

**3.9m**

## What this document is about

We've put together this document for local authorities to share the things we know from our data set, the lessons we've learned from delivering UKCRF projects, and how these might be utilised in Shared Prosperity Fund (SPF) projects to bridge the social media divide between consumers and businesses.

Our research is relevant to all of the Government's Levelling Up objectives, specifically:

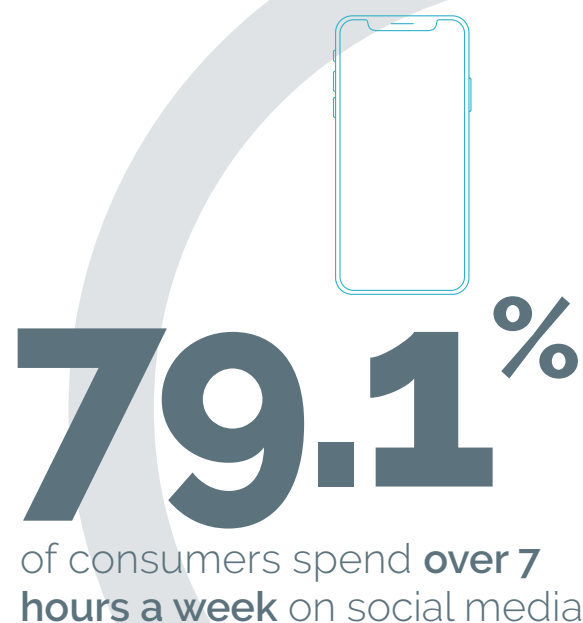
- **Objective 1:** Boost productivity, pay, jobs and living standards by growing the private sector, especially in those places where they are lagging.
- **Objective 3:** Restore a sense of community, local pride and belonging, especially in those places where they have been lost.
- **Objective 4:** Empower local leaders and communities, especially in those places lacking local agency.

If businesses in a location can successfully exploit social media and thrive, it will support the achievement of all three of the SPF investment priorities: Community and Place, Supporting Local Business, and People and Skills.

## About UKCRF and Shared Prosperity Funds

The UK Government invested £220m in the UKCRF to support local areas in piloting imaginative approaches and programmes aimed at unleashing their potential and instilling pride in their place. The UKCRF programme is a one-off, covering the gap between the end of several European Union funding programmes and the start of the longer-term SPF.

The SPF<sup>1</sup> will differ from UKCRF: all areas of the UK will receive SPF via a funding formula rather than a competition, in recognition "that even the most affluent parts of the UK contain pockets of deprivation and need support." There will also be areas of overlap, and programmes that demonstrate significant impact as part of UKCRF could be taken up elsewhere.



<sup>1</sup> UK Shared Prosperity Fund: pre-launch guidance. Accessed 16/02/2022.

<https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>





**79.1% of consumers spend over seven hours a week on social media. Meanwhile only 31% of businesses have social media accounts<sup>3</sup>, and only 19% are active on social media<sup>2</sup>.**

**19%**

of businesses are **active**  
on social media



<sup>2</sup> 'Active in the last 30 days on Facebook, Instagram or Twitter'

<sup>3</sup> Of 3.9m UK businesses listed on Google My Business

<sup>4</sup> Businesses who have been contacted as part of UKCRF projects in Aberdeenshire, Dundee, Essex, Herefordshire, North Lanarkshire, and South Lanarkshire between February and April 2022

## Executive Summary

Maybe\* is working with local authorities to deliver multiple UKCRF projects across the UK. As part of these projects, Maybe\* has undertaken research to better understand the social media skills and capabilities of businesses<sup>4</sup>, set against ever-changing consumer habits. Data has been analysed on over 3.9m UK businesses, supported by surveys completed by over 2,250 businesses<sup>4</sup> and consumers. Our analysis gives a clear picture of how consumers and businesses are using social media, and forms the basis of this paper.

The most crucial finding is that there is a huge disconnect between consumers and businesses, with consumers being vastly more engaged with social media than businesses. 79.1% of consumers spend over seven hours a week on social media. Meanwhile, of those businesses with social media accounts, only 29.2% are spending more than five hours a week managing their accounts or creating content. Social media drives purchasing decisions in a way that is not at all reflected in the resources the surveyed businesses put into their social media work.

The data that Maybe\* holds shows that only 31% of UK businesses have social media accounts<sup>3</sup>, and only 19% are active<sup>2</sup> on social media. Of businesses with active social media accounts, over 90% do not post to social media at weekends, despite this being the time when most consumers are likely to be on social media and making purchases.

Our research suggests that there is both a significant opportunity and a major risk for businesses and their local economies. There is clearly significant demand for quality local provision of a wide range of products and services that address consumer needs, but also a large gap between how local businesses communicate and where consumers go for information, advice, and to comment. There is an urgent need to upskill businesses, evidenced by 65.6% of businesses surveyed, who are keen to access support and training to help them grow their business.

**There is evidence of demand for more training, with 65.6% of respondent businesses interested in accessing support/training to help them grow their business, and 58.3% wanting support with digital skills for social media.**

### Advertising spend

Most businesses that use social media do not spend any money advertising on it (72.3%). They don't believe that they have the skills, or that it can work for their business. Of those who do advertise, spend is low, with only 16.3% of all survey respondents spending over £100 a month on social media advertising.

### Measuring impact on sales

There is a lack of understanding of digital marketing. Most businesses (64.8%) recognise the significant impact of digital marketing on sales, but a similar amount (63.8%) do not take the time or are unable to measure the impact that social media activity has on their sales. Only a minority use social media management tools (16.6%). This is despite the fact that 43.1% of surveyed businesses make over a quarter of their sales online, and 31% of them sell services or products that are only available online.

### Investment in time, people and resources

Whilst consumers are spending an increasing amount of time on social media – 79.1% of individuals spend over seven hours a week on it – 75% of businesses are spending less than five hours a week managing their social media accounts. Consumers use social media to discover what to buy, to research before buying, and to chat with their friends and family about their decisions, yet businesses are not present in places where they can capitalise on these conversations.

This lack of attention from businesses in social media is also reflected in how they apply resources to social media, with only a small number (16%) investing in third party specialist

support, and most businesses do not have any staff whose main role is to look after their social media accounts.

### Skills and training

The lack of digital training and skills (60% of businesses have had no recent digital skills training) is an important factor, with business owners and employees simply not having the right tools and information to make the most of the social media revolution.

There is evidence of demand for more training, with 65.6% of respondent businesses interested in accessing support/training to help them grow their business, 58.3% wanting support with digital skills for social media, 51.9% needing help with marketing and 46.2% looking for assistance with digital skills for e-commerce and web.

Critically, respondent businesses had a level of digital knowledge and experience above the average (they were signed up to panels on the Survey Monkey digital platform), and were clearly innovative, with 36.4% of businesses having launched a new product or service in the last six months. However, even these businesses do not have a good understanding of the potential of social media, and are not investing sufficient time or money into it compared to its market importance.

<sup>2</sup> 'Active in the last 30 days on Facebook, Instagram or Twitter'

<sup>3</sup> Of 3.9m UK businesses listed on Google My Business

<sup>4</sup> Businesses who have been contacted as part of UKCRF projects in Aberdeenshire, Dundee, Essex, Herefordshire, North Lanarkshire, and South Lanarkshire between February and April 2022





# Key findings highlighting the social media divide



# 79%

of consumers spend **over 7 hours a week** on social media<sup>5</sup>

Consumers

Businesses

# Only 19%

of businesses have **active** social media accounts<sup>7</sup>

# Only 9%

of UK businesses **post** at the weekend<sup>7</sup>

# Only 29%

of businesses who use social media are spending more than **5 hours a week** using it<sup>8</sup>



<sup>5</sup> Source: Maybe\* UKCRF Consumer Survey – February 2022

<sup>6</sup> Source: Maybe\* UKCRF Business Survey – February 2022

<sup>7</sup> Source: Maybe\* data, based on 3.9m businesses listed on Google My Business – 13th April 2022



# 75%

of consumers **use social media to find out about products and services before buying**





Consumers

74%

use social media to  
search for what to buy

78%

share their shopping  
experiences on social  
media

Businesses

Only  
16%

of businesses who use  
social media spend **over  
£100 a month** on social  
media advertising

Only  
27%

of businesses who use social  
media **measure the impact**  
of social media on sales

Only  
16%

of businesses who use social  
media **pay for support** with  
their social media



# 65.6%

of businesses are **interested in training support** to help them improve in these areas

# 58.3%

are **interested in social media training**

**Our findings show that the gap between consumer and business digital behaviour is growing and is becoming an endemic business problem, even in digitally-enabled organisations.**

Businesses must learn the language their customers are speaking and embrace the digital space, in particular the use of social media, to remain profitable and flourish in the future.

The insight and survey data highlight the need for local businesses to continually engage with their customers digitally in order to drive footfall and spending in store. Case studies show that training businesses increases their sales and inspires others to follow in their footsteps.

Maybe\* is delivering UKCRF projects in Essex, Herefordshire and Scotland. Though these are ongoing, our initial outreach already demonstrates that there is a demand for digital skills training and support which significantly outstrips the investment allocated to them. Training needs to be in a format that businesses can access on demand and dip into as and when they need help, ideally supported by experts who can respond to questions in real time.



## About the data

### The data Maybe\* uses

Maybe\* holds data from 3.9m UK businesses which are listed on Google My Business, collects an average of over 590k daily social media posts, and analyses more than 80m engagements with those posts.

We use boundary-mapping technology, which pinpoints businesses' locations, allowing us to create both broad and detailed understandings of the level of social media use in communities across the UK, and to discover which businesses are using social media successfully.

### About the survey data

In addition to the detailed social media data Maybe\* collects from businesses and consumers, we targeted a wide range of businesses and consumers across the UK with an online survey in the period from January to March 2022.

We collected survey responses from over 2,250 businesses and consumers (see Appendix for further details of the business and consumer respondents).

Using a variety of closed response and multiple-choice questions (to enable quantitative analysis of the data) we explored the respondents' businesses or consumer habits and their relationship with digital and social media marketing.

The Business Survey consisted of 51 questions and the Consumer Survey had 22 questions.

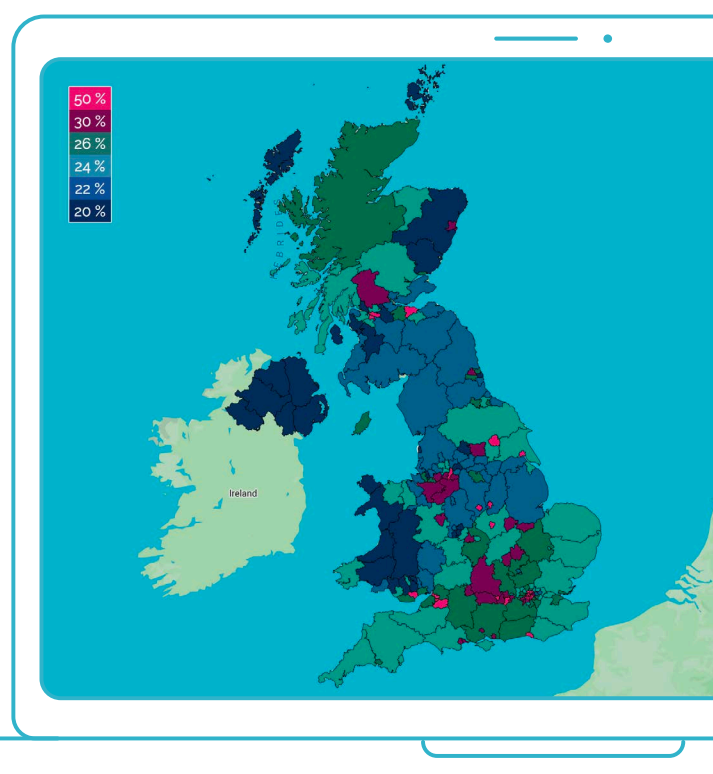
For both surveys, 95% of respondents completed the entire survey. Respondents were from Survey Monkey panels, hence the high response rate.

### Ongoing surveys

We will continue to add to these survey responses throughout 2022. Our end-of-project surveys with participating businesses will seek to understand the impact of the UKCRF project on digital and physical footfall, sales, profits, and employment in those businesses, and encourage them to continue to engage in further digital skills training.

**Maybe\* holds data from 3.9m UK businesses which are listed on Google My Business, collects over 590,000 social media posts and analyses more than 80m engagements with those posts.**

Businesses' social media performance is broken down by each local authority area in the UK.







# Consumer insight



## How consumers are using social media



79.1%

of consumers spend **at least an hour per day** on social media

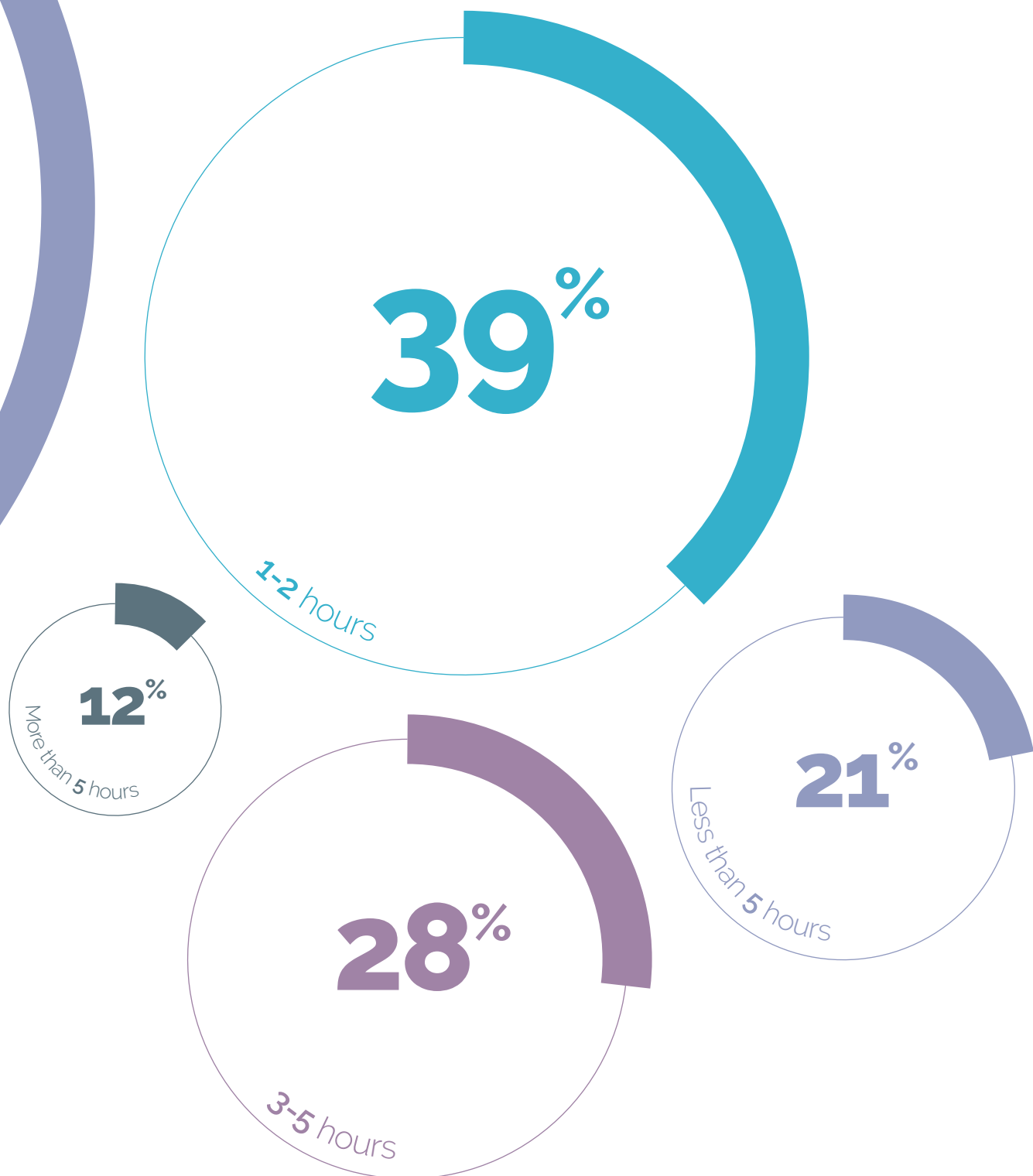
12.8%

spend **more than five hours per day**

Source: Maybe\* UKCRF Consumer Survey – February 2022



Consumers spend a  
vast amount of time  
on social media.



## Social media and businesses

76% of consumers surveyed engage with businesses they see on social media at least sometimes (7.2% "always", 26.2% "often"). 60% follow businesses or brands they are interested in and 56% follow businesses they shop from.

75% of consumers sometimes or often use social media to find out about the latest products and services and 73.4% use it to search for ideas on what to buy. Whilst these figures show the importance of businesses' social media presence, they are relatively passive consumer habits. More actively, 64% of consumers sometimes, often, or always interact with companies on social media when looking to make a purchase, showing the necessity for businesses to maintain a responsive social media presence to engage with enquiries.

76%

of consumers engage with businesses they see on social media at least sometimes (7.2% "always", 26.2% "often")

75%

of consumers sometimes or often use social media to find out about the latest products and services

60%

follow businesses/brands they are interested in

56%

follow businesses they shop from

73.4%

use it to search for ideas on what to buy

## Influence of social media on purchases

46%

Friends posting

**Businesses and brands who post their own content have greater influence than influencers.**

The social input of others is also important to consumers, with over half using social media to share options with others to help them make purchasing decisions (55.7%) and 78.1% sharing good and bad consumer experiences with friends on social media.

Influencers and celebrities are significantly less influential on purchasing decisions than friends (14% v 46%). More surprisingly, businesses and brands who post their own content have greater influence than influencers.

This should provide reassurance to small businesses – an authentic social media voice built by a small business can be more influential than influencers, vloggers or celebrities promoting the business.

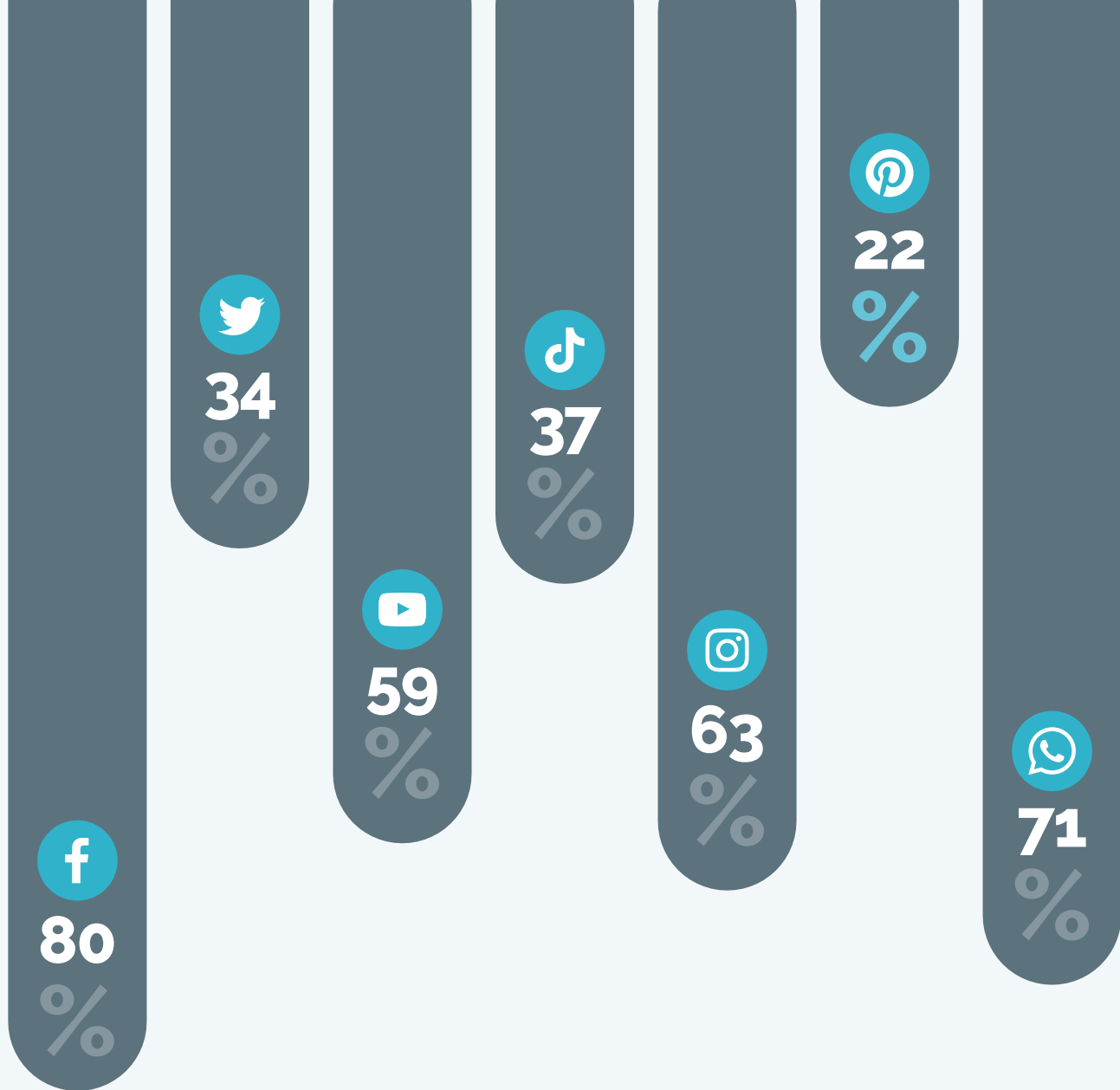
39%

Brand posting

14%

Influencers and celebrities





## Which social media platforms are consumers using?

In terms of platforms, there is a distinct 'big 4' – Facebook, YouTube, Instagram, and WhatsApp – used by 50% or more of respondents, and a second tier – Twitter, TikTok and Pinterest – used by 20-40% of respondents.

On top of this there are clear preferences, with 29.4% of users citing Facebook as their favourite social media platform and 25.8% choosing Instagram – a total of 55.2% picking one of these platforms, both owned by Meta. YouTube and WhatsApp were distinctly behind on this metric (13% and 14% respectively), suggesting consumers may view them more functionally as, effectively, a TV and a messaging service.

All of this suggests some clear easy wins in terms of platform choice for businesses, but also that specific niche business areas will benefit from careful exploration of their consumers' habits.

## Local vs digital

**Local businesses need to continually engage with their customers digitally, to drive footfall and spending in store.**



More people are shopping in-store than online with 74.6% shopping in person once a week or more. 57.8% shop online to the same frequency.

However, cost and convenience remain priorities for respondents, with cost being marginally more important than convenience (4.07/5 compared to 3.9/5). However, 40.8% of consumers said they were still "likely" to buy locally, even if an item costs more or takes longer to arrive.

83.2% of people prefer to use social media and websites to stay in touch with the businesses they buy from, whereas only 16.8% rely on email, highlighting the need for businesses to continually engage with their customers digitally, to drive footfall and spending in store.



# LUDLOW

## GIN

## Business insight







Only  
**31%**

of UK businesses<sup>8</sup> **have**  
**social media accounts**



Only  
**19%**

UK businesses<sup>8</sup> are  
**active on social media**

<sup>8</sup> Listed on Google My Business

## Facebook is by far the most used social media platform by businesses, followed by Instagram and Twitter.

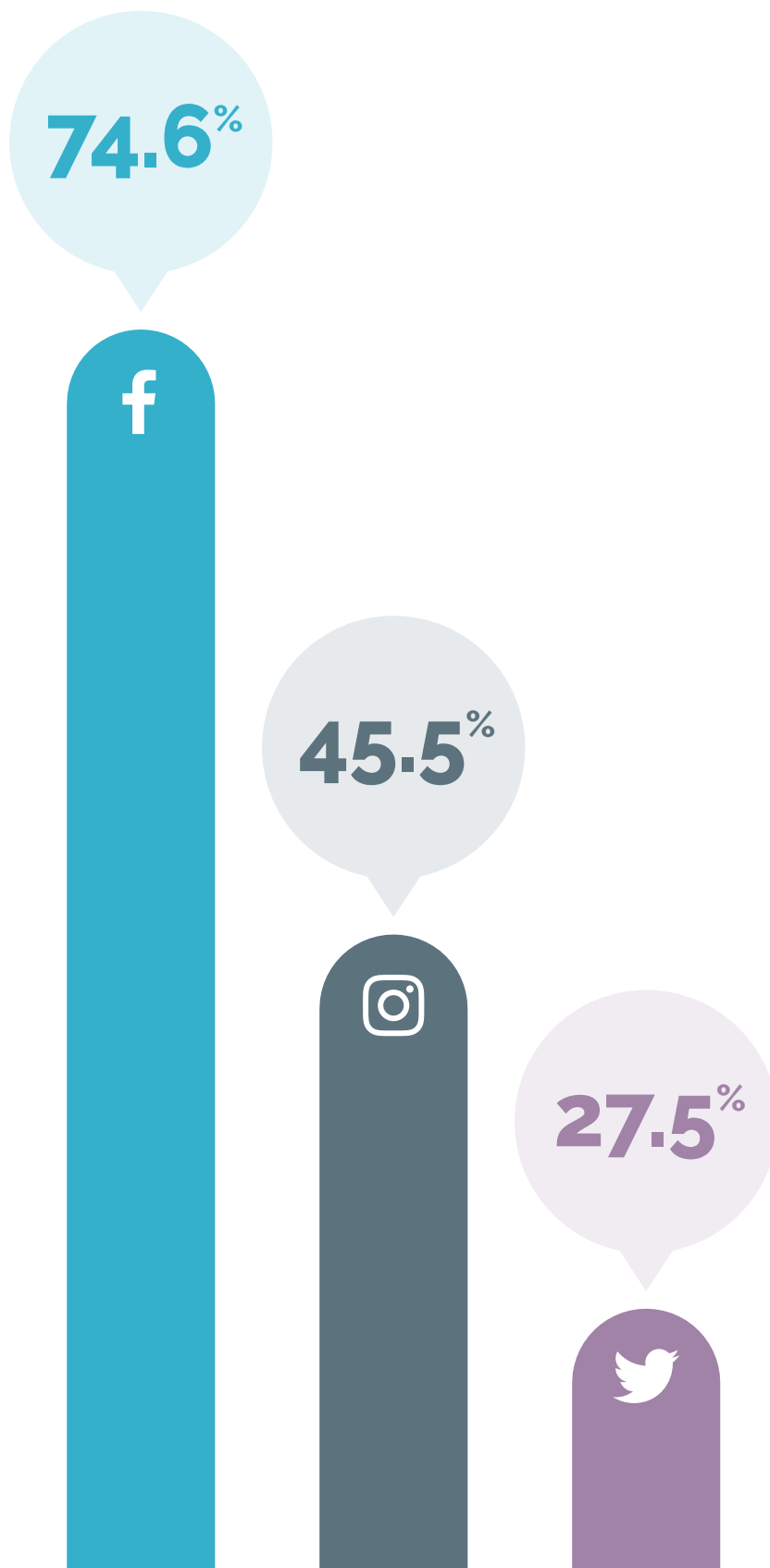
### How businesses are using social media

81.8% of respondent businesses use social media. This compares to analysis by Maybe\* which shows that only 31% of businesses nationally (listed on Google My Business) have social media accounts, and of them only 19% are active.

The difference is explained by the survey methodology; businesses that are participating in an online survey are more likely to be digitally aware. What is striking is that even these businesses are making very little of the potential of social media.

Facebook is by far the most used social media platform (74.6%) followed by Instagram (45.5%) and Twitter (27.5%). No other platform is used by more than 20% of businesses. This suggests that training to improve social media performance on these three platforms is critical, whilst also seeking as part of the training to encourage businesses to reflect on whether other platforms might be particularly beneficial for them as a business, because of their market segment, product, or customer profile.

Source: Maybe\* UKCRF Consumer Survey – February 2022





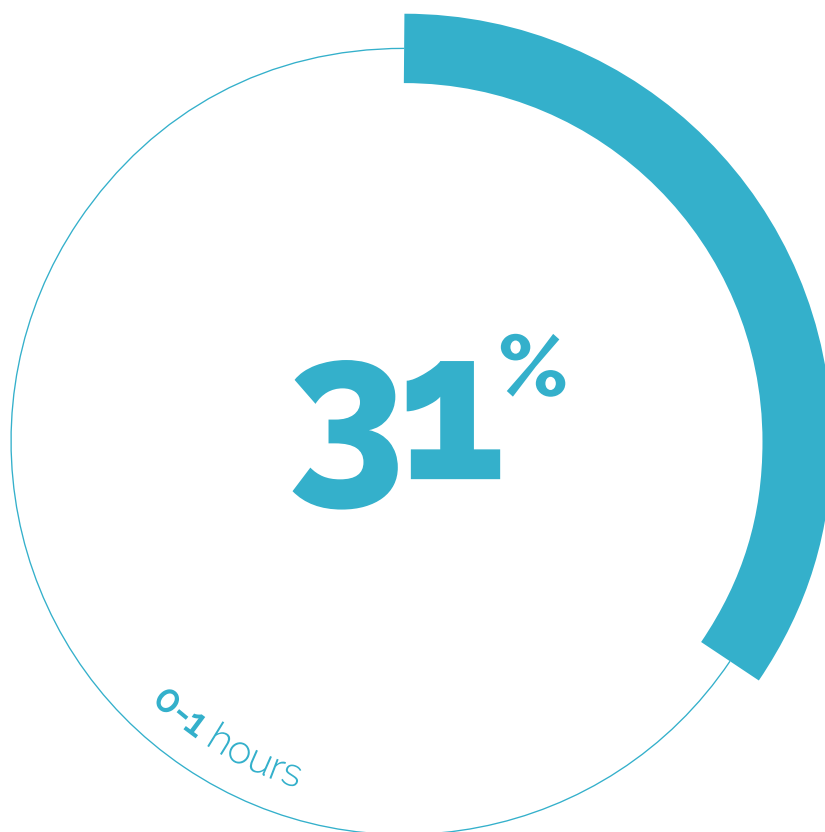
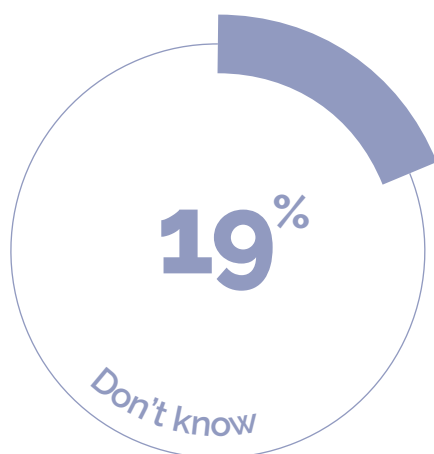
# 29.2%

of businesses using social media spend **more than five hours a week** managing their social media accounts

# 16.6%

of surveyed businesses use a **social media management platform** such as Hootsuite, Sprout Social or Maybe\*

**In an average week, businesses that have social media accounts don't spend much time managing them.**

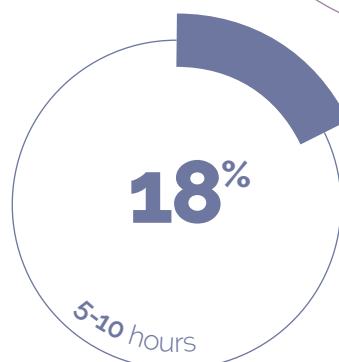
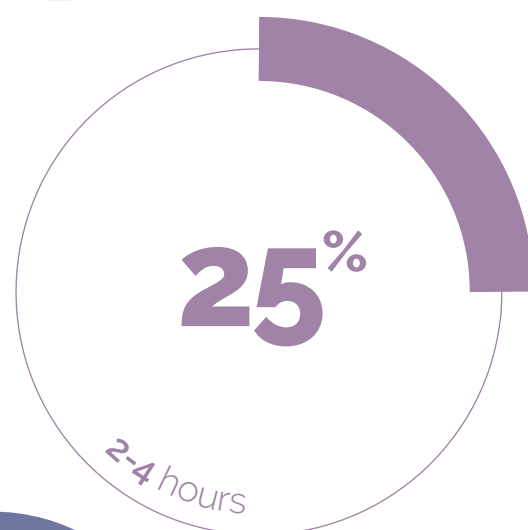


## Time and resource

Only 29.2% of businesses spend more than five hours a week managing their social media accounts, and only 16.3% of businesses use a social media management platform such as Hootsuite, Sprout Social or Maybe\*.

Most businesses do not have staff whose main role is to look after social media accounts, and only 16.5% of respondent businesses pay for external support with their social media.

These figures are higher for web/e-commerce, with 46% having a staff member whose main role is to look after e-commerce/website pages and 26.7% paying for external e-commerce or website support.





## Spend on advertising

Only 27.7% of respondents' businesses spend money on Facebook or Instagram advertising, which is less than 30% of those who use the platforms. This suggests that businesses are not yet confident that they have the skills to make the most out of investing in social media advertising. Of those who do advertise, spend is low, with only 16.3% of all respondents spending over £100 a month on social media advertising.

The importance of skills and training in this area is shown by the fact that the most common reason given by respondents whose businesses do not spend money on social media advertising was that it "doesn't work for us" (43.7%) and that a further 22.5% are not using social media advertising because they "don't know where to start." Only 31% were not using social media advertising because of budgetary or financial reasons. This suggests that two-thirds of businesses which are not currently using social media advertising could do so with the right support and skills, and be shown, through the example of peer businesses, that it would work for them.

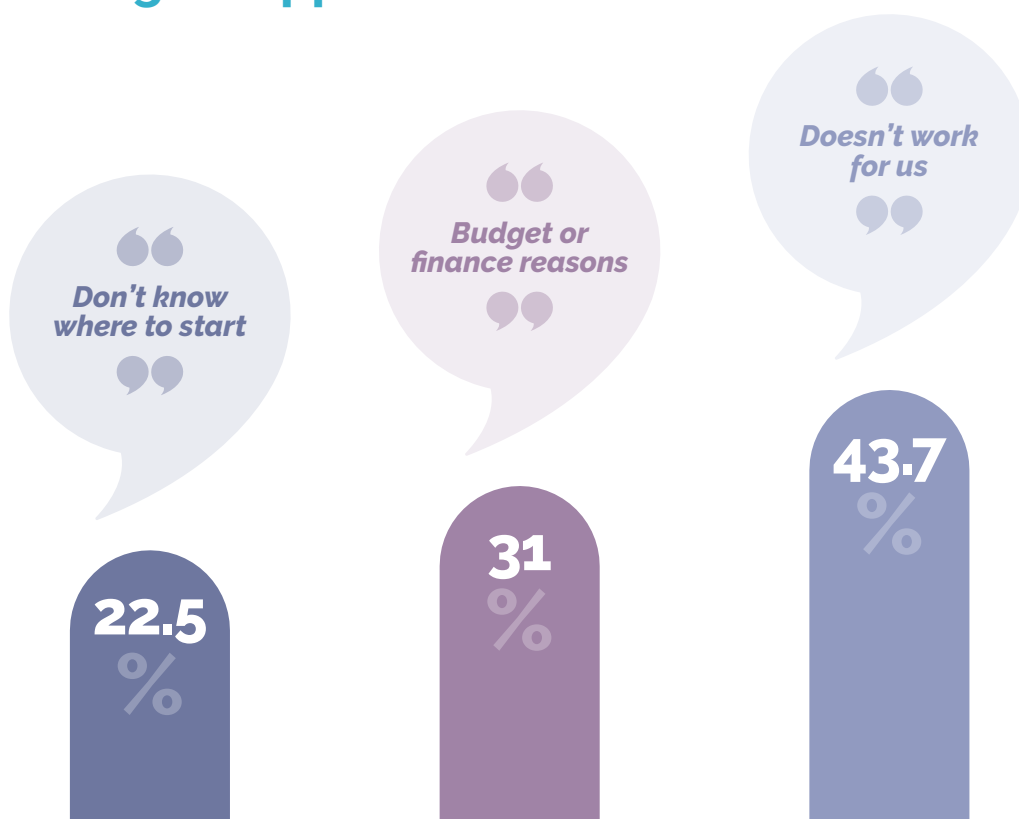
**27.7%**

of respondents' businesses spend money on Facebook or Instagram advertising.

**16.3%**

of all respondents who do advertise, spend over £100 a month on advertising.

**Two-thirds of businesses not currently using social media advertising could do so with the right support and skills.**



## Measuring the impact of social media on sales

Almost two-thirds of businesses surveyed (63.8%) do not measure the impact of social media activity on sales, and therefore have no way of gauging the effectiveness of their spend. This is despite the fact that 43.1% of them make over a quarter of their sales online, and 31% of them sell services or products that are only available online.



63.8%

of businesses **do not measure the impact of social media activity on sales**

43.1%

of them, however, make **over a quarter of their sales online**

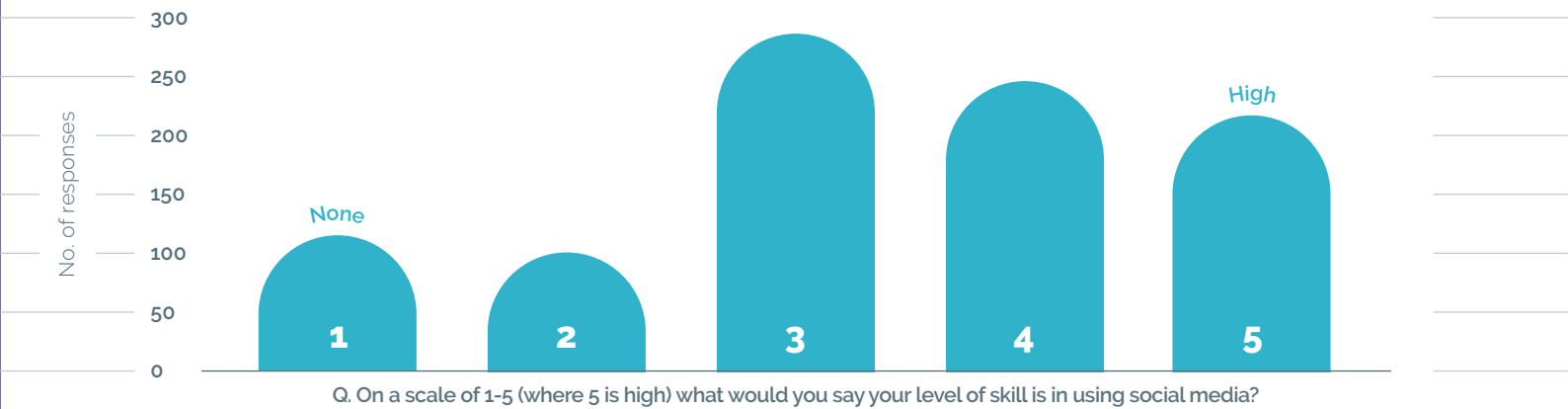
31%

of them sell services or products that are **only available online**

# Skills

Over 52% of respondents identified their skills in using social media as poor or average.

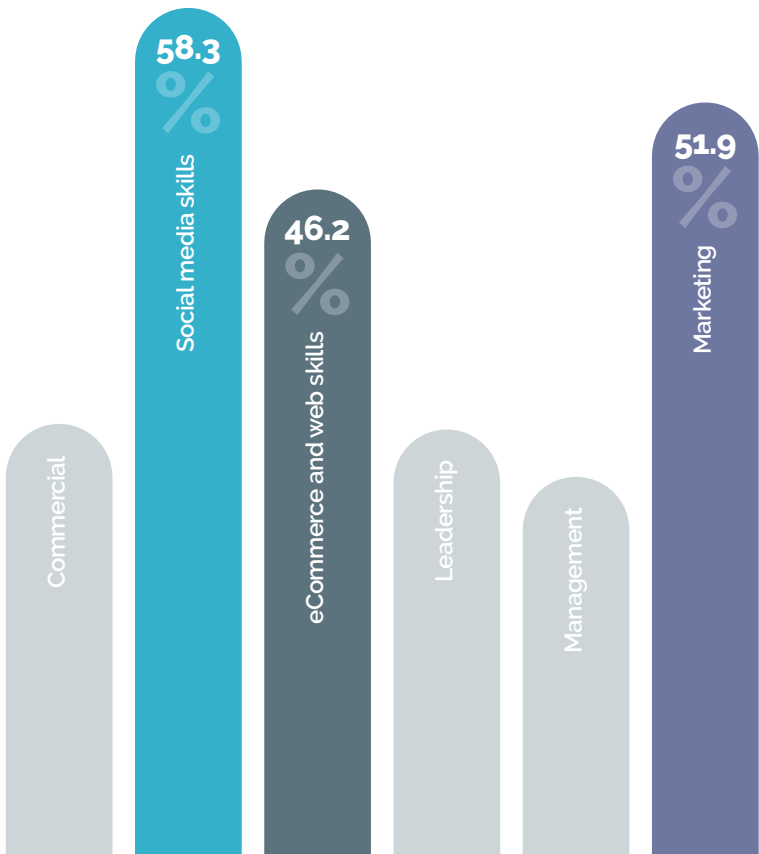
59.7% of businesses have not received any digital skills training in the last six months.



Given that those filling in an online survey focusing on social media use are likely to be more skilled than others, this is likely to represent an underestimate of the skills challenge and shows a clear need for support to improve skill levels.

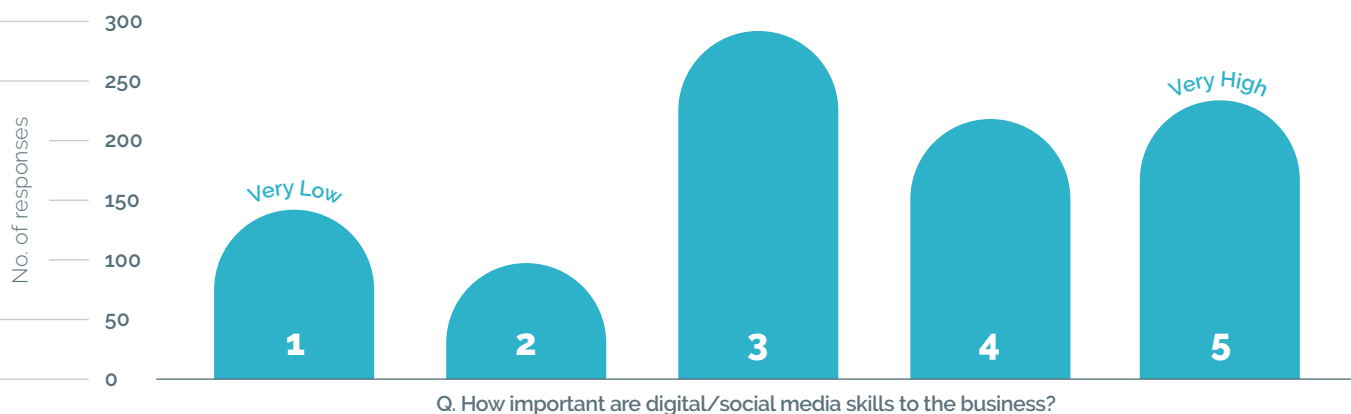
There is evidence of demand for digital skills training. 65.6% of respondent businesses are interested in accessing support and training to help them grow their business, with 58.3% of respondents wanting support with digital skills for social media, 51.9% needing help with marketing and 46.2% looking for assistance with digital skills for e-commerce and web.

This is further underlined by data from Maybe\* telemarketing campaigns, implemented in UKCRF and WBF project localities in 2022, which revealed that over 15,000 businesses would like to undergo formal training and support for social media.



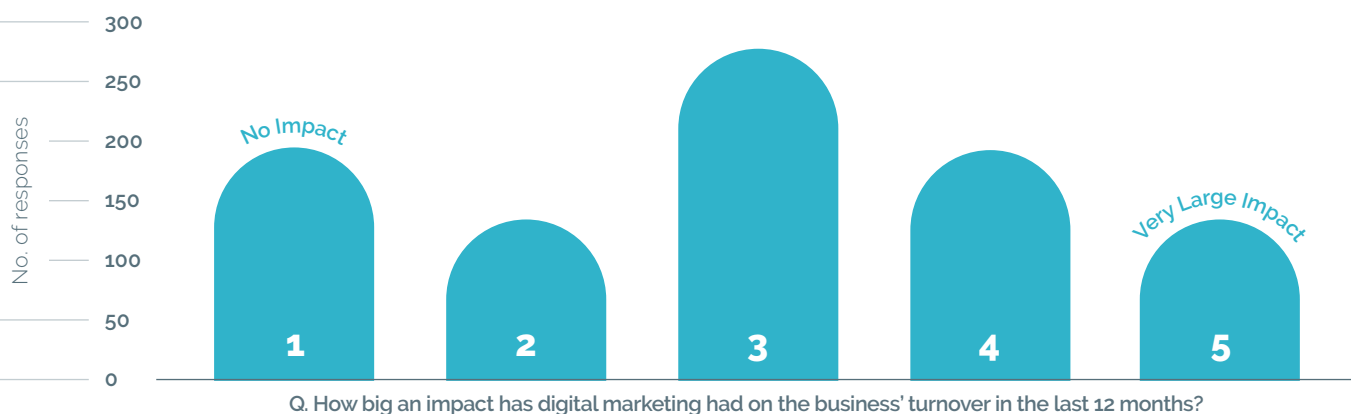
There is also evidence that respondents do not yet understand the power of social media for their businesses or the competitive advantage that others will gain if they fall behind in their social media skills and usage.

**25.2% of respondents saying that social media skills had either **very low or low** importance to their business.**

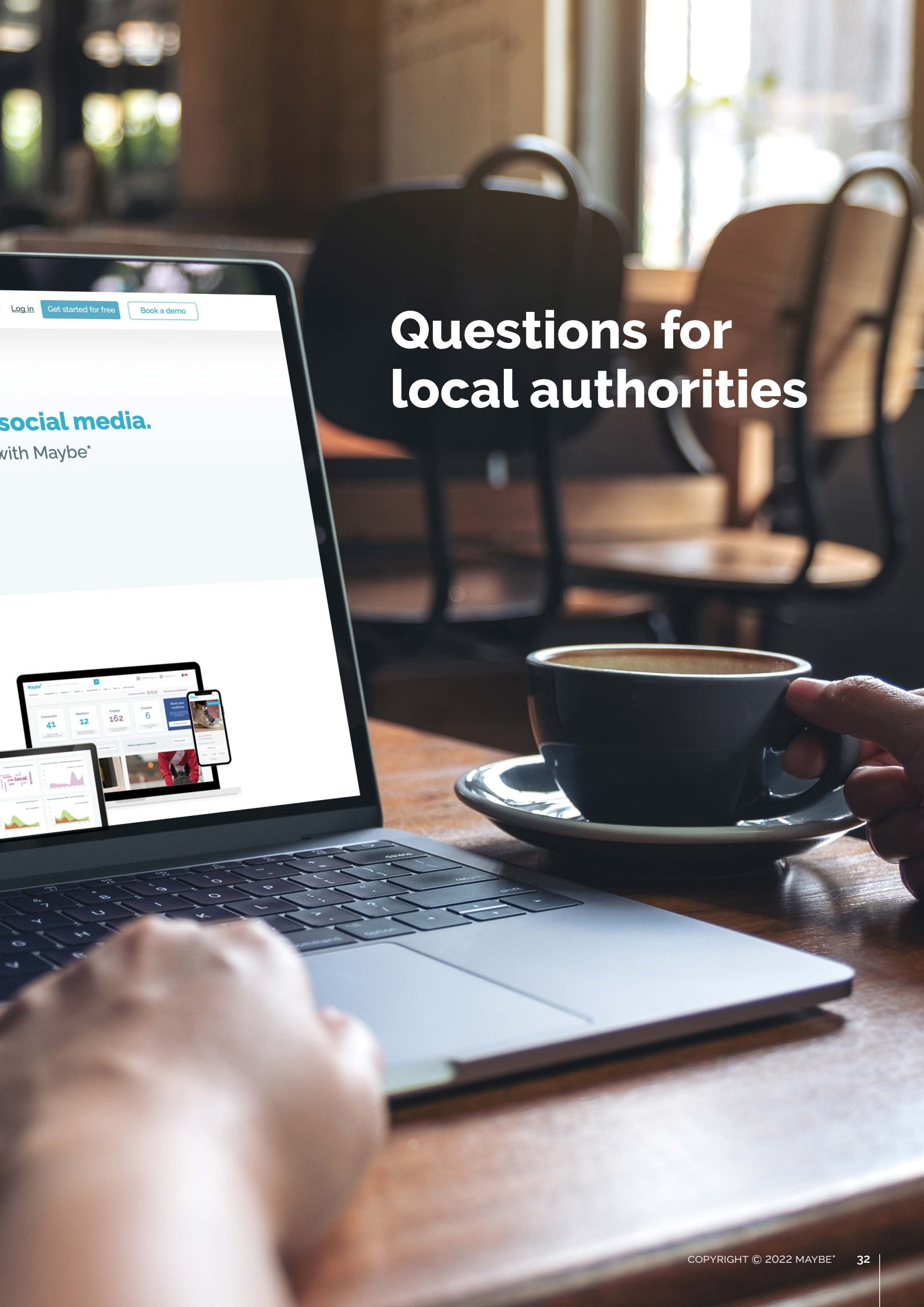


### Impact of digital marketing on turnover

**This is despite that fact that 64.8% of respondents felt digital marketing activity had had a **significant effect on their business' performance over the last 12 months.****







# Questions for local authorities

## Questions for local authorities

Our research and data highlights significant issues which, if not addressed, may accelerate the decline of high streets and local businesses. However, there are also several opportunities, through the SPF and other avenues, for local authorities, as leaders in place-making, to take steps to address these problems.

This paper sets out the gap between consumers and businesses in clear terms, and points to some of the key tools available to place-makers to begin to close that gap.

Local authorities have an important part to play in this, but need to design interventions that will represent the most effective use of public money in achieving their aims for skills and economic growth.

Questions that local authorities will find helpful to ask in designing such programmes include:

### 1. Digital support

How can we offer better digital support to high street businesses, particularly in subject matters (such as social media) which can directly and positively impact their bottom line?

### 2. Balanced training

How can we strike a good balance, particularly for very small businesses, between training business owners (which ensures knowledge is retained in the business long term) and their staff (which improves labour force skills and helps people move on in their career)?

### 3. Connecting consumers and businesses

Can we use the power of social media to connect our residents and visitors with local businesses in a way that builds community cohesion and democratises access to local services across demographic groups?

### 4. Digital engagement and sales

What digital engagement and sales programmes would best help our SMEs become more resilient and sustainable?

### 5. Place-based social media

What part does place-based social media marketing by businesses have in increasing footfall on our high streets?





## Case studies

Maybe\* is supporting thousands of businesses across the UK to help them succeed with social media. Here's how Ludlow Gin, Guiliano's Deli-Cafe and Keith Scarrott Shoes used social media to improve business.



## Ludlow Gin

Herefordshire

Created in a Herefordshire distillery, Ludlow Gin has established itself as a gin brand to contend with, not just in the flavour and quality of product, but in how they present themselves on social media. With a carefully curated Instagram feed, and dedication to being attentive and responsive to their customers' conversations, managing director Shaun Ward recognises how critical social media is to the success of their business:

"Social media is not a nice-to-have. It's an essential. And that's really important. I think the challenge is providing lots of content that's interesting. We like to tell stories. We like to bring people into our lives. We like to show them what we are interested in, what makes our day function. The things that bring us joy.

"For us, we need to sing a song about our product. And it's not the most expensive gin on the market, but it's definitely a big purchase. People can't necessarily try it before they buy it. So the way that they get to know your personality through social media is absolutely crucial. It's a powerful, powerful tool. For us it's been invaluable.

"We've done pretty well at conquering or expanding into our home region. And I think the great challenge for a gin company is to get beyond the home region because there is a gin in every home region now.

"Our first edition of whiskey sold out in under five minutes: three minutes and eight seconds, to be precise. We posted a few... well, not just a few... we were posting videos and content about the release of the whiskey. There were 1,500 people on the website trying to get a bottle into the cart.

"That was driven purely by social media."

SHAUN, LUDLOW GIN

[Click here](#) to watch the Ludlow Gin case study video.



“  
***Social media is  
not a nice-to-have.  
It's an essential.***  
”

## Giuliano's Deli-Café

Putney



***Social media has  
put us out there...  
It's getting our  
name out there,  
getting recognised.***

Established in 1997, and based in Putney, London, Isabella and Pepe's café sells authentic Italian food and meals to eat in or take away. Unashamedly "old school", Isabella got rid of her 'brick' of a phone, and embraced social media, with the help of training and support from Maybe\*. She believes that it helped their business survive the COVID-19 pandemic.

"I knew it was something that we had to do. Lockdown happened and it was "where do we go from here?" Are we going to still be open in three months time, four months time? How are we going to pay the rent? Are people going to come in?

"I was offered social media training and I grabbed it straight away, because I wanted that help to get me going. That's how it started. The training guided me through what I was doing and if it was right. We even changed our name on Instagram.

"Social media has put us out there. People know who we are. People come from different areas. They come into Putney and they know we're here. It's getting our name out there, getting recognised.

"You know what sells your business. You have to move on with the times. Otherwise, you get left behind and if you get left behind, you're stuck.

"As soon as we put it on Instagram it sells, which is good!"

ISABELLA, GIULIANO'S DELI-CAFÉ

[Click here](#) to watch the Giuliano's Deli-Café case study video.

## Keith Scarrott Shoes

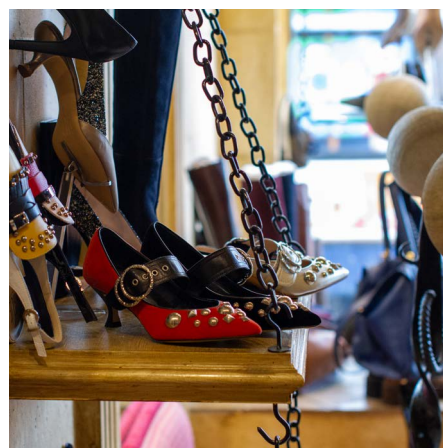
Cheltenham

As the UK entered another period of COVID lockdown in November 2020, meaning the closure of non-essential retail stores, Keith Scarrott Shoes used smart social media tactics to take their sales far beyond even their own expectations. Well prepared with their learnings from the first lockdown, Keith Scarrott combined an ad spend of only £200 with a well established email list and a flash 45% off sale to celebrate 45 years in business. The result – an increase in year-on-year orders of 11,367% in just six hours.

With a small investment in ads they targeted customer groups they had already built using their social media management platform – Maybe\*. Using the click and collect functionality of an online store (Shopify) they targeted loyal customers with social media content, paid ads and a parallel email campaign to drive traffic and sales. The small team stayed focussed throughout the day of the sale, responding quickly to questions and comments, managing their social media ads, and engaging with conversations.

"Data and insight has been a real game-changer for our online proposition. We use it to understand who our audience is and what products will be of greatest interest to them. By using this information we're able to target a specific audience with our Facebook ads, which draw in new shoppers to our store and our online boutique."

SOPHIE SCARROTT, KEITH SCARROTT SHOES



“  
**The first time  
someone came  
in and showed  
us a picture on  
Instagram and said  
“can we buy those”  
was a great feeling.**





# Appendix



## APPENDIX

# About the business respondents

Almost all the businesses who participated in the Maybe\* survey were SMEs, in line with our strategy and marketing approach.

### By employment:

DESCRIPTOR	DEFINITION	NUMBER	PERCENTAGE <sup>9</sup>
Micro	0-9	322	32.0
Small	10-49	337	33.4
Medium	50-249	279	27.7
Large	250+	70	6.9

### By turnover:

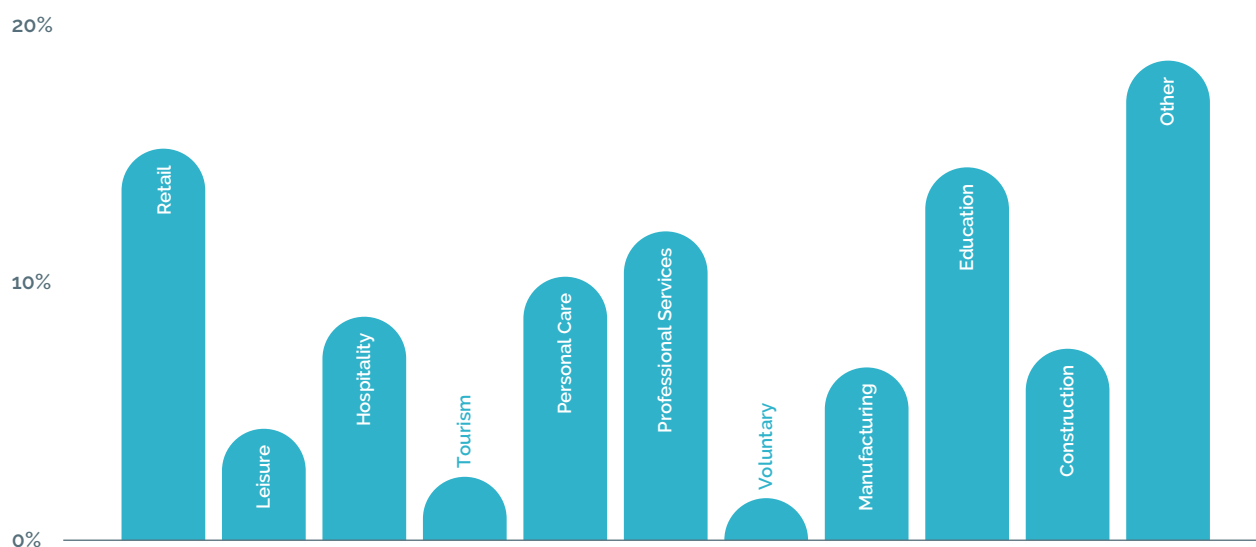
DESCRIPTOR	DEFINITION	NUMBER	PERCENTAGE
Micro/Small	<£1m	527	74.1
Medium/Large	>£1m	184	25.9

- 35% of businesses are based in a residential property, suggesting that uptake of entirely home-based working and remote teams is strong amongst responding businesses.
- 19.6% of businesses are less than one year old.

### By sector:

Business respondents came from a variety of sectors (see chart below) with the largest categories being retail (15.0%), education (14.3%) and professional services (11.9%).

<sup>9</sup> Percentages rounded to 1 decimal place throughout the document and therefore may not always total 100%.



## APPENDIX

## About the consumer respondents

Our consumer group skewed towards the younger end with 90% of respondents aged under 65 and 10% 65 and over (UK average: 19.9%). Respondents were also more likely to be female (68.7%) than the UK average (51%). The impact of this on the data about social media use is hard to quantify, but there is some evidence that older people and men use social media less, so it is likely that our sample overstates social media use compared to the average.

## Additional findings: Businesses

### Innovation and growth

The respondent group is innovative, with 36.4% of businesses having launched a new product or service in the last six months.

37.8% of businesses intend to increase the number of employees over the next six months.

This is a cohort of businesses which are growing, with only 31% of respondents reporting that their business has not increased turnover in the last six months and 35.6% reporting that turnover has increased more than 25% in this period.

### Understanding the market

Respondents expect significant change in customer behaviours as a result of Covid-19, with 61.5% of them believing that customers will spend more locally or online.

### Internet provider

Only 18% of responding businesses have not changed their internet provider in the last six months, suggesting a healthy turnover in this market, with businesses reviewing what they need to do to reduce costs or improve capacity. Of those who had switched, 76.2% had done so to increase bandwidth for the business or its customers, rather than for other reasons (e.g. cost), suggesting that growth is a major driver for responding businesses.

## APPENDIX

# Index of business performance in local authority areas

The following indicates the digital health of an area based on the number of businesses active and engaging on social media.

AREA	RANKING	BUSINESSES WITH SOCIAL MEDIA	BUSINESSES ACTIVE ON SOCIAL MEDIA
Surrey	1	24.6 %	13.8 %
Manchester	2	39.2 %	18.3 %
Westminster	3	31.8 %	18.7 %
Central London	4	35.4 %	19 %
Trafford	5	29.3 %	19.2 %
Salford	6	23.7 %	19.6 %
Cumbria	7	21.8 %	17.7 %
Richmond upon Thames	8	29.7 %	15.1 %
Allerdale	9	22.8 %	24.3 %
Spelthorne	10	25.1 %	20.5 %
Staines	11	56 %	47.5 %
Workington	12	44.5 %	53.1 %
Buckinghamshire	13	25.3 %	18 %
Liverpool	14	24.3 %	22.1 %
Aylesbury Vale	15	28.8 %	21.8 %
Hammersmith and Fulham	16	34 %	19.8 %
Liverpool Central	17	40.3 %	30.3 %
Kensington and Chelsea	18	32.8 %	19.7 %
Knowsley	19	19.8 %	24 %
Anfield, Liverpool	20	14.9 %	10 %
Nottinghamshire	21	21.4 %	15.8 %
Elmbridge	22	29.4 %	18.1 %
Kingston Upon Thames	23	44.3 %	39.6 %
Ashfield	24	21.5 %	22.7 %
Cardiff	25	30.3 %	22 %
Oxfordshire	26	27.7 %	17.9 %
Derby	27	43 %	20.4 %
Tower Hamlets	28	30 %	17.3 %
Glasgow City	29	33.9 %	23.6 %
Notting Hill, London	30	37.9 %	25.1 %

maybetech.com

Maybe\*

hello@maybetech.com  
0800 0614 214

Unit 1  
Cheadle Orchard  
Oldfields,  
Shropshire  
TR9 3RW

**HIGH  
STREETS  
TASK  
FORCE**  
**PARTNER**

COPYRIGHT © 2022 MAYBE\*

