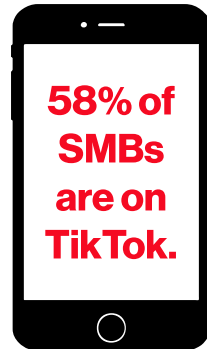


# Small But Mighty: Small Businesses are Driving Tech Trends



Facebook remains the No. 1 most popular platform for SMBs

3 in 4 (76%) of SMBs agree that social media positively impacts their business

Social media remains a key tool for doing business.

Nearly half (54%) of SMBs struggle to keep online content fresh and stay up to date with social media trends

## SMBs turn to AI to help with employee management strategies.

Over half (52%) of SMBs plan to encourage employees to spend more time in the office, with two-thirds believing they need to be in-person for the business to function.

Over half (56%) believe AI can help their business offset any pain points caused by reduced/frozen headcount.



53% believe AI can help the business retain current staff.

AI adoption continues to grow. 38% of SMBs are currently using AI.

## SMBs apply AI to many tasks.

Percentage	Area
28%	Marketing / Social Media
25%	Customer Service
24%	Written Communications
21%	Inventory Management / Supply Chain Ops
21%	Accounting and Finances
19%	Recruitment / Talent Management
19%	Fraud Management