Small businesses are growing with Facebook in the United States

- 3 in 10 small and medium-sized businesses on Facebook built their business on the platform.
- 42% of small and medium-sized businesses on Facebook say they have been able to hire more employees due to growth in demand since joining the platform.
- 56% of small and medium-sized businesses on Facebook say they have increased sales because of the platform.
- 52% of small and medium-sized businesses on Facebook believe the platform allows them to sell products or services in other cities, states, or countries.
- 70% of small and medium-sized businesses on Facebook state that the platform helps them attract customers.
- 62% of small and medium-sized businesses say digital and social media skills are important when thinking about hiring a new employee, more than where an applicant went to school.
- 26% of consumers searched for or found a job on Facebook.
- 81% of small and medium-sized businesses believe Facebook helps to connect people in their local community.

- 63% of African American-owned small and medium-sized businesses on Facebook say that they built their business on the platform – nearly twice as much as the general SMB population.
- 80% of Latino-owned small and medium-sized businesses on the platform say that they’ve been able to hire more employees due to growth since joining Facebook – nearly twice as much as the general SMB population.
- 74% of Veteran-owned small and medium-sized businesses on Facebook say that the platform allows them to sell their products or services in other cities, states or countries – nearly 1.5X the general SMB population.

Morning Consult conducted its first state-level surveys in the US in May 2017, surveying 100 small and medium-business leaders per state. Morning Consult then conducted a follow-up national survey in August 2017 among a diverse sample of 1,000 small and medium-sized businesses in the United States with fewer than 500 employees, where respondents were either employed full-time or were self-employed. The interviews were conducted online and the results were weighted based on the number of employees at the small or medium-sized business. Morning Consult also conducted a survey in August 2017 of 5,000 adults in the United States. The interviews were conducted online and results were weighted to approximate a target of adults in the United States based on age and gender.
Mark Guenther loved to play pinball, and even had a vintage pinball machine in his dorm room. When he started dating Mia, he taught her how to play. It took some time, but Mia’s suggestion that they use Mark’s collection of games to bring joy to others made its way from a cool idea to something much more. From Mark’s collection of arcade games and the couple’s love of family and friends, Neon Retro Arcade was born. Before their dream became a reality, Mark and Mia had successful careers with the government, but something was missing. They knew they were missing their calling and that instinct paid off. But it wasn’t always easy.

One hurdle was finding an affordable space for the arcade, and another one was getting the word out. In the Los Angeles area, there are millions of people and thousands of events going on all the time. That made building interest in Neon Retro Arcade a big endeavor. Mia’s father helped them with the location, and then they started up a Facebook page to get people interested. They wanted to connect with customers and bring the community along on their journey.

Reaching out to Pasadena and innovating the area by bringing something new was a big goal for Mark and Mia. They considered other types of marketing, but ultimately decided that Facebook was getting the word out the way they wanted. They never even sent out a press release for the arcade, yet every major news outlet in L.A. has come to see them and find out what their business is all about. By establishing themselves through Facebook and connecting with people who share a passion for retro games, Mark and Mia have made Neon Retro Arcade into a must-have experience.

Through various Facebook marketing tools, including boosted posts, they were able to reach tens of thousands of people. The company grew rapidly from there and now employs seven people. All of the company’s marketing is done on Facebook and Instagram.

“Facebook has been a huge part of our success, for a fraction of the cost of traditional advertising,” says Mark. “In fact, our lifetime ad spend on Facebook is less than 1 percent of our total sales. Comparatively, 26 weeks of a small print ad in a local paper cost us roughly the same, but Facebook brought in 17 times more business.”