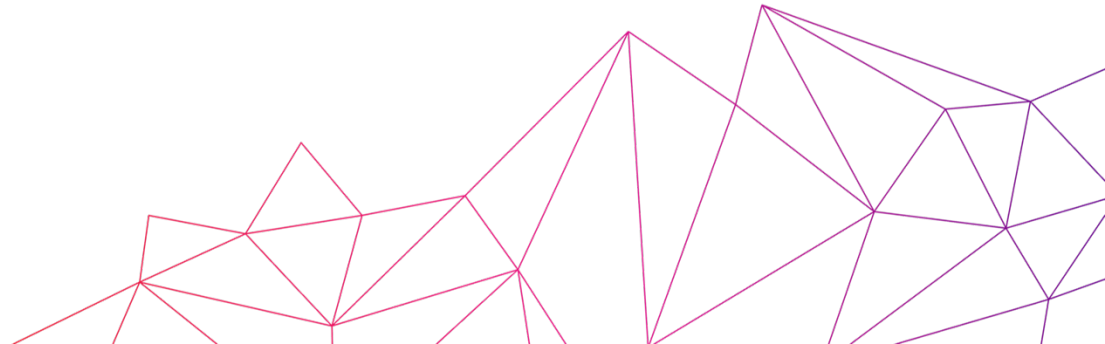





The ABC of SME (Lite Version)

UNDERSTANDING SME DECISION MAKERS AND HOW TO COMMUNCIATE
TO THIS UNIQUE AUDIENCE

2016





We set out to understand SME
decision makers behaviour and
what this means for advertisers

10 SME decision makers were invited to Yahoo7
for a 1 on 1 interview about their lives, in
particular how they make business decisions





The best time to reach SMEs is during their downtime



Long hours are worked because they are passionate and need to get the job done

Long hours

'Outside of work there isn't a lot of spare time. I work 60 hours a week'
(Medium, 40+, Franchisor Cafe)

Passion

'The nature of business is you don't count the time because you are passionate so keep odd hours'
(Small, 15, Agriculture)

Get it done

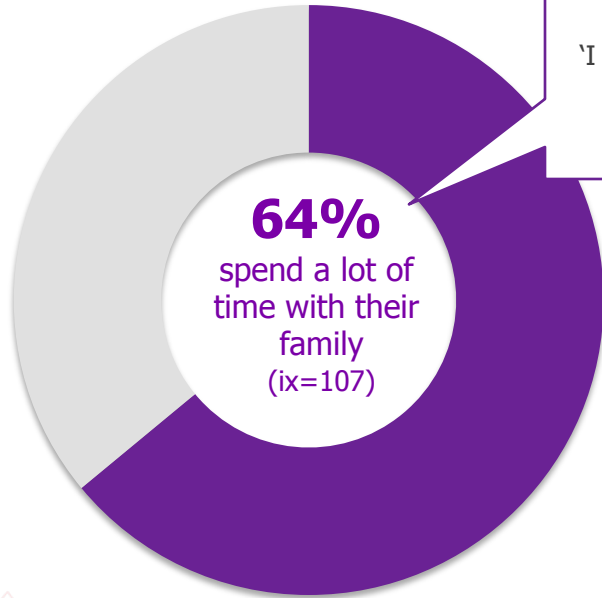
'Work/life balance doesn't bother me that much, I go out there and get shit done'
(Medium, 35, Construction)



The best time to reach SMEs is during their downtime



However work isn't everything, family still plays an important role in their lives



'I have a young family so that keeps me busy running after them'
(Medium, 90, Consulting services)



The best time to reach SMEs is during their downtime

Downtime is when the best ideas are generated



'Normally when you're not actually thinking about it. Sitting down on a sat night with a beer in hand you start to think about ideas.'
(Small, 12 Hospitality)



'In the middle of the night I wake up and grab my laptop and write my ideas down then go back to sleep.'
(Small, 15, Infrastructure finances)



'I have my best ideas when I'm having my shower in the morning'
(Medium, 189, E-Commerce)



Content is key in the search for information to assist decision making

'Online articles provide a the base of information which make me aware of products and that tunes me in to advertising'
(Small, 15, Professional services)

'I read specialist journals or blogs or websites. I seek out information'
(Small, 15, Agriculture)

'If it is a new thing we have no idea about we will search online and look through information'
(Small, 12, Hospitality)



Truly personalized communication is the only way to cut through the clutter



SME decision makers
perceive their roles
to be important and
want to feel valued

'I want to be treated as a customer and to be recognised for how important I am to them. Suppliers didn't care at first because I was just one person, now that I have 20 shops it makes a big difference'

(Medium, 40+, Franchisor Café)

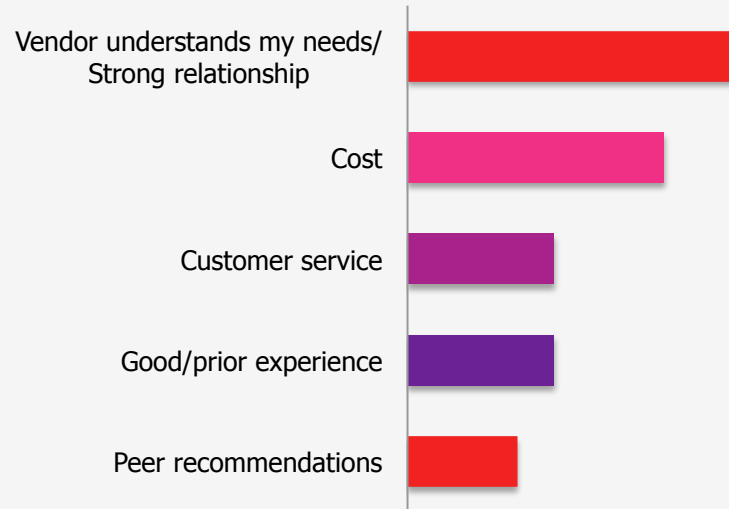


Truly personalized communication is the only way to cut through the clutter



The value comes from showing an understanding of their business

Importance in decision making





For more information please contact your Yahoo7
representative or email insightsseries@yahoo-inc.com

