

# e-Commerce & the Changing Landscape for Business

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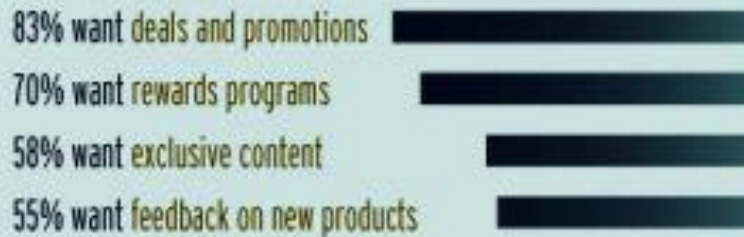


# DIGITAL: A BIG PART OF THE MODERN ECONOMY



# THE EFFECTS OF SOCIAL MEDIA ON COMMERCE

## WHAT DO PEOPLE WANT from brands on social media ?



## WHERE DO PEOPLE SHARE online purchases?



[http://www.cmo.com/content/cmo-com/home/articles/2013/7/13/social-currency--the-effect-of-social-media-on-comm ...](http://www.cmo.com/content/cmo-com/home/articles/2013/7/13/social-currency--the-effect-of-social-media-on-comm...)

# INDUSTRY & BUSINESS

“Only 30% of small business and 47% of medium-sized business have a social media presence”.

“65% of internet users have a presence on social media sites such as Facebook, twitter and LinkedIn”.

“The increasing number of consumers using social media presents a huge opportunity for brands to connect with people ”.

**45%**

of Australian social users access social at least once a day

**42%**

use social while watching TV

**65%**

of Australians use social media

**20%**

use social media to research products and services

**95%**

of Australian social media users use Facebook

Australian social users have an average of

**258**

fans or followers

May 2013

## Yellow™ Social Media Report

What Australian people and businesses are doing with social media

**35%**

of regional SME's have a social media presence

**67%**

of Australian social users access social sites on a smartphone

The typical Australian Facebooker spends more than

**7** hours on site a week

**25%**

of social media users follow brands

**82%**

of small business social accounts are run by the owner or manager of the business

**60%**

of large businesses update their social media every day

**30%**

of Australian small businesses use social media

**51%**

of large businesses measure social media ROI

The average investment for a small business using social is

**13.7%**

of their marketing budget

**29%**

of small businesses have no strategy to drive traffic to their social media presence



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## WHAT DOES THE CROWD THINK



# INSTANT ENTREPRENEUR



# Thank you



Government of **Western Australia**  
Department of **Commerce**