

Facebook Now Third Most Important Marketing Tactic for Small Businesses

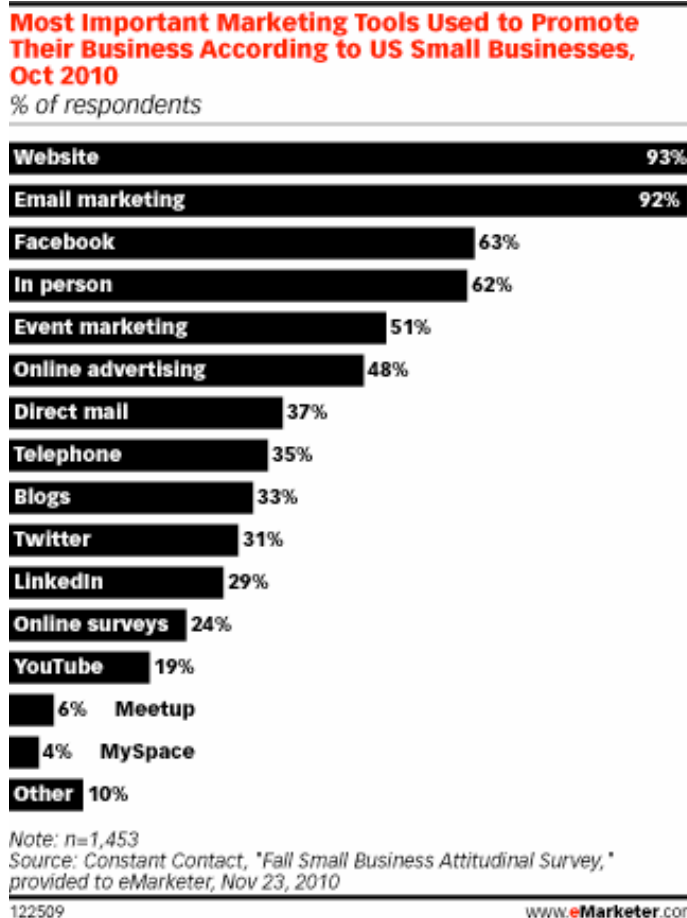
By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

According to a new survey by email marketing firm [Constant Contact](#), Facebook is now the third most important marketing tactic – behind websites and email marketing – for U.S. small businesses.

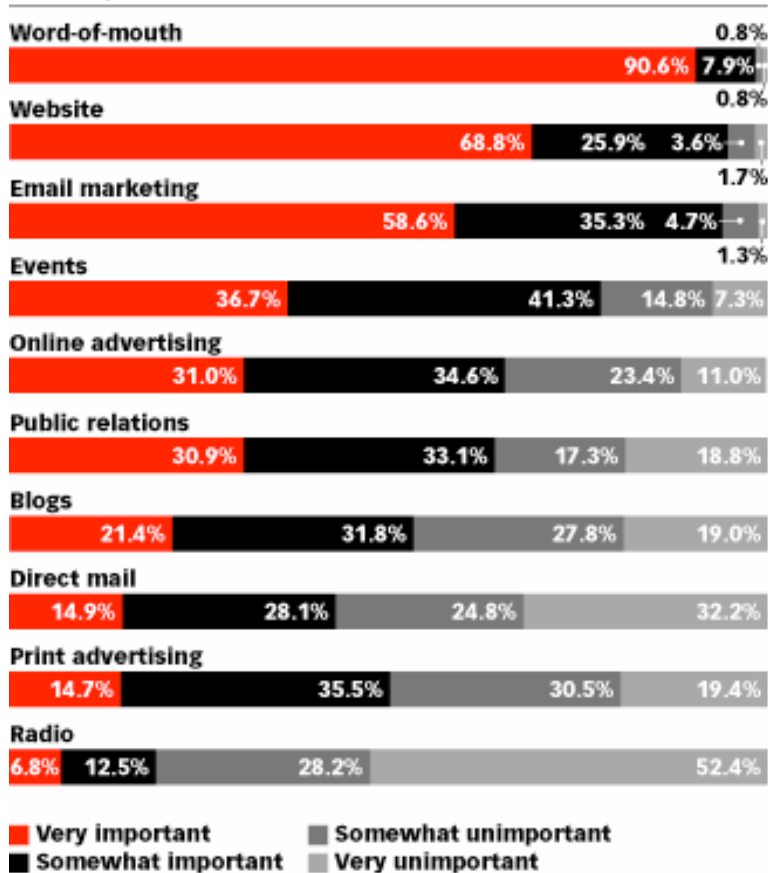
More than 1,400 small business marketers were surveyed, with 93 percent reporting that websites were the most important marketing tool for finding new customers. Email marketing ranked second, with 92 percent, and Facebook was third with 63 percent (up from 50 percent six months ago).

Two charts accompanied the article on this survey at [emarketer.com](#):



Level of Importance of Marketing Tactics Used to Find New Customers According to US Small Businesses, Oct 2010

% of respondents



Note: n=1,453; numbers may not add up to 100% due to rounding
 Source: Constant Contact, "Fall Small Business Attitudinal Survey,"
 provided to eMarketer, Nov 23, 2010

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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