Survey Says

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In an industry where marketing often feels like guesswork, the data tells a clearer story: the real challenge isn't making more content—it's making sure the right people actually see it. As digital platforms evolve and audience behavior shifts, small-business marketers are discovering that relevance, targeting, and timing matter as much as trends or flashy creative.

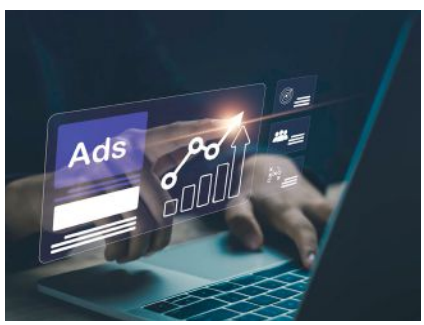
72% of small-business marketers say the hardest part of marketing is "getting the right content to the right people" — pointing squarely at targeting as the major gap. *(Source: HubSpot – "Marketing Statistics 2025")*

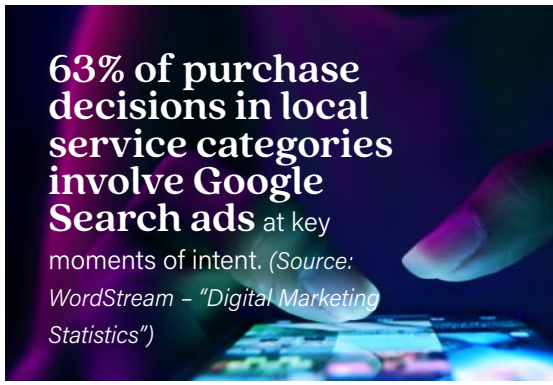




70% of small-business advertisers who run paid digital ads report "significant revenue growth" compared to those relying on organic social alone. *(Source: HubSpot – "2025 Marketing Statistics, Trends and Data")*

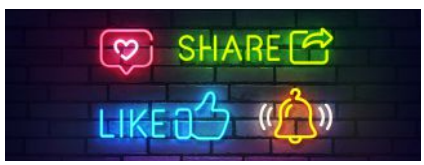
81% of consumers say they need to trust a brand before making a purchase — which underscores the importance of consistent, authentic digital messaging. *(Source: Vidico – "Mobile Marketing Statistics 2025")*





63% of purchase decisions in local service categories involve Google Search ads at key moments of intent. *(Source: WordStream – "Digital Marketing Statistics")*

161% higher conversion rates have been seen in remarketing campaigns, because audiences have already expressed interest. *(Source: SingleGrain – "How Remarketing Can Increase Conversions")*



49% of consumers said they made a purchase because a targeted ad "felt relevant to my life right then." *(Source: VisualCapitalist – "Giant List of 100+ Marketing Stats")*

IN THIS MONTH'S **FEATURE STORY**

WANT TO LEARN HOW TO TURN THESE INSIGHTS INTO PRACTICAL, EVERYDAY MARKETING WINS? FLIP TO PAGE 21 FOR THIS MONTH'S COVER FEATURE. It breaks down a simple, stress-free approach to digital marketing built for busy salon owners—showing how one well-designed campaign, combined with smart Meta and Google targeting, can outperform a multitude of scattered posts. If you've ever felt stuck, overwhelmed, or unsure where to start, this feature will show you exactly how to cut through the noise, aim your message with precision, and get real results without spending hours on content creation.