

From: Kate Baranyi
Sent: Tuesday, 27 February 2018 11:21 PM
To: Platform Inquiry <PlatformInquiry@accg.gov.au>
Subject: Submission from Food4U; Small Business

To whom it may concern,

As a small business owner, this has come up as particularly important issue. We find that our marketing budget as a small business is minimal and no where near other rich multi national companies. Thus we were squeezed out of the digital platforms by larger or a proliferation of companies. We were advertising using google ads. When we started we paid 70 cents per hit (someone clicking on our webpage from google ads) and budgeted for \$100 per week. This allowed us to reach 142 clients tapping into our page from google ads per week. This was great for the first year but then the hits rapidly went up in cost to around \$10 per hit, which meant that we were only getting 10 hits per week before we were thrown off google ads (within an hour at the beginning of the week). The return on investment became a loss, so we decided to pull the google ad campaign.

Also too we found that whilst setting up our business, we could not afford the website we would ideally like, as it was too expensive to hire the service to create it and too complex and time consuming to do ourselves. Whilst these digital platforms may be affordable to many companies, it is the small business owners (companies employing under 20 or 30 staff) that cannot even afford to compete on any equal playing field or search engine with the exception of social media. We have found some success with using social media e.g. facebook etc to advertise and reach our local community. I have also found that in Cairns, many small businesses (up to 50%) do not even have a webpage. A lost market in the digital world.

Kind Regards
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