



UK Business Digital Index 2017

Spotlight on small businesses in the **East of England**

64%

Amount of small
businesses with full
Basic Digital Skills
UK average: 59%

15%

Small businesses on
the cusp of having full
Basic Digital Skills
UK average: 16%

57

Index Score
UK average: 54



LLOYDS BANK

Flow Exchange, Great Yarmouth



“Having a strategy is key to social media. Our focus has been on a more disciplined approach to blogs and posts and the drive to tell a story based around typical client questions. This has resulted in a 50% increase of Twitter followers, a 23% increase in website traffic and more importantly, averaging three new direct engagements with motivated prospects each week. All attributable to social media postings.”



25%

Are trading overseas

UK average: 24%



58%

Are getting cost savings from being online

UK average: 54%



78%

Are saving time from being online

UK average: 74%



62%

Are using social media

UK average: 53%



22%

Don't see being online as relevant to them

UK average: 27%



59%

Don't invest anything in digital skills

UK average: 63%



42%

Don't have their own website

UK average: 48%



44%

Feel they have the skills to prevent online fraud and scams

UK average: 33%