



DIGITAL INTEGRATION

In January 2021, Saskatchewan businesses were surveyed by the Saskatchewan Chamber of Commerce and chambers of commerce across the province to gauge the level of digital integration within their business.

The survey results continue to inform the creation of supports, programs, resources and advocacy efforts around assisting Saskatchewan businesses in a post-pandemic recovery.



54%

of businesses said they expect online sales to increase between 10-50% over the next year



60%

of businesses that are not going digital do not have the skills or capacity to do so



20%

increase in online sales for SK businesses in 2020



Businesses spend an average of **33%** of their marketing budgets on online marketing.



49% of businesses do not have staff capacity to support digital integration efforts.

FINDINGS

Businesses identified regulatory changes or support programs that, if available, would encourage investment in digital integration:

- Digital infrastructure rebates
- A directory of skilled employees to assist in digital integration efforts
- Additional information around the benefits of digital integration
- Continued funding for training
- Prompt payment legislation
- Assistance in the adoption of Big Data in agriculture
- Improved connectivity in remote/rural Saskatchewan
- Grants to support the hiring of local developers, designers, and marketing agencies

SASKATCHEWAN BUSINESSES ARE ONLINE

- **92%** of businesses surveyed have an active website
- **18%** sell products or services online
- **84%** are active on social media
- **28%** of businesses surveyed are set up for online bookings
- **20%** of businesses have an online service delivery option
- **13%** are active on an online marketplace
- **33%** of businesses are listed in digital directories
- **50%** of businesses began going digital 10 years ago

Find out how the Saskatchewan Chamber of Commerce is supporting Digital Integration at [SaskChamber.com/DI](https://saskchamber.com/DI)