COMEBACK AMERICA: TIME FOR GREAT RECOVERIES + RETURNS!
Putting the Whiz Back in Small Biz with the CMO Council and Leading Business Service Providers
Small to medium-sized businesses (under 500 employees) account for about $5 trillion in U.S. GDP – as much as the large enterprise sector – but they are stumbling when it comes to the business of marketing, both online and offline. With the changing business environment due to the global pandemic it is now becoming imperative for small businesses to become more adept and agile in utilizing digital marketing and business technologies to meet their customer needs.
Small Business Facts and Stats

ECONOMIC FACTS

• One in four (24%) small businesses have shut down temporarily in response to COVID-19
• Clock ticking on permanent shutdowns, 43% believe they have less than six months until a permanent shutdown is unavoidable
• Growing concern about cash flow. 59% feel comfortable with their current cash flow, compared to 80% in Q1.
• Months before return to normalcy. Almost half (46%) of small businesses believe it will take the U.S. economy six months to a year to return to normal

MARKETING FACTS

• Only 64% of small businesses have their own website.
• 47% of small business owners handle marketing efforts on their own
• The majority (80%) of small businesses do not invest in content marketing
• 39% of small businesses use marketing software
• 47% of small businesses spend $10,000 or less on digital marketing each year
Milestone Initiative

A CMO Council marketing empowerment campaign to uplift the business effectiveness and performance of America’s small to medium-sized businesses

Enables SMBs to be smarter and more competent in how they select and connect with customers and partners using technologies, platforms and digital media channels

Advances digital marketing migration and the embrace of cost-effective, cloud-based solutions, web services and multi-channel engagement strategies
Partnering Strategy

Leverage the local reach, knowledge, content and events of CMO Council member companies in traditional and digital media, associations, education institutions and online communities. Enlist the support of respected booster organizations and professional sport leagues to activate public and stakeholder support for the campaign.
# Influencer Network Support

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BUILD SUPPORT COALITION of leading brands serving the SMB community to provide campaign underwriting and promotion through their branded channels.
Preferred Service Providers

Involve select knowledge partners, content producers and service providers in the business development, marketing and sales automation, lead generation, CRM, e-commerce, advertising, PR, social media, search, mobile, loyalty, list sourcing, data analytics, marketing supply chain and other sectors.
Groundbreaking Projects

- **INTERACTIVE PROGRAMS** to inform, educate and activate SMBs
- **DEDICATED PORTAL** + online SMB community [marketingsmarts.org](http://marketingsmarts.org)
- **BUSINESS-BUILDING** capabilities, connections, and mentoring
- **STATE OF SMB** marketing audit and online self-assessment tool
- **MARKETING MATURITY INDEX** to benchmark SMB proficiency
- **LOCALIZED / VIRTUAL EVENTS** Events and Training Session
- **NEW SMB LIFE STAGE** segmentation model
- **BEST PRACTICES** in Recovery and Revenue Generation
Continuity Engagement

- Mobilized content and interactive online activities
- Online sourcing center – marketing solutions and services
- Aggregated “how to” and best practice content for SMBs
- On-demand webcasts & quarterly webinars
- Recognize and Award comeback marketing success
- Virtual engagement training and mentoring programs
- Linkages with marketing partners and business schools.
- eNewsletter and regional Business Journal supplements
Sponsor & Program Benefits

• Provides platform and themes to engage SMBs; increases value, sustainability and growth
• Gains knowledge, insight and intelligence to refine positioning, messaging and outreach
• Extends content, conversations and frequency of contact with SMB customers
• Grows SMB market share and mind share through coalition marketing
Sponsor & Program Benefits (cont.)

- Leverages reach, influence and access of multiple partners
- Introduces latest solutions, on-demand services, disciplines, and practices to America’s small business
- Delivers exclusive small business offers, incentives, products, services and programs
- Promotes best practices in Customer CARE -- Contact, Acquisition, Retention and Engagement.
Expectations

• Participation by 50,000 SMBs over a two-year period
• Millions of media impressions in diverse editorial channels
• Over 30,000 monthly unique visitors to program website
• More than 20,000 program-related content downloads
• Thousands of web conference participants and webcast viewers
• Broader adoption and use of digital marketing and business solutions.
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