



COMEBACK AMERICA: TIME FOR GREAT RECOVERIES + RETURNS!

Putting the Whiz Back in Small Biz with the CMO Council
and Leading Business Service Providers



The Problem

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

MEDIA/PUBLISHERS



ONLINE COMMUNITIES



ASSOCIATIONS



BOOSTERS





Brand Marketing Coalition

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



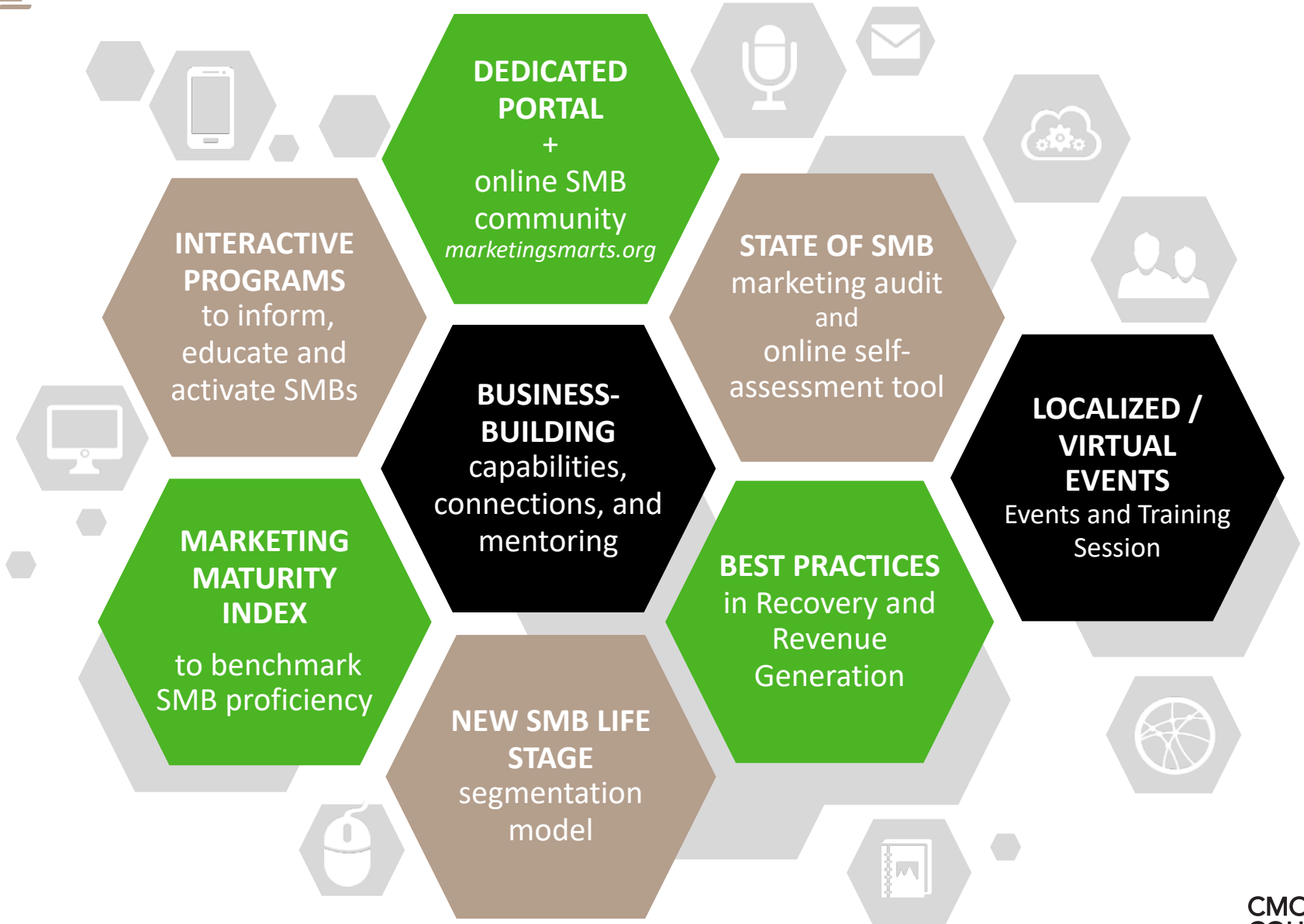


Preferred Service Providers

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





Continuity Engagement





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** -- **C**ontact, **A**cquisition, **R**etention and **E**ngagement.



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 web site
- More than 20,000 program-related content downloads
- Thousands web conference participants and webcast viewers
- Broader adoption and use of digital marketing and business solutions.



For More Information:

Bryan DeRose

Vice President, Business Development

bderose@cmocouncil.org

408.677.5330