

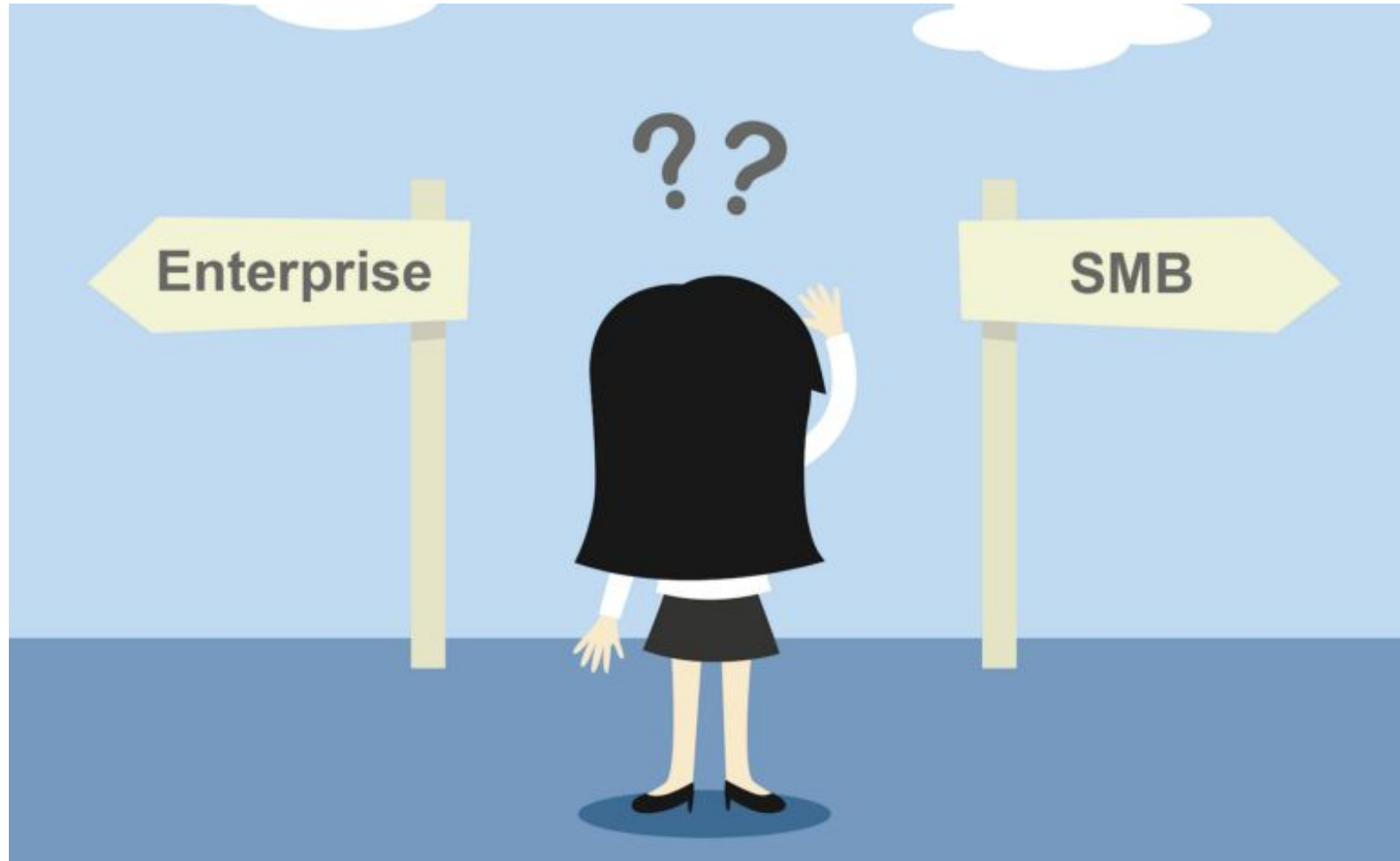
# Unlocking the SMB Opportunity



# Content Outline

- Defining an SMB
- The SMB Landscape
- SMBs are Different
- Cloud Services that SMBs are Buying
- Technology Spend Projections
- The Opportunity Framework

# Is the SMB market for me?



*Source: David Sacks, General Partner Craft Ventures – Article in Medium - January 26 2020*

# Is the SMB market for me?

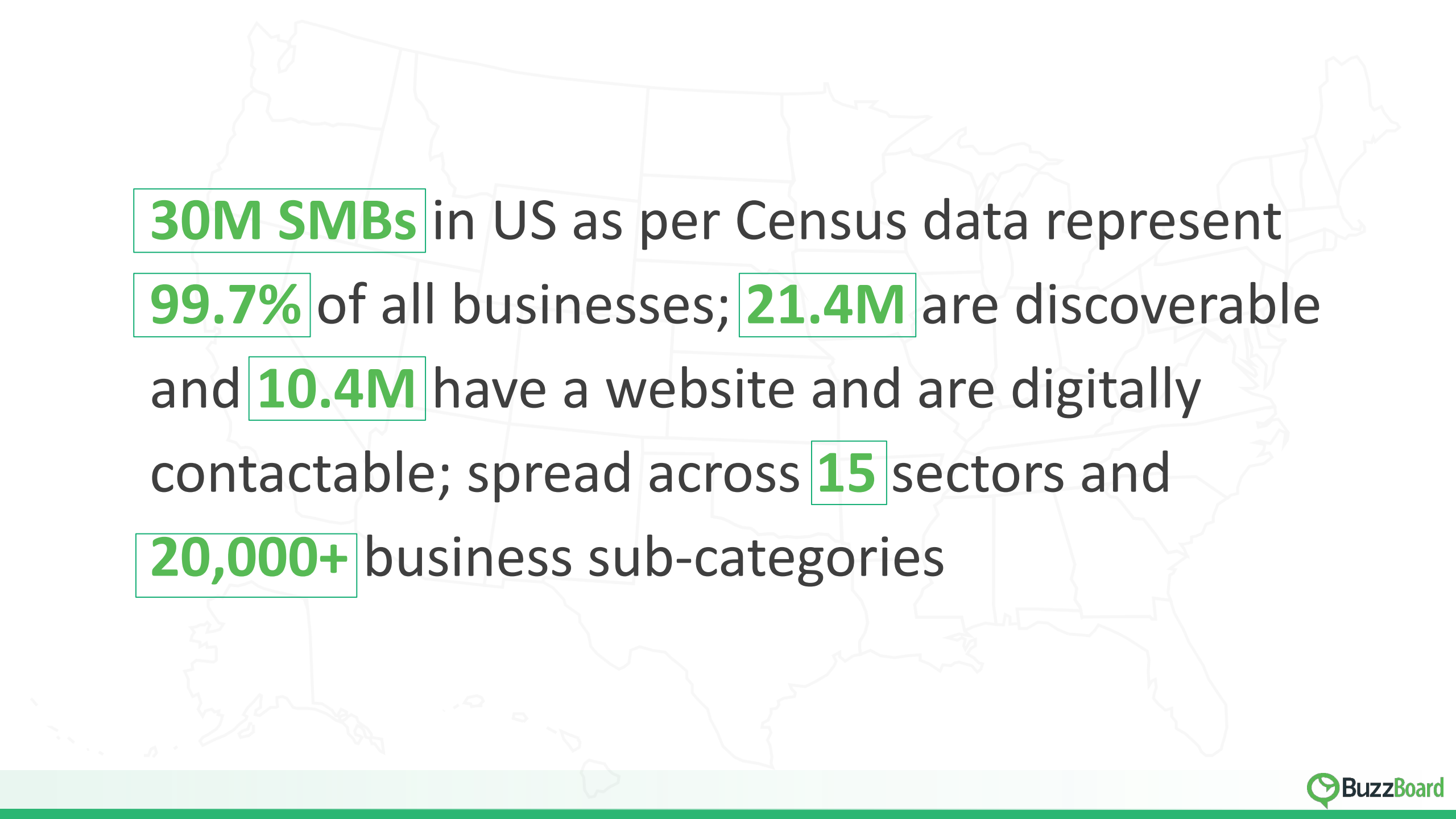
- ✓ Early Adopters
- ✓ Shorter Sales Cycle
- ✓ Simpler Requirements
- ✓ Underserved
- ✓ Large Potential Pool – to Target your ICP

*Source: David Sacks, General Partner Craft Ventures – Article in Medium - January 26 2020*

## Questions we often hear?

- ✓ How to Best Identify SMB Prospects?
- ✓ How to Identify & Train Sales Reps to Best Focus on SMB Prospects?
- ✓ How do you turn Free Trial Users (who are SMBs) into Paid Subscribers?
- ✓ What are the most cost-effective ways to reach and get demand from the SMB segment?

**Small business is  
BIG business**



**30M SMBs** in US as per Census data represent **99.7%** of all businesses; **21.4M** are discoverable and **10.4M** have a website and are digitally contactable; spread across **15** sectors and **20,000+** business sub-categories

# There are many variants of SMBs

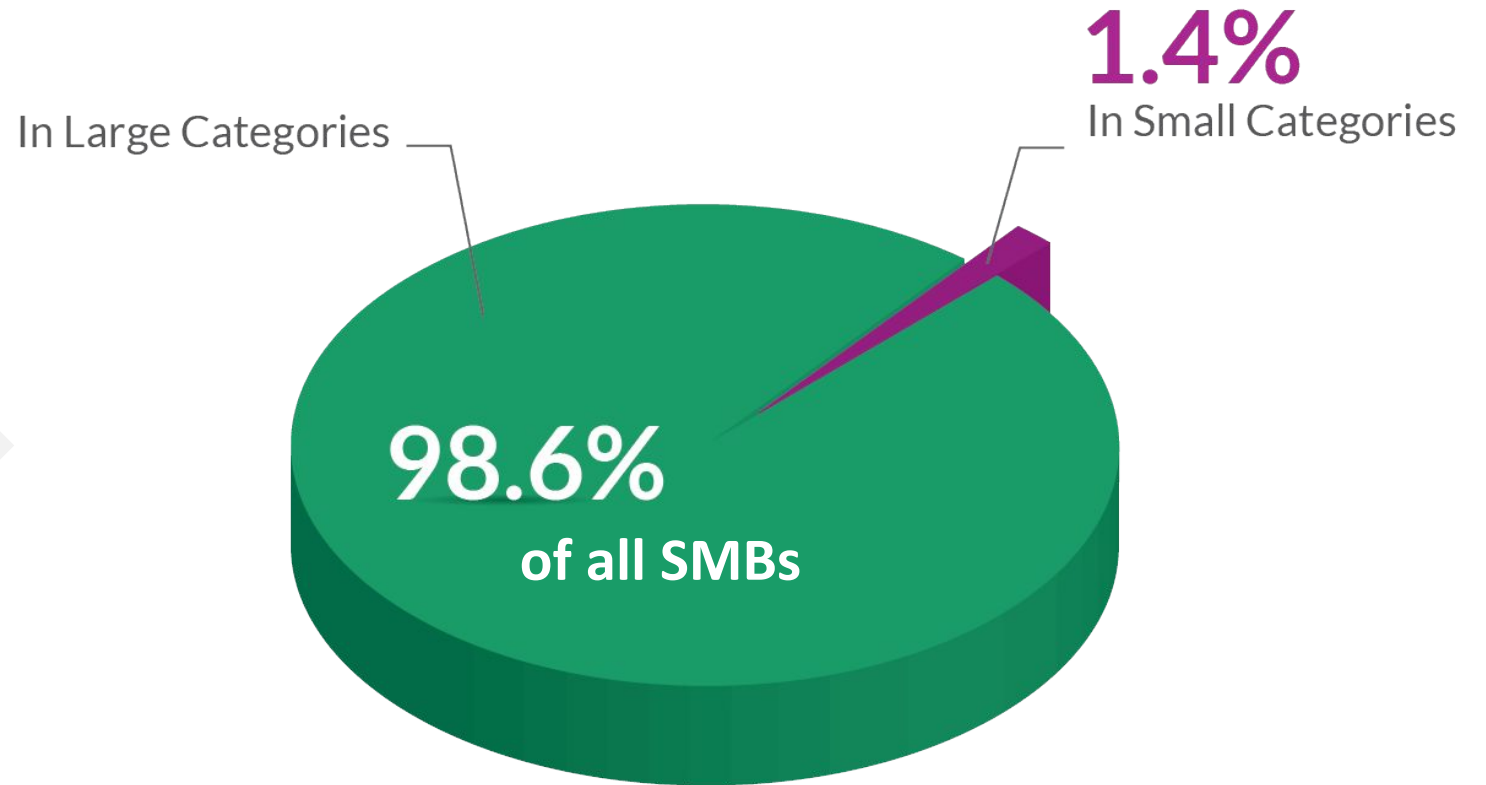
## 4 Distinct groups based on size, each with a distinct behavior

|                       | Employees | Census | %     | Addressable |
|-----------------------|-----------|--------|-------|-------------|
| Solopreneurs          | None      | 24M    | 79.0% | 50%         |
| Very Small Businesses | 1-19      | 5.6M   | 17.4% | 70%         |
| Small Businesses      | 20-99     | 0.6M   | 2.4%  | 90%         |
| Medium Businesses     | 100-499   | 0.2M   | 1.2%  | 90%         |



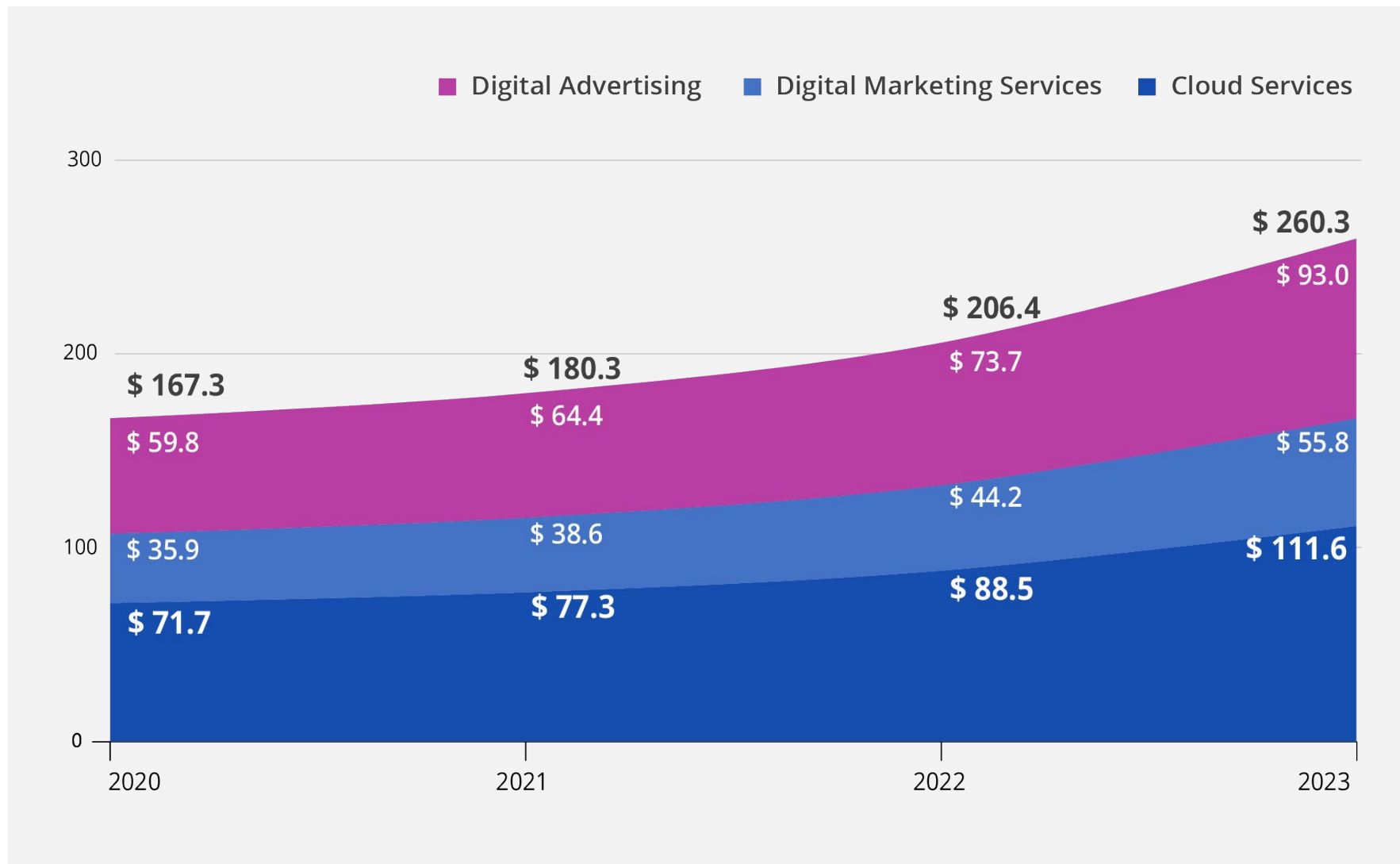
# 148 Categories have > 10,000 businesses each

**50%** of NAICS  
Categories represent  
**98.6%** of all SMBs



# Collectively SMBs spend \$170B across various digital services

**70B+** on cloud services alone



# SMBs are actively buying cloud services

Accounting

Invoicing

CRM

Storage

Payments

Lending

HR

Payroll

Contracts

Regulation

Bill Pay

Inventory

Cash Flow

Insurance

Email Marketing

Scheduling

Data Storage

Graphics

Website Design

SEO

Advertising

Marketing

Social

Rent

Time Tracking

Sales

Direct Mail

Banking

Training

Collaboration

Hiring

Taxes

Events

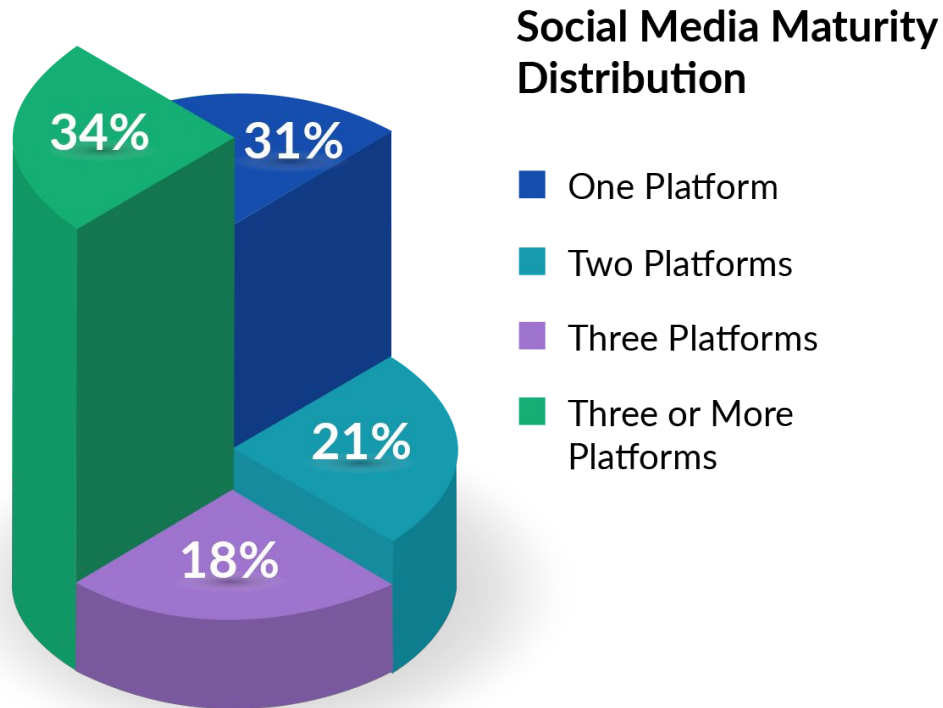
SEM

Project Management

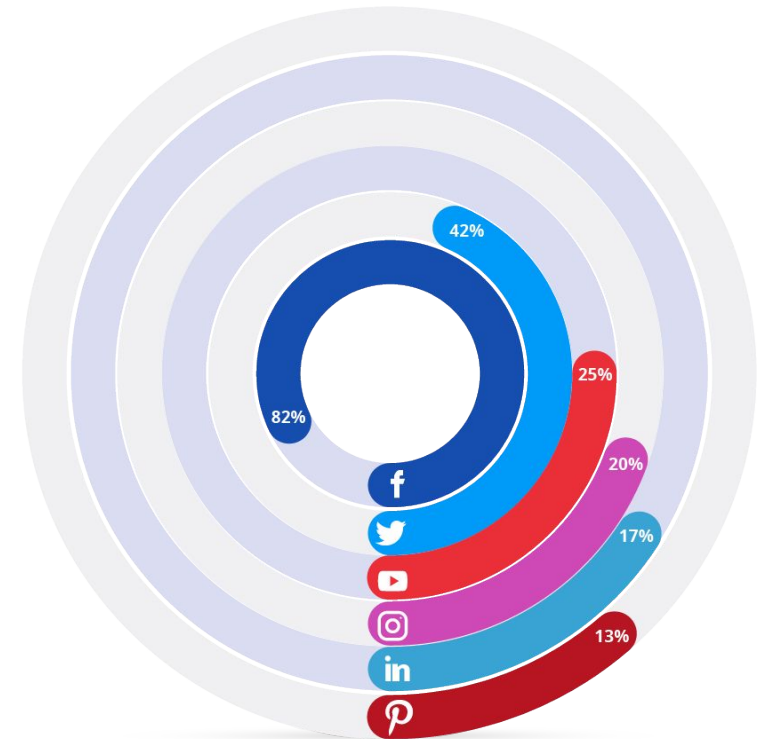
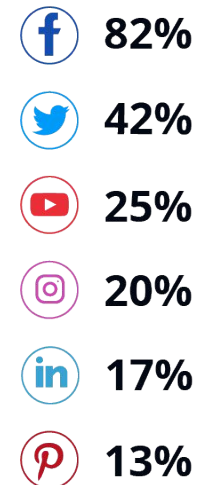
Legal

# Conversations are happening on Social Media

One in three SMBs uses *at least three* Social Media platforms to actively engage with their customers.



Facebook stays most popular for SMB conversations, with *twice* more SMBs on the platform than on Twitter, the second most popular Social Platform.



# 28% of SMBs are actively advertising online: Proxy for budget



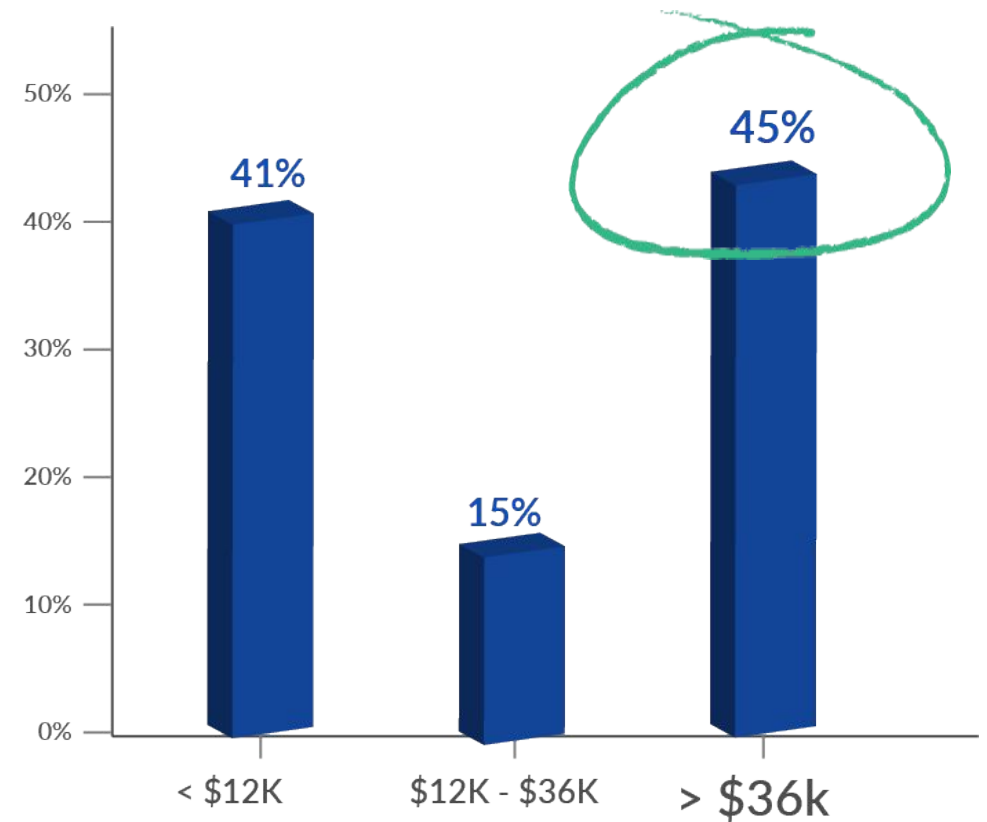
64% Display Ads

40% Facebook Ads

46% Google Ads

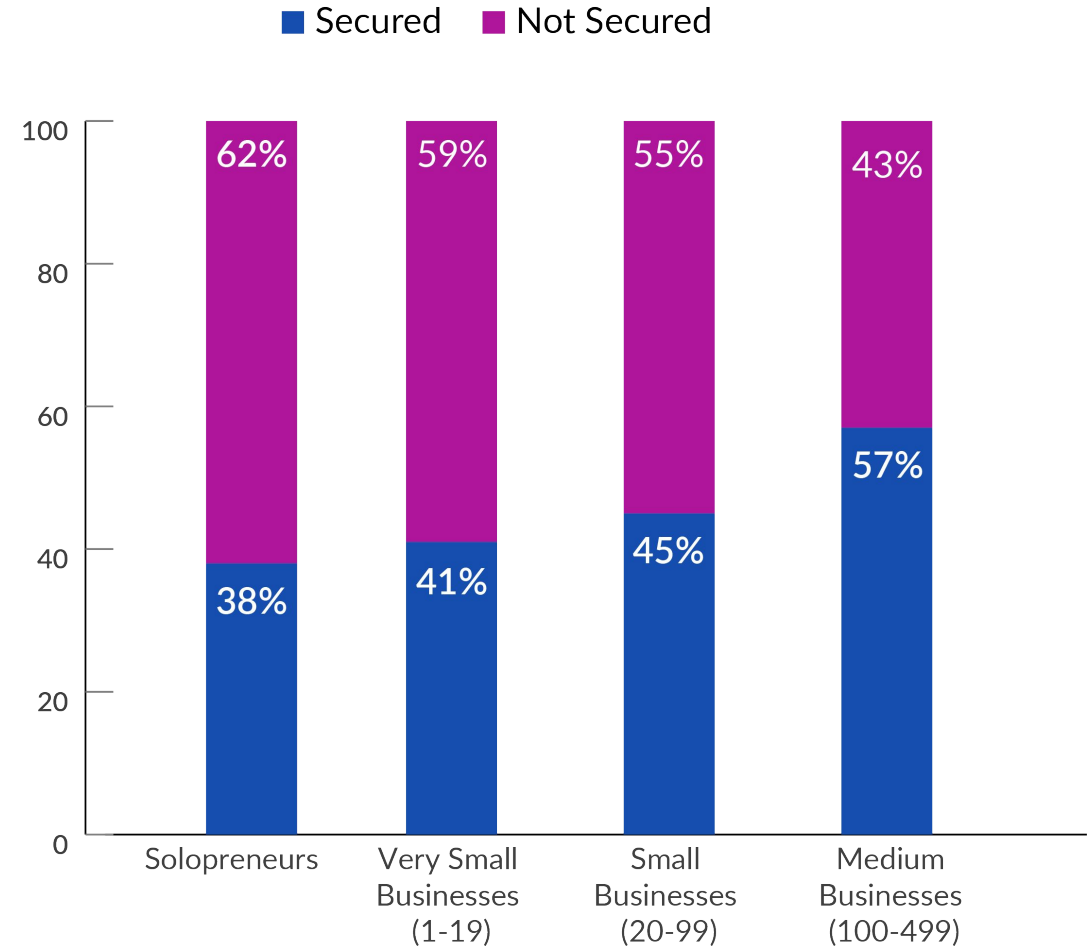
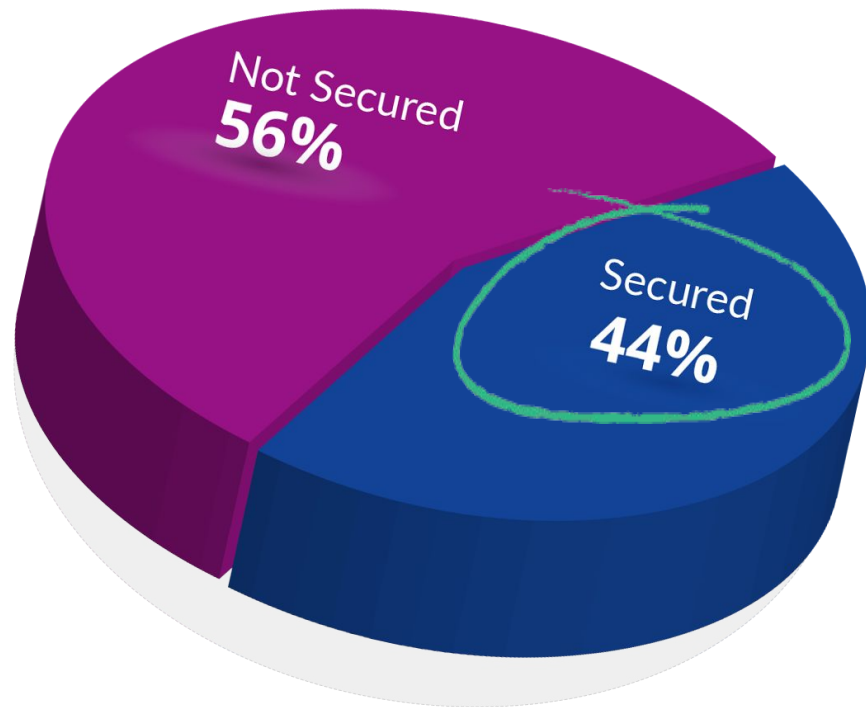
6% Yelp Ads

## Google Ads Spend Distribution

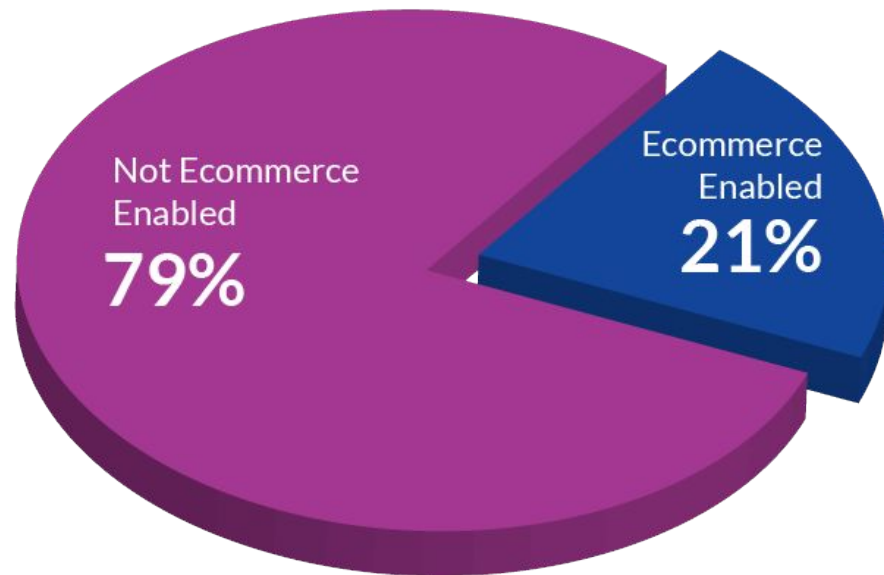


# Security is a big concern: Only 44% of all SMBs are secured online

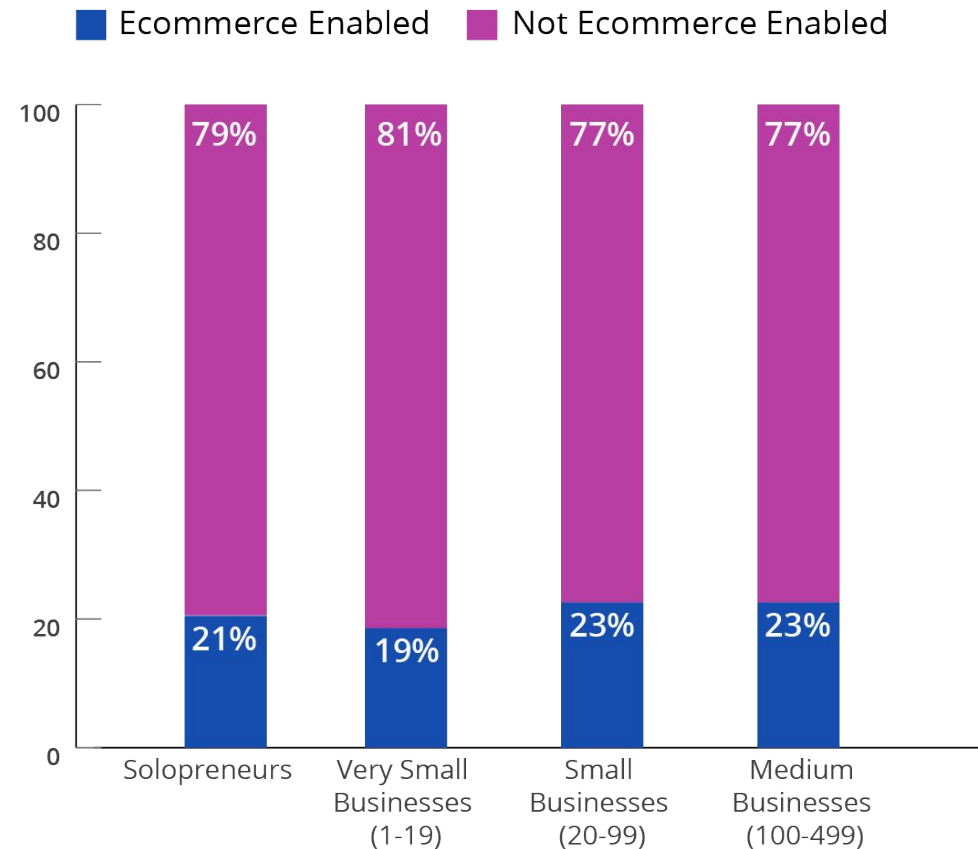
43% of cyberattacks are aimed at small businesses. ~Accenture



# 1 in 5 SMBs are Ecommerce enabled: Adoption levels are common

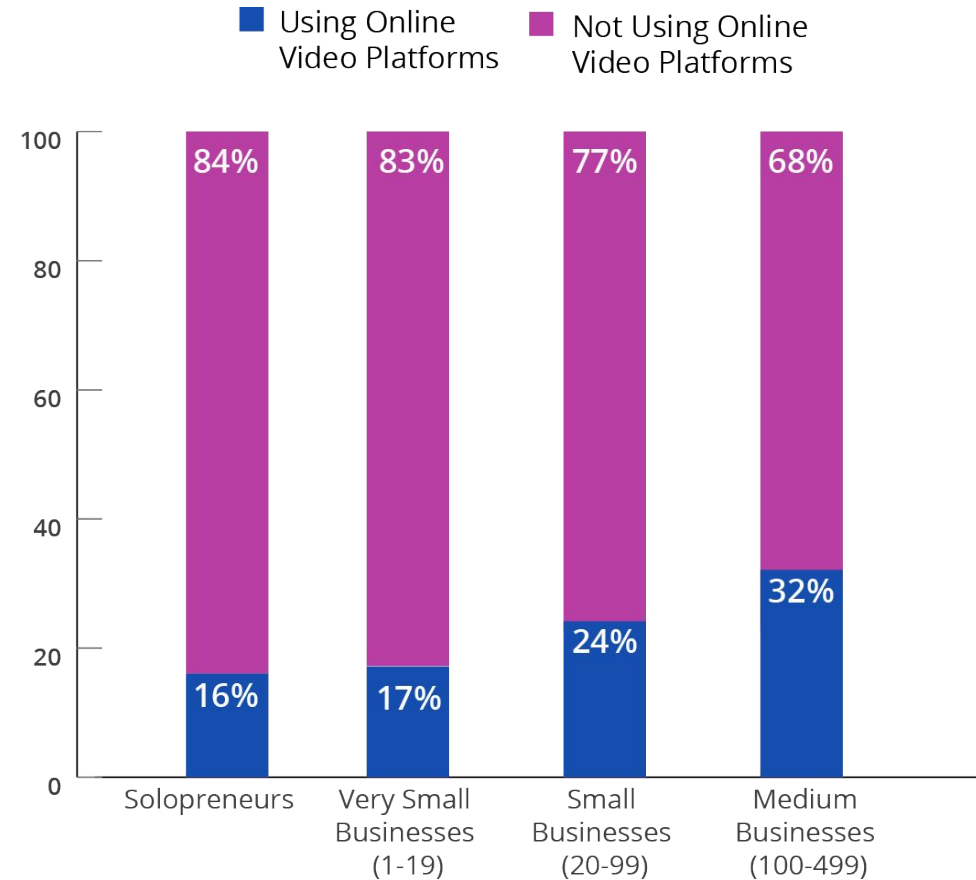
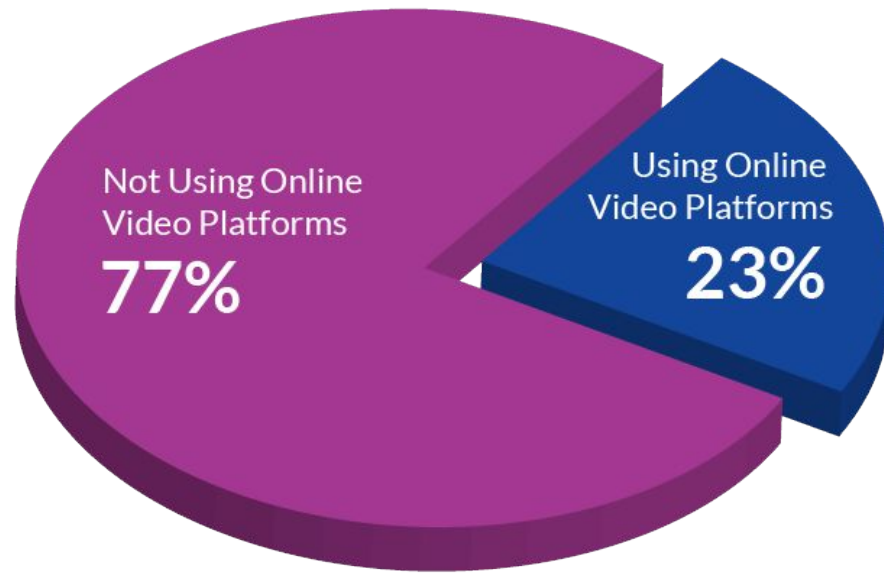


Ecommerce Enablement is a critical success factor for SMBs, especially during COVID-19. **COVID-19 has accelerated Ecommerce growth '4 To 6 years'.** ~Forbes



Digital shoppers in the US are clicking and tapping their way to more than **\$374 billion in online sales in 2020.** ~Statista

# Consumers are forcing video as a preferred medium across all SMB groups



**66%** of consumers prefer watching a video to reading about a product. ~wyzowl



# SMBs have unique characteristics

# However, SMBs are different—strategically

Incremental and Cautious

## Mindset

### Decision Triggers

are Specific Events or Problems

### Professional Priorities

Match Personal Priorities

Early

### Technology Adopters

### Time to Value

& Simplicity are Critical

Less likely to want

### Product Customizations

Time/Aggravation  
Savings Influence

### Buying Behaviour

Signals (Behaviours & Conditions) Based Segmentation  
Most Efficient

### GTM Approach

# ...And, tactically

## Intent Data

---

There is no accurate way to gather intent data in the small business space. It's generally easier to assess an SMB's "need" than "intent".

## Contact Data

---

The message is more important than having specific contact information. The message will find its way to the decision maker.

## IP as a Proxy

---

Small and very small businesses often use shared IPs which makes it hard to use IP addresses to be used as a proxy for identification.

## Generic Email

---

Most often, SMBs create generic emails like info@, sales@ to look like a big company. However these emails all get redirected to the handful of decision makers. These emails are a good conduit to the decision makers.

## Onboarding

---

The first 90 days are crucial to gaining confidence in the product, and getting it used regularly.

# Category Designation: Important to targeting and outreach to SMBs

Parent Categories  
**390**



Child Categories  
**20,000**

## Example

### Parent Category

Consultants- Business

### Child Categories

Exporters Business Consultants

Business Management Services

Project Management Consultants

Business Plan Development

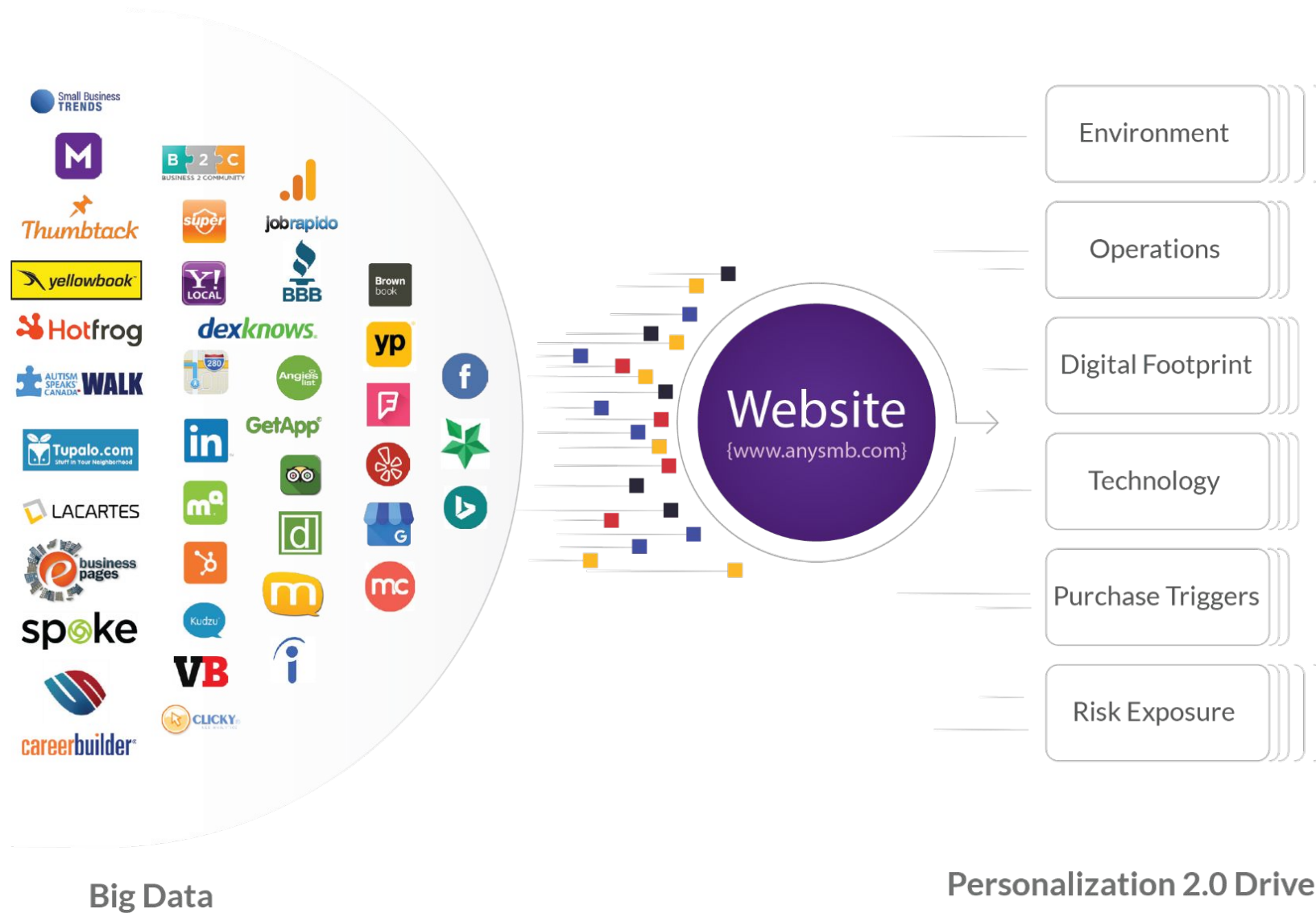
Exporters Consultants

Trademark Consultants

Executive Search Consultants

Management Consultants

# URL: The Key that Unlocks Deep Data



# Most segmentation plans rely heavily on **firmographics**

But, to identify high-value SMB customers, you need to know their **NEED** for your product...

...and their willingness to **SPEND** on it.



Taken together, **firmographics**, SMB **NEED**, and willingness to **SPEND** give you the full picture you need to optimize your marketing/sales



#### Firmographics

- Vertical
- Size
- Age



#### Need Signals

- Hiring
- Locations
- Security



#### SPEND Signals

- Use of related HR platforms
- Spend on technology
- Digital maturity
- Advertising



# Growth signals (representative)

## Internals

Operations & Infrastructure

Hiring

Technology Adoption

Security & Compliance

Ecommerce

Interaction

## Externals

Environment & Customers

Advertising

Social Media

Ratings & Reviews

Content



# Topical & customized dataset

## COVID Signals

**FILTERS TO FIND PROSPECTS**

**COVID-19 Impact**

**LOCATION**

Location: New Jersey, USA

Radius (In miles): Select

**COVID-19 Impact**

Least  Major

**CATEGORY(S)**

**COVID-19 Impact**

Growing  Declining  Others

All  B2B  B2C

Search

- Accounting & Bookkeeping Services
- Groceries
- Public & Social Services

**TECHNOLOGIES**

**COVID-19 Impact**

Search

Selected (0) Advanced

**ADVERTISING** AND OR

**COVID-19 Impact**

Google Ads

Budget(\$): From TO

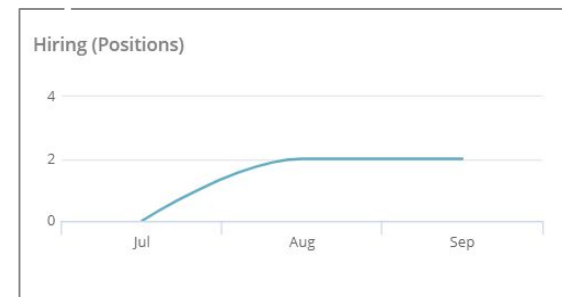
Traffic: From TO

## Paycheck Protection Program Filter

Paycheck Protection Program ⓘ **NEW**

- \$150,000 - \$350,000
- \$350,000 - \$1,000,000
- \$1,000,000 - \$2,000,000
- \$2,000,000 - \$5,000,000
- \$5,000,000 - \$10,000,000

## Trends

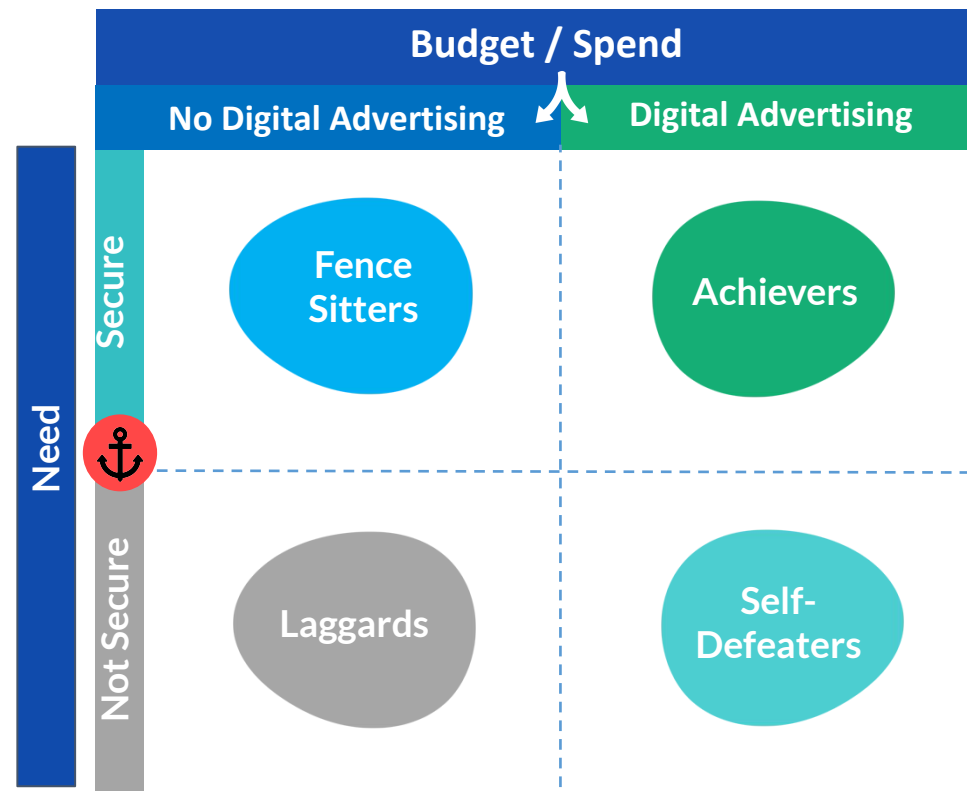


# The Opportunity Framework

## Quadrant approach to segmentation

The Quadrants help you identify the Market you want to play in & the Conversation you want to have

- **Need Only** = Future prospects, cultivate relationships, offer freemiums (where applicable)
- **Budget without an inherent need** = Not your customers
- **Both Need & Budget** = The Sweetspot...get them now
- **Low Budget or Need** = Leave them alone



Each quadrant shows a different stage of the buyer's journey the SMBs would be in

# SMB Scorecard– 10 Fitness

## Business Information

**10 Fitness**

519 W Commerce  
Bryant, AR 72022

5018470097

10fitness.com

**Category(s) :**

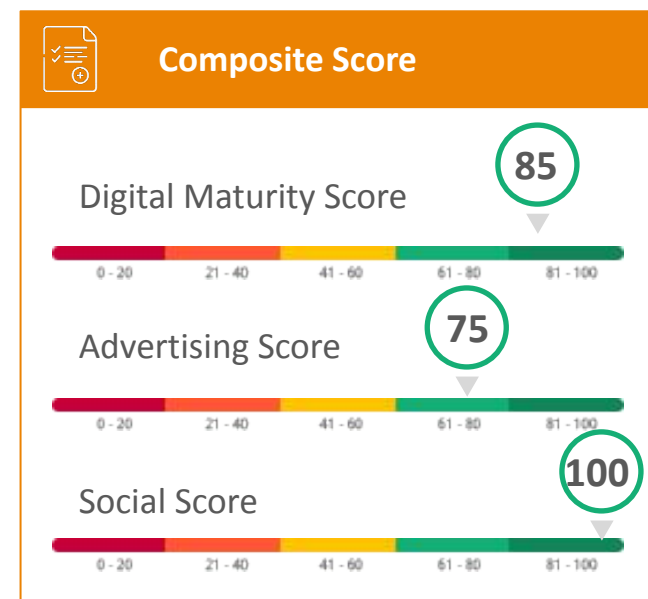
- Health & Fitness Clubs
- Gyms

## Social Presence

|           |   |
|-----------|---|
| Facebook  | ✓ |
| Twitter   | ✓ |
| YouTube   | ✓ |
| LinkedIn  | ✓ |
| Instagram | ✓ |
| Pinterest | ✗ |

## Growth Indicators

|  |               |
|--|---------------|
| Locations Count  | 14            |
| Employee Size  | 100-249       |
| Revenue Size   | \$25M - \$50M |
| Tech Spend   | \$5K - \$10K  |
| Google & Display ads, Facebook ads   |               |
| <a href="http://10fitness.com/...">http://10fitness.com/...</a><br>Best Fitness Value, Real Results! |               |



## Technologies

|                          |            |
|--------------------------|------------|
| CRM                      | salesforce |
| Email Marketing          | mailchimp  |
| Local Listing Management |            |
| Appointment Scheduling   |            |
| Payments                 |            |

# BuzzBoard is the complete intelligence engine for B2SMB companies.

---

We provide data, insights and recommendations to B2SMB companies to help them deeply understand their customers and build trusted relationships. Our intelligence toolkit enables them to acquire, retain and grow customers through highly personalized interactions.

# How we help our customers

## Data Enrichment

Enrich SMB records with digital signals for use in **analytics** and **segmentation** related to ICP and TAM

## Lead Creation

**Premium Leads** created and delivered directly into Salesforce for sales reps in local markets

## Dynamic Personalization

Use deep data and insights about SMBs to dynamically **hyper-personalize communications** and **recommendations**

## Sales Enablement

Give sales and customer care teams the right message at the right time for the right opportunity – **convert from free trials to paid customers**

# Some of our partners



**HEARST**



**ADVANCE**  
PUBLICATIONS



**SBG**  
SINCLAIR BROADCAST GROUP



Trinity Mirror plc



Get the webinar recording

**MODERN SALES PROS** |  BuzzBoard

# Live Masterclass Unlocking the SMB Opportunity



 **November 09, 2020**  
at 11am - 12pm PST

 **Umesh Tibrewal**  
Founder & CEO  
BuzzBoard

 **Lem Lloyd**  
SVP, Revenue & Business Dev  
BuzzBoard

 **Richard Sgro**  
General Manager  
Modern Sales Pros

To unlock the promise of segmentation and personalization for your sales and marketing teams, start with account intelligence from BuzzBoard—the largest database for B2SMB solution providers to launch hyper-personalized marketing campaigns at scale.

**Talk to an SMB intelligence  
specialist or start a free trial today**



Schedule a demo