



**SMART SIMPLE MARKETING**  
GAIN CLARITY. TAKE ACTION. GET RESULTS.

# We Help Facebook Gain Market Share and Deepen Loyalty

## Through Results-Driven Marketing Solutions

*October 22, 2020 – Facebook Diverse Supplier Virtual Summit*



# TABLE OF CONTENTS

KEY TIMES  
OUR CLIENTS  
CALL ON US

CASE STUDIES  
and  
SUCCESS STORIES

AREAS  
OF CORE  
EXPERTISE

OUR  
LEADERSHIP  
TEAM

WE HELP  
CLIENTS WITH  
4 SPECIFIC  
SOLUTIONS

HIGHLIGHTS  
OF OUR  
EXPERIENCE

HIGH IMPACT,  
QUICK  
TURNAROUND,  
REVENUE-  
BOOSTING  
SOLUTIONS

MULTICULTURAL  
MARKETING:  
WHY YOU  
NEED TO GET  
STARTED





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# Key Times Our Clients Call On Us





1

## NEW TARGET MARKET

You have identified small business owners, minority-owned businesses or women-owned businesses as a critical growth market

2

## NEW PRODUCT / PROGRAM LAUNCH

You are launching a program, product or service to small businesses, women-owned businesses or minority-owned businesses





3

## NEW DISCOVERY

You have discovered you are bleeding market share to a competitor

4

## MISSING THE MARK

You find it challenging to attract your target audience; your messaging isn't resonating; your program is not operating effectively, and you're not meeting your KPIs



5

## MISSING AN OPPORTUNITY

You see an urgent need in the SMB community or you have lost the pulse of small, minority- and women-owned businesses

6

## NEED AUTHENTIC PERSPECTIVE

You need to find out what's really on the minds of small and minority or women business owners





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# We help our clients with 4 SPECIFIC SOLUTIONS





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# 1. CONTENT MARKETING STRATEGY

- Market Research
- Data Analysis
- Messaging Strategy
- Brand Strategy
- Crisis Communications





## 2. CONTENT CREATION

- Education-Based Marketing Campaigns
- Turnkey Content Packages
- Customer Retention Content
- Multicultural Marketing Campaigns
- Internal Learning and Development Content



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# 3. CONTENT AMPLIFICATION

- Customer Immersion Events (Virtual and In-Person)
- Content Syndication
- Content Repurposing Blueprint
- Multicultural Marketing





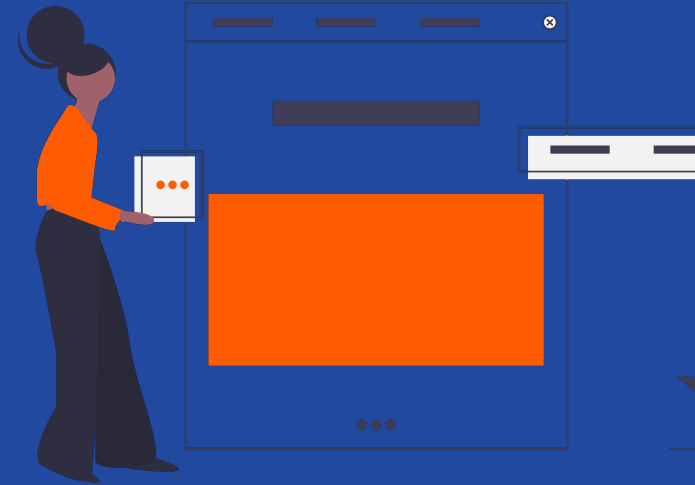
# 4. CONTENT MARKETING TRAINING

- In-House Proprietary Training
- E.N.G.A.G.E. Lab
- I.M.P.A.C.T. Lab
- Content Marketing Consulting
- Content Marketing Coaching



# Working with Smart Simple Marketing Gives You Access to:

- Brand Strategists
- Copywriters
- Copy Editors
- Data Analysts
- Event Planners
- Facilitators
- Graphic Designers
- Instructional Design
- Market Researchers
- Marketing Strategists
- Photographers
- Project Managers
- Proofreaders
- Trainers
- Videographers
- Video Editors





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# CASE STUDIES



**SOLUTION:** CONTENT AMPLIFICATION

**RESULTS:**

- 400+ diverse-owned small businesses mentored re: supplier diversity in 18 U.S. cities

Partnered with the Facebook Supplier Diversity team to deliver the “Supplier Diversity at Facebook” session as part of the 2018 Community Boost U.S. Tour.

The goal of the session was to train small diverse-owned businesses how to do business with Facebook, as well as how to leverage diverse certifications to be more attractive as vendors in the private and public sectors. Small business owners who attended the session left with resources on for scaling their business by attracting corporate and government clients.

**SCOPE OF WORK:**

Sourcing speakers, project management, facilitation, speaking, training, and initiating strategic introductions



## SOLUTION:

CONTENT STRATEGY

CONTENT CREATION

B2SMB CONTENT MARKETING TRAINING

## RESULTS:

- Educated 23 Black- and Latino-owned small businesses for the inaugural Facebook ads workshop
- Educated dozens of minority-owned small businesses on digital advertising best practices at NMSDC 2018

Worked with the Level Up by Facebook Steering Committee to host 23 Bay Area minority-owned small businesses at Facebook HQ for the inaugural ads development workshop, with a keynote address from Gene Alston, VP of Marketing Partnerships on August 2, 2018.

The events offered MBEs an opportunity for 1:1 coaching and, small and large group sessions, tailored to the beginner and advanced business owner alike, over 6 general session topics and 4 breakouts.

## SCOPE OF WORK:

Strategic planning, consulting, content development, facilitation, and speaking





**SOLUTION:**

CONTENT STRATEGY

CONTENT CREATION

B2SMB CONTENT MARKETING TRAINING

**RESULTS:**

Over the the course of 12 months, we delivered 18 hands-on workshops at Facebook HQ to hundreds of Facebook employees and contingent workers to teach them:

- How to use their \$250/month Dogfooding credit
- The basics of advertising on Facebook
- How to effectively partner with SMBs and NPOs
- Best practices for creating winning ads
- Common mistakes and pitfalls to avoid when Dogfooding

**SCOPE OF WORK:**

Strategic consulting, instructional design, content development, facilitation, and hands-on training



# FACEBOOK

## SOLUTION:

CONTENT CREATION

CONTENT AMPLIFICATION

## RESULTS:

- 1,800+ small businesses reached via Facebook Live
- 102 comments
- 32 shares
- By far the second HIGHEST attended and most engaged Facebook Supplier Diversity livestream event in 2019

In partnership with Jason Trimiew, Head of Supplier Diversity at Facebook, we contributed to a discussion on “Building a Business for Impact” highlighting small business success tips and stories for Black History Month.

## SCOPE OF WORK:

Content development, speaking and content amplification





**SOLUTION:** B2SMB CONTENT MARKETING TRAINING

**RESULTS:**

- *“It would have taken me 18 months to discover what you shared with us in one afternoon.”*  
~ Nichole McNiel, Product & User Researcher, Instagram

Delivered our proprietary “E.M.P.A.T.H.Y.” and “I.M.P.A.C.T.” Labs to key stakeholders. Based on our 14+ years of experience we provided an introductory course on how to effectively connect with SMB markets.

**TOPICS DISCUSSED INCLUDED:**

- Top-of-mind concerns for small business owners
- What small business owners value
- Key market segments to be aware of
- Insights re: effective marketing strategies specific to SMBs

**SCOPE OF WORK:**

Event design, instructional design, content development, and strategic consulting

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**SOLUTION:**

CONTENT STRATEGY

CONTENT CREATION

CONTENT AMPLIFICATION

**RESULTS:**

- 75 local small business owners participated in interactive, hands-on workshops
- Brands increased their reach with 21,000 SMBs (by way of 64,975 impressions), with a turn key, repeatable solution

Produced a hands on-workshop to increase brand recognition for Instagram, LinkedIn and Yelp and deliver an educational program for in San Francisco.

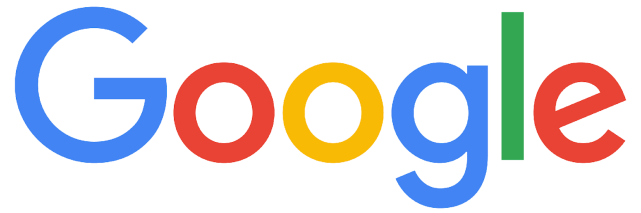
The event was designed to help SMBs optimize their profiles to attract more customers and increase their revenue using the free tools available on Instagram, LinkedIn and Yelp.

**SCOPE OF WORK:**

Event design, sourcing speakers, sourcing vendors, event marketing, event production, and a customized engagement experience for LinkedIn, Yelp and Instagram

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SOLUTION: CONTENT STRATEGY CONTENT CREATION

RESULTS:

- Original program: served 1,400 diverse owned small businesses
- Original program: Diverse-owned small businesses generated over \$3M in revenue
- Original program: Generated \$24M in positive economic impact
- Current program: served 16,000 minority-owned small businesses (in 2019)

Worked with Business Inclusion team on the “Accelerate With Google Academy” to create a customer-focused, research-based content strategy for the “Digital Coaches Program” – designed to reach diverse SMBs in 9 U.S. cities and consistently generate new leads for Google products.

SCOPE OF WORK:

Custom research, customer surveys, focus groups, strategic consulting, instructional design, content development, and “train the trainer” programming

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SOLUTION:

CONTENT STRATEGY

CONTENT CREATION

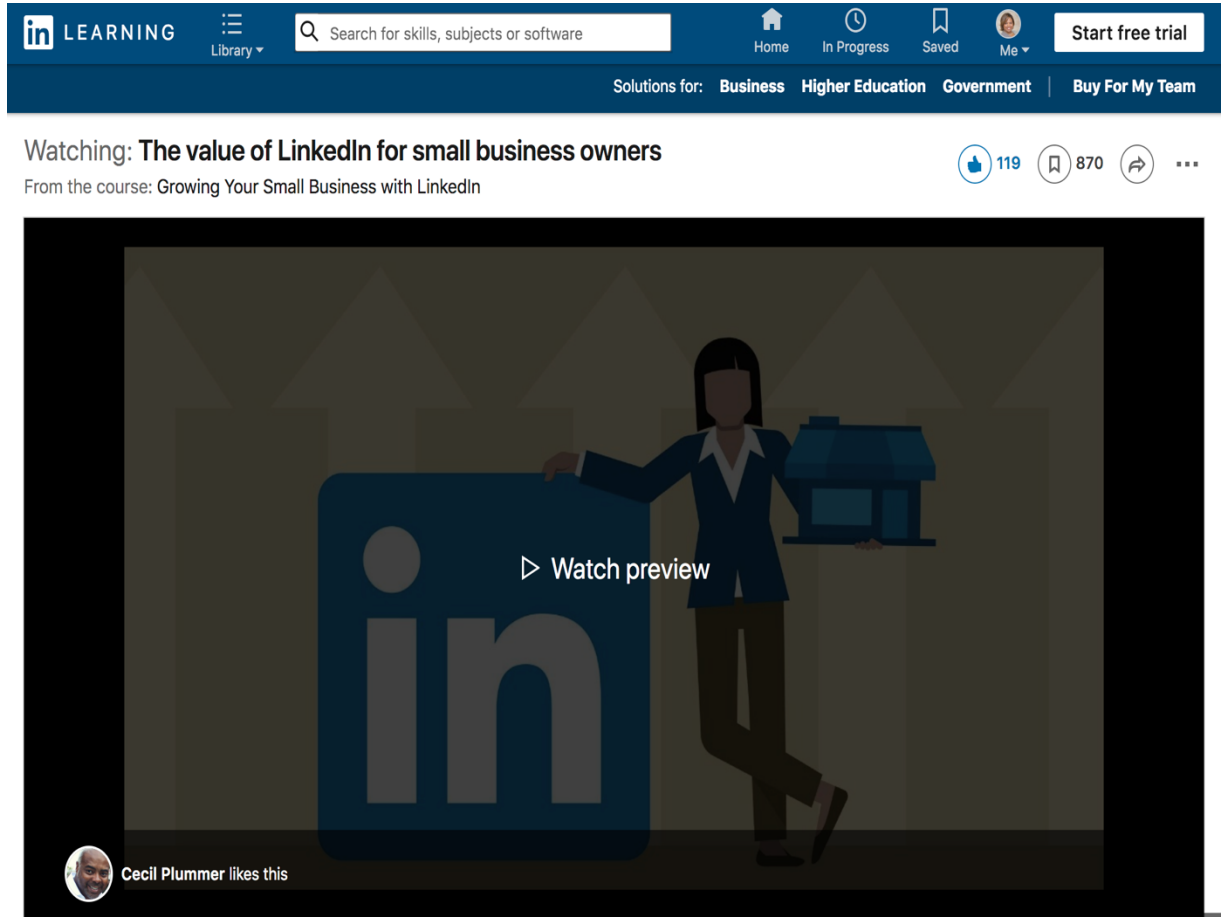
RESULTS:

- 53,429 small businesses across the globe have participated in this online training

Although LinkedIn launched in 2003, to date, they'd not created any SMB-specific training to teach entrepreneurs how to use LinkedIn products to solve pressing problems. We created the FIRST SMB-focused [online training](#) with the goal of increasing engagement with existing users. The [FREE course](#) includes dozens of pragmatic tips SMBs can implement immediately for quick wins.

SCOPE OF WORK:

Strategic consulting, instructional design, content development, and detailed customer success stories





## SOLUTION:

CONTENT STRATEGY

CONTENT CREATION

CONTENT AMPLIFICATION

## RESULTS:

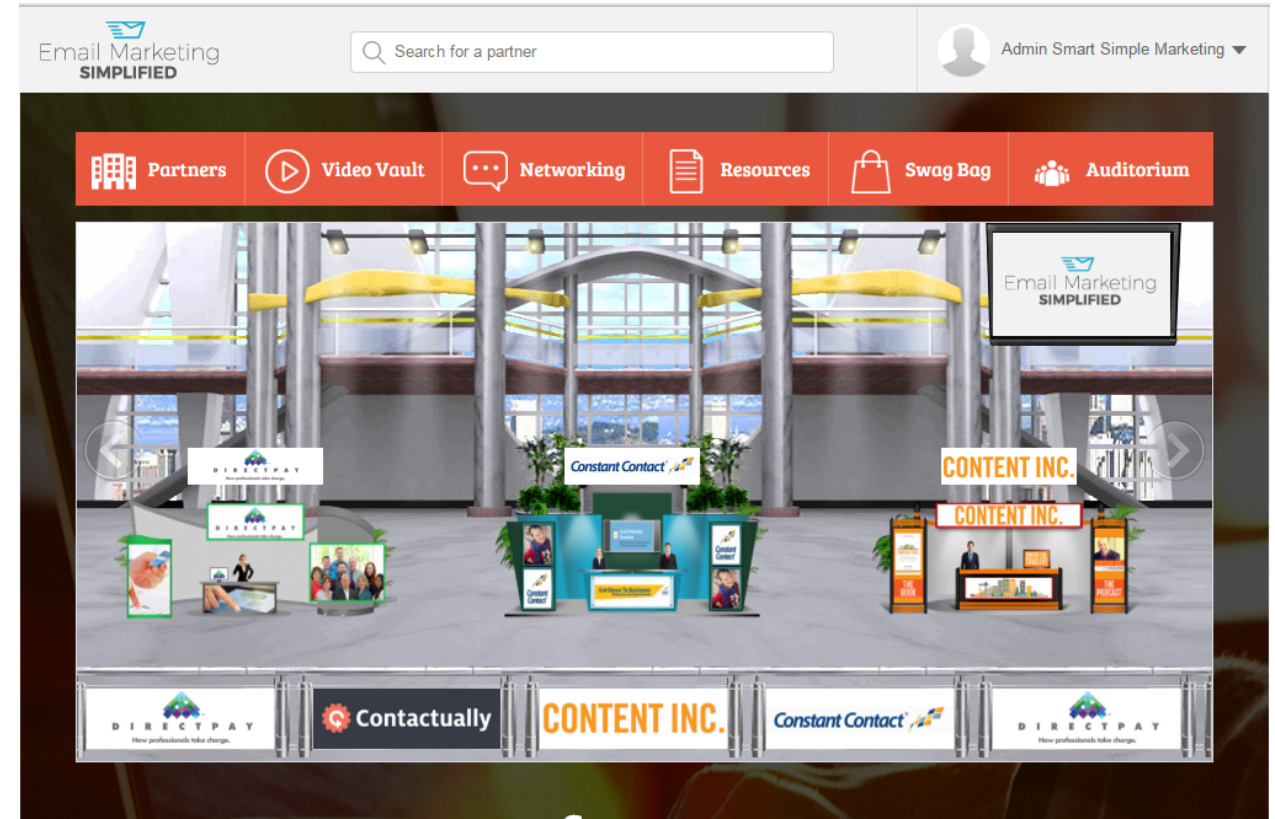
- Delivered a live, interactive, content-rich conference experience, focused on email marketing, to 1,000 small business owners over the course of three business days

By leveraging cutting-edge technology, we created a unique environment where brands were able to interact with prospective customers, deliver educational webinars to build trust and familiarity and generate new leads.

*“We made some excellent connections with qualified leads and also generated several new partnership opportunities” – Event Sponsor*

## SCOPE OF WORK:

Event design, instructional design, content creation, sourcing vendors, event production, and a customized engagement experience for conference sponsors





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**SOLUTION:**

CONTENT STRATEGY

CONTENT CREATION

CONTENT AMPLIFICATION

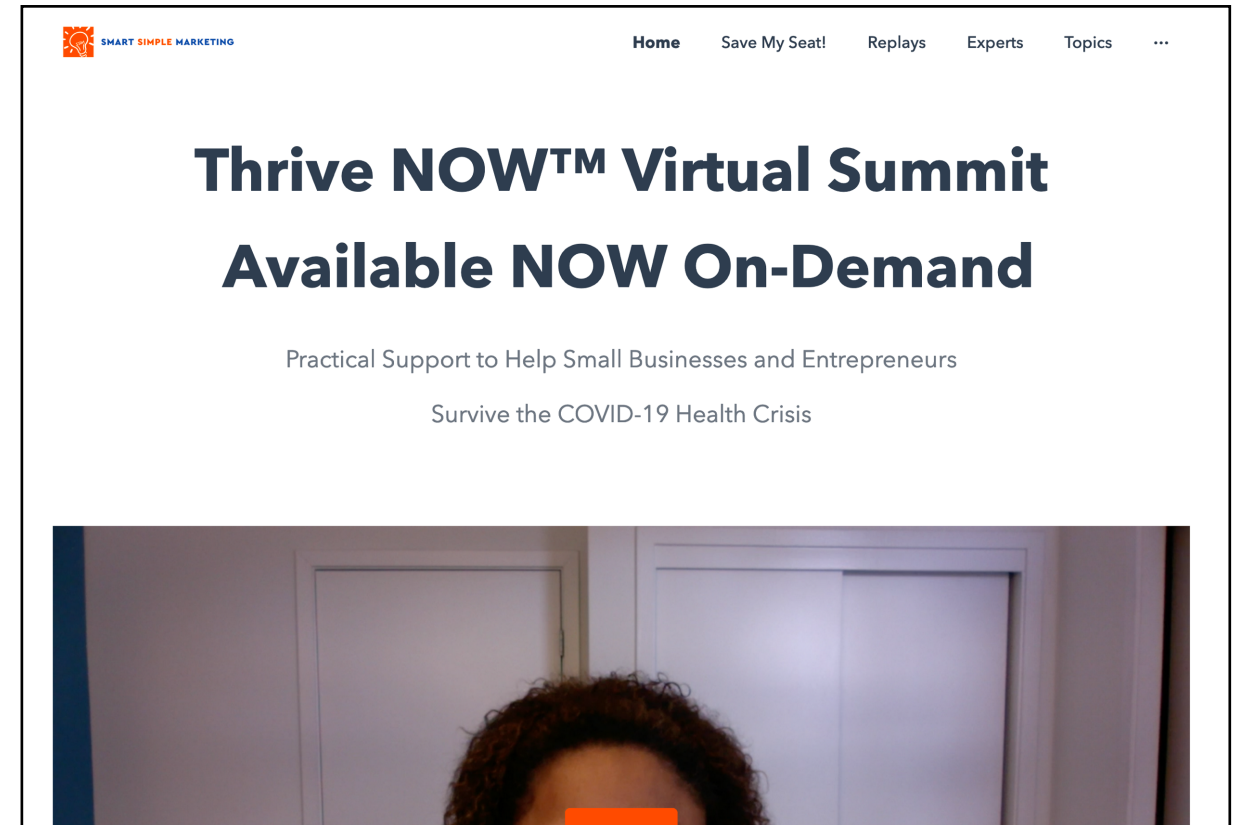
**RESULTS:**

- 331 attendees
- 32% – minority-owned small businesses
- 57% – women-owned small businesses
- 10% – veteran-owned small businesses
- 9% – LGBT owned small businesses

As the COVID-19 health crisis was unfolding, in just two weeks, we produced a one-day virtual summit to provide a space where small business owners could access practical, tangible advice in real-time so they could make smart decisions in such an unprecedented time. Attendees rated each session 4.4 (out of 5).

**SCOPE OF WORK:**

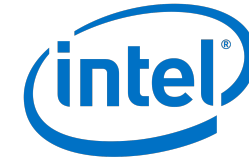
Event design, instructional design, content creation, speaker sourcing, speaker prep, marketing plan design, marketing execution, technology production





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# A Sample of Brands We've Supported





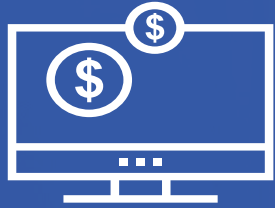
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# Highlights Of Our Experience





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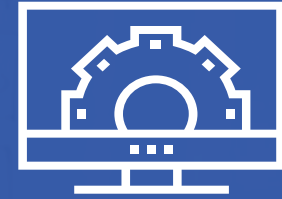
## DIVERSE EXPERTISE

Since 2006 we have worked with thousands of small, minority-owned and women-owned businesses in 79 industries



## ENGAGED COMMUNITY

Built a global community of 30,800+ small, diverse-owned businesses



## EMPOWERING EDUCATION

Delivered 445 classes, workshops, seminars and virtual events across the US and beyond



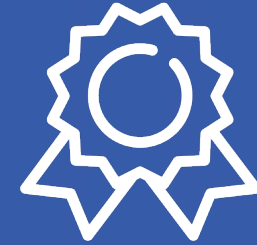
## DEEP IMPACT

Taught 10,900+ small business owners and entrepreneurs at our live events



## THOUGHT LEADERSHIP

Researched and created over 10,000 pieces of original content



## INDUSTRY RECOGNITION

Received multiple industry awards due to our results- focused campaigns and projects



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# Areas of Core Expertise





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1

# CUSTOM RESEARCH

Identify the unique needs and challenges of your key target audiences, empowering you to develop products, services and messaging to deepen brand loyalty





Power your business with  
**POWERFUL ANSWERS.**



Pre-Black Friday Offer: Verizon El

### Busy Entrepreneur Launches New Practice Office - A Local Business

Many entrepreneurs make the transition from a corporate job to small business starting a family and wanting to manage their schedules and more of their own destinies.

With the right mobile tools, you can run a successful business with as little as a laptop connection to get products or message that can drive

That's exactly what Chicago Inc., did. Kara designs education and empower busy parents and diversity. After a long career in education and nonprofits as a diversity consultant, she had a child.

"After having my daughter in



Power your business with  
**POWERFUL ANSWERS.**



November 19, 2013

### Local Inspiration: Moses Hall Creates A Thriving, Profitable Business After The Economic Turndown Squashed His Post-Graduation Plans

When Moses Hall graduated from Columbia College in 2012, he had hoped his Bachelor of Arts degree in Arts Entertainment and Media Management would help him gain a foothold in the music industry. **His dream was to combine his talents, passion and business acumen to create a successful long-term career as a musician.**



But like so many other recent college grads, Moses was in for a rude awakening. Once he graduated, **no one was hiring!**

**Undeterred and determined to succeed,** Moses realized he needed a space to create and manage his various music projects. He wanted to stay in downtown Chicago so he focused on securing a hip, convenient loft space. After 4 long months, he finally found an intimate 1,000 sq. ft. art space that fit exactly what he'd been looking for.

While he was in the process of setting up his space, a photographer friend he knew from college reached out to him because she needed a space to shoot for a client. **In that moment, Moses' idea for his business was born!**

#### Tech Questions? We're Here to Help!

Wondering how to use technology to help grow your business?

Verizon has small business experts at all of our retail locations.

Ready to make a purchase or need clarification on your options?

**Call us at 800-899-4249** between the hours of 8:00am and 9:00pm (Eastern) to speak to one of our business specialists!

We'll help identify the best mobile solutions for your small business!



2

# TURNKEY CONTENT PACKAGES

Craft compelling content in various formats which resonates with your perfect customers, positioning your products and services to address customer pain points



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## EDUCATION – LIVE EXPERIENCES

Internal training on digital marketing, business development, marketing to SMBs, multicultural marketing and process improvement. Business development training for your target SMB audience.

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**The Busy Entrepreneur's Guide to Business Success:**  
*A **FREE** Webinar Series*



4

# EDUCATION – WEB-BASED

Custom development of content for training courses, webinars, podcasts, email campaigns, workshops, articles, blog posts, eBooks, whitepapers, and multimedia assets



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## TOP LEADER KEYNOTES

Speaking, facilitation, training of internal employees via team off-sites, company “all hands” meetings, executive roundtables and other internal events





6

# CUSTOMER IMMERSION EXPERIENCES

Live events (virtual or in-person) custom designed for product teams looking to engage specific SMB audiences – events are focused on “research in real time” and education-based marketing



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# High-Impact, Quick Turnaround, Revenue- Boosting Solutions





# 1) EXISTING PROGRAM AUDIT

Auditing an existing program to capture customer feedback and gather critical insights to increase customer engagement





## 2) E.N.G.A.G.E & I.M.P.A.C.T. LABS

Hands-on workshops for SMB-focused marketing professionals to provide authentic insight on how to connect with key small business market segments





### 3) EVENT DESIGN, PRODUCTION & MARKETING

Design, produce and market a live or virtual education- focused event (or event series) to solve specific challenges for your ideal customers as they use your products



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## 4) CUSTOMER MARKET RESEARCH

Uncover perceptions of your brand, products and services, as well as vital information about your demographic, industry and competition to inform your growth strategy





# 5) CUSTOMER SUCCESS STORIES

Sourcing and interviewing satisfied customers to create inspiring success stories and compelling case studies, infusing your marketing materials with a new level of authenticity and relevance





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# 6) FACILITATION, SPEAKING & TRAINING

Customized training (live or virtual) re: supplier diversity, marketing to small businesses, multicultural marketing, content marketing, customer acquisition, and community building best practices





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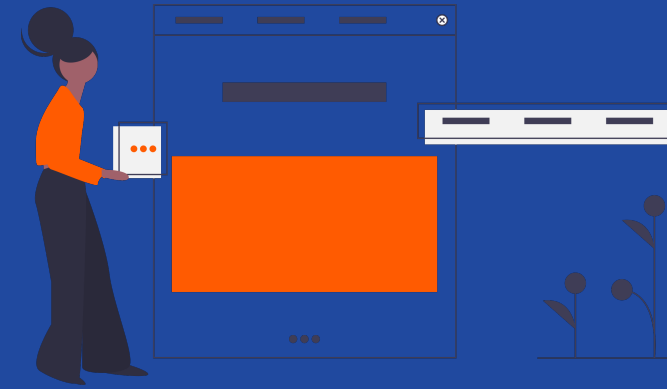
# Our Leadership Team





# Our Diverse Team of Marketing Experts Includes World Class:

- Brand Strategists
- Copywriters
- Copy Editors
- Data Analysts
- Event Planners
- Facilitators
- Graphic Designers
- Instructional Design
- Market Researchers
- Marketing Strategists
- Photographers
- Project Managers
- Proofreaders
- Trainers
- Videographers
- Video Editors





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# Areas of Distinction



Constant Contact®  
**Local Expert™**



**WMBE Certified**

**SBA**  
Certified Small  
Disadvantaged  
Business





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# Multicultural Marketing: Why You Need to Get Started

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The buying power of small, minority-, and women-owned businesses will determine the success or failure of many brands.

These SMB buyers want more than "skin deep" efforts to engage them.



Entrepreneurs want brands to truly understand how they think and what they want – and, they reward the companies that do.





In 2018, **45%** of small business owners were members of minority ethnic groups.

*Source: Guidant Financial*





The number of women-owned businesses surged by **58%** in 2018, while all businesses increased by only 12%.



*Source: AMEX 2018 State of Women-Owned Businesses Report*



African American  
buying power is at  
**\$1.3 trillion** and..  
it's estimated to rise to  
**\$1.54 trillion** by 2022.



*Source: The Nielsen Company*



*Women account for **85% of all purchases and drive 70-80% of all consumer spending.***

In 2017, Forbes estimated that the “female economy” was worth \$18 trillion.

*Source: [Entrepreneur.com](https://www.entrepreneur.com)*





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Smart Simple Marketing has been "inside the heads" of diverse small business owners for more than 14 years.

We understand exactly what they want and why they are loyal to some brands and not to others.



*There is tremendous opportunity available for Facebook to generate additional revenue with SMBs by leveraging education-focused marketing strategies. Will you let these opportunities pass you by?*

Sydni Craig-Hart  
CEO



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# Stay In Touch



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