



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

The E.M.P.A.T.H.Y. Lab™

Program Debrief

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Wil Hart – COO, Smart Simple Marketing

Engagement Overview

About the desired impact of this training



Program Goals

What our client wanted to accomplish by means of hands-on training

Learning Goal #1

Understand the current issues facing BIPOC-owned businesses

Learning Goal #2

Understand what practical support *COMPANY* can provide to empower BIPOC-owned SMBS to survive the current health crisis

Learning Goal #3

Understand the underlying contributing factors facing BIPOC-owned businesses


Learning Goal #4

Identify the gaps in *COMPANY*'s marketing strategies as they relate to BIPOC




Ah-Ha Moments

“Based on what you learned in today's session, please describe, specifically, how you will apply the key takeaways in your day-to-day role.”




I will say “no” to quick marketing wins and spend time and resources on helping businesses in concrete ways, then sharing the stories for educational purposes.



Chief Marketing Officer

We need to go beyond token displays of support for BIPOC businesses and think more holistically about helping BIPOC businesses more broadly (e.g., helping them with their businesses vs just featuring them in our marketing materials).

Head of Organic Acquisition



I will be more thoughtful in creating upstream approaches so that downstream execution is more likely to reach BIPOC communities in the right way that is meaningful to them, not just focusing on COMPANY 's needs.

Head of Communications





I will be more mindful of providing tangible support to BIPOC-owned businesses WITHOUT making it a participation trophy.



Product Marketing



I will focus on how I as a product marketer can influence our product teams to start focusing on these products, or making current products better to fit these needs.



Product Marketer

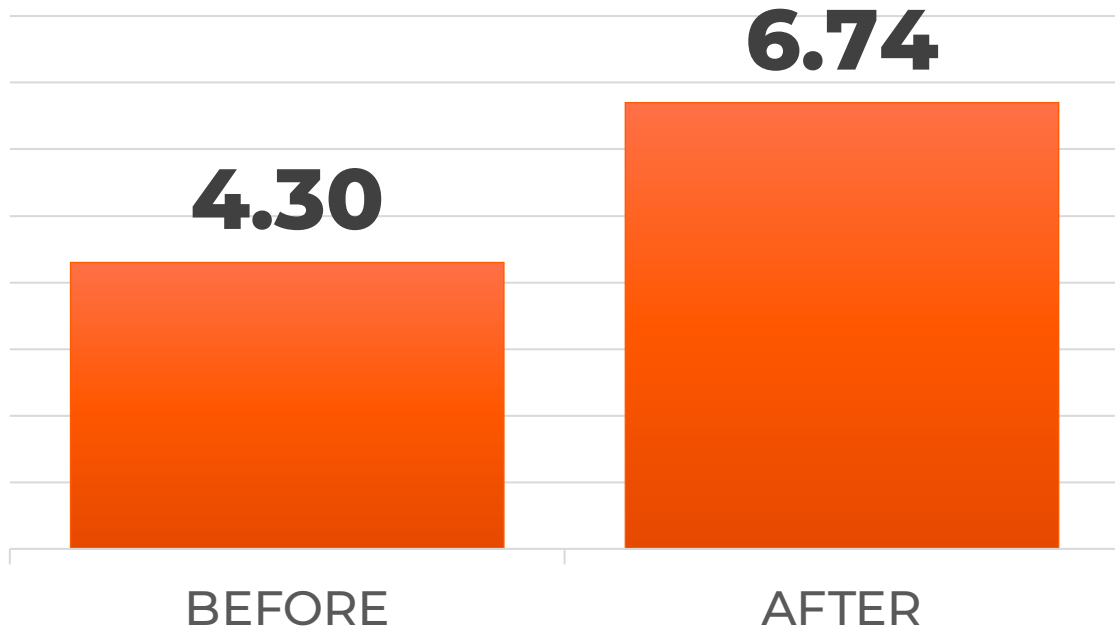
Impact of Training

Results of the pre-training and post-training surveys, detailing the shift in perspective experienced by workshop participants



How would you rate your understanding of the:
(0 = no understanding, 10 = first-hand knowledge, lived experience)

CURRENT difficulties BIPOC small businesses are experiencing



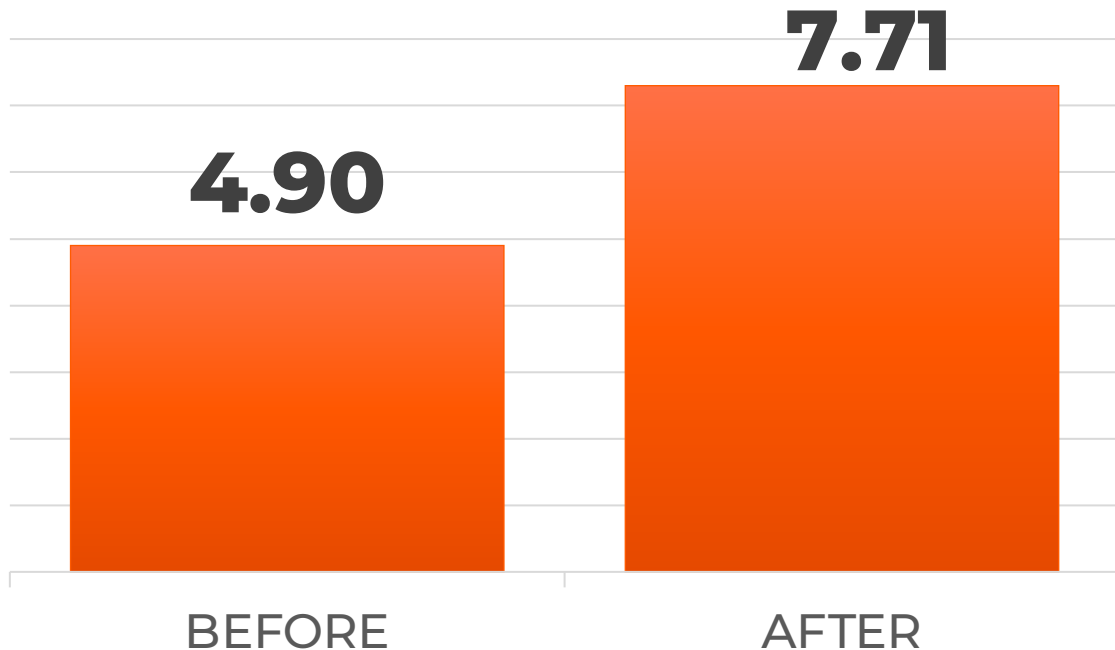
LIFT

57%



How would you rate your understanding of the:
(0 = no understanding, 10 = first-hand knowledge, lived experience)

ROOT CAUSE of the difficulties experienced by BIPOC-owned businesses



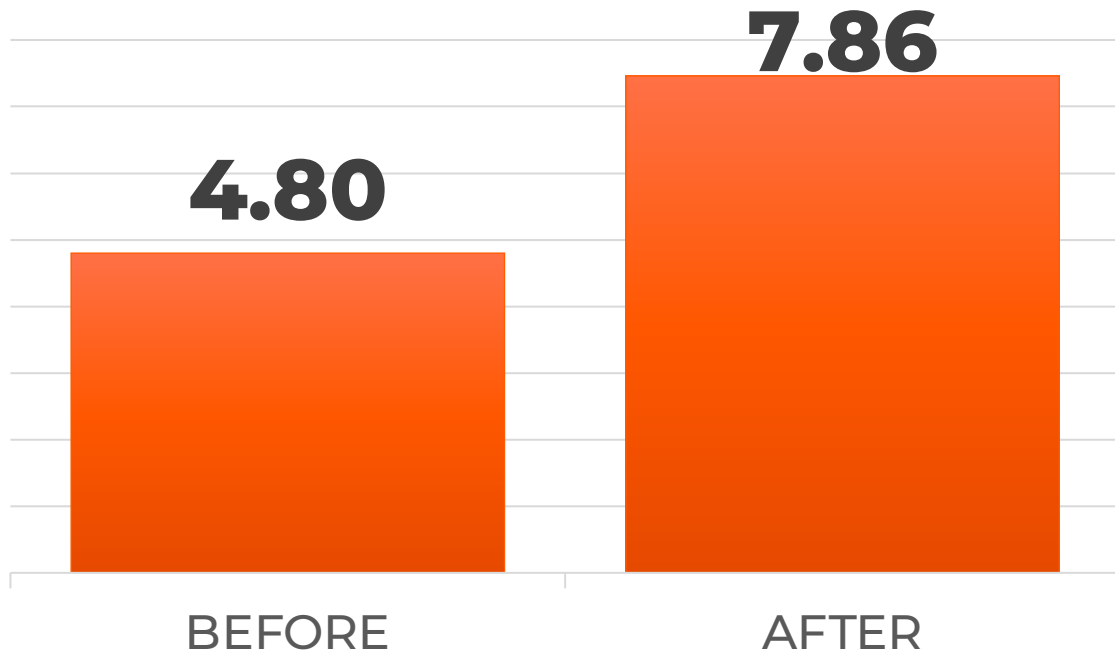
LIFT

57%



How would you rate your understanding of the:
(0 = no understanding, 10 = first-hand knowledge, lived experience)

HISTORICAL knowledge of the difficulties BIPOC small business owners face



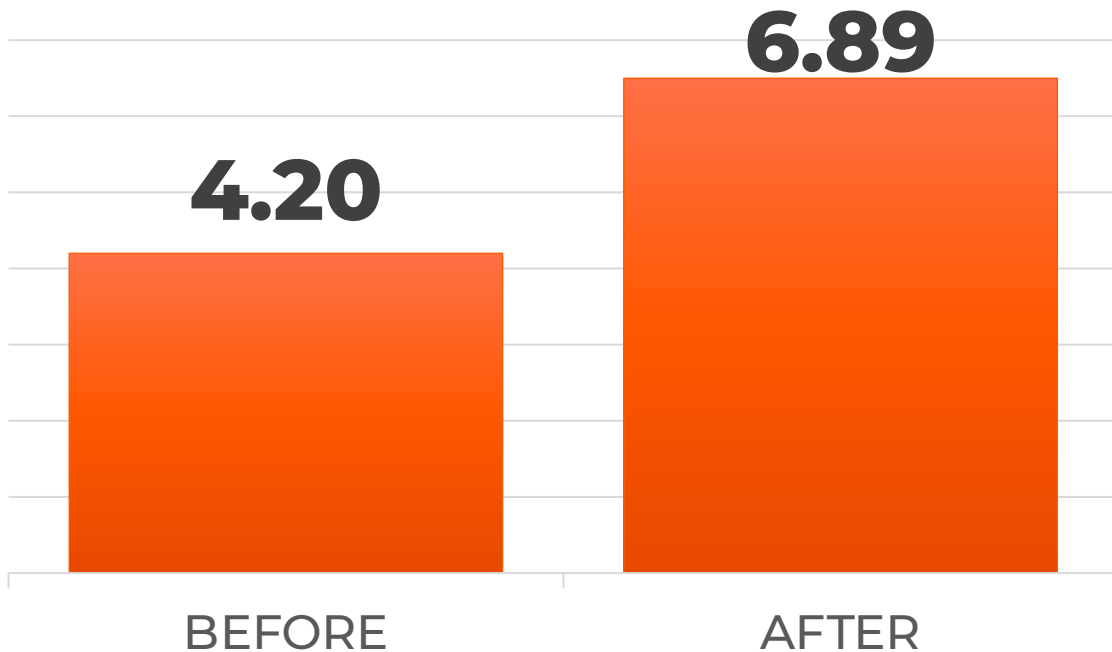
LIFT

64%



How would you rate your understanding of the:
(0 = no understanding, 10 = first-hand knowledge, lived experience)

PRACTICAL support BIPOC-owned small businesses need



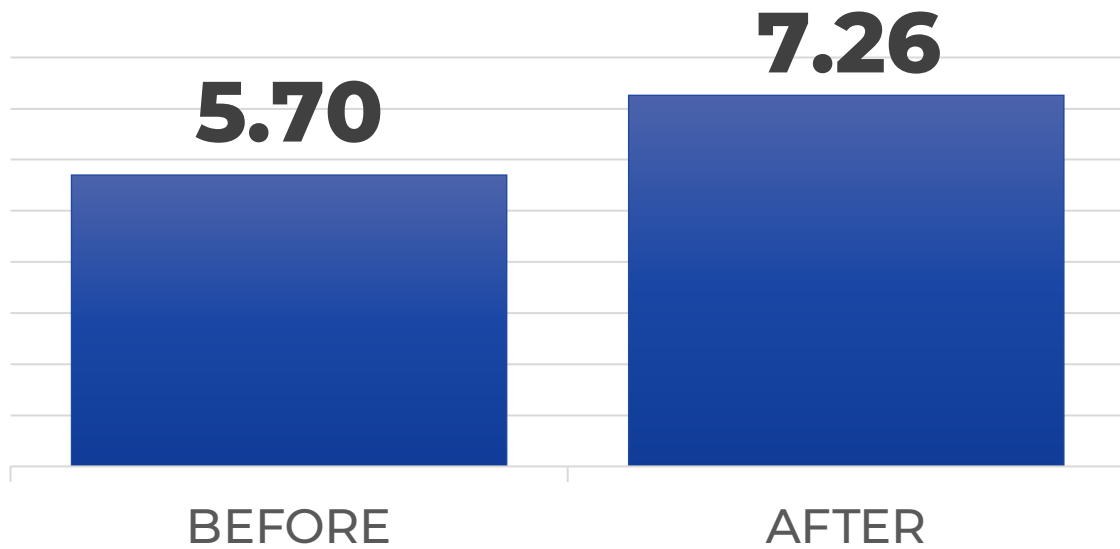
LIFT

64%



How would you rate your level of confidence in COMPANY's ability to build products that SOLVE PROBLEMS for BIPOC small businesses?

(0 = no confidence, 10 = extremely confident)



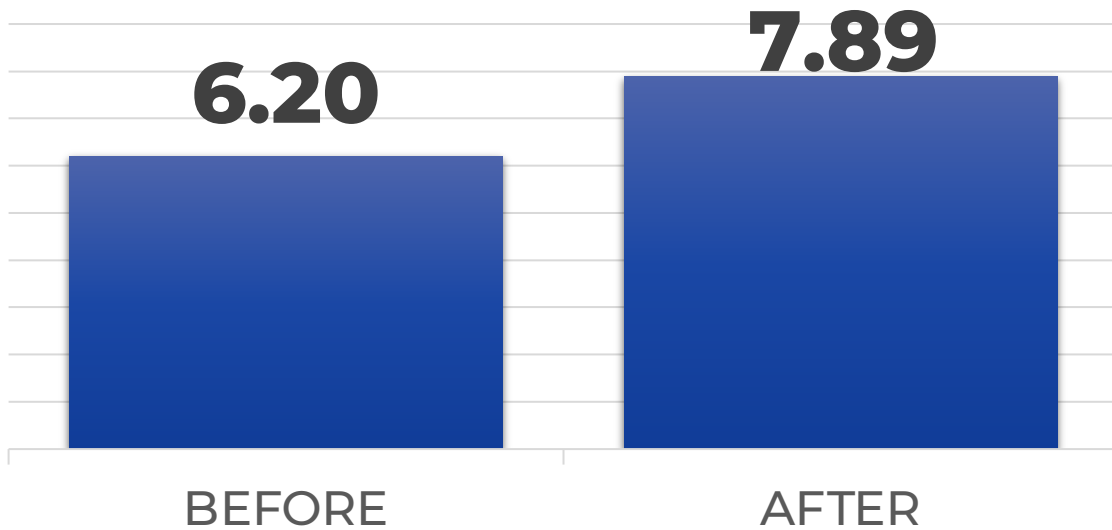
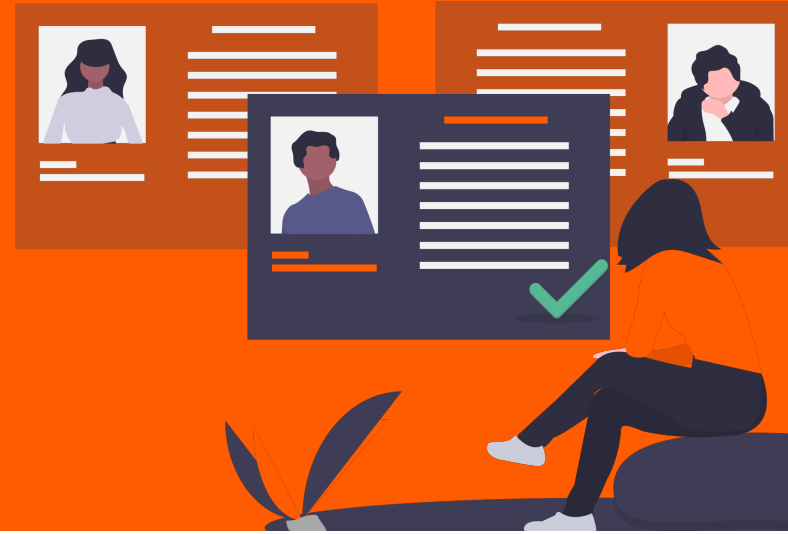
LIFT

27%



How would you rate your level of confidence in COMPANY's ability to create marketing campaigns that successfully ENGAGE BIPOC small businesses?

(0 = no confidence, 10 = extremely confident)



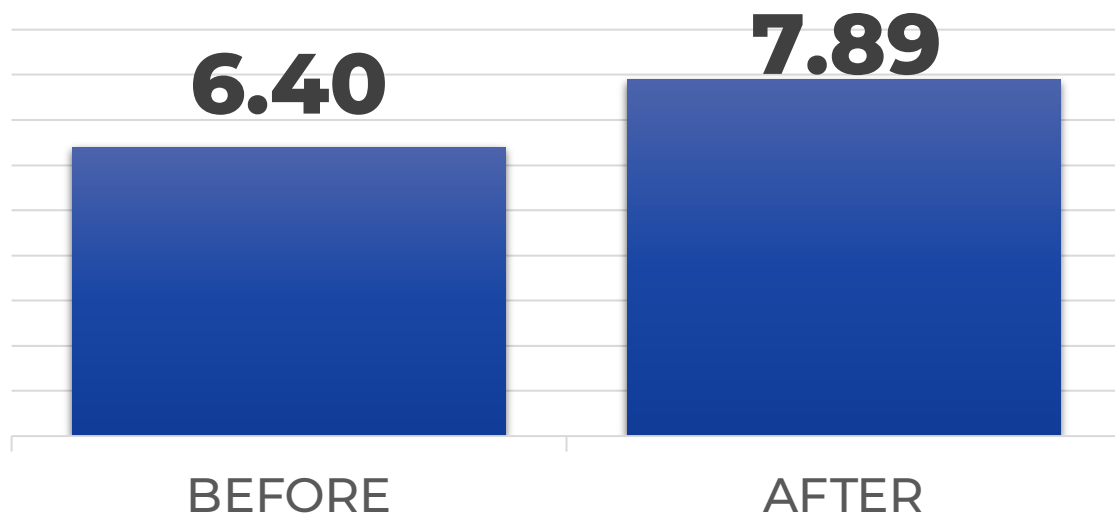
LIFT

27%



How would you rate your level of confidence in COMPANY's ability to INCREASE MARKET SHARE among BIPOC small businesses?

(0 = no confidence, 10 = extremely confident)




LIFT


23%

Workshop Feedback

“What are you (participants) most excited about?”



I work on the partner side of the business, so I don't often get to hear directly from small business owners. The insights I gained from these small business owners will help me better serve our partners as they serve BIPOC small businesses.




Partner Marketing



I loved the real-time ideas that the business owners shared. They gave us a ton of practical solutions and perspectives we can use to better serve them.



Organic Growth Marketer



I'm most excited about learning how BIPOC SMBs are searching for support and content to help them grow their business. The content ideas that came out of this conversation are so, so helpful in thinking about what we can do to support them.

Communications Editorial Lead






Having a collective commitment and momentum around recognizing our weak points and activating solutions is really energizing. The accountability part of this workshop has been awesome.



Copywriter



I'm most excited for the people around me who are on my team to learn more — that way, I won't feel like I'm expected to be the "moral compass" of the team or feeling like I'm the queer woman of color who has to carry the weight.

Social Media Manager



Strategic Inclusive Marketing

Profitable opportunities to increase your market share and brand loyalty



The buying power of diverse-owned SMBs will determine the success or failure of many brands.

These savvy buyers want more than "skin deep" efforts to engage them. They are voting with their dollars and investing in brands that align with their values.



Diverse-owned small businesses want brands to truly understand how they think and what they want – and they reward the companies that do.





The empathy deficit in business costs the average brand over **\$300 million** in lost revenue every year.



Source: Experience Gap Study by M&C Saatchi (2018)



In 2022, **68%** of small business owners are members of minority ethnic groups.

Source: Guidant Financial





Minority business enterprise sales are growing **34%** annually—twice as fast as the national average, meaning they are fast becoming a significant force of economic growth.

Source: CVM Solutions





In 2020, African American economic clout energized the U.S. consumer market as never before. The buying power of African Americans rose to **\$1.6 trillion**, or **9%** of the nation's total buying power.



Source: University of Georgia (2021)



Black women represent
42% of new women-
owned businesses—three
times their share of the
female population—and
36% of all Black-owned
employer businesses.



Source: Forbes (2020)



In the United States,
working age (16–64)
people with disabilities
have an estimated total
disposable income of
\$490 billion.



Source: A Hidden Market: The Purchasing Power of Working-Age Adults with Disabilities (American Institutes for Research, (April 2018))



Latinx buying power
(\$1.7 trillion) surpasses
the entire economies
of all but 9 nations across
the world. It is larger than
the GDP of Canada.



*Source: Selig Center for Economic
Growth, University of Georgia (2019)*

About

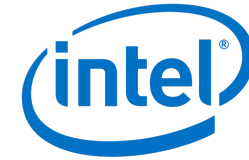
Smart Simple Marketing

We are a multi-award-winning communications consultancy



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A Sample of Brands We've Supported

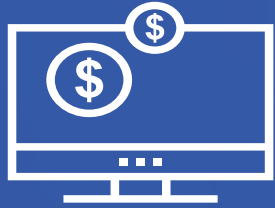


FACEBOOK





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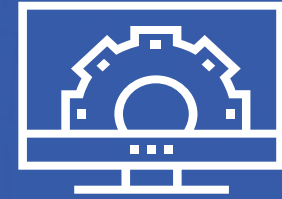
DIVERSE EXPERTISE

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 31,200+ small, diverse-owned businesses



EMPOWERING EDUCATION

Delivered 446 classes, workshops, seminars and virtual events across the US and beyond



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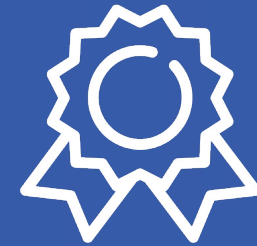
DEEP IMPACT

Taught 11,100+
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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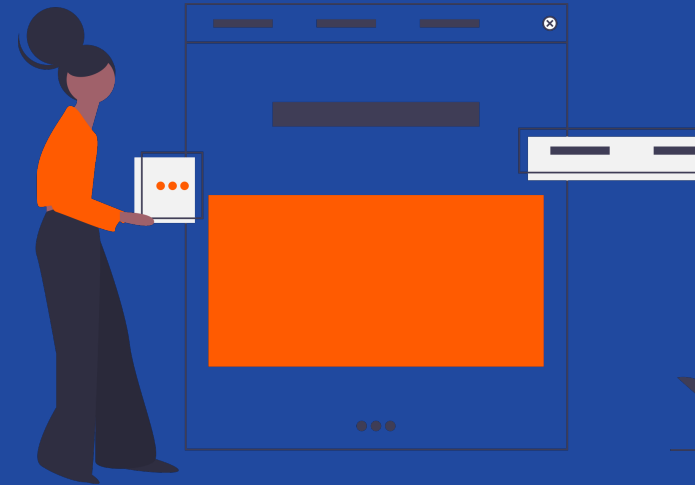
Our Leadership Team





Our world-class team at Smart Simple Marketing includes:

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





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Areas of Distinction



Constant Contact[®]
Local Expert™



WMBE Certified



SBA WOSB
Woman Owned Small Business



Cyber Security Program Details

- Craig Hart Consulting, LLC dba Smart Simple Marketing has ISO 27001 certification certified by Silverback Cybersecurity & Consulting valid through June 2022.
- We follow the ISO 27001 framework to govern our security practices and program. Our documented policies include:
 - Third Party Service Providers Policy
 - Incident Policy
 - Response Policy
 - Encryption Policy
 - Data Retention Policy
 - Password Policy
 - Access Control Policy
 - Business Continuity
 - Internal Privacy Policy (GDPR compliant)
- We have not experienced a security incident or data breach within the past fifteen years.





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Smart Simple Marketing has been the go-to resource for insightful program design, inclusive marketing, and strategic communications for more than 16 years.

We consistently deliver results-focused solutions to help you meet your goals.



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Stay in touch



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