

Our users told us
they don't like ads.

So we let them create
something better.



SMALLBUSINESS | **GUIDES**
•com

Help, Not Hype

How our users created SmallBusiness.com Guide sponsorships

“When will SmallBusiness.com accept advertising?” It’s the question I’ve received most since SmallBusiness.com and @SmallBusiness relaunched in our current content-rich form three years ago.

“We will when we earn the permission and trust from our users,” I replied. So, in 2016, we began a year-long conversation with our small business owner-users to help us discover what it would take to gain their permission.

What is
SmallBusiness.com?

See page 4 or go to
SmallBusiness.com/about

Here’s what we heard:

- Small business owners and managers have mastered the ability to ignore web ads.
- A growing number of small business owners block ads, say there are too many ads or describe some advertising techniques as “creepy.”
- Our small business users ignore advertising that’s all about how great an advertiser’s product is. They’d prefer information from marketers, not promotional chest thumping.
- Small business owners and managers don’t mind search ads as long as the ads help them find what they’re looking for.
- When small business owners are looking for a specific solution, answer or knowledge, they don’t consider your information as advertising; they consider it information.

Bottom Line: It made sense to us. It’s what SmallBusiness.com is about. And so, with our users’ permission, we are introducing two types of SmallBusiness.com advertising sponsorships that provide you with the opportunity to help the customers you serve.

What our users have asked for can be boiled down to three simple words:

Help, Not Hype.



Rex Hammock
Head Helper, SmallBusiness.com

“Display advertising never worked like we pretended,” Forrester’s report says. “CMOs know this already, but nobody wants to talk about it.” Forrester cites the familiar problems of poor-quality ad placements, barely existent clickthrough rates, non-viewable impressions and rising ad blocking.

(AdAge.com, May 4, 2017)

50%

U.S. online adults actively avoid ads on websites



38%

U.S. online adults have installed an ad-blocker



47%

U.S. online adults actively avoid mobile in-app ads



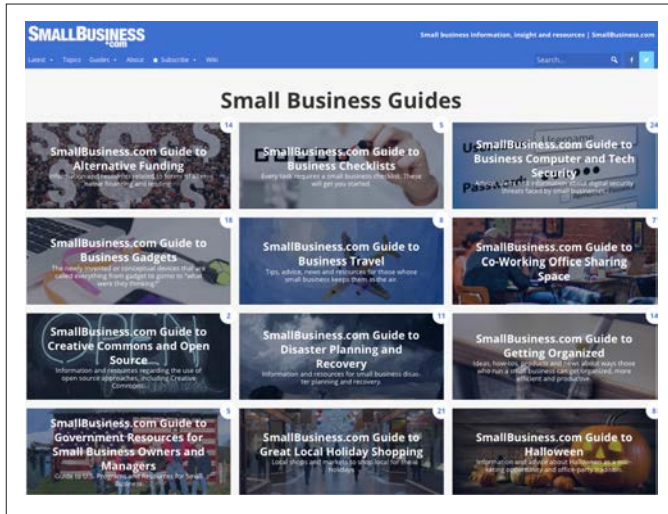
Source: “The End of Advertising As We Know It”
Forrester, May 5, 2017

SMALLBUSINESS.com GUIDES

Hover, click or tap the word “Guide” on any SmallBusiness.com page and you’ll find a fast-growing library of small business knowledge.

Every guide provides small business users the ability to go as deep into a topic as they want. Your sponsorship support is highlighted in the name of the guide (“sponsored by”), the topic landing page and on each article in the guide. Guides are promoted on all SmallBusiness.com channels, including @SmallBusiness and Pinterest.com/SmallBusiness.

Sponsorships run for six months and can be renewed.

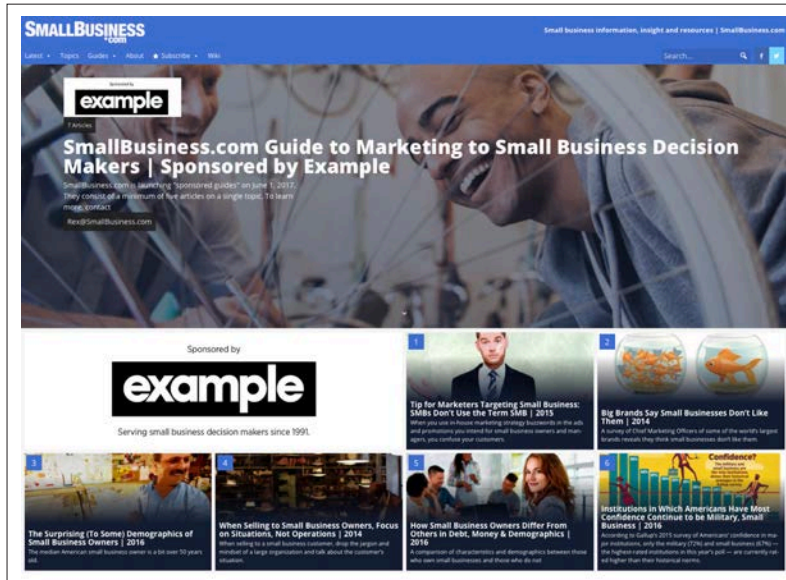


SmallBusiness.com Guides Library

For a pre-launch sample of a sponsored guide, hover over “Guides” on the navigation bar and select:

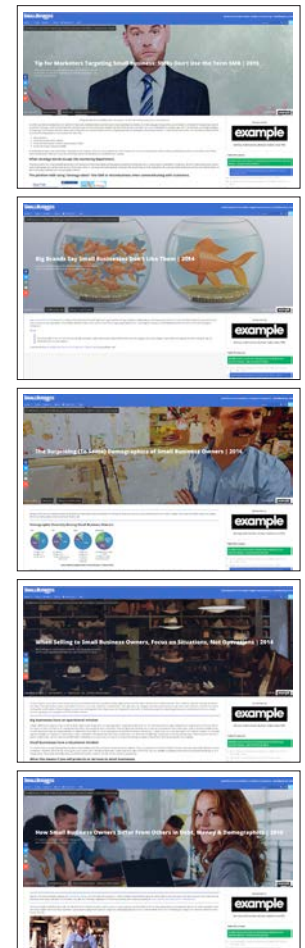
**SmallBusiness.com
Guide to Marketing to
Small Business
Decision Makers**

Sponsored by Example



SmallBusiness.com Guide Landing Page

5–10 articles per
Guide



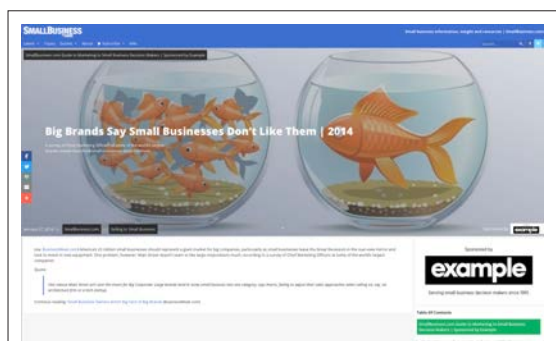
ARTICLE PAGES

There are two types of SmallBusiness.com Guide Sponsorships

“Sponsored” Guides

Sponsor the Topics Your Customers Use Most

Content in a “Sponsored” guide comes from the 2,000+ articles in the SmallBusiness.com archive. The content is a curated collection of at least five articles (how-tos, video, news, etc.) that already appear on SmallBusiness.com. A sponsored guide is not content created by the sponsor. However, the sponsor can participate in the selection of articles to be included. When there are fewer than five relevant articles currently in the archives of SmallBusiness.com, Small Business Studio editors will review the subject and will, if needed, add the topic to our editorial collection.



Benefits

- Sponsor logo and message. For example, The SmallBusiness.com Guide to Small Business Gadgets
- A curated listing of SmallBusiness.com posts (articles, how-tos, video) related to the guide topic with sponsor logo and message on each article (See Page 4)
- A minimum of five articles in the guide
- Sponsor participates in content curation (but not content creation)
- Whenever possible, product placement of sponsor's products or guide articles
- Onsite promotion of the guide
- Social media support for the guide (@smallbusiness, Facebook, LinkedIn)
- Responsive design

Pricing | \$1,000 per month. Articles from existing SmallBusiness.com collection. Six month minimum.

“Provided” Guides

You Control the Content

“Provided” Guides are branded guides (e.g., *The Example Inc. Guide to Small Business Gadgets*) in which the content is provided by the advertiser. The SmallBusiness.com Studio (studio.smallbusiness.com) can be commissioned to develop the content, but the advertiser will approve the copy. SmallBusiness.com will assist the advertiser with guidelines and help regarding the structure, style and focus on SmallBusiness.com content. The content will be identified clearly as being provided by the advertiser.



Benefits

- “Provided by” landing page
- Branding option: *Example Inc. Guide to Small Business Gadgets*
- Sponsorship messaging that displays sponsor logo and sponsor message
- Articles developed by sponsor or Small Business Studio
- The sponsor, in a very transparent way, is the producer of the guide (with editorial collaboration)
- SmallBusiness.com will assist in adapting content to the style of the site
- A maximum of five posts in the guide
- Onsite promotion of the guide
- Only sponsor ads on guide pages
- Social media support for the guide (@smallbusiness, Facebook, LinkedIn)
- Responsive design

Pricing | \$2,000 per month. Content can be provided by sponsor or commissioned from Studio.Smallbusiness.com. Content must be approved by SmallBusiness.com. Provided guides can contain between five and 10 articles. Six month minimum.

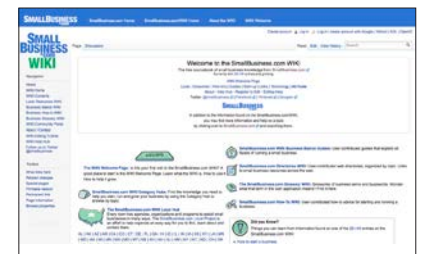
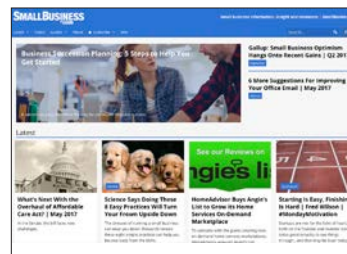
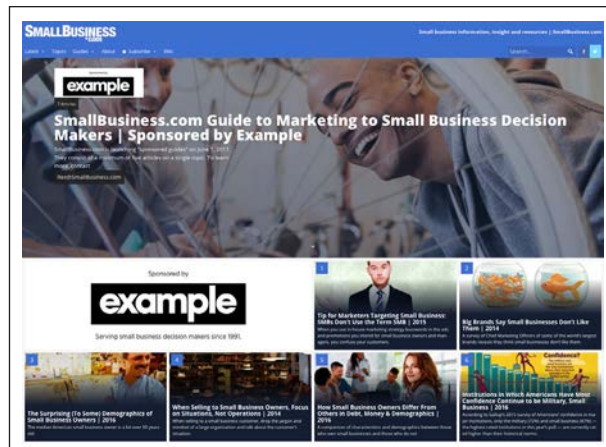


About SmallBusiness.com

SmallBusiness.com is an information utility and collection of online media, content, services and products that help small business owners and managers respond to the challenges and opportunities they encounter each day.



The information created, managed or hosted by SmallBusiness.com can be accessed via a mobile-optimized website (**SmallBusiness.com**), the **SmallBusiness.com Wiki** (wiki.SmallBusiness.com or SBWiki.com), and various social media and syndicated channels. These include a free weekly email, the category-defining Twitter handle **@SmallBusiness**, Pinterest (**Pinterest.com/SmallBusiness**), Facebook (**Facebook.com/SmallBusinessdotCom**) and LinkedIn (**LinkedIn.com/company/SmallBusiness.com**). SmallBusiness.com is focused on helping those who own, run and work at small businesses. Our media and content emphasize how-tos, tips, guides, explanations, directions and insights from those who have insight to share.



Media Channels Include:

@SmallBusiness
Facebook
LinkedIn
Wiki.SmallBusiness.com
Pinterest.com/SmallBusiness

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