



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

The E.M.P.A.T.H.Y. Lab™

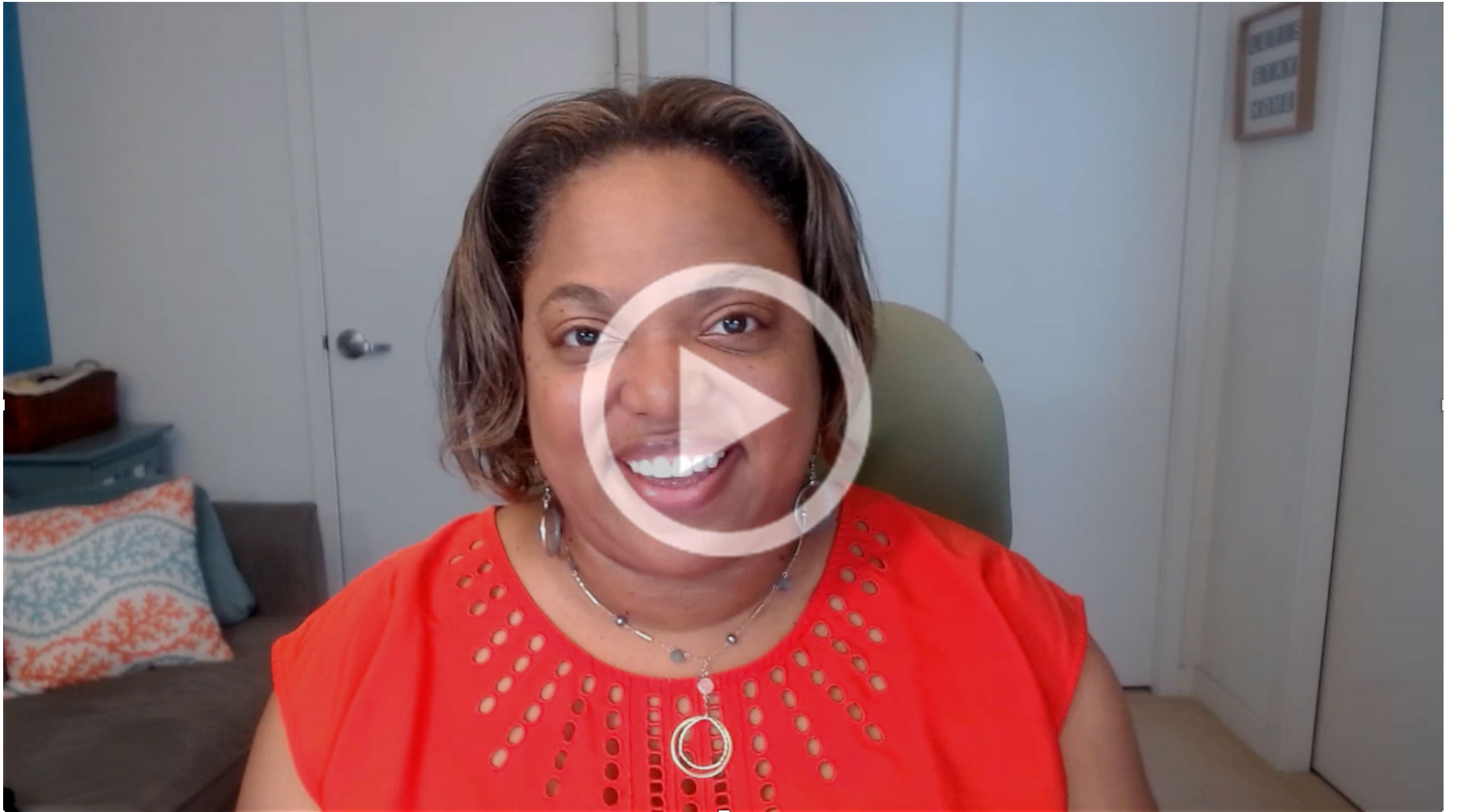
Program Debrief

Sydni Craig-Hart – CEO, Smart Simple Marketing

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



Workshop Feedback


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




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 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 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



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



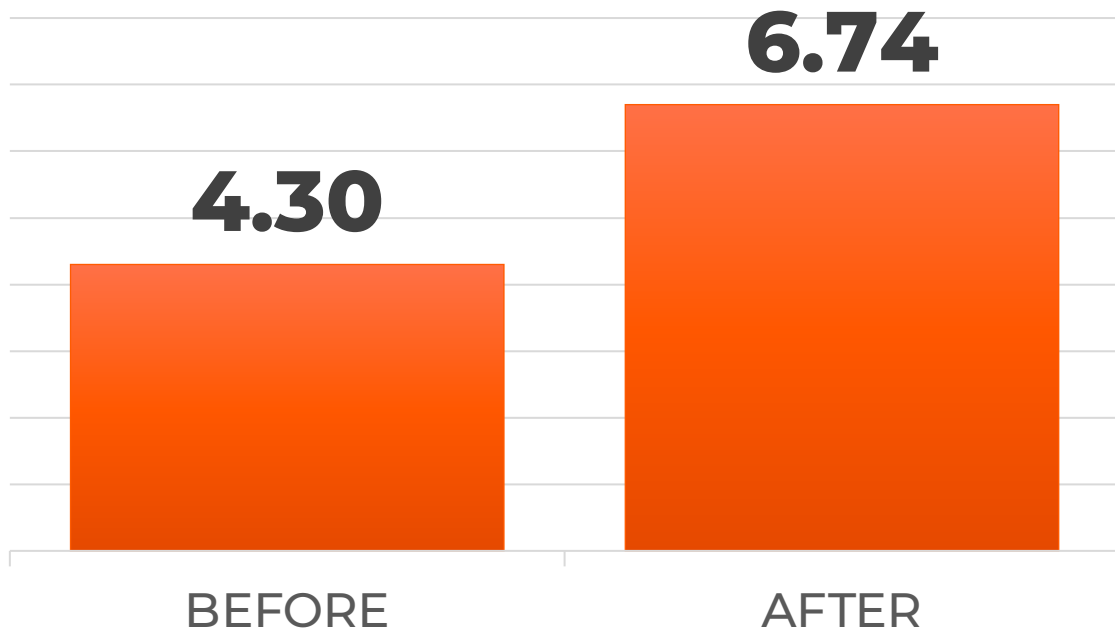
Impact of Training

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

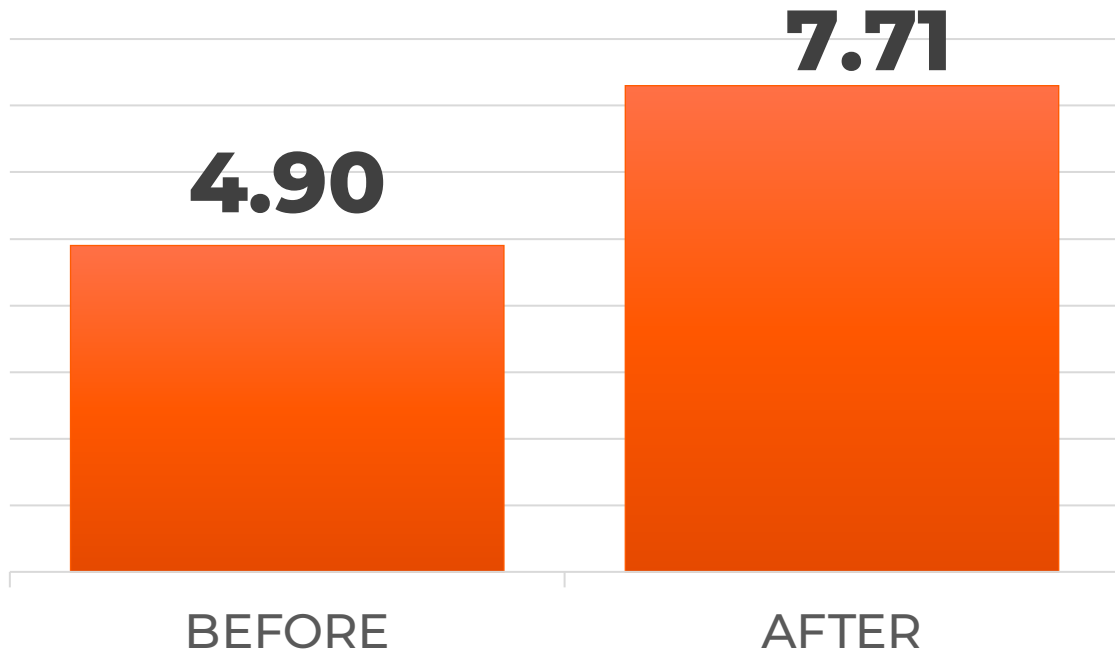
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How would you rate your understanding of the:
(0 = no understanding, 10 = first-hand knowledge, lived experience)

ROOT CAUSE of the difficulties experienced by BIPOC-owned businesses



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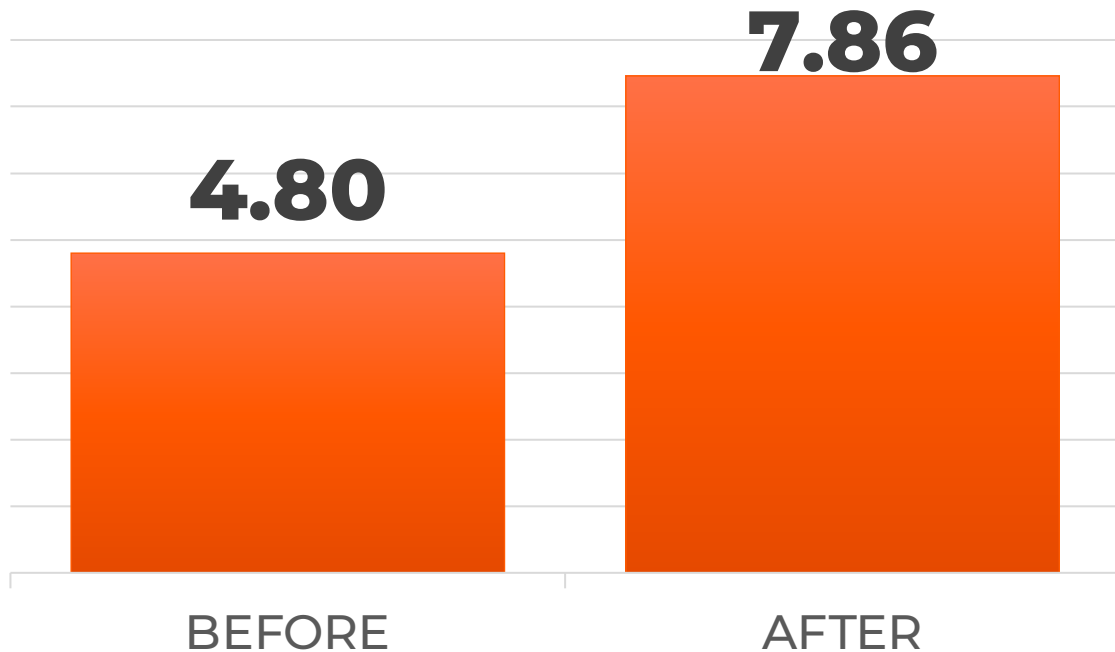
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How would you rate your understanding of the:
(0 = no understanding, 10 = first-hand knowledge, lived experience)

HISTORICAL knowledge of the difficulties BIPOC small business owners face



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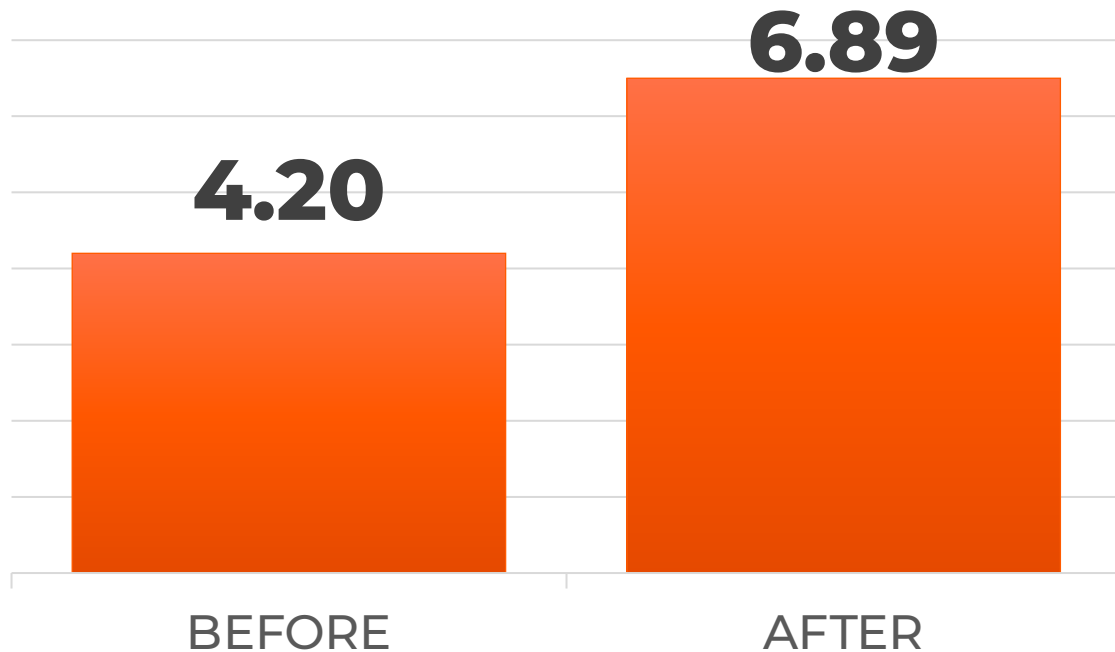
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How would you rate your understanding of the:
(0 = no understanding, 10 = first-hand knowledge, lived experience)

PRACTICAL support BIPOC-owned small businesses need



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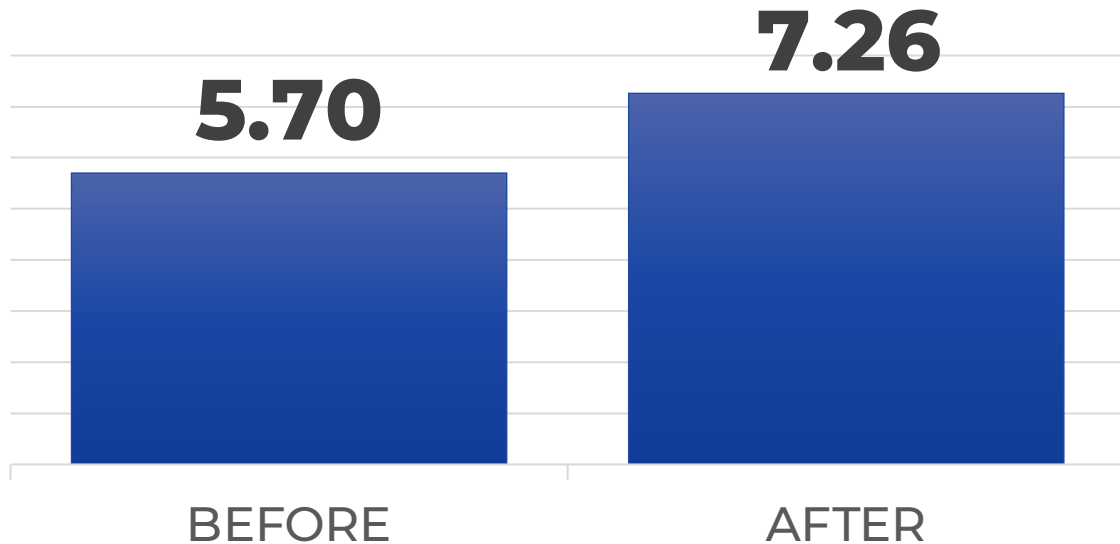
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How would you rate your level of confidence in COMPANY's ability to build products that SOLVE PROBLEMS for BIPOC small businesses?

(0 = no confidence, 10 = extremely confident)



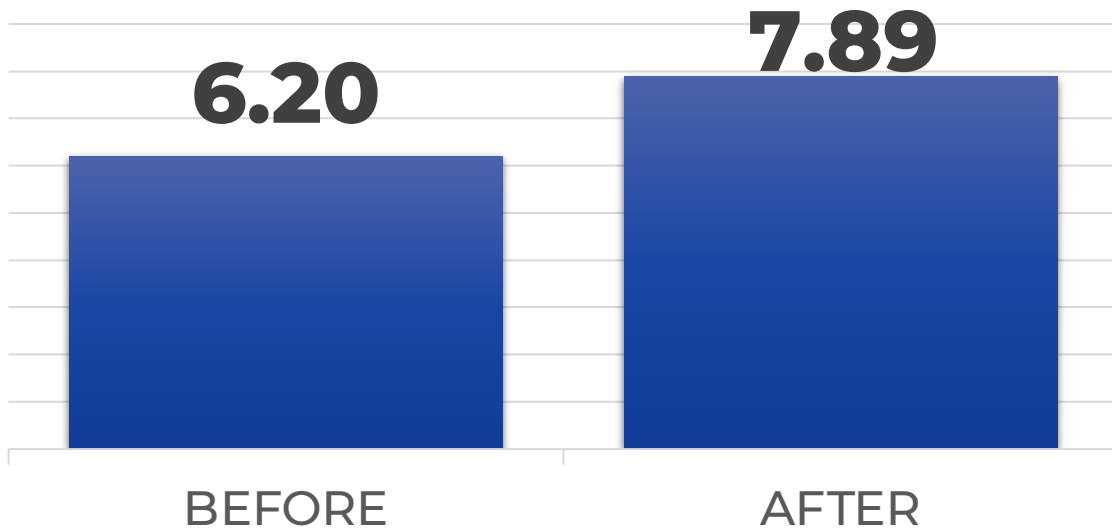
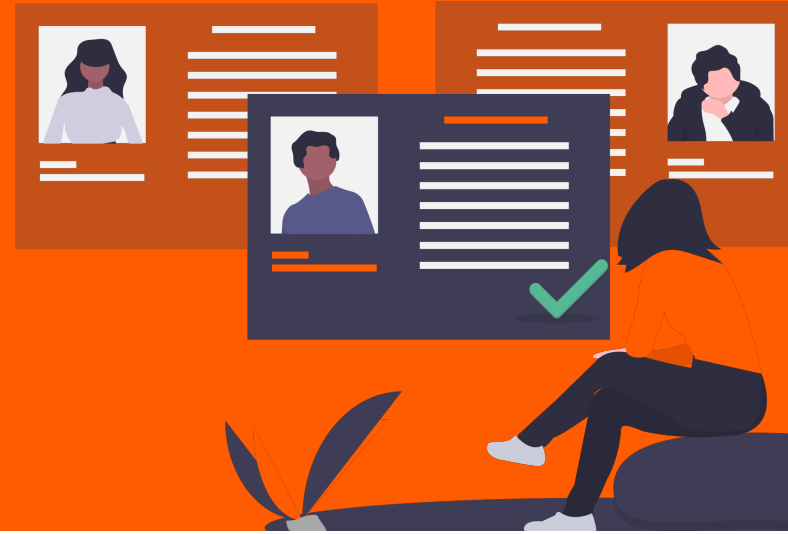
LIFT

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)



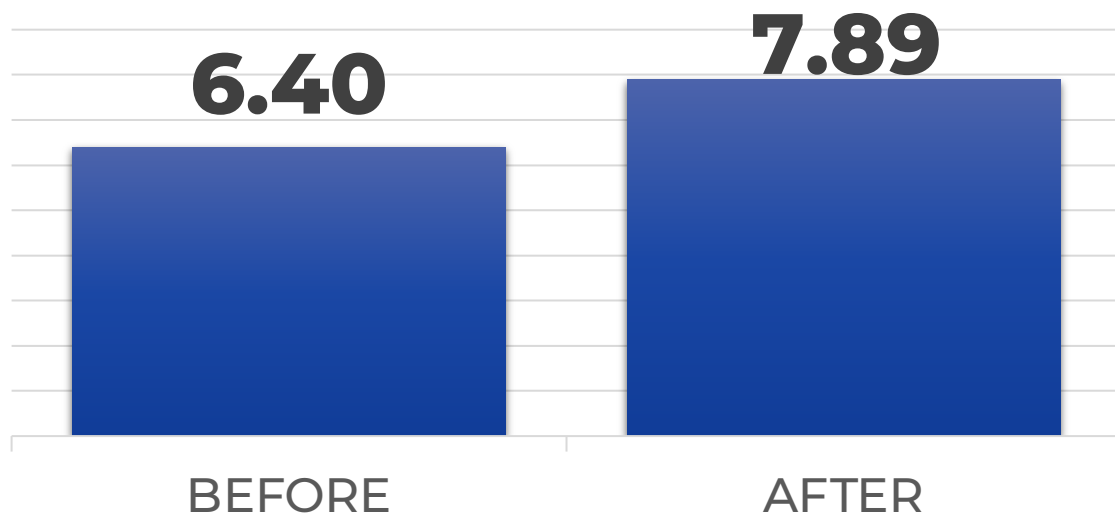
LIFT

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%

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 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



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




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



Product Marketing

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



Strategic Multicultural Marketing

Profitable opportunities to increase your market share and brand loyalty



The buying power of diverse audiences 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.



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





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*



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



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



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

Experience Gap Study by M&C Saatchi (2018)



About

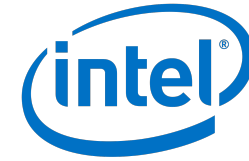
Smart Simple Marketing

We are a multi-award-winning marketing solutions provider



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A Sample of Brands We've Supported

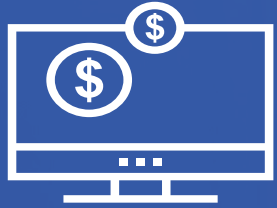


FACEBOOK





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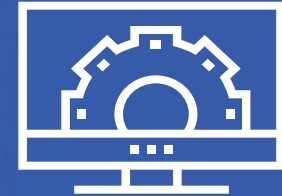
DIVERSE EXPERTISE

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



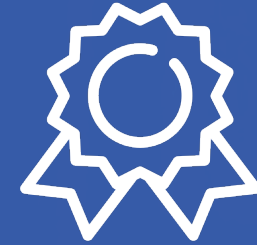
DEEP IMPACT

Taught 11,100+ small business owners and entrepreneurs at our live events



THOUGHT LEADERSHIP

Researched and created over 10,000 pieces of original content



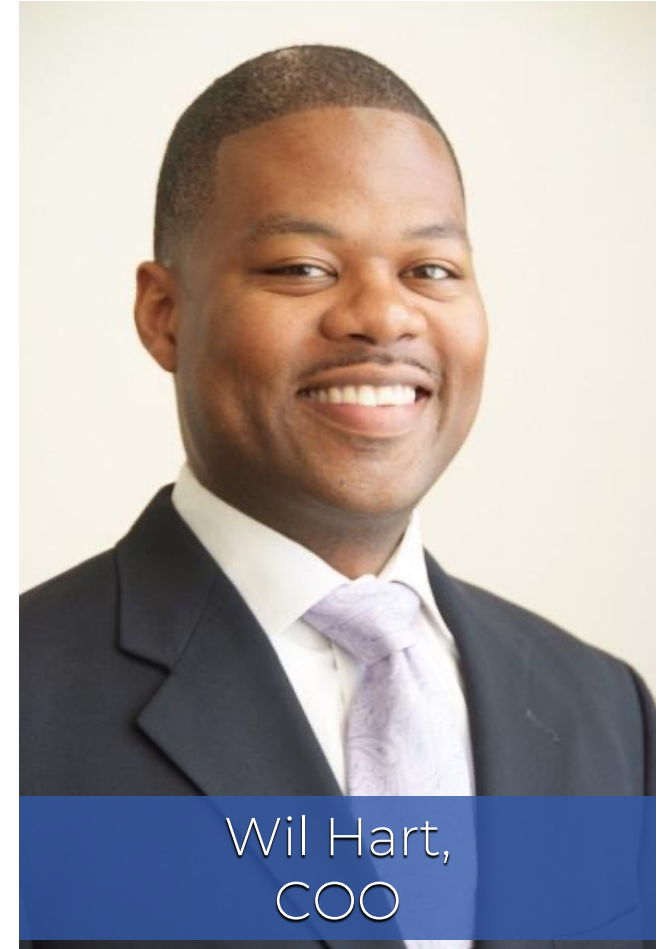
INDUSTRY RECOGNITION

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



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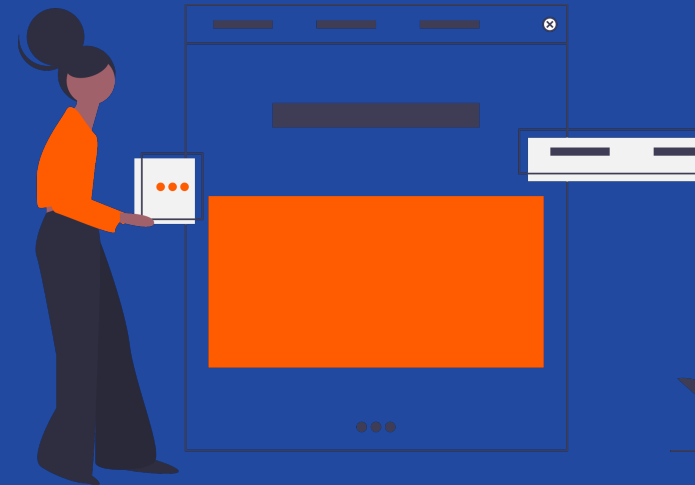
Our Leadership Team





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 inclusive product design, multicultural marketing, and strategic communications for more than 15 years.

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



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Stay in touch



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