

## Marketing Financial Services to Small Businesses - US - July 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The strengthening economy is paving the way for small business growth, both because loans are becoming more plentiful and consumers have become more willing to spend. Customer service and state-of-the-art technology will be crucial in institutions’ efforts to take advantage of the strength of the sector and attract customers.”  
 – Robyn Kaiserman, Financial Services Analyst

This report looks at the following areas:

- Help your customers, help your bank?
- How can banks increase business credit card usage?
- Mobile apps for small businesses?

Small business is anything but small, given that it makes up a large percentage of all American companies. Many of these businesses were hit hard by the recession, but they are beginning to rebound with the economy. It is becoming easier for them to find funding, and many small business owners are optimistic about their business’s immediate future.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Scope and Themes

- What you need to know
- Data sources
- Consumer survey data
- Direct marketing creative
- Abbreviations and terms
- Abbreviations
- Terms

### Executive Summary

#### The market

The target market: 28 million small businesses in the US

Figure 1: Employment size of employer and non-employer firms in US, 2011

#### Value of small business loans has fallen

Figure 2: Aggregate value of small business loans of less than \$1 million, 2009-12

Alternative sources of lending are challenging the banks

#### Market drivers

#### Inflation

Figure 3: US Inflation rate January 2013-May 2014

#### Big banks are lending again

Figure 4: Small business loan approval rates by big banks, May 2013-May 2014

#### Companies and brands

Figure 5: Top 10 SBA 7(a) lenders 2013 (\$1 million and under)

#### The consumer

Most small businesses are operated from the owner's home

Figure 6: Business ownership, by annual revenues, April 2014

Opportunity to increase share of wallet through product bundling

Figure 7: Business banking products owned, April 2014

Greater dissatisfaction among micro businesses

Figure 8: Satisfaction with customer service, by annual revenues, April 2014

Greater investment needed in mobile technology

Figure 9: Satisfaction with primary bank's mobile capabilities, by age, April 2014

#### What we think

### Issues and Insights

Help your customers, help your bank?

Issues

Implications

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How can banks increase business credit card usage?

Issues

Implications

Mobile apps for small businesses?

Issues

Implications

## Trend Application

Trend: The Unfairer Sex

Trend: Entrepreneurial Spirit

Mintel Futures: Access Anything

## Market Size

Key points

Size of the small business sector

Figure 10: Employment size of employer and non-employer firms in US, 2011

Three quarters of small businesses have a dedicated business checking account

Figure 11: Business banking products owned, by gender, April 2014

Lending is key to small business growth

Figure 12: Aggregate value of small business loans of less than \$1 million, 2009-12

Figure 13: Top 10 SBA 7(a) lenders 2013 (\$1 million and under)

## Market Drivers

Key points

The US economy has not yet fully rebounded

Unemployment

Figure 14: US Unemployment rate, May 2009-May2014

Inflation

Figure 15: US Inflation rate January 2013-May 2014

Legislation affecting small businesses

ACA

Minimum wage legislation

Small business loan approval rates by big banks are on the rise

Figure 16: Small business loan approval rates, May 2013-May 2014

Small business optimism is increasing

Figure 17: NFIB Small Business Optimism index, January 2009-May 2014

A third of small business owners say their finances have improved

Figure 18: Attitudes toward own business finances, April2014

## Competitive Context

Key points

Alternative lenders on the rise

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Peer-to-peer lending

## Innovations and Innovators

Key points

SmartBiz

Square offers loans

PNC upgrades its digital tools for small business

New developments in mobile apps for small businesses

## Marketing Strategies

Key points

Overview

Brand analysis: Wells Fargo

Figure 19: Brand analysis of Wells Fargo, 2014

Online

Online ads

Figure 20: Wells Fargo Works online ad, 2014

Figure 21: Wells Fargo Works online ad, 2014

Figure 22: Wells Fargo small business in Charlotte, N.C., online ad, 2013

Social media

Figure 23: Wells Fargo Works video, 2014

Direct mail

Figure 24: Wells Fargo Business Services Packages Checking Account, 2014

Figure 25: Wells Fargo business credit card ad, 2014

Brand analysis: Bank of America

Figure 26: Brand analysis of Bank of America, 2014

Online

Social media

YouTube

Figure 27: Bank of America Alex and Ani video, 2014

Direct mail

Figure 28: Bank of America business rewards credit card direct mail ad, 2014

Figure 29: Bank of America remote deposit direct mail ad, 2014

Figure 30: Bank of America account management tools direct mail ad, 2014

Brand analysis: JPMorgan Chase

Figure 31: Brand Analysis, Chase, 2014

Online

YouTube

Figure 32: Chase Platinum Business Banking video, 2014

Mobile

Figure 33: Chase Sponsor of National Small Business Week mobile ad, 2014

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Figure 34: Chase Ink mobile ad, 2013

## Direct mail

Figure 35: Chase Platinum Business Checking account direct mail ad, 2014

## Print

Figure 36: Chase Ink card print ad, 2014

## Alternative lenders

### OnDeck

Figure 37: OnDeck small business loan direct mail ad, 2014

Figure 38: OnDeck small business loan mobile ad, 2014

Figure 39: OnDeck small business loans online ad, 2014

### Swift Capital

Figure 40: Swift Capital small business loan direct mail ad, 2014

## Who are the Business Owners?

### Key points

#### Most businesses operate from home

Figure 41: Business ownership, by gender and age, April 2014

#### The large majority of smaller firms are run from home

Figure 42: Business ownership, by annual revenues, April 2014

#### Nine in 10 sole operators work from home

Figure 43: Business ownership, by number of employees, April 2014

## How Many Employees Do They Have?

### Key points

#### Most small business owners employ only themselves

Figure 44: Number of paid employees, by gender, April 2014

#### Opportunity for banks to support post-retirement entrepreneurs

Figure 45: Number of paid employees, by age, April 2014

#### Midsized businesses may need support from insurance agents

Figure 46: Number of paid employees, by annual revenues, April 2014

#### Nine in 10 home-operated businesses have fewer than five employees

Figure 47: Number of paid employees, by operation at home/outside, April 2014

## How Much Revenue Do They Earn?

### Key points

#### Women-owned businesses tend to generate less revenue

Figure 48: Annual revenue, by gender, April 2014

#### Relatively few over-65s own larger "small" businesses

Figure 49: Annual revenue, by age, April 2014

#### Strong link between employees and turnover

Figure 50: Annual revenue, by number of employees, April 2014

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Figure 51: Number of paid employees, by operation at home/outside, April 2014

## Company Industry

### Key points

#### Professional services most popular industry

Figure 52: Company industry, by gender, April 2014

#### Professional service firms dominate regardless of company size

Figure 53: Company industry, by annual revenues, April 2014

## How Companies Pay for Purchases

### Key points

#### Rent and/or utilities

Figure 54: How companies pay for rent and/or utilities, by gender, April 2014

Figure 55: How companies pay for rent and/or utilities, by age, April 2014

#### Greater professionalism among larger business owners

Figure 56: How companies pay for rent and/or utilities, by annual revenues, April 2014

Figure 57: How companies pay for rent and/or utilities, by number of employees, April 2014

Figure 58: How companies pay for rent and/or utilities, by operation from home or outside, April 2014

#### Day-to-day supplies

Figure 59: How companies pay for day-to-day supplies, by gender, April 2014

Figure 60: How companies pay for day-to-day supplies, by age, April 2014

#### A chance to use retailer loyalty programs to build partnerships with smaller businesses

Figure 61: How companies pay for day-to-day supplies, by annual revenues, April 2014

Figure 62: How companies pay for day-to-day supplies, by operation from home/outside, April 2014

#### Major purchases

Figure 63: How companies pay for major purchases (over \$1,000), by gender, April 2014

#### Older business owners more likely to pay with a personal credit card

Figure 64: How companies pay for major purchases (over \$1,000), by age, April 2014

Figure 65: How companies pay for major purchases (over \$1,000), by annual revenues, April 2014

Figure 66: How companies pay for major purchases (over \$1,000), by operation from home/outside, April 2014

## How Owners Fund Their Businesses

### Key points

#### Startup funding

Figure 67: Method of funding startup, by gender, April 2014

#### Younger business owners more likely to look to family for support

Figure 68: Method of funding startup, by age, April 2014

#### Loans key to funding larger startups

Figure 69: Method of funding startup, by annual revenues, April 2014

#### Funding growth

Figure 70: Method of funding growth, by gender, April 2014

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Figure 71: Method of funding growth, by age, April 2014

**Larger firms have outgrown informal funding sources**

Figure 72: Method of funding growth, by annual revenues, April 2014

Figure 73: Method of funding growth, by number of employees, April 2014

## Attitudes Toward Own Business Finances

**Key points**

**Customer satisfaction is low, but many are optimistic**

Figure 74: Attitudes toward own business finances, by gender, April 2014

Figure 75: Attitudes toward own business finances, by age, April 2014

**Larger businesses are significantly more optimistic**

Figure 76: Attitudes toward own business finances, by annual revenues, April 2014

**Size adds to a business's banking requirements**

Figure 77: Attitudes toward own business finances, by operation from home/outside, April 2014

## Business Banking Products and Services

**Key points**

**Most have at least a business checking account**

Figure 78: Business banking products owned, by gender, April 2014

**Younger business owners need to invest in their retirement, not just their business**

Figure 79: Business banking products owned, by age, April 2014

**There is room for a "starter" business account**

Figure 80: Business banking products owned, by annual revenues, April 2014

**Additional staff adds complexity to banking requirements**

Figure 81: Business banking products owned, by number of employees, April 2014

Figure 82: Business banking products owned, by operation from home/outside, April 2014

## Mobile Device Ownership

**Key points**

**Mobile device ownership is prevalent among small business owners**

Figure 83: Mobile device ownership, by gender, April 2014

Figure 84: Mobile device ownership, by age, April 2014

Figure 85: Mobile device ownership, by annual revenues, April 2014

## Usage of and Satisfaction with Mobile Banking

**Key points**

**Mobile banking usage is very low**

Figure 86: Mobile business banking usage, by gender, April 2014

## Appendix – Other Useful Consumer Tables

**Company industry**

Figure 87: Company industry, by age, April 2014

Figure 88: Company industry, by number of employees, April 2014

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Figure 89: Company industry, by operation from home/outside, April 2014

### How companies pay for purchases

#### Day-to-day supplies

Figure 90: Method of purchase payment for day-to-day supplies, by number of employees, April 2014

#### Major purchases

Figure 91: How companies pay for major purchases (over \$1,000), by number of employees, April 2014

### How owners fund their business

#### Startup

Figure 92: Method of funding startup, by number of employees, April 2014

Figure 93: Method of funding startup, by operation from home/outside, April 2014

#### Growth

Figure 94: Method of funding growth, by operation from home/outside, April 2014

### Attitudes toward business/finances

Figure 95: Attitudes toward own business finances, by number of employees, April 2014

### Mobile device ownership

Figure 96: Mobile business banking usage, by number of employees, April 2014

Figure 97: Mobile business banking usage, by operation from home/outside, April 2014

### Usage of and satisfaction with mobile banking

Figure 98: Usage of and satisfaction with mobile business banking, by age, April 2014

Figure 99: Usage of and satisfaction with mobile business banking, by annual revenue, April 2014

Figure 100: Usage of and satisfaction with mobile business banking, by number of employees, April 2014

Figure 101: Usage of and satisfaction with mobile business banking, by operation from home/outside, April 2014

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## Appendix – Trade Associations

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