

Marketing Financial Services to Small Businesses - US - July 2014

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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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