

Small business content strategy

2021

Why add expert small business content to your website.



A vehicle to advisory

Bankers increasingly are being asked to offer advisory support to customers.

Business content gives them:

- A reason to make contact
- A way to have a conversation that doesn't start with product
- An opportunity to build customer financial and business literacy
- Thought leadership information to demonstrate expertise
- Content to assist on-boarding



Generate organic search

Provide content to your targets to drive traffic by:

- Creating a small business resource center or hub inside your site
- Seeding content into your social media channels
- Adding single pieces of content into product pages at point of need
- Providing high search volume tools (calculators, templates, diagnostics)



Trigger leads

How well you spend your marketing budget is by lead generation. Obtain small business leads by:

- Using gated content to collect prospects and re-market
- Embedding calls to action into content inside product pages
- Syndicating content into social media, e-newsletters, blogs
- Giving branded content to partners (accountants, industry groups, SCORE, state government)



Support customers

Lock in existing customers by helping them start, run, grow and exit their business by:

- Offering practical self-help templates and tools
- Providing a range of support that matches their lifecycle stage
- Enhance existing comm's such as webinars, e-newsletters, social media and web content

To be the one-stop-shop ecosystem of choice, remaining relevant beyond banking by connecting experiences in banking to financial and broader business solutions.



UNMET NEEDS

There is an opportunity to provide solutions for a broader set of needs, supporting our customers in acquiring, retaining and maintaining their customers and revenue base.

NEEDS MET TODAY

Non-traditional competitors fulfilling needs for working capital needs through alternative lending.

Banks meet a broad range of core banking needs, but there is opportunity to enhance systems & products for simpler, easier self-service digital banking.

Provision of content and tools is primarily by expert small business content agencies (cheaper, faster), rather than by in-house content writers.

Business customer needs

- Managing HR
- Custom advice and guidance
- Getting paid and paying on time
- Access to funds for growth
- Managing business expenses & costs
- Managing cashflow
- Insights and reporting
- Getting the most out of surplus funds
- Managing tax affairs
- Digital and ecommerce tools
- Customer acquisition
- Customer retention
- Protection against unexpected risks
- Business models
- Managing HR

Content trusted by the following



Examples

fcbanking.com/resources/small-business-resources

The screenshot shows the top navigation bar with 'PERSONAL', 'BUSINESS', 'RESOURCES', and 'WHY US?'. The main heading is 'Small Business Resources'. Below it, a paragraph states: 'As a small business owner, you are the backbone of our economy. Which is why you deserve free, comprehensive resources to help you start, grow, manage and eventually exit your small business successfully. We're here to help.' A sub-heading reads 'Welcome to your journey to better.'

Where are you in your business journey?

Choose from the topics below to dig deeper into our small business resource center.



Starting Up

Checking feasibility, finances and compliance.

[Learn More](#)



Growth

Marketing and profitability strategies.

[Learn More](#)



Exiting

When planning pays off.

[Learn More](#)



Resilience

Putting the right structures in place now.

[Learn More](#)



Running

Sound strategies for running your business.

[Learn More](#)



Tools and Templates

Run your numbers and plan for success.

[Learn More](#)

harborone.com/small-business/voyage/home

The screenshot shows the HarborOne Bank logo and navigation menu with 'Personal', 'Small Business', and 'Commercial' options. On the right, there is an 'Online Banking Login' section with a text input field for 'ENTER YOUR USER I.D.' and a 'Sign in' button. Below the navigation, a horizontal menu lists: 'Voyage for Business', 'Resilience', 'Improve Cash Flow', 'Grow Sales', 'Succession', and 'Templates & Tools'.

Where are you in your business journey?

We're here to support you to build and grow a successful business and to achieve your business goals during these challenging times.



Case Study - Lulu Green Café

Lulu Green is a café at 246 W. Broadway in Boston selling soups, smoothies, juices, dinners and everything in between. But they're not your normal café.

[Learn More](#)



Case study - Boston Community Pediatrics

When Robyn Riseberg started Boston Community Pediatrics, she knew she wanted to make a difference and give back to the place she was brought up.

[Learn More](#)



Small Business Recovery Guide

Regardless of why you need an increase in sales, it's important to take steps now. This small business guide will help you take action and prepare for funding or government grants.

[Download](#)



Resilience

Find out about the Government support packages, managing employees and your business online, crisis planning and identifying how your business may look in the future.

[Get started](#)

Examples

td.com/ca/en/business-banking/how-to/small-business/tools-and-resources/

The screenshot shows the TD Bank website's 'Tools & Resources' page. At the top, there are navigation tabs for Personal, Small Business, Commercial, Investing, and About TD. Below this is a secondary navigation bar with 'My Account', 'Products', 'Payment Solutions', and 'Learn'. The main heading is 'Tools & Resources' with a sub-heading 'Small business, big potential'. A brief introductory text states: 'TD can help you see the big picture when it comes to running your business.' Below this are two tabs: 'Tools' and 'Resources'. The main content area is titled 'Manage your business - better' with the text 'These simple tools can help you keep your business on the right track.' There are six tool cards arranged in a 2x3 grid:

- Cash Flow Calculator**: Forecast your cashflow, money in, money out and money remaining.
- Starting Your Business Checklist**: Highlights a few key aspects to starting a business, which can help your small business get off to a good start.
- Business Plan Template (document)**: Download our template to detail your business plan for partners and interested parties.
- Loan Calculator**: Compare different loan amounts, interest rates and terms to calculate monthly payments.
- Start-up Costs (spreadsheet)**: Download this spreadsheet to track, estimate, and understand your costs for an idea of potential revenue.
- Profit Increase Calculator**: Build a variety of scenarios to uncover profit possibilities.

bmo.com/main/business/small-business-resource-hub

The screenshot shows the BMO website's 'Resource Hub' page. At the top, there is a navigation bar with the BMO logo and several menu items: Plans & Accounts, Credit Cards, Loans & Commercial Mortgages, Accounting Payments & Payroll, Treasury & Payments, Business Resource Hub, and Special Offers. The main heading is 'Resource Hub' with the text: 'Get the latest tips from our experts, access tools and download resources to help keep your business running smoothly.' Below this is a link: 'Visit our COVID-19 business support page for relief program details and resources for business customers.' The section is titled 'Articles and advice' with the text: 'Stay ahead of the curve with the latest articles from our business experts.' There is a horizontal navigation bar with the following categories: Crisis planning, Getting started, Growing your business, Business finances (which is highlighted with a blue border), Marketing, and All articles. Below this are three article cards, each with a photo, a title, a short description, and a 'READ ARTICLE' link:

- Business Cash Flow – Why it Matters During Tough Times**: COVID-19 has impacted cash flow for many small businesses. Read our advice on how to manage your cash during tough times and why it's important more than ever.
- 3 reasons to open a business bank account**: Discover four reasons why opening a business bank account is an important step to establishing your small business.
- Funding your small business**: Discover the funding options for your small business that will take it to the next level.