

WEBINAR

Boost SMBs during the 2nd COVID wave

Digital inspiration for Q4 2020
and the upcoming holiday season



Today's presenters



ANNA HEDEGAARD

Technical Partner Success Manager



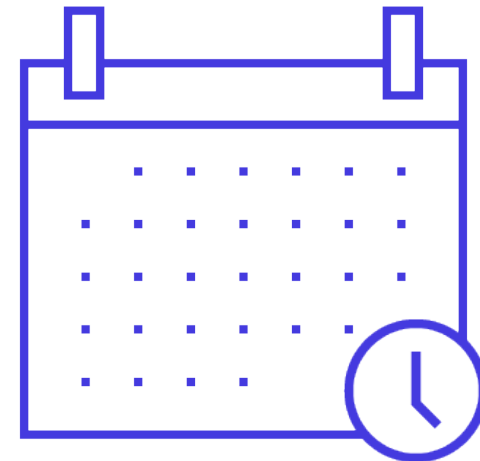
JASMINE DE GUZMAN

Partner Marketing Manager



Agenda

- State of small businesses
- Why boost SMBs in Q4
- Live examples & inspiration
- Q&A

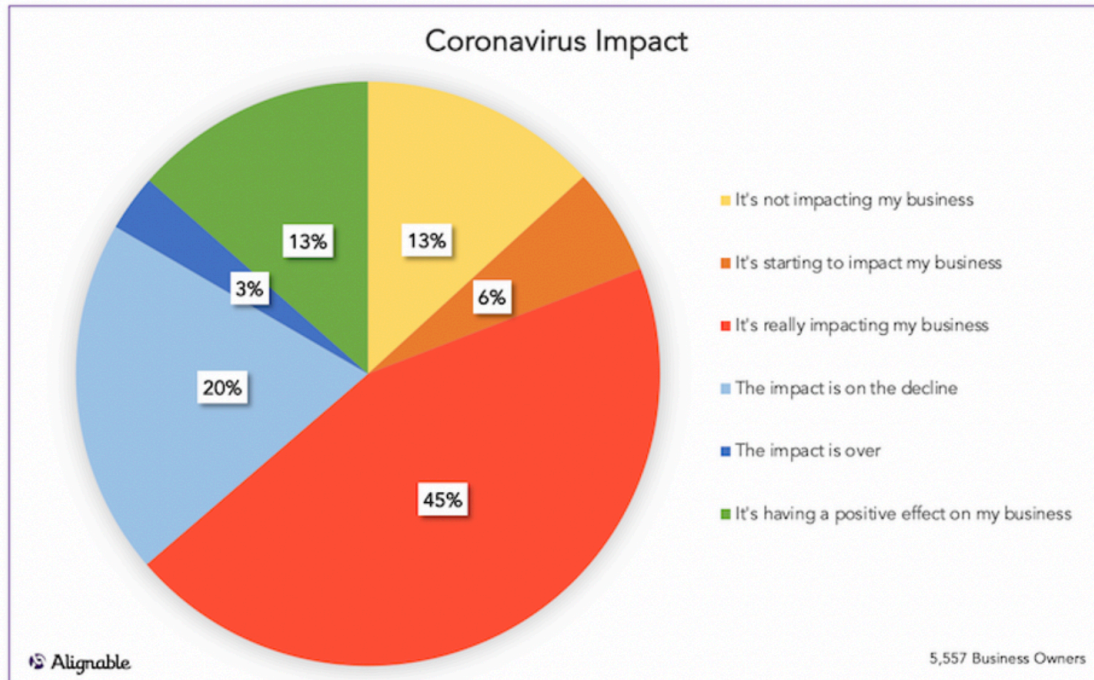


Quick poll

State of small businesses

Alignable's State of Small Business Report: The Road To Recovery, September 2020

How has coronavirus impacted your business?



How are small businesses doing?

Small businesses have been resilient - but many are struggling.

- Restaurants, cafés, tourism & hospitality have been particularly hard-hit
- Other sectors, like home services - gardeners, plumbers, contractors, are booming!

1/6

or 100,000 restaurants have permanently closed just 6 months into the pandemic

5 key trends from talking to SMBs

Mono x Siinda: Voice of the Customer

1. A renewed focus/belief for digital
2. Making online and offline work together
3. Analyze, adapt and sell
4. They need YOUR advice.
5. No one size fits all. Depends on industry!

Interviews: Voice of the Customer - Siinda
Commissioned by Mono Solutions



📍 UNITED STATES

How to get ready for the most digital-first holiday retail season yet

Prime Day 2020 Will Generate Nearly \$10 Billion in Worldwide Sales

In our first-ever forecast for Prime Day, we expect that Amazon will generate \$9.91 billion in sales worldwide, including \$6.17 billion in the US.

RETAIL

Black Friday 2020 Takes On New Forms To Adapt To COVID-19

Q4 & holiday season trends for 2020

We've been seeing new headlines about the expectations for 2020.

56%

of digital retailers agree that Prime Day will be a “winner”, as more consumers will shop online due to COVID-19 virus concerns¹

88%

plan to shop online, plan to continue purchasing gifts online and sending them to recipients²

¹ Profitero, Prime Day Outlook 2020 via eMarketer
² Criteo, Peak to Recovery Study, May 2020



Boost business this holiday season

- Digital channels are expected to grow
- Holiday shopping will primarily move *online*
- Shipping & delivery will be overloaded
- Buy online, in-store pick up (click-and-collect)
- Stores will become “fulfillment” centers
- Transparency will be key (COVID precautions)
- Shoppers will spend less and save more - so running additional sales/offers is key!

Another quick poll

Let's boost business!

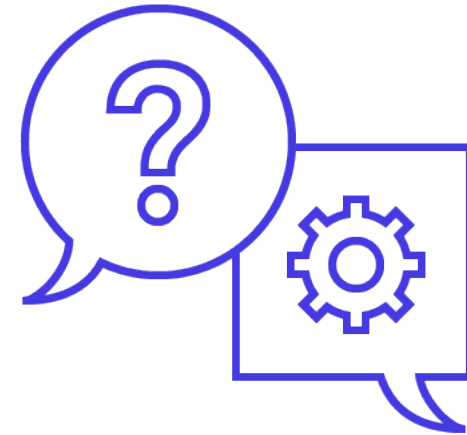
Last polls

Time for Q&A!

**Do you have any questions for the us?
Maybe, ideas that you want to share?**

We'd love to answer any questions that you may have.

Feel free to type it in to the GoToWebinar control panel.



Thank you