



WARRILLOW & CO.

## Where to Find Small Businesses in a Tough Economy

When revenue streams begin to dry up, small businesses start looking for ways to identify more reliable sources of new revenue that will carry them through tough times. One key area of focus for small businesses is government contracts and public sector projects that remain insulated from spending reductions.

Warrillow recently conducted a series of qualitative interviews to understand how small businesses are managing through a turbulent economy, and found that they are turning increasingly to the public arena as the economy slows.

"We plan to market our services more aggressively in the federal sector where funding and work opportunities should remain steadfast." - Environmental & Public Policy Consulting Firm in Seattle, WA

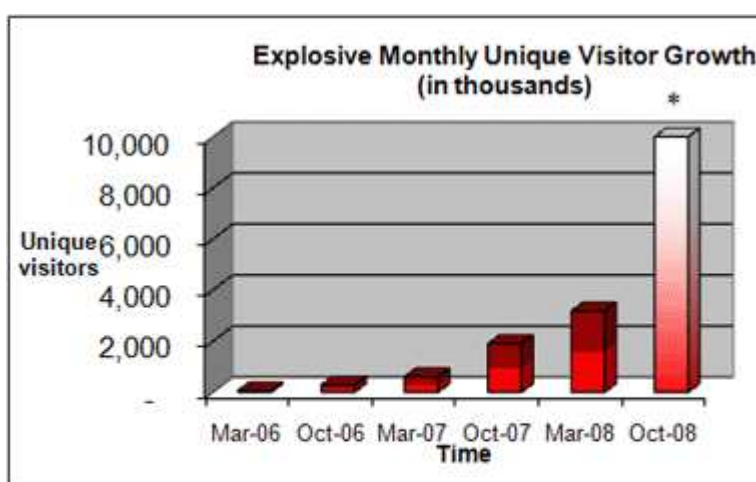
"We become more aggressive and look more to government contracts." - Environmental Engineering firm in Atlanta, GA

"We are now focusing on government contracting. The hope is that the government will continue funding research even in this economy..." - Biotech Business Company in Palo Alto, CA

So where do small businesses go to find such contracts, and how can you ensure your message is seen there? One example is [Sales Spider](#), a rapidly growing online social network that notifies small businesses of new government contracts up for bid, and facilitates networking opportunities with other small business owners. Placing a targeted banner ad with messaging that speaks specifically to your value proposition in a tough economy is an effective way to reach small businesses dealing with revenue growth challenges. Chances are, if they are having a hard time finding new revenue, they are also paying very close attention to their bottom line, too.



In this example, Constant Contact offers a free trial to help small businesses measure the effectiveness of email marketing without any capital outlay, stressing the "affordability" aspects of the service. In another example, Moneris, a leading merchant processor, offers merchants a \$200 rebate as an incentive for switching payment card processing services. What these enterprises understand is that small businesses searching for new leads in a tough economy are also looking for cost-effective ways to stay close to their customers (email marketing) and are considering switching vendors for better service or preferred pricing.



\*Unique users projected based on trend analysis. 82% of users are small businesses with 1-99 employees.  
Source: Sales Spider

As Sales Spider's audience of small businesses grows, enterprise companies will be well positioned to intercept decision-makers with targeted offers that reflect deep insight into the pressures that small businesses face in challenging economic times.