



IT'S NOT ABOUT  
GETTING THE MOMENTUM STARTED...  
**IT'S ABOUT  
KEEPING THE  
MOMENTUM GOING...**

Marketing at its core is simply good stories about your brand, shared by consumers who've engaged with your brand. It's truly that simple! It's me telling you how awesome someone is. How do you get that momentum going and keep it going? BRANDS!

TO LEARN MORE, TO EDUCATE YOURSELF  
**EDUCATE.DESIGNOFFICE.US**

statistics source: <http://blog.capterra.com/small-business-statistics/>

*The* **Design Office**

## **DON'T BE A STASTIC!**



**30%** cite cost  
as the factor for  
not having a site.

**35%** feel they are too  
small for a site.

**54%** use email  
as a primary  
marketing tool

**51%** use a website  
as their primary  
marketing tool

**75%** owners report  
facing marketing  
challenges

**77%** of owners use  
personal savings  
to operate