

## STAPLES SUPPORTS SMALL BUSINESSES



The 6<sup>th</sup> annual Staples National Small Business Survey recently took place. The survey showed that seven out of ten small business owners are actually very hopeful and optimistic for their future and the future of their business. In fact, a little over 50 percent of the small business owners have said they would not mind growing and expanding their business with advertising and marketing if they had a bigger marketing budget available. Because this was obviously an important necessity for many of these small businesses, Staple launched the “Give Your Small Business the Push It Needs” contest for small business to win money for free advertising and marketing. John Giusti, the vice president of small business marketing for Staples, has said, “With more than 25 years of experience working with our core small business customers, we know that investing in marketing to grow a small business is essential, yet many do not have the money to do so.” He also said, “Staples wanted to do something unique to support small businesses in their local markets. The ‘Give Your Small Business the Push It Needs’ contest will help small businesses achieve their business goals in 2012 by providing an advertising boost to help their bottom lines.” The 6<sup>th</sup> annual survey by Staples showed that many small business owners were relying heavily on social media platforms in order to increase their presence and receive more business. With this contest, small businesses can easily enter themselves to win the contest. As a contestant, one will need to submit a video, fifteen seconds long, with quick yet detailed information about the company through Facebook.com/Staples. Out of all the submissions, five of the small business will win fifteen seconds of advertising during Staples television advertising for their local market. The package will be worth an estimated \$50,000 full of television airtime. Winners can choose \$40,000 for advertising and \$10,000 in cash or \$50,000 in advertising alone. The choice is entirely up to the winners. RievaLesonsky, the CEO and President for Grow Biz Media/SmallBizDaily.com, have said, “Successfully marketing your small business is the life blood of any company, but with limited budgets, entrepreneurs must be creative and resourceful.” Lesonsky also says, “Any marketing boost that they receive from a program such as the Staples ‘Give Your Small Business the Push It Needs’ can make all the difference in the world, especially in the current business climate.” Staples are the largest company for office supplies in the world. The Staples store was first established in 1986 and has very much success over the past two decades. Staples operates in approximately 26 different countries around the world and has 90,000 different associates located in areas all around the world.

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