



The State of Small Business Online Marketing

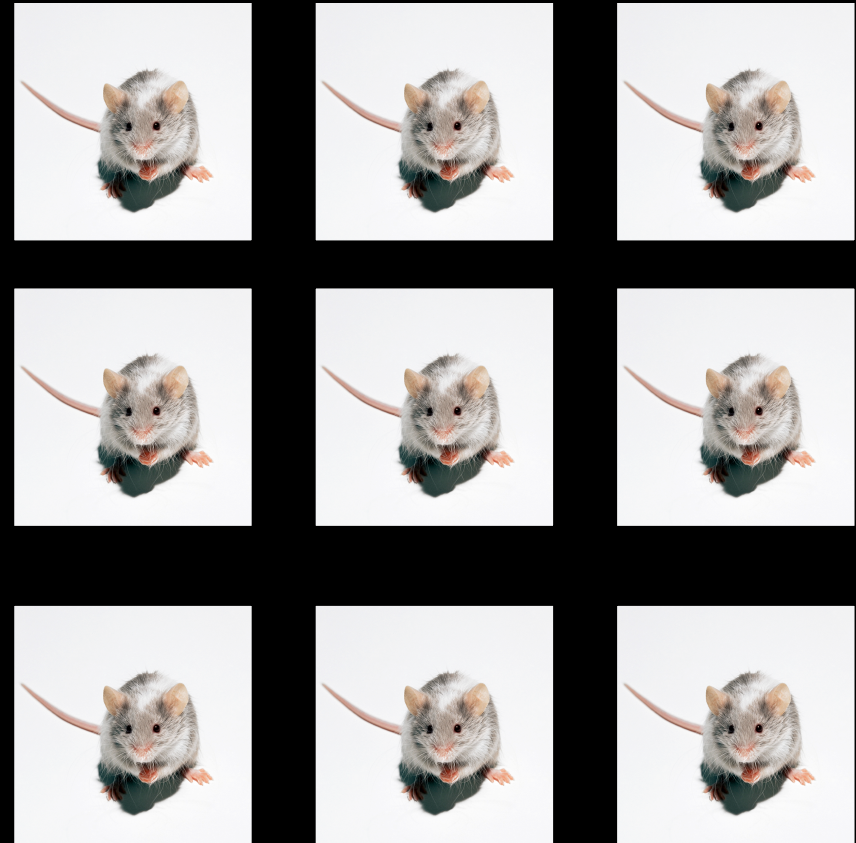
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Vice President, Small Business Division

March 21, 2007

Small Businesses Are Everywhere

Number of
Fortune 500 Businesses = 500

Number of
U.S. Small Businesses = 26,000,000



Small Business Is As Big As Big Business

\$ Non-farm, private US GDP

**Large Business
\$5.0 Trillion**



**Small Business
\$5.1 Trillion**



Who Will Small Businesses Be in 2017?

Baby Boomer



Gen Yer



Mompreneur



Professional Woman



Immigrant



6 Million Starts Every Year

Annual Births and Deaths of Businesses

6 Million
New Businesses Started Each Year



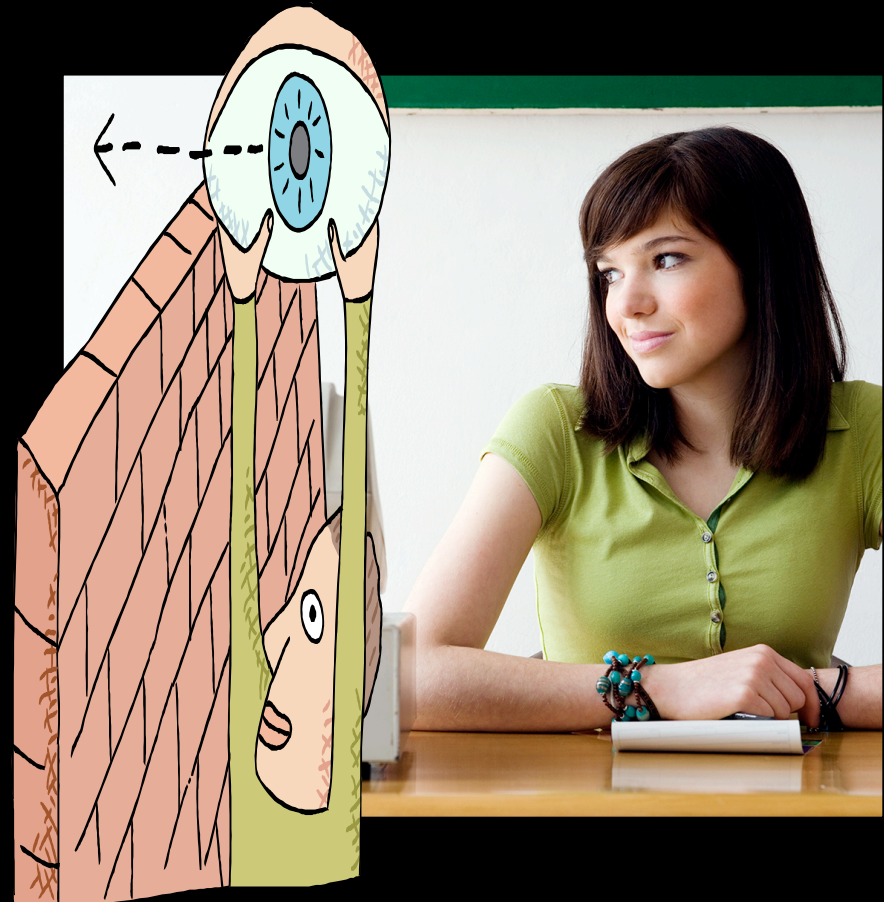
5.5-5.7 Million
Business Deaths Each Year



Renewable Resource ... With A Significant Problem

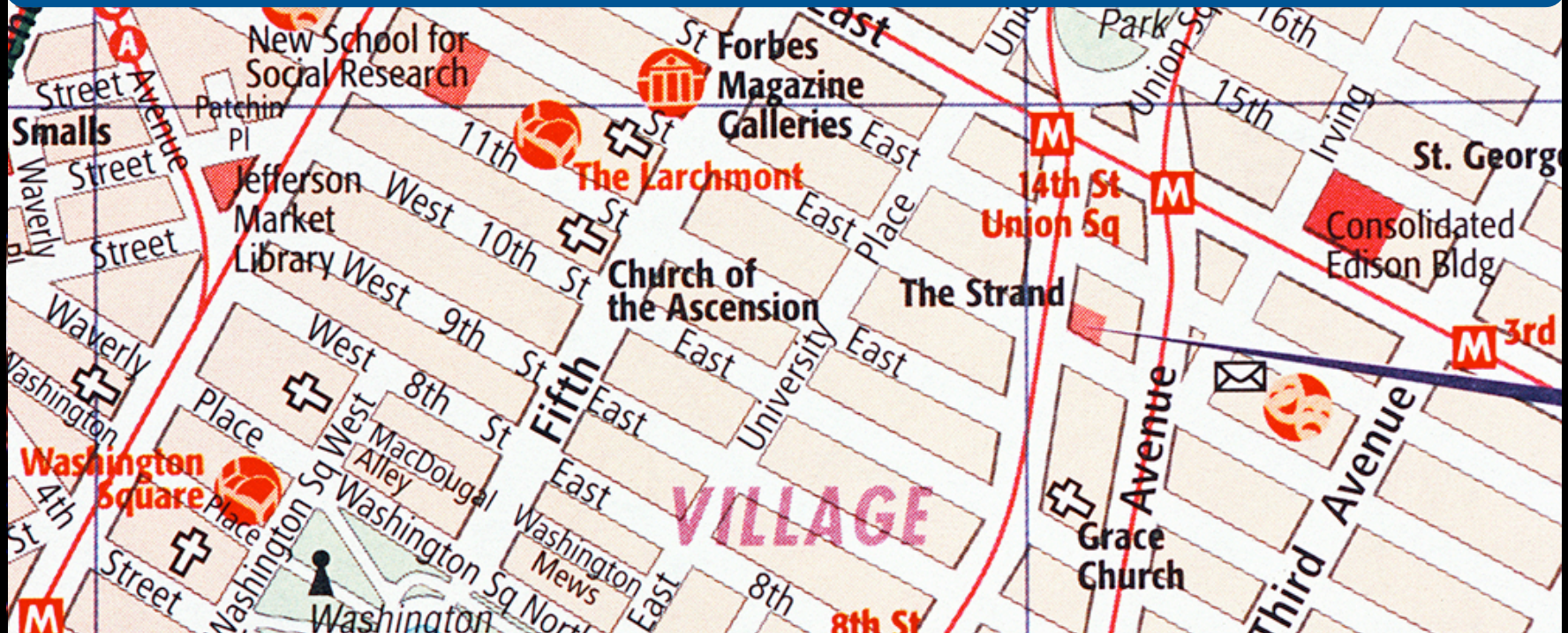
Acquiring Customers is #1 Pain

68% New-to-the-world and 75% Established Firms Say Finding Customers Is Biggest Limiting Factor to Growth



Think Small Business, Think Local

80% of small businesses do 75% of their business



within 50 miles

Small Businesses Spend on Marketing ...

**\$110B Annual Spend
on Marketing**

**~60% spent marketing \$
in the last 12 months**



... But The Web is Way Behind

Percent Marketed Online
in the Last 12 Months = 22%

Percent of Marketing Budget Online <5%



Why Does Intuit Care?

- **Our mission – empowering individuals in small businesses to achieve their dreams**
- **Built Intuit by helping businesses manage their business and their employees**
- **We are going to help them acquire and serve customers**



Acquire customers on Google's dime (It's easy).

And with Google AdWords, advertising is accountable – to you.

\$50 OF FREE ADVERTISING

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When someone searches on Google for your products and services, your AdWords ad can appear here.

Start now

What you get...

- High quality prospects for your business and buyers looking for what you sell.
- A campaign running in minutes. Getting your campaign running is as easy as describing your business in a few words. You don't need to know programming. You don't need to know anything technical. You don't even need to have a web site.

You are in control – always.

- You can change your promotions, products, services and messaging as many times as you like.
- You can target customers most likely to buy from you. Target prospects and customers in any state, city or zip code. Or run a broader campaign – you decide.
- You always stay in control of your advertising campaign and your budget. Pay only when prospects click on your ads – in other words, pay only for advertising that works!

Start now to take advantage of this \$50 offer. And if, for any reason, you don't like it, you are free to stop your campaign at any time. No questions asked.

- No contracts. No minimum spend commitments. No obligation of any kind.
- Start, pause and resume your campaigns at any time.

What Type of Solution is Needed to Encourage Small Business Web Marketing?

Simple to try, buy and maintain

Low-cost to start and affordable to continue

Help me find who I'm looking for

Tangible results



Q&A