

Case Study (Region : USA)

# Small Business Growth with ‘Lead Generation’



# 1. Business Statistics

**1.1.** Below are the business statistics found by SBA (Small Business Administration).

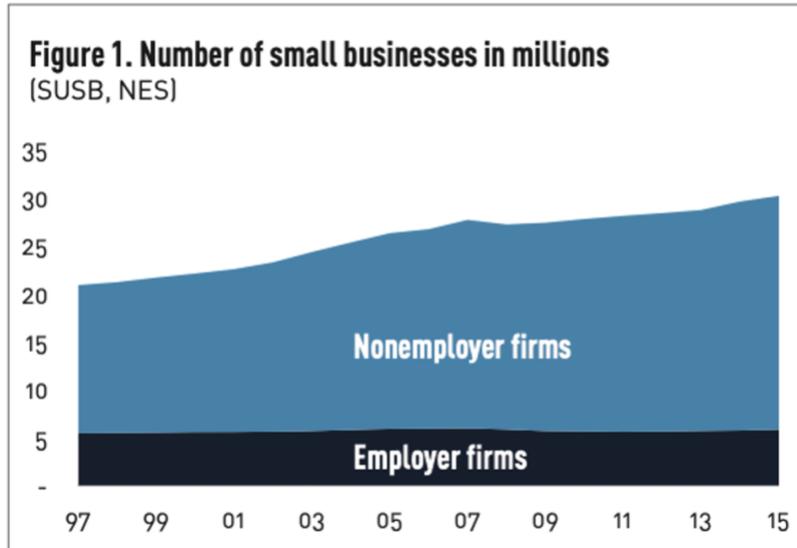
- SBA (Small Business Administration) defines small business as an enterprise having fewer than 500 employees.
- There are 28+ millions small businesses in USA and 22+ millions individuals as self-employed.
- Approx. 543,000 new businesses starts every month.
- More than that shut down per month.
- 7 out of 10 employer firms survive at least 2 years, half at least 5 years, a third at least 10 years quarter stays in business in 15 years or more.

*Source : <https://smallbusiness.yahoo.com/advisor/resource-center/16-surprising-small-business-statistics-infographic-190434232/>*

**1.2** In 2015, there were 30.2 million small businesses.

- Eighty percent, or 24.3 million, had no employees (termed “non-employers”)
- Twenty percent, or 5.9 million, had paid employees
- There were 19,464 large businesses.

The number of small employers has increased after a decline during the recession. The number of non-employers has gradually increased.

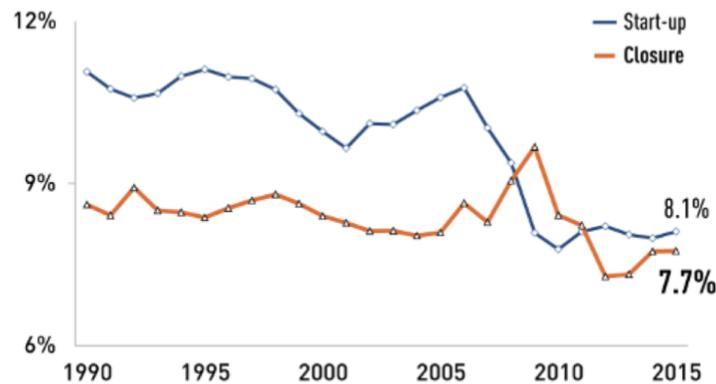


Source : <https://www.sba.gov/sites/default/files/advocacy/Frequently-Asked-Questions-Small-Business-2018.pdf>

## 2. Business Start-Up and Closure Rate

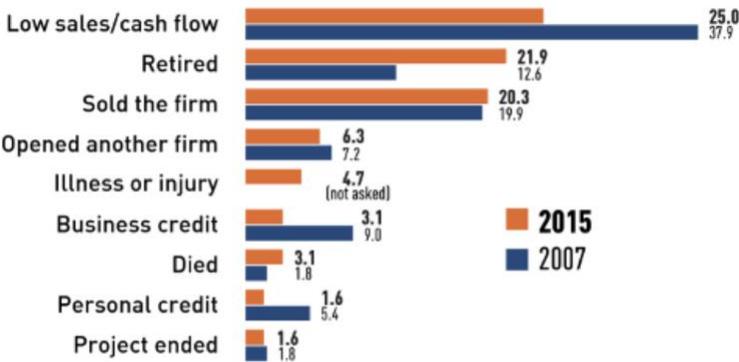
2.1 Over the last 25 years, about 7–9 percent of employer firms close every year and a slightly higher share open. These figures have been trending down, illustrating a decline in business turnover (Chart 1).

**Chart 1: Employer Firm Start-up and Closure Rates**



Source: U.S. Small Business Administration, from data provided by the U.S. Census Bureau, Business Dynamics Statistics

**Chart 2: Reasons Owners Close Employer Firms (percent)**



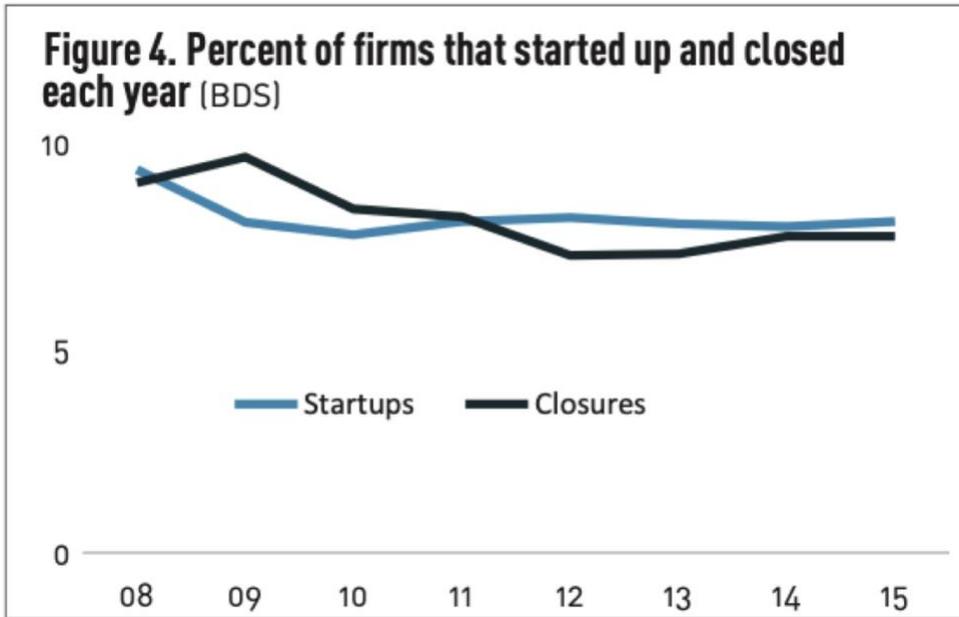
Note: Owners could select multiple reasons and 31.3 percent selected other reasons in 2015.

Source: U.S. Small Business Administration, from data provided by the U.S. Census Bureau, Annual Survey of Entrepreneurs (2015) and Survey of Business Owners (2007).

2.2 In 2015, there were about 414,000 startups (firms less than one year old) and 396,000 firm closures (Table 1). The share of businesses that were startups has hovered around 8% since 2010 (Figure 4).

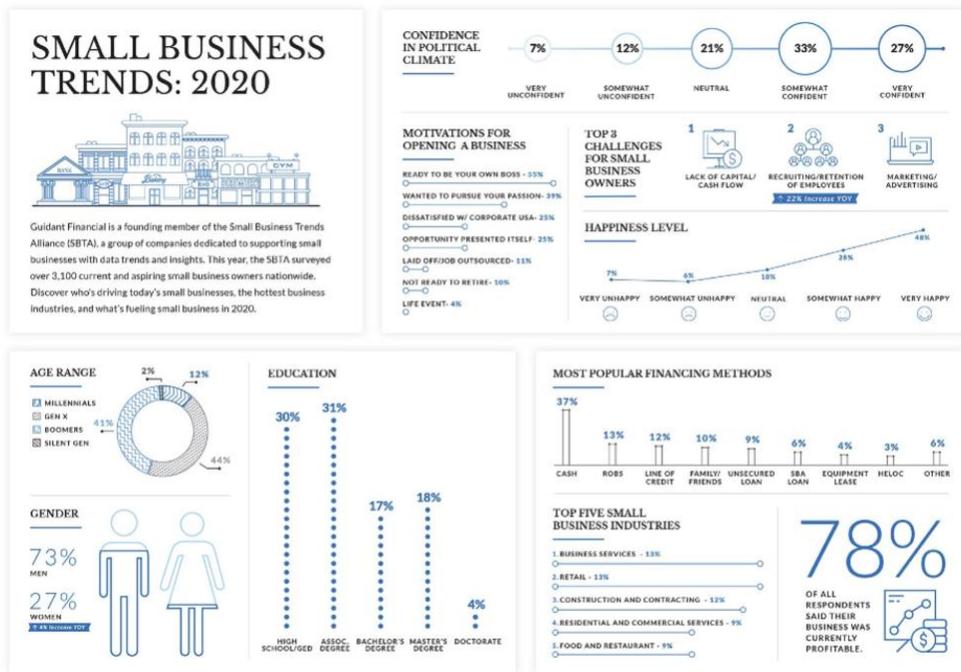
**Table 1. Employer firm startups and closures (BDS)**

	Startups	Closures
2008	487,673	470,550
2009	406,321	486,491
2010	385,358	416,642
2011	398,364	403,838
2012	408,591	362,398
2013	404,475	367,419
2014	403,902	391,553
2015	414,043	395,602



Source : <https://www.sba.gov/sites/default/files/advocacy/Frequently-Asked-Questions-Small-Business-2018.pdf>

### 3. Small Business Trend – 2020



## 4. Reasons for Small Business Failures

### 4.1 How many small businesses fail?

- 20% - 1st year
- 34% - 2nd year
- 50% - 5th year
- 70% - 10th year

### 4.2 Top reasons

- 19% are outcompeted
- 23% don't have the right team
- 29% ran out of cash
- 42% no market need for products or services
- 82% experiences cash flow problems.

*Source : <http://www.visualcapitalist.com/why-do-businesses-fail/>*

## 5. Platform and Strategies

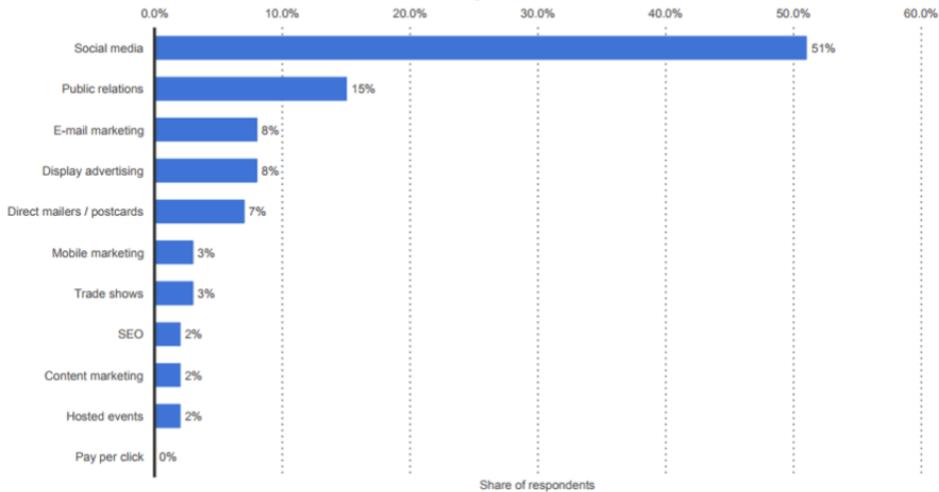
### 5.1 Below are the different platform and their challenges



*Source : <https://www.hubspot.com/marketing-statistics>*

5.2 51% of small businesses rely on social media to grow their business

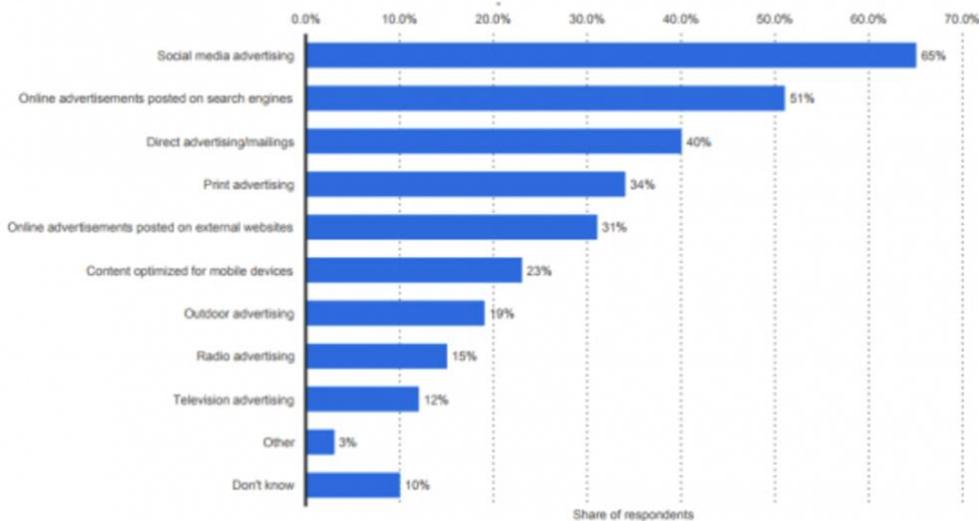
Which of the following marketing tactics do you most rely on to grow your business?



Source : <https://www.statista.com/study/42671/sme-marketing/>

5.3 65% of SMBs consider social media advertising effective

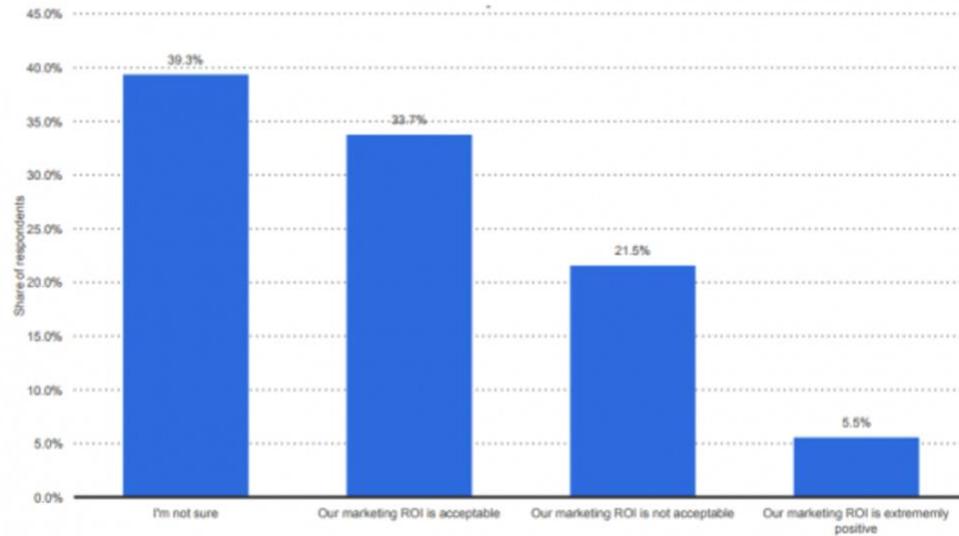
Which of the following advertising measures would you consider effective for small and medium-sized enterprises?



Source : <https://www.statista.com/study/42671/sme-marketing/>

## 5.4 39% of SMBs cannot track ROI generated by marketing efforts

Perceived ROI generated by marketing efforts according to SMBs in the United States as of March 2017



Source : <https://www.statista.com/study/42671/sme-marketing/>

## 6. Exponential Growth in ROI with Lead Generation (Sample Example)

As part of our service, we will be providing **100 recurring leads per months** with our pay per lead cost module, **so you will be paying for what you are getting.**

Consider the **cost per lead is \$30**. So you will be paying **\$3000 as service fee** without any hidden cost.

Also, we will be providing you assistance for nurturing the leads so that you can convert maximum leads into patients. ( *Click Here To Book Appointment* )

Suppose, you will be able to convert 50 leads into patients and the lifetime cost per patient is \$400, then below will be ROI you will get.

Revenue per 50 patients is  $\$400 * 50 = \$20,000$

Profit per 50 patients will be  $\$20,000 - \$3,000 = \$17,000$

So Return on Investment (ROI) =  $( \text{Net Profit} / \text{Cost of Investment} ) * 100$   
 $= ( \$17,000 / \$3,000 ) * 100$   
 $= 566.66 \%$

**AND**, note that these leads are recurring every month, so every month you will be getting the **BEST ROI**.

## 7. Services Of ‘Ovi Digital World’ to generate Leads

### **7.1 Proven Landing Page Setup**

We will create a proven customized landing page to show your Chiropractic services which will generate leads.

### **7.2 Guaranteed Conversations**

With our proven MECHANISM, you will get guaranteed conversion rates to generate leads.

### **7.3 Perfect Ad Setup with 100s of Ad Groups**

We will provide you 100s of Ad Groups in the Facebook or Google Ads Campaigns to generate the leads.

### **7.4 Click Optimization**

We will design the landing page / Ads in such a way that the clicks are coming in exactly where they need to be so that you no need to pay any extra dime.

### **7.5 Custom Targeting**

With our proven MECHANISM we will use the custom targeting to generate the leads depending on your geographical location and service needs.

### **7.6 Campaign Monitoring**

We will be having a dedicated Campaign monitoring team which will monitor the lead generation campaign and will make sure the lead generation is happening at optimal cost per lead.

### **7.7 Lead Reporting (Add-On)**

You will have access to all the reporting regarding lead generation which includes how many clicks, how much per lead, what’s your CTR (Click Through Rate) etc.

### **7.8 Staff Onboarding Training/Lead Nurturing (Add-On)**

We will provide you the training which will help you/your staff to convert more leads into patients.

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