

**intuit**

# Small Business, Big Dreams

Thismoment's technology helped enable Intuit to build a highly-successful campaign and give back to the small business community at the same time.

## OBJECTIVE

Helping small businesses has been at the core of Intuit's mission since its founding over 30 years ago. So when it became clear in the fall of 2012 that many of the country's small businesses were still struggling to grow—or even survive—in a difficult economy, Intuit knew what it wanted to do. With the holiday season rapidly approaching, Intuit, with the help of Thismoment's technology and their agency partner, launched the "Love Our Local Business" program.

## SOLUTIONS

"We built the 'Love Our Local Business' campaign on the insight that small businesses know what they need, but don't always have the resources to get there," said Betsy Eshoei, Senior Marketing Manager at Intuit. So, to help small businesses survive and thrive through a challenging holiday season and beyond, Intuit granted a wish every weekday from December 3-21, valued at up to \$5000 each, to 15 different local businesses."

**LOVE OUR LOCAL BUSINESS**

**SMALL BUSINESS GROWING STRONG**  
Supported by Intuit

15 small businesses had their \$5,000 wish come true!

Enter your email to be notified about our next program.

**EMAIL ME**

WINNERS ALL WISHES MOST LOVED WISHES SEARCH

**BIG WISHES BIG WINNERS**  
CLICK A WISH TO READ MORE!  
For more stories visit the blog: [blog.intuit.com/local](http://blog.intuit.com/local)

**Sadie Bread SRSLY**  
San Francisco, CA  
My wish is to purchase a custom die for manufacturing my bread packaging. I make... Read more  
Share 2,192 Votes

**Mistic Muff Cafe**  
Ellerbe, WV  
My wish is to offer healthier eating and fresh wholesome foods choices to the... Read more  
Share 840 Votes

**Janice Centrepiece LLC**  
Green Bay, WI  
Centrepiece LLC is Green Bay's first and only autism treatment center. We provide therapy... Read more  
Share 1,668 Votes

**Bill Gumbie**  
Beekeeper  
Santa Ana, CA  
Honeybee rescue & relocation is our specialty & our passion. There is no mystery to... Read more  
Share 1,787 Votes

**Dawn Cookies for Kaiser**  
Beaumont, TX  
It began as a fundraising effort... 11 years after the adoption of Kaiser, my dog treats... Read more  
Share 12,041 Votes

**THANK YOU FOR PARTICIPATING!**  
Thank you for sharing your heartfelt stories and wishes with us.  
Click here to tell us your email address and we'll remind you about our next program.

**SEE OUR WINNERS**

**JOIN THE CONVERSATION!**  
Why is it important to support small businesses?  
Share your thoughts below! Use #SupportSMBs

Share your thoughts **POST**

ALL FACEBOOK TWITTER YOUTUBE RSS

**Marie Galloway** Windsor Art Academy is a small art school for children, teens and adults, owned by 2 local elementary school art teachers in Tacoma, Co. We have created a wonderful space to learn art to 150 amazing students a week, but we are expanding it. We would love to expand our class space to take in more students and hire more teachers. We love what we do and love providing the arts to our community.  
Oct 1st, 2013 10:33 PM • Comment

**Thismoment GA** I love knowing about local business!  
Sep 28th, 2013 12:17 PM • Comment

**Thismoment GA** Great info!  
Sep 28th, 2013 12:16 PM • Comment

**SMALL BUSINESSES ARE THE HEART OF THE ECONOMY. KEEP THEM GOING STRONG.**

### Intuit's Small Business Growing Strong

Local businesses were encouraged to enter and users voted on which wishes should be granted. <https://www.loveourlocalbusiness.com/>

The campaign was so successful that Intuit decided to keep it going with a series of seasonal programs. For the following spring's "Small Business Growing Strong" campaign, Intuit granted the wishes of an additional 15 businesses, from May 6-24.

"We realized that a \$5000 grant would go a long way in helping a lot of small businesses meet some of the goals they've set," said Eshoei. "We also know that communities love rallying behind their local businesses. So we thought, 'Why don't we come up with a program that puts these insights together?' We wanted to create a campaign that would engage both local businesses and the communities that supported them."

Looking to build brand awareness and engagement among both small businesses and their local communities, Intuit launched the "Love Our Local Business" campaign, which encouraged businesses to submit "wishes"—grant requests—that their local communities could then vote on. "We created an experience where small businesses could come and tell us their wish—what they most wanted to achieve with a \$5000 grant," said Eshoei. "Then, as soon as they submitted their entry, they were encouraged to share it with their community and rally them to vote for their wish and get the word out about the campaign. We saw huge success with that, and Thismoment's platform made it all so simple—from the content management to all of the social and sharing components."

To build on the promise of the initial campaign, Intuit needed a technology solution that allowed it to create and manage an always-on, user-generated content campaign at scale.

"We built the 'Love Our Local Business' campaign on Thismoment's platform, because we wanted to create a branded experience that also had a presence on social sites like Facebook and YouTube—

and internationally. We wanted to make it as easy as possible for our audience to be a part of the campaign.” said Eshoei. And, with the holidays rapidly approaching, it had to be executed rapidly and efficiently. “Our agency recommended Thismoment, because we wanted to get the campaign up-and-running quickly,” said Eshoei. “Thismoment provided all of the tools we needed, in a way that was very customizable, so we didn’t have to build it from scratch. Their platform made it so fast—it didn’t require cycles and cycles of engineering time. It was a no-brainer for us.”

Once the campaign was built, Intuit used Thismoment’s platform to easily manage their own branded content, moderate user submissions and make changes on the

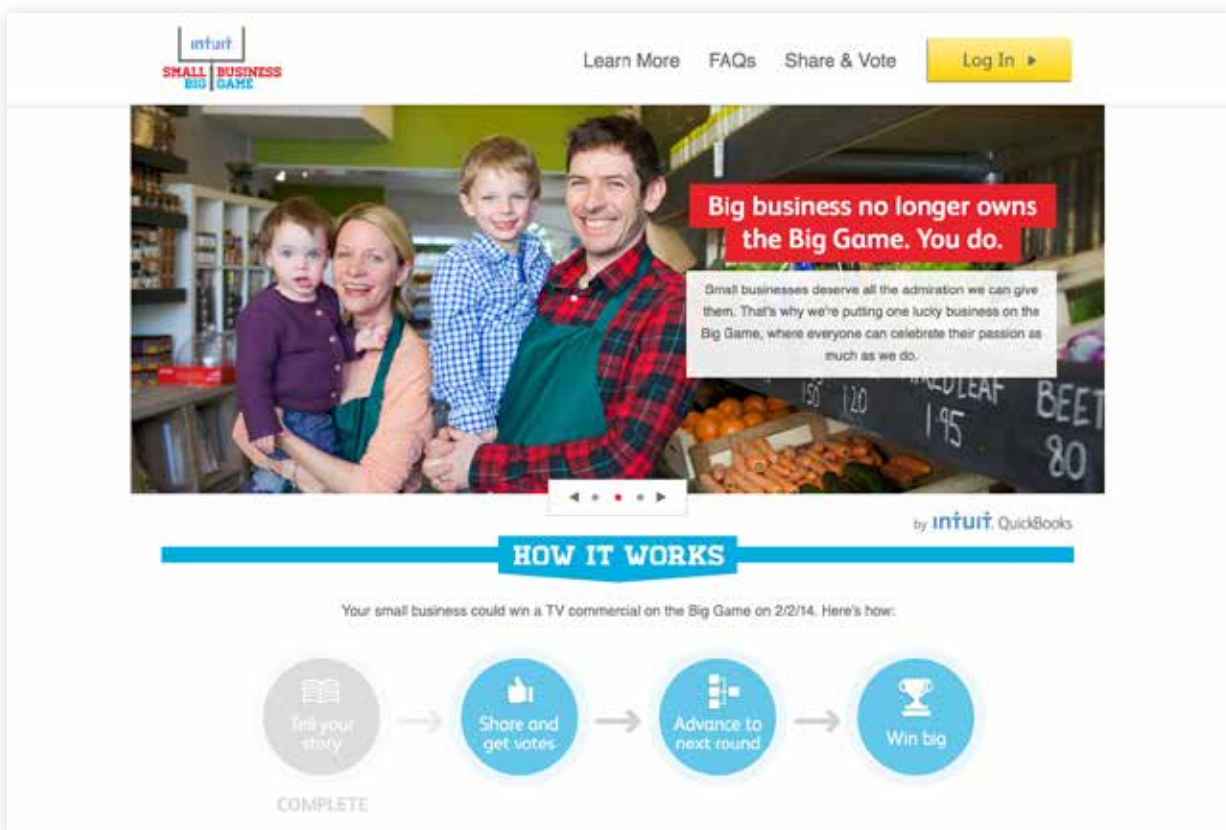
fly—so they could easily keep the content fresh and relevant throughout each phase of the campaign. “Their platform also allowed us, with very little effort, to scale the campaign internationally and have the content and creative updated for different languages and promotions. Utilizing their tool made it all so simple—from the content management to all of the social and sharing components.”

The platform also gave Intuit access to the insights every marketer craves, through its real-time, comprehensive reporting tools. “The detailed analytics it provides allowed us to constantly monitor every aspect of the campaign and make any adjustments we needed to optimize its performance,” said Eshoei.

**KEY ACHIEVEMENTS**

“The ‘Love Our Local Business’ campaign has really had a significant impact on our business,” said Eshoei. “It’s allowed Intuit to give back to the small businesses that have always been so important to us— while also engaging the local communities that support them. We’ve received a lot of very appreciative feedback and, importantly, the results for our business have just been phenomenal.”

So phenomenal, in fact, its follow-on spring “Small Business Growing Strong” program achieved a whopping 1000% increase in the number of visitors. “We were really blown away by the results that we got. Our spring user generated content submissions



**Intuit’s Small Business Big Game**

Small businesses are given the opportunity to win a TV spot during the Big Game. <https://www.smallbusinessbiggame.com/>

## Intuit: At a Glance

### CHALLENGE

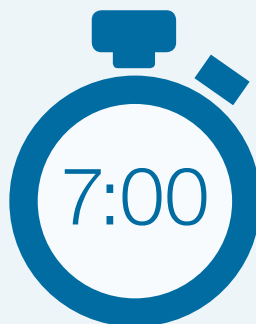
To give back to the small business community that's been so important to Intuit since its founding

To build brand awareness and engagement among local businesses and the communities that provide them support

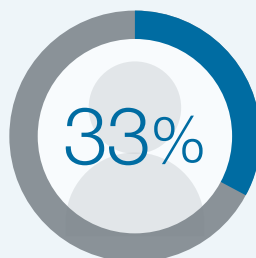
### SOLUTION

Partner with Thismoment to create a user-generated content campaign that enabled small businesses to submit "wishes" that were then voted on by their local communities

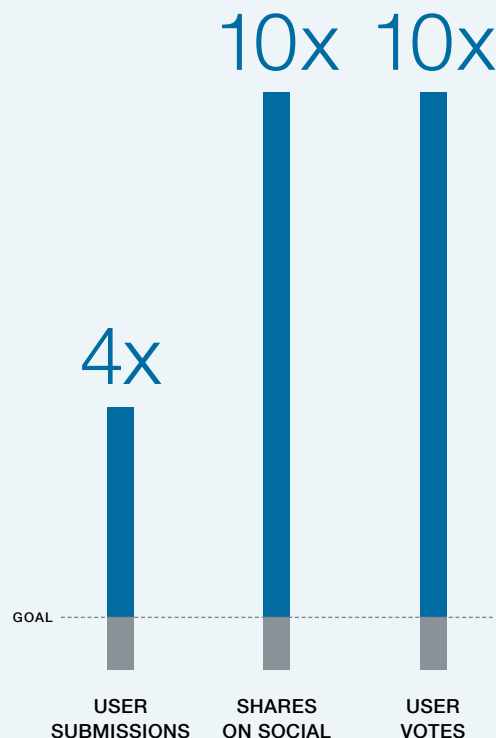
Award grants of up to \$5000 in value to 15 local businesses



AVERAGE TIME SPENT ON SITE



USERS WITH MORE THAN 4 SITE VISITS



reached four times our goal—and those were based on our very impressive holiday results. Both our sharing and voting results achieved ten times our goals for those, and our content engagement measures also skyrocketed.”

Having achieved such great success with “Love Our Local Business,” Intuit is continuing the campaign with seasonal programs throughout the year in the UK, Canada, Australia and beyond. It has also adapted the concept for a special Super Bowl program called “Small Business Big Game”—which launched this summer and gives small businesses a chance to be featured in a TV commercial during the Super Bowl broadcast.

### WORKING WITH THISMOMENT

“Thismoment’s platform and team have enabled us to achieve and really exceed many of our goals with this campaign,” said Eshoei. “The team has been very flexible, and both they and the platform have proven to be very easy to work with. The platform is so easy to build programs on. It’s really allowed us to scale our campaign in a way that would have been very difficult for us to do on our own.”

And on continuing its relationship with Thismoment? “We would absolutely work with Thismoment again. They have a very collaborative approach that really fits our company culture. We think this is a partnership that will continue to work and grow.” Sounds like there’s enough chemistry to keep the love going strong.

### ABOUT US

Thismoment is the leading system for creating and delivering content-rich, social brand experiences. The world’s most recognizable brands use Thismoment to achieve superior audience engagement across YouTube, Facebook, Twitter, Tumblr, brand sites and other online destinations. Thismoment’s system optimizes the user experience for mobile devices, including smartphones and tablets, and supports global distribution in 60 languages. To learn more, please visit [www.thismoment.com](http://www.thismoment.com).