small business
A YEAR THAT WAS - UNFORGETTABLE AND FULL OF LESSONS

Living, and sometimes thriving, through COVID-19, small businesses have surprised us with their strength and ability to adapt. In 2020, we did something that seemed impossible by showing up for our customers in a meaningful way and simultaneously turning our own business around. Here is a quick look at how we all channelled our talents, resilience and “super powers” to create success in a year where the deck seemed to be stacked against all of us.

Vince Dinh, Customer Account Manager

“Although un-imaginable and tremendously tough for small businesses, 2020 was not all doom and gloom. For our ecommerce merchants, it was a record year with the Top 150 merchants seeing sales up for the year. This is the classic case of ‘when life gives you lemons, you make lemonade.’ Ecommerce merchants were making a lot of lemonade this year and were a glimmer of light in 2020!”

Meredythe Tecson, Product Marketing

“I’m fascinated by how this team has come together in such a challenging time. I’ve witnessed that our colleagues’ unwavering motivation can stand strong through rough times and persevere towards our end goals. It’s refreshing to work with such a determined group of individuals.”

Anandi Yadav, Product Management

“I’ve seen my brother struggle to keep his business alive during this pandemic and the resulting lockdowns. Having seen first hand the challenges these owners face on a regular day, and to have those challenges quadrupled in 2020, it gives one a lot of perspective. At Verizon, 2020 was dedicated to helping these SMBs when they were most in need. It’s been immensely gratifying to get their business up and running, deliver high-quality resources, get our product experts to consult and much more.”

Baiju Joseph, Engineering

“Reacting to the unexpected realities of the pandemic was challenging. This was true for our team, family, and friends. Thanks to the awesome Verizon culture built on the pillars of empathy, customer focus, and team play, we were able to deliver greater value to our customers like Business Maker with better quality at speed. We will continue to make small business easier for our customers, helping them to go digital.”

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CONSIDER THE LATEST FROM YAHOO SMALL BUSINESS AND THEIR NEW TOOL CALLED BUSINESS MAKER...TO SAY I WAS IMPRESSED WOULD BE AN UNDERSTATEMENT.

Steve Strauss
USA Today, 10/24/2019
WITH THE END OF THE PAYCHECK PROTECTION LOAN PROGRAM, ENTREPRENEURS ARE FORCED TO LOOK ELSEWHERE...

YAHOO SMALL BUSINESS BUSINESS MAKER HAS A FREE WEBSITE BUILDER, AS WELL AS DOMAINS AND BUSINESS EMAIL ADDRESSES.”

Kerry Hannon
The New York Times
11/18/2020
We stand committed to our customers dealing with the pandemic.
With the end of the Paycheck Protection Loan Program, entrepreneurs are forced to look elsewhere...

Yahoo Small Business Business Maker has a free website builder, as well as domains and business email addresses.”

Kerry Hannon
The New York Times
11/18/2020
Verizon has many programs to help small businesses that have been impacted by COVID-19.

One example of our commitment to small businesses during this time is our Verizon Business Comeback Coach, which is our first ever comprehensive small business resource hub that helps provide them with connectivity, security and collaboration. It provides one-on-one coaching sessions for small businesses and actionable strategies for success. As part of the program, Verizon is also offering free video conferencing via BlueJeans for one month, and two free months of One Talk, which enables customers to reach a business whether they are in the office or on the go. In addition, for entrepreneurs just starting out, Yahoo Small Business Business Maker has a free website builder, which offers domains and business email addresses."
“ONE THING THAT I WOULD SAY ABOUT THE SERVICE IS THAT IT’S QUICK AND EASY. IT’S PAINLESS.”

Daniel originally started Kenmore Kleaning with a partner in 2007 and ran it for about 5 years before closing it down. There was too much competition and they were having trouble getting contracts and decided to go work for somebody else. In March 2020 Daniel’s old partner at Kenmore Kleaning lost his job due to Covid-19 and so they decided to start the business up again. In addition to his partner needing a new stream of income during the crisis, they both identified the crisis as an opportunity to take advantage of the country’s increased emphasis on disinfecting and cleaning. Daniel’s view is that as the country slowly gets back to normal businesses will take cleaning more seriously and ensure it is something that happens more thoroughly and frequently.

A few weeks after making the decision to re-open Kenmore Kleaning one of the primary objectives was to get a website up and running. In order to separate himself from the competition Daniel knew he would need a stand alone website. Much of his competition uses subdomains and services that list them as a cleaning service but do not have a real website. Daniel found YSB by doing a google search and was surprised to find we were offering the ‘Get Online’ package for free for a year. The signup process was smooth and as soon as he got into the design tool it took him less than an hour to figure it out, and about 2-3 days later he had a professional website he was really happy with. Any customizations like a video background and implementing Facebook Messenger on the homepage were easy to implement. He was pleased with how quick and easy the whole process was and would recommend the service to anyone who needs a website for their business. As the country comes out of the Covid-19 crisis he anticipates his website playing a crucial role in marketing efforts to acquire new business.
Daniel Johnson
Welltheory.org

“It only took me a few minutes to create my initial site. I don’t have much experience building websites but the Website Builder tool was easy to learn. The learning curve was not steep. The features are robust and they are simple to use. So in a couple minutes I had a professional landing page that I could publish and start telling people about. ”

“When I ran into roadblocks I was able to use the Chat Support to provide a quick and easy answer. There were also articles and youtube content that were helpful. Anyone getting started with Website Builder should be successful with all the tools that are provided from Yahoo Small Business.”

“Covid-19 put me in a bind ... This offer lifted me out of the struggle I was in. The website looks so professional. I’m really grateful for Yahoo Small Business to put me in a more comfortable situation”

“I have told several friends of mine who are entrepreneurial the way I am that they should check out the Pay it Forward opportunity. It’s a great way to get something online immediately with no overhead. I would highly recommend it. Even if it was not free for the first year it’s competitive with other similar services that I’ve seen.”
01/

“The Yahoo Small Business Get Online offer was the perfect way for somebody like myself just starting a small business to gain exposure.”

“I just want to thank Yahoo Small Business. I truly do. I want to thank you for giving us the opportunity to do this. Especially during these tough times, giving us a chance to have a year of free service is huge. It means a lot to my business and it’s appreciated.”

Keri Rolland
Kasmnbeauty.com

02/

“Yahoo Small Business has become my go to for any Marketing that I’m trying to do for anything.”

Gina Williams
fundamentalresourcesvirtualsolutions.com

03/

“We’ve had to do some pretty quick changes to our website, everything from putting trackers on the website to putting new campaigns up. The business response has been about one day which I appreciate.”

Benjamin George
Believe Health

04/

“I put off a new website for years not knowing how easy it would be for me to get a new customized site published in only a matter of weeks with Yahoo.”

Norm Kobayashi
Kobayashi and Associates
Verizon has a passion for small business and for helping transform ordinary people into community and business superheroes. We’ve been inspired by these real customer stories. We marvel at their exploits, and the next pages are a tribute to those individuals whose dedication verges on the heroic as they turn obstacles into hope and success.
OH MAN, WHAT AM I GOING TO DO?
I'VE GOT A CAR PAYMENT AND RENT COMING DUE.

SMALL BUSINESS
SUPERHEROES

OUT OF BUSINESS

STORE CLOSING
34367
CLOSED
EMPLOYMENT RATE

OUT OF BUSINESS

CLOSED UNTIL FURTHER NOTICE
CLOSED
Hey Jim.

Why don't you start your own small business?

What? Who are you? And what do you mean?

Why don't you tap into your powers and start creating that business you've wanted to run?

Wait. I don't have powers.

And I tried launching a cleaning business once, but the timing wasn't right and I couldn't get enough customers.

Well, the timing is right now if you are ready to start cleaning up.

Put these on and they will help you find what you need.

Wow, now I see.

Reliable Housecleaner

Cleaning service in my town.

This is going to be awesome.
I should really write a business plan... where do I even start?

Alright, I have a few minutes. What should I do first?

I need a new website for my business, or should I send out some customer emails?

Why don't you follow the recipe?

Each step should take only a few minutes, and before you know it, you'll be done.
WHO IS THIS? AM I ON A VIDEO CALL?
ARE YOU TALKING ABOUT MY BAKING.

NO AMANDA, YOU’VE GOT THE BAKING UNDER CONTROL.
BUT I CAN HELP WITH THE REST.

IT’S WORKING! SAYS IT WILL BE DONE IN 5 MINUTES. NOW WHAT.

HERE TAKE THIS.
NOW WHAT?
WAIT, IT SAYS ‘CLAIM YOUR DOMAIN NAME AND LAUNCH YOUR WEBSITE.’

SO DO IT! PRESS THE ENTER BUTTON.

NOW YOU SHOULD GO CHECK YOUR OVEN -
SOUNDS LIKE SOMETHING IS DONE.

AND CAN I BUY A ROLL -
THEY SMELL DELICIOUS!

COME BACK WHEN YOU’RE READY AND WE’LL GET YOUR BAKERY LEGALLY REGISTERED.
What has this year taught about ourselves and what we do at Verizon?

By Jeffrey Kobayashi

For starters, we have all learned to rinse, wash, repeat and sanitize. We have learned the true value of toilet paper and how to hoard it. We have learned to stay 6 feet apart and how to wear a mask. For most of us, we have gotten used to seeing each other over screens vs. in real life. We have also learned how to adapt and keep going - both for ourselves and for the people we care about.

In 2020, we continued to roll out new services and improvements for customers. In some cases, we made products free as our way to lend a helping hand to businesses during COVID-19. Providing the best products and services for customers remained the goal, and the teams and people behind Yahoo Small Business were able to deliver.

As YSB team members, we also grew and adapted. We learned that we can count on each other just as we did when we were all in the office. We learned that the people behind these great products can continue to function and thrive against the greatest of odds. We learned to run to a crisis, not away. Would it be fair to say some of us have found our “superpowers”? Maybe that depends on your perspective - or which customers you talk to.

We know in the days ahead we will continue to be tested and presented with challenges, but we look forward to taking those on for our customers and for each other.
We launched a new Resource Center site hosting more than 11,000 articles. New content included a list of the most useful COVID-19 resources from government, non-profit and private companies is updated daily to support small businesses during this time of crisis. Published new Resource Center site hosting more than 11,000 articles

More video, webinars, customer stories, guides, and e-books will be added to the Resource Center in 2021!
Comeback Coach is a joint campaign with Verizon where professional "Coaches" are paired with Businesses that have been effected by COVID-19 to help them adapt and "comeback" as the USA is getting through COVID-19. This joint project has a video series showing the journey the coaches and the businesses go through and how Verizon and Yahoo Small Business products can help them adapt and pivot in this new environment. YSB is offering the Pay it Forward get online for free promotion and 10% off Localworks. Localworks was the featured product used by the "coaches" for the video campaign.

Pay It Forward was launched with Verizon to help SMB owners during COVID-19 by providing a custom domain name, website, 5 email addresses and a professional consultation.

SSL manager in Business Maker

Provides ability to the end users to manage their SSL Certificate. For MPV we allowed users to install a free certificate and plan to add paid certificate flow in the near future using the same infrastructure.

Dashboard chat and consultation

The idea here was to provide easy access to the support via chat option and consultation. Chat was designed to ensure all users get help with no wait.

https://enterprise.verizon.com/resources/comeback-coach/
We are proud to be a part of the resilient small business ecosystem and we are honored to be their cheerleaders and sidekicks.

To be continued...