



AMERICA'S ENTREPRENEURIAL EDUCATION NETWORK

A Knowledge Institute Sponsored Resource & Referral Community
Serving Small to Mid-Sized Business (SMBs) Owners and Managers

Sponsored by the Knowledge Institute for Small Business Development (KISBD), AMERICA'S ENTREPRENEURIAL EDUCATION NETWORK (The Network) is the most comprehensive entrepreneurial education and resource referral network in the United States and its territories. As a highly targeted, robust community, The Network engages national, state, and local economic development agencies, business-to-business influence leaders, and select providers of private sector goods and services in driving small business start-up and growth.

Through Content and Influencer Marketing activities, all participants promote awareness, access, and use of free and low-cost government and non-profit agency business assistance programs and productivity-enhancing technologies, goods, and services.

Participating in The Network delivers the following benefits:

- **Exclusive Industry-Expert Positioning:** KISBD researches, interviews, and selects one organization per business-to-business (B2B) industry specialty to position as the knowledge expert throughout The Network. Exclusive status is based on demonstrated industry and expertise, credibility, and SMB market alignment.
- **Content Marketing:** As a value neutral, third party and 40-year renowned expert in entrepreneurial education and small business development, KISBD develops and publishes educationally-focused custom content throughout The Network to promote awareness of Network participant organization offerings and facilitates referrals. Research confirms that SMBs rank independent information as the #1 source for making buying decisions.
- **Influencer Marketing:** As subject matter experts (SMEs), KISBD proactively participates in numerous social media, SMB forums, newsletters, and events to influence a highly targeted audience of more than 3 million SMBs and SMB influence leaders each month.
- **Targeted Reach:** The Network represents access to a proprietary group of more than 50,000 business assistance counselors and advisors who work directly with SMBs to educate and recommend resources that will help them to start, grow, and succeed in business. Trusted referrals have historically been one of the most effective marketing techniques.
- **Increased SEO:** Google algorithms favor KISBD value-add content across multiple quality online venues resulting in high search engine rankings for The Network and Network participant organizations.
- **Valid ROI:** Monthly reports validate The Network participant Content and Influencer Marketing investment by documenting the number of placements, content, and scope of SMB market reach.

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