

*Cargo* x Lenovo

2021 ANA B2B MARKETING  
CONFERENCE

THOUGHT LEADER SESSION 3

# PARTNERS IN PURPOSE

## How Having a Cause Is Central to Lenovo Acquiring + Keeping SMB Customers

MAR 24, 2021

03:20PM EST

HOSTED BY



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Founder and CGO  
**CARGO**

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**LENOVO**



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According to Cargo's newest study,  
**HEADS UP: THE STATE OF THE SMB 2021**



Coming April 2021  
**Heads Up: The State  
of SMB 2021**

# 52%

**of Small Businesses still feel optimistic  
about their futures**

**(compared to 28% who are pessimistic).**

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**Heads Up: The State  
of SMB 2021**

# 85%

say they need help from big brands  
to pivot or stay open.



ONLY **9%**

**feel like big brands actually care  
about their business.**

**That's a problem.**

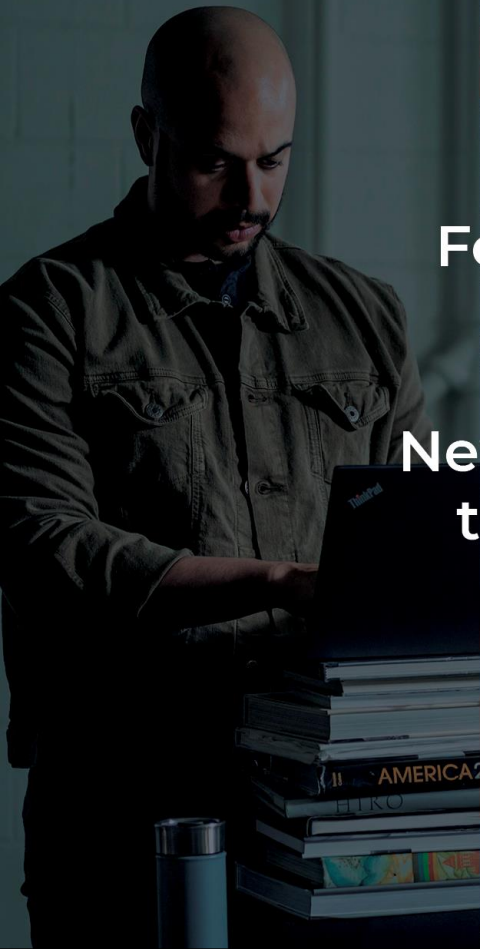


More than ever before, Small Businesses  
want to know what you stand for and who  
you stand with.



For many Small Businesses, this is a time when they need our help.

New technology solutions could make the difference between remaining open and closing shop for good.



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**We had an opportunity  
to do more.**



**Purpose ranked #1 as the most  
important trait to SMBs working with  
bigger brands.**



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**SMBs are trying to  
survive, revive, thrive.**

DUR  
DYN  
FLEXIB  
DUCT  
CONNE



It's about responding to  
what's new, now, and next.



**#CauseTheAffect**



SSION SHINES BRIGHT!

A MOMENT TO SAY THANKS FOR SHARING YOUR  
LL.

ers Pastry Shoppe,  
ng our bellies with the best

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ffect them the way they affect us.  
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Small Biz.  
Big Impact.

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Let's affect them the way they affect us.

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~~GIRL~~  
BOSS

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THANK YOU FOR THE MANY  
JOBS YOU DO.

OUR COMMUNITY WOULDN'T BE COMPLETE WITHOUT YOUR WORK.

Dear Mediterranean Deli,  
Dear Med Deli, Thank you for offering a  
welcoming and comforting space that reminds  
me of home.

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YOUR HARD WORK  
DOESN'T GO UNNOTICED

WE WANT TO TAKE THIS TIME TO SAY THANKS FOR  
CONTRIBUTIONS TO OUR COMMUNITY.

Dear Parkside Restaurant,  
Hey Parkside, shout out for your delicious  
food and awesome staff. Hope to see y'all  
soon! #parksideraleigh #raleighstrong  
#CauseTheAffect

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you for helping  
our community a  
little.

JUST A BUSINESS, YOU'RE FAMILY.

Strength & Conditioning,  
providing a safe and supportive  
environment for our mental and physical  
health during this very stressful time.

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We salute you!

Your dedication to our community is the greatest  
superpower there is.

Dear Beyond School Age Care, Holly Springs NC,  
Frontline workers giving 100% to ensure the  
children continue to thrive during this  
Pandemic, I salute you!

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# Promoting + Advising + Assisting



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Proud to help equip SMBs  
with the Lenovo technology  
solutions they need.



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**And this is just the beginning.**





Let's keep talking about purpose  
and what it means to both you and  
Small Businesses.

**VISIT CARGO'S VIRTUAL BOOTH**

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COMING APRIL 2021

## Heads Up: The State of SMB 2021



In our inaugural, annual study, you'll get the heads up on Small Business mindsets, emotions, trends, purchase journeys, and their feelings on big brands.

For early access, visit

[cargoana.com](https://cargoana.com)