

Insight to Impact

Microbusiness Growth via Focus Groups

Community bank identified growth potential in microbusiness

- Underserved businesses
- Too small for commercial banking, but beyond consumer solutions
- Needed clarity on which products would best meet their needs
- Sought effective positioning and messaging to reach this audience

Goal:

Right-sized offering without overcomplicating or overinvesting

THE PROBLEM

Microbusiness owners do not behave like traditional business banking clients, creating two core challenges for the bank:

1 Product Prioritization:

Determine which limited set of capabilities microbusiness owners would use, and pay for, without investing in a full-scale commercial banking suite.

2 Clear Positioning:

Communicate the value proposition quickly and clearly, without overwhelming owners with an extensive list of features or complex product options.



OUR APPROACH

We implemented a two-phase research design to turn microbusiness owner needs into a clear product and marketing playbook:

1 Quantitative Survey

Conducted upfront to inform the focus group discussion guide, helping identify key pain points in advance, and ensuring face-to-face sessions were more focused and actionable.

2 In-Person Focus Groups

Designed to uncover decision drivers, barriers to switching, and how owners evaluate business banking providers.

Sessions also included **Concept A/B testing** to compare bundled offers versus à la carte add-ons and reveal true product preferences.

THE OUTCOME

The bank emerged with a microbusiness strategy that aligned both the offering and the messaging to what owner's value most:

Community Growth Strategy:

Interest in community engagement was strong, but best activated through targeted pilots, in-person events, and coordinated social media outreach rather than broad, generic promises.

Clear Differentiator:

A dedicated point of contact and fast responsiveness, positioned as direct access to the bank rather than abstract "expertise."

Packaging Direction:

Simple entry-level options with the flexibility to add capabilities over time, validated through bundles versus add-ons testing.

Marketing Guidance:

Lead with immediate, practical needs, avoid industry jargon, and position additional services as available "when you're ready."