

THIS IS \$MALL BUSINESS

AN AMAZON PODCAST



2023
MEDIA KIT

thisissmallbusiness@amazon.com





OUR SHOW

Amazon's [This is Small Business](#) is back for a second season with weekly episodes that dig deep into the pivotal moments that small business owners face and conquer on their journey to success. Andrea Marquez, a curious millennial and possibly a future small business owner, continues to investigate what makes a successful small business boom by talking to industry experts and small business owners from all over about how to start, build, and grow a business. We're also introducing *This is Small Business Minisodes* – shorter, straight to the point episodes that deliver key insights about the small business owner's journey. Season Two is packed with new information, and as always, each episode is bookended with tangible, actionable takeaways, so make sure you have your small business playbook nearby and get ready for the journey!

WHY AMAZON?

More than half of the products sold in the Amazon store are from small and medium-sized businesses. We want to celebrate small and continue to invest in the success of entrepreneurs, artisans, and small businesses by educating, inspiring, and building a sense of community through telling their stories.



LISTEN IF YOU WANT TO:



START A BUSINESS.

Episode topics will range from starting your business, to building, and scaling. Entrepreneurs who are at the start of their small business journey will be able to learn alongside more seasoned entrepreneurs who are preparing to or who have already taken their business to the next level.



LEARN FROM EXPERTS.

Listeners will get a complete picture of each episode topic. Our host will look to industry experts for trend analysis, life lessons, and a unique point of view.



HEAR INSPIRING TRUE STORIES.

We know that people remember the stories they hear. That's why we are going straight to the source and asking small business owners themselves to speak about their pivotal moments and lessons learned.



GROW YOUR SMALL BUSINESS.

From starting, to building, to scaling. Listeners will follow different journeys as small business owners are learning how to scale up. Growing a small business can be less overwhelming when connecting to others going through similar challenges.



LISTEN TO OUR SEASON TWO TRAILER.

OUR HIGHLIGHTS

PODCAST STATISTICS AS OF JANUARY 2023



100,000+
total downloads



8,000+
average downloads
per episode



Standout Episode:
Cora and Stefan Build Organic Loyalty



20 Reviews
of 5 stars



Over 150+
Countries Listening



Gender of Listeners

61% Male
37% Female
2% Non-binary



Ages of Listeners

5% 18-22	10% 23-27
40% 28-34	25% 35-44
17% 45-59	3% 60+



Geography of Listeners

70% USA
20% Canada
10% International

REVIEWS



Refreshing and Insightful

I enjoy the small business stories and the expert advice and tips it provides, as a small business owner myself. It sparks some questions and answers I didn't even know I needed. Easy to listen to and easy to follow. It's a great podcast for business owners in all stages, highly recommended. It will not disappoint!!!

hands and heart via Apple Podcasts



Refreshing Connection

Being an owner and working in several small businesses, This Is Small Business, is a refreshing part of my morning drive to work. Getting to hear the stories of other small business owners is great because when you own or are trying to start your own small business, you become so hyper focused on your own experience and the challenges you have to tackle. Taking the time to look up and hear that others are going through the same things as you are going through is so great! Also really like the small business playbook recap at the ends!

jlobo21 via Apple Podcasts



5 Stars!

As an aspiring business owner, I find this podcast so inspiring and motivating. Many of questions asked by the host, Andrea, are key to get the most insightful and essential tips to have a successful small business.

andzensie via Apple Podcasts

MEET THE HOST



ANDREA MARQUEZ

"What I'm learning is that it takes a lot more work than I imagined. You have to truly believe and be passionate about your business. I think small business owners and aspiring entrepreneurs will relate to these stories because, even though they're all different, all business owners are trying to figure it out along the way and learning that they don't have to be an island and that they can ask for help."

Andrea Marquez is an award-winning, Mexican-American storyteller. As the Host and Producer of **This Is Small Business** at Amazon, Andrea is on a mission to empower the next generation of entrepreneurs. Andrea is also the creator and former host of LatinEQUIS, a bilingual podcast seeking to motivate audiences to get involved with the Latinx community. Previously, Andrea worked at various marketing and broadcasting agencies where she drove societal impact by infusing cultural intelligence into long-term strategies for large brands. Andrea holds an M.A. in Journalism and Legal Studies from Harvard University and a B.A. from Columbia University. During her free time, she volunteers as a Child Advocate for displaced children at the Texas-Mexico border, is a National Board Member of a couple of nonprofits, enjoys reading, building Legos, spending time with her two Cavalier King Charles Spaniels and of course... **listening to podcasts.**

Learn more about Andrea online at andreamarquezhere.com



OUR SEASON TWO LAUNCH

LAUNCH DATE: FEBRUARY 7, 2023

RELEASE SCHEDULE: WEEKLY ON TUESDAYS

FOR PR AND MEDIA INQUIRIES: ThisIsSmallBusiness@amazon.com



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COMING SOON

TISB Next Generation: Our new spinoff miniseries also launching in 2023.

