

Verizon Small Business Digital Ready

Promotion Playbook



Introduction

The Verizon Small Business Digital Ready program is part of Citizen Verizon's commitment to providing 1M small businesses with resources to help them thrive in the digital economy. Through this program, we will equip small business owners of color and critically underserved communities with the tools they need to establish, sustain, and grow their businesses.

We are grateful for your partnership to promote this program. Rest assured that you will deliver proven complementary resources and meaningful incentives to your small business network and increase your own brand's visibility through collaborative events and local partnerships.

Small businesses that you introduce to the program will benefit from accessing an integrated and customized learning plan. Each learning plan will be tailored based on information the SMB shares about the status of their business, their demographics, and their needs. Their plan will contain a mix of content/curriculum, coaching, peer networking opportunities, and financial and non-financial incentives.

There are many SMB resources available in the market. The Verizon Small Business Digital Ready program integrates approachable digital-ready resources for small business owners.

New content will be added regularly to nextstreet.com/verizon-playbook/

Questions? Email VerizonPlaybook@nextstreet.com

About the Playbook

Your support and participation is critical to the success of our marketing efforts for Verizon Small Business Digital Ready. This Verizon Small Business Digital Ready Partner Playbook gives you approved marketing images, text, digital graphics, templates, and more that make it easy for you to promote Verizon Small Business Digital Ready program to your network. Add your organization's logo and custom program registration link / QR code. Currently, the Playbook has assets in English, Spanish, and various Asian American and Pacific Islander languages. As new assets are created in the new Verizon branding, they will be added to the Playbook.

Overall Content +Themes

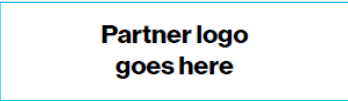
- Content should be natural and authentic and fit with the voice, tone, and aesthetic of your brand
- Weave key messages into your personal storytelling to engage your communities
- Content should be approachable, informative, inclusive, and sensitive to all experiences
- Content should be evergreen and refrain from mentioning any specific investment figures
- You should feel empowered to have creative liberty with your promotional efforts as long as they adhere to the brand guidelines, which are detailed out on the subsequent pages.

Please note that some of the assets in the Playbook do not reflect Verizon's refreshed branding.

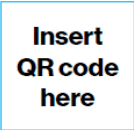
Customization of Materials

General Program Links

Program partners must edit their assets, inserting their unique link in the “insert unique partner link here” section or generate a QR code via Google Chrome in the “insert QR code here” spot so we can track registrations. You can also add your own logo or brand image to the “Partner logo goes here” placeholder. Alternatively, these sections can be removed if not used.



Scan to
get started
for free.



Offering Links

Program partners can also leverage, where applicable, “Offering Links” (unique UTM codes that take viewers directly to the event / course / grant landing pages) to drive acquisition. For example, program partners can insert a unique link for the grant landing page and insert a unique link for the live events landing page so SMBs can view upcoming opportunities in a given calendar month. If an SMB clicks on one of these offering links and doesn’t have a VSBDR account, you will receive credit for their onboarding once they successfully create an account to access the resource page you are promoting. Please contact your partner rep to obtain an offering link for a specific resource landing page.

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Engagement Guidelines

Community Engagement

- We ask that you respond to positive comments or feedback to foster great engagement with content you create and share for the program
- **Note:**
 - When answering or commenting, please position the reply as your own and not address as 'According to Verizon' or 'Verizon thinks' or 'Verizon says'. Do not add any claims or copy about Verizon in your communications
 - If you make any new email addresses or social media accounts to promote Verizon Small Business Digital Ready, do not include 'Verizon' in the account name

Negative Social Media Comments or Emails

- If you are faced with a negative comment, do not engage or respond.
- Please alert VerizonPlaybook@NextStreet.com. If possible, include a screenshot of the negative post, and we will pass the feedback onto Verizon to address.

Representing Verizon

Our Brand + Your Brand

- Please use your organization's own Brand Voice to reframe approved copy, if needed.
- Please follow Verizon's branding guidelines laid out on page 8 of this playbook if integrating into your own templates.
- No other brands should be clearly shown in images or videos.
- Do not alter provided digital graphic. If you are not finding something you need, please let us know.

Brand Mentions

- Suggested social media copy is provided on page 13 of this playbook.
- Hashtags #CITIZENVERIZON and #VerizonSmallBusinessDigitalReady should be included in all social media posts.
- See a list of Verizon's brand handles below:
 - [LinkedIn](#)
 - [Instagram](#)
 - [X](#)
 - [Facebook](#)

Brand guidelines

Read below on how to use the Verizon logo and properly place your company logo next to the Verizon logo, to create the logo lockup. Clear space, sizing, alignment, and positioning are all important to keep in mind.

Spacing and Size

Clear space ensures nothing gets in the way of the Verizon logo’s legibility. The clear space is measured by the width of the “V,” as shown below.

Don’t place other logos, text, graphic elements, or layout edges in the clear space. To simplify the use of the Verizon logo, clear space has been built into the provided files.



Partner Logo Lockup

Ensure that there is enough clear space next to the Verizon logo, measured by the width of the checkmark. Then place a thin black rule (0.5pt) – equally spaced – between the two logos. The rule should extend above and below the logos, as pictured below. Your company logo should never appear larger than the Verizon logo and should make sense from a scale perspective.

In all communications, the logo lockup should be placed on the bottom left to “sign off” the message and let the audience know who it’s coming from.



↓ [Logo Files](#)



Digital Ready Overview Slides

This deck includes an overview of the Digital Ready program and can be used as an introduction at in-person and virtual events. Each slide includes talking notes for easy reference.

By 2030, Verizon will provide 1M small businesses with resources to help them thrive in the digital economy.



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Welcome to Small Business Digital Ready!

Small businesses. Big opportunities.

Find free courses, webinars, mentoring and grants created just for small businesses.

100% free.
Any small business can register for free. No Verizon commitment required.

Learn on your time.
Our resources are available whenever it works for you.

You're the boss.
Customize the program to fit your needs. Search results narrow interests (click up).

Courses
70+ total,
30+ in Spanish
25 with Chinese subtitles

Expert Events
300+ expert led
Virtual webinars

Com Online + netw

Fur
\$1M in gr
Corporat
Produc

SMB Supplier Accelerator



Digital Ready Impact

600K Small businesses served	750K Resources completed	\$14.5M Grant funding awarded
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Percent of Digital Ready users who said the platform has a positive effect on . . .

Based on respondents to 2020 Impact study

81% Improved specific skill or knowledge	71% Increased confidence as an entrepreneur
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What it is
A significant initiative by Verizon to invest in and partner with American small businesses.

Investment
Verizon is investing \$5 billion over the next five years into American small business suppliers.

Goal
To create a robust pipeline for small businesses to work with Verizon and other large corporations.

Broader Imp
Aims to build a n supply chain and dynamic business

verizon

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↓ Digital Ready Overview Deck: [English](#) & [Spanish](#)

How to position grants and incentives

We encourage our partners to market the \$10,000 grant opportunities to small businesses, but promotional efforts should also highlight the foundational components of the program: courses, coaching events, and networking.

Program Incentives

- Continue to promote upcoming program offerings and grant opportunities (when available) to your small business audiences and local chapters/affiliate partners.
- Ensure communication about program incentives are always in the context of the broader resources (courses, coaching events, networking opportunities) on Small Business Digital Ready, and not focused entirely on any particular incentive.
- **Do not** create monetary incentives to encourage registration for or participation in the Verizon Small Business Digital Ready program.
- **Do not** use language in your communication of the grant program that does any of the following:
 - makes any promises/guarantees on the selection process.
 - gives the impression that the program is a contest, competition, or sweepstakes; avoid language such as “drawing” or “winner”.
 - diminishes the intended value of the Small Business Digital Ready learning components (courses, coaching events, and networking opportunities).

If you receive questions about any offered incentives, please refer questions to digitalready@verizon.com for the most accurate response.

↓ [Grants and incentive assets](#)



\$10,000 National Grant Assets

The \$10k National Grant has a new process instituted this year (2026). SMBs only need to apply once between April 15 – December 7th and they will remain eligible for a \$10k grant throughout the entire grant window. New winners are selected monthly.

Some Common FAQs:

- **How can I apply?** Register and complete any combination of two eligible courses or events anytime in 2026 to unlock the grant application. Apply once to remain eligible for \$10,000 grants awarded throughout the year.
- **Who can apply?** Owners of for-profit small businesses based in the United States, Puerto Rico, or the U.S. Virgin Islands who are 18 or older may apply. Owners of multiple businesses may apply for one business only.
- **When will I hear back?** Applications will be reviewed monthly from June through December 2026. Each month, 10 small businesses will be selected for grants. If you are not selected in a given month, your application will remain under consideration for the remainder of 2026.

Check out the [Funding](#) page for more information and to see some of our past grantees.

View all new \$10k grant promotional assets here, including email language, postcards, social posts and flyers. The folder will be updated quarterly with new assets. Select assets are also available in Spanish.

↓ [\\$10k National Grant Assets](#)

Monthly Assets

As new events are posted each month, and new program offerings are launched, we will create and share fresh assets that are timely to these current and upcoming Small Business Digital Ready offerings.

Communicate newly-arrived and upcoming Small Business Digital Ready offerings, including the grant program, live coaching events, and other program updates with these timely monthly assets. The folder will be continually updated with fresh emails, images, impact stories, flyers, postcards, social posts, and more. The partnerships team leads will make you aware whenever new materials are published. You'll also find Heritage month- and small business-themed content to commemorate the culture and achievements of the many diverse demographic groups that are a part of this program. Assets to promote upcoming events will be added around the first of every month, if you are looking to promote the calendar of monthly events.

Do's

- Download the template. Edit to include the name of your organization and a quote from your leadership about the program. Distribute through your media contacts. Include your unique registration link in any call-to-action. Before publishing, please provide your partner lead with a copy for review to ensure it complies with guidelines.

Don'ts

- Do not change or remove copy about Verizon or the program. Do not add any claims or copy about Verizon or your relationship to Verizon.

↓ [Monthly Assets](#)

Flyers and Postcards

Include these flyers and/or postcards as attachments or links to add substance to any communication promoting the program.

To enhance your promotion of the program, we have provided a range of designed flyers and postcards. These materials are available in both digital and print formats, featuring diverse content and imagery to cater to different preferences. Each flyer and postcard not only highlights the program but also shares compelling stories of impact from small business owners who have participated. For physical distribution, flyers and postcards designated for printing will include print marks to ensure proper production. Choose from various sizes and designs to best suit your campaign needs. Assets are available in English and Spanish.

Flyers and postcards are also available in Canva so you can easily customize and add your unique registration / offering links, QR codes, and logos. If editing in Canva, please save a new version of the template and do not edit directly in the templates.

Do's

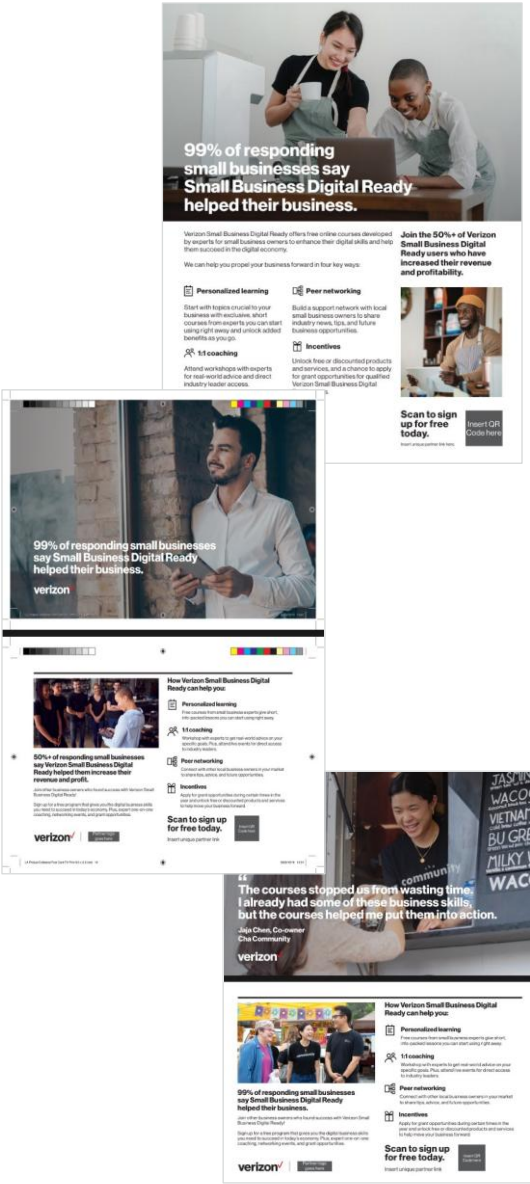
- Include / embed your unique program UTM link into each call-to-action. Add your branding (logos) to highlight the partnership.

Don'ts

- Do not make claims about Verizon in your communication or post.

***Note:** because the postcards are smaller in size and easier to digest, we recommend using them for events and in-person activities.

↓ [Flyers and Postcards](#)



Partner Samples (Greatest Hits) and Marketing Best Practices

Partner Examples

Check out our best practices for effective promotion and find inspiration for your next marketing campaign by exploring the assets created by program partners. This folder includes an overview of marketing strategies and showcases promotional materials crafted by our partners. These assets integrate Playbook resources such as imagery and language with creative strategies that resonate with small business audiences. Browse through the folder to refresh your understanding of best practices and gather ideas to help brainstorm and execute your upcoming promotional efforts.

Greatest Hits

Easily locate and access frequently used assets by partners to promote the program in one convenient folder. Discover evergreen social media posts, compelling email copies paired with hero images, impactful flyers, postcards, and more—all designed to highlight the program's offerings and the benefits of joining Digital Ready.

Do's

- Revisit best practices for effective marketing strategies and gain inspiration from the successful messaging, branding, and strategies implemented by program partners. Please ensure to submit any outstanding promotional materials to the Verizon Partnerships team for inclusion in this folder.
- Personalize all assets with your unique registration
- link and logo and use Verizon's new logo and branding where applicable.

Don'ts

- Do not repurpose these assets for your own promotion.

[↓ Partner Samples](#)



Social Media

Let’s make the Verizon Small Business Digital Ready Program go viral.

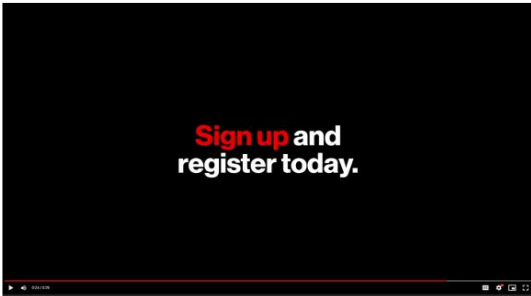
Use your social media accounts on Twitter, Instagram, LinkedIn, and Facebook to promote the program and encourage registration and engagement. This folder contains a variety of ready-made social posts (static image + copy to pair), reels, and GIFs. Include hashtags #CITIZENVERIZON and #VerizonSmallBusinessDigitalReady to your social posts. Assets are available in English and Spanish.

Do’s

- Download the template. Select from samples for your chosen social media platform. Try all of the platforms for maximum impact. The endorsement of your organization and of you as an expert or influencer is powerful and meaningful to your followers. Add your logo as a Program Partner and include your unique custom registration link.
- Optional: Freeform post with a message that connects your organization or brand to the values and resources of the program. Highlight a particular course or subject matter expert featured on the program as you see fit.

Don’ts

- Do not change or remove copy about Verizon or the program if using a template message. Do not add any claims or copy about Verizon to either a template or to freeform postings.



↓ [Social Media](#)



Email Copy and Hero Images

Add your own authentic voice to these email templates to promote Digital Ready resources to your audiences.

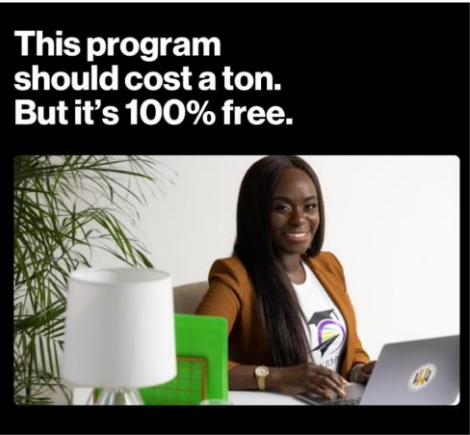
Send targeted emails to small businesses in your network, spotlighting our learning program and encouraging them to enroll. Choose from four email options featuring diverse subject lines and pre-headers to maintain engaging content. Desktop and mobile images are provided in the folder to complement the text. Email copy and imagery are available in English and Spanish.

Do's

- Download the template and the corresponding hero images. Choose the subject line, and preheader option that best fits your audience. Use your unique registration link for any registration call-to-actions. Distribute to your small business followers.
- Optional: Add copy that connects your organization or brand to the values and resources of the program. Highlight a particular course or subject matter expert featured on the program.

Don'ts

- Do not change or remove copy about Verizon or the program. Do not add any claims or copy about Verizon.



OPTION 1 - Straightforward option

NOTE: Below are some subject lines (SL) and preheader (PH) options. Please choose the one you prefer. However, please note that the first option is Verizon's preference.

SL: Digital Ready is like business school  without the cost.
PH: Get free courses, coaching and more.

SL: This free program from Verizon can help your business.
PH: See how.

SL: Learn skills that can impact your business.
PH: And do it for free.

SL: Great news: Free business courses are here.
PH: Join Digital Ready.

SL: \$10,000 grants, business courses and more.
PH: Find it all now on Digital Ready.

HEADLINE
**This program should cost a ton.
But it's 100% free.**

SECTION 1

[Verizon Small Business Digital Ready](#) is a free program with resources and learning that can really impact your business.

Here's what you'll get for free:

↓ [Email Copy](#)



Curriculum – Courses & Learning Paths

Promote Digital Ready curriculum to encourage your small businesses to enroll in courses relevant to their business needs and journeys.

Promote Digital Ready’s range of free, on-demand short and long form courses covering a diverse array of essential small business topics. From online marketing and managing money to cybersecurity and wellness, our curriculum is designed to empower entrepreneurs at every stage.

These courses are presented by a dynamic group of subject matter experts who are themselves small business owners. Dive into our Digital Ready course offerings using the resources available in the attached folder.

You'll find a catalog listing all our courses in both English and Spanish, complete with descriptions. Additionally, our SME catalog provides detailed bios and insights from our expert instructors. These assets will be updated as new courses are added.

Learning paths are another great way for small businesses to explore multiple courses and events in one topic area.



Verizon Small Business Digital Ready Courses
Self-paced courses from experts covering topics crucial to your business

Branding
Defining your brand: Connecting to customers
Instructor: [Elizabeth Lewis](#)
This beginner course will show you the basics of building a brand identity, as well as how to differentiate your products and services, and connect customers to your business.
Language: English, Spanish
Format: Learning video
[Sign up](#)

Selling with Storytelling: Unlock your business superpower
Instructor: [Gbenga Ogunjimi](#)
Learn the power of telling your story and how it can be leveraged to activate investors, clients, and brand ambassadors, scale your business, and build community.
Language: English, Spanish
Format: Learning video
[Sign up](#)

Cybersecurity
Digital defense: An intro to cybersecurity
Instructor: [Jessica Robinson](#)
Discover how to identify common security threats and learn some strategies and best practices to stay safe.
Language: English
Format: Learning video
[Sign up](#)

How vulnerable is your business to digital threats?
Instructor: [Jessica Robinson](#)
Cybercrime is a threat to any digital presence—find out how susceptible you are with a quick assessment and learn how to protect your systems and data.
Language: English
Format: Micro learning
[Sign up](#)

Funding
Find the right financing for your business
Instructor: [Kara Stevens](#)
Discover the best types of financing for your business, including debt, equity, grants, and alternative financing options such as crowdfunding.
Language: English, Spanish
Format: Learning video



Verizon Small Business Digital Ready Instructors
Self-paced courses from experts covering topics crucial to your business



Instructor: [Melinda F. Emerson](#)
She is a "SmallBizStar," is one of America's leading small business experts. She is an internationally renowned keynote speaker who presents on small business development, social media, and marketing strategy. As CEO of Growth Group, her marketing consulting firm which serves Fortune 500 brands and the owner of her online school [www.smallbizstar.com](#), Emerson is passionate about online marketing and educating others on how to start and grow a successful small business. She hosts *The SmallBizStar Podcast* and is the bestselling author of *Become Your Own Boss in 12 Months: A month-by-month guide to a successful full-time and full-time business*, a 90 Day Plan to Get Back Your Life and Reduce Stress in Your Business.



Instructor: [Tayla Garrett](#)
is a remarkable entrepreneur with experience gained working as an accountant for the federal government. Tayla Garrett started her first business in 1998 providing bookkeeping services. In 2000, she founded and sold in 2008 R&E, a successful financial security management consulting firm. She now is the founder of Growth Management Services (GMS), a full-service independent claims management firm with revenues of over one million dollars within two years of opening, and Integrated Responders Group (IRG), a full-service independent claims management firm. She was invited to speak at The White House about issues relating to job creation and economic growth and holds a bachelor's degree in Accounting from Unhate College as well as a master's degree in Organizational Management from the University of Phoenix.



Instructor: [Malia Kuznetsov](#)
is an award-winning entrepreneurship coach and strategist who works in partnership with companies developing creative solutions for entrepreneurs and entrepreneurs. Malia has founded education through the United States helping her many clients build sustainable businesses through high-impact marketing training, and selling education, and digital marketing in the process. Malia has been featured in media including The New York Times, ABC, Black Enterprise, Inc, Fox Small Business, Post Company, Huffington Post, and others. Visit her blog at [www.maliakuznetsov.com](#) to learn more.



[Curriculum Assets](#)
[Course Catalog](#)
[Learning Paths Catalog](#)



Digital Banner Ads

Utilize these banners on your website and online media property to direct more traffic to the Small Business Digital Ready program.

This collection of banners includes both static and animated Verizon-branded graphics that you can use to link to the Small Business Digital Ready program. Place your banner advertisements in high-visibility areas on your website landing pages and online media platforms to create greater awareness for the program. Use different banner options to add more variety to your ad sizes, designs, and placements.

Do's

- Use the banners exactly as they appear, in their entirety. Request additional sizes (among those listed). Embed your unique Small Business Digital Ready registration link into the banners to track your promotional campaigns.

Don'ts

- Do not alter the banners' language or image in any way. Do not add your logo.



Animated:

- 160 x 600
- 300 x 250
- 300 x 600
- 729 x 90

Static:

- 160 x 600
- 300 x 350
- 300 x 600
- 320 x 100
- 600 x 600
- 728 x 90
- 750 x 1400
- 800 x 200
- 970 x 250
- 1872 x 320

↓ [Digital Banner Ads](#)



Image Options

Use images to make your communications more interesting and engaging.

The folder below has graphics that represent a diverse range of business owners in a variety of business settings.



Do's

- Use the previously recommended images whenever possible. For layouts that allow more than one image (such as email), you can choose from the following pages for additional Verizon approved image options.

Don'ts

- Do not alter the images, other than sizing them to fit. Do not add your logo or any text onto the provided images.

↓ [Image Options](#)

Asian-American and Pacific Islander Assets

Leverage assets in a variety of AAPI languages, including Chinese, Vietnamese, and Korean.

The folder below has graphics that represent a diverse range of business owners in a variety of business settings.

Verizon Small Business Digital Ready提供由专家为小企业主开发的免费在线课程，以提高他们的数字技能，帮助他们在数字经济中取得成功。

我们可以通过四种主要方式帮助您推动业务发展：

个性化学习

从对您的业务至关重要的主题开始，参加由专家提供的独家短期课程。您可以立即开始使用，并在这个过程中解锁更多福利。

同伴网络

与当地小企业主建立支持网络，分享行业动态、技巧和未来的商机。

1对1辅导

参加专家举办的研讨会，获取实际建议并直接接洽行业领导者。

激励

解锁免费或打折的产品和服务，符合条件的Verizon Small Business Digital Ready用户有机会申请资助机会。

今天扫描 免费报名。



超过50%的Verizon Small Business Digital Ready用户的收入和盈利能力得到提高，快来成为其中一员。





“Verizon은 풍부한 지식을 보유하고 있습니다. 손끝으로 모든 지식을 이용할 수 있어요, 그리고 사업을 성장시킬 수 있어요.

클라리사 페이스(Clarissa Pace), CEO
Shekinah Services, LLC.





“Các khóa học đã giúp chúng tôi không lãng phí thời gian. Tôi đã sở hữu một vài trong số những kỹ năng kinh doanh này, nhưng các khóa học đã giúp tôi hiện thực hóa chúng.

Jaja Chen, Đồng sở hữu
Cha Community





Do's

- Embed your unique registration link into each call to action. Customize with your logo to highlight the partnership

Don'ts

- Do not make claims about Verizon in your communication or post.

↓ [AAPI Assets](#)



Spanish Language Assets

Leverage assets in Spanish.

The below folders have assets in English and Spanish. Here are a few of the Evergreen ones:

- [Flyers](#)
- [Postcards](#)
- [Email Templates](#)
- [Verizon Overview deck](#)



Únete a cientos de miles de propietarios de empresas que han tenido éxito con Verizon Small Business Digital Ready.

Regístrate en un programa gratuito que te brinda las habilidades comerciales digitales que necesitas para tener éxito en la economía de hoy.

Sign up today to learn more at:
verizon.com/smallbusinessdigitalready

Cómo Verizon Small Business Digital Ready puede ayudarte:

- Aprendizaje Personalizado**
Obtén información práctica que impulse inmediatamente tu negocio con cursos gratuitos, dirigidos por expertos y creados a tu propio ritmo.
- Red de Compañeros**
Conecta con una comunidad solidaria de propietarios de negocios locales para compartir consejos y crear nuevas oportunidades.
- Coaching 1:1**
Obtén consejos y estrategias del mundo real para alcanzar tus metas, a través del acceso directo a coaches expertos y líderes de la industria.
- Incentivos**
Desbloquea productos y servicios gratuitos o con descuento, y la posibilidad de aplicar para oportunidades de subvención.

Empoderemos juntos a las pequeñas empresas.

Resultado en una encuesta realizada a las empresas registradas en Small Business Digital Ready, o te son respondieron más de 4500 negocios. Con Verizon Small Business Digital Ready, la experiencia de un usuario individual puede variar y los resultados no están garantizados.

**Todos los beneficios de financiación son formales por proveedores de capital de riesgo. Los términos de financiación y financiamiento están sujetos a las condiciones de cada institución financiera.

verizon Partner logo goes here

Editable Canva Links

Editable Canva links to VSBDR evergreen promotional materials.

We have made a variety of evergreen promotional assets, such as flyers, postcards, and social media post images, available in Canva. Customize these templates with your unique registration links, QR codes, and logos. **Please save a new version when editing in Canva to keep the original templates intact.** Don't forget to incorporate the new Verizon logo (see page 8), and stay tuned for new Canva templates featuring the refreshed Verizon branding.

VERY IMPORTANT!

Please make a **COPY** of the original file before making any edits. If you do not make a copy, other people are unable to use the canva files too.

↓ [Canva Links](#)



Program Videos

Give your small business followers a taste of the learning resources available on the program by sharing one of the program videos in this folder.

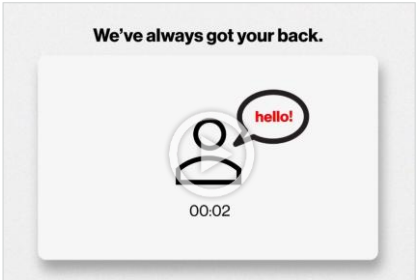
These are short videos in the folder that provide a glimpse of what the program offers, with clear call -to-actions to sign up.

Do's

Watch the video. Copy and paste the link into an email, social posting or communication. Distribute to your small business network.

Don'ts

Do not change or edit the video. Do not add any claims or copy about Verizon in your communication.



↓ [Program Videos](#)



Program testimonials and Impact Stories

Hear from small business owners on how Verizon Small Business Digital Ready is making an impact to boost small businesses.

Build trust and credibility around the program by sharing endorsements from real small business owners who have used Verizon Small Business Digital Ready to level up their businesses. Use the power of storytelling to grab attention: you can add these testimonials to your website, embed them in blog posts, reshare them on social media, and much more. Or just refer to this page for updates on how the program continues to empower small businesses as it evolves! New stories will be added throughout the year.

If you work with any small businesses that would be ideal for an impact story, please submit them using the form on the right. We encourage you to submit businesses that have actively engaged with the program – those that have participated in multiple courses or events, received grants, or are active in the community – and have experienced positive impacts from their involvement.

Do's

Include a call-to-action with your unique registration link to encourage registrations. Weave in stories from multiple testimonials around a specific program theme to amplify impact (e.g., market location, grant program, learning modules).

Don'ts

Do not make claims about Verizon in your communication or post. Do not make any claims about the small businesses or subject matter experts featured. Do not attempt to contact any of the businesses featured.

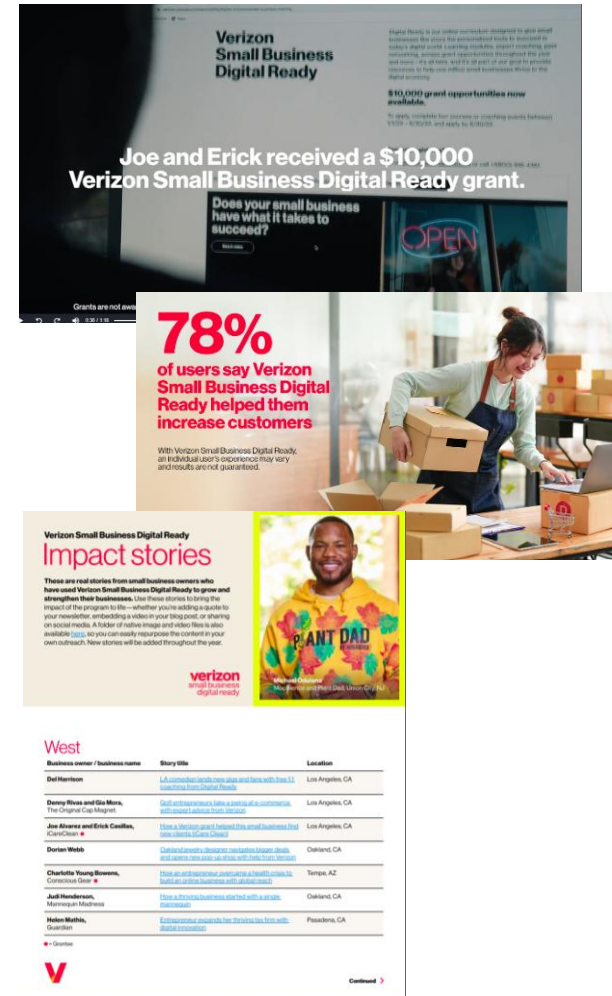


[View Small Business Testimonials](#)

Submit a Small Business Success Story



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Thank you

Thank you for promoting Verizon Small Business Digital Ready!

Reach out to VerizonPlaybook@NextStreet.com with questions at any time.