SMALL BUSINESS EDGE

Brian Moran & Associates

Portfolio & Profile

BUSIN

About Small Business Edge

Small Business Edge provides advice and insights to guide small business owners and startup businesses in uncertain times.

Whether it is about cash flow, remote working, credit, bankruptcy, employees, getting a loan, or dealing with stress and time management issues.

Ask The Experts!

The Small Business Edge Panel of Experts

The Small Business Edge Panel of Experts are industry thought leaders and influencers sharing their insights on key and trending topics within the small-to-midsize business space.

Expert Blogger

TOP 75 SMALL BUSINESS BLOGS

Brian Moran

Head of SMB Experts

CEO, Brian Moran & Associates

@BrianMoran brianmoran42

Brian Moran is the CEO of Brian Moran & Associates, a New Jersey-based consulting firm, dedicated to helping SMBs and entrepreneurs run better businesses.

Previously, he worked as an Executive Director of Sales Development at the Wall Street Journal, Associate Publisher at Inc. Magazine, and a Publisher at Entrepreneur. Brian has also managed two content companies, Veracle Media and Moran Media Group, which focused on helping entrepreneurs manage and grow their companies.

He currently leads SMB Experts, an Oracle-sponsored panel comprised of today's SMB thought leaders. He also sits on the board for a number of entrepreneurial organizations, including The Small Business & Entrepreneurship Council, United Athletes Foundation, and SCORE's National Marketing Council.

Contact Brian Today!

brian@smallbusinessedge.com

Brian Moran Latest Work | Blog Postings

The State of the SMB Market

At this year's Oracle OpenWorld in San Francisco, I had the honor of moderating a panel discussion, The State of SMB: Biggest Influencers and Opportunities. Our panel of experts included Karen Kerrigan, President and CEO of the Small Business & Entrepreneurship Council; Justin Shriber, Vice President of Marketing for LinkedIn Sales & Marketing Solutions; and Chris Germann, Vice President of Cloud Applications Strategy at Oracle.

The panel addressed the key business concerns for small-to-medium businesses (SMBs), including digital transformation, finding and retaining talent, and what's happening in Washington, DC regarding SMB policies and regulations.

Today's Talent Landscape

When it comes to talent in the workforce, Justin Shriber believes the gaps and surpluses for employees in specific industries all depend on where you do business. Within the healthcare, education, retail, and technology industries, there are considerable gaps in many major U.S. cities.

Digital Transformation

According to Chris Germann, an increasing number of SMBs are exploring the use of digital technologies to grow their business, extend their reach into new market segments, and effectively compete with larger enterprises. They are also investing in small innovation projects to improve productivity. Many Oracle SMB customers are picking one digital technology to acquire competency, then expand from there. For more information on how digital transformation is impacting SMB growth, check out this short clip of Chris from a video interview Oracle OpenWorld.

Expert Advice for Medium and Midsize Businesses

- How Technology is Disrupting Everything
- Make the Holidays Brighter for Your SMB
- 5 Questions for Growing Businesses as We Enter 2018
- Want Success? Learn to Manage Your Time Better
- How Tech is Empowering Businesses to Create Exceptional
- Customer Experiences
- A Necessary Checklist for Finding and Fixing Your Weakest Link
- 6 Ways to Say Thank You This Holiday Season

Brian Moran Latest Work | Podcasts

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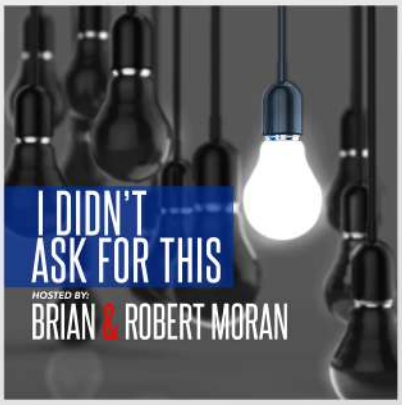
Running a business is tough. Every day, you're faced with new challenges and obstacles that threaten to impede your success. Most of the time you know what to do; you've learned to rely on your own business acumen and experience—but wouldn't it be nice to have a team of experts to back you up?

The Small Business Edge podcast, sponsored by Pitney Bowes, will introduce you to that team. We have assembled a panel of renowned business strategists, advisors, and thought leaders to help owners, just like you, grow their businesses across multiple industries. Periodically, I will interview a member from our team to cover the most pressing business issues keeping you up at night—and provide insights and suggestions to address them.

In addition to our experts, I ask marketing executives, leaders in academia, heads of small business organizations, and others to share their insights about how business owners can run better, more efficient companies. We cover everything from finances to social media; technology to HR.



JOIN US FOR A NEW EPISODE EVERY WEDNESDAY AND LET US HELP YOU TAKE YOUR BUSINESS TO THE NEXT LEVEL.

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SMALLBIZ CHAT

#HISCOXSMALLBIZCHAT

THE STATE OF SMALL BUSINESS

Wednesday, October 26 3:00 pm (EST)

HISCOX @HiscoxSmallBiz | SCORE @SCOREMentors | @brianmoran

PITNEY BOWES | REACH YOUR CUSTOMERS/GROW YOUR BUSINESS

CAPTURING CUSTOMER ENGAGEMENT IN A CONNECT WORLD

WIN CUSTOMERS & INCREASE BRAND LOYALTY IN A DISRUPTIVE WORLD

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AMERICAN EXPRESS OPEN forum GROWTH GUIDE

The Right Content, Right Now

Navigating Social Media for Business

FEATURING INSIGHTS FROM

GUY KAWASAKI | MARSHA COLLIER | BRIAN MORAN | *AND MORE*

"Listen twice as much as you talk. Many business owners make the mistake of seeing social media purely as a megaphone–a platform to tell the world about your products and services."

MAKING SOCIAL MEDIA WORK IN YOUR BUSINESS

INTRODUCTION

Making Social Media Work in Your Business

Brian Moran
Founder & CEO, Brian Moran & Associates

"The more you promote the efforts of others on social media, the more likely it will come back to you—I call that my rule of reciprocity."

Welcome to "The Right Content, Right Now: Navigating Social Media for Business." The content you are about

get the results you want...and John Jantsch provides sage advice on making every word count in content marketing.

In the last section, **Using Specific Platforms**, Gini Dietrich writes about how small-business owners can more effectively use Instagram in their business...while Erika Napoletano covers everything you need to know about Facebook advertising. I am honored to be included with the notable experts listed above, and have offered my tips for using Twitter to help grow your business.

As a bonus, OPEN Forum editor-at-large Rod Kurtz presents a case study on building a brand and sharing it with the world. It's a fantastic story that includes many practical takeaways for business owners looking to grow their corporate brand.

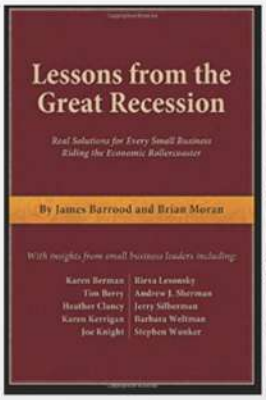
I've often said that social media is a bit like college—you can't take 128 credits in one semester, and you won't learn social media overnight. Take time to properly learn how to incorporate social media into your company, and get your employees involved in

"The more you promote the efforts of others on social media, the more likely it will come back to you–I call that my rule of reciprocity."

Brian Moran
Founder & CEO, Brian Moran & Associates

IBM Watson Marketing Webinar

LESSONS FROM THE GREAT RECESSION:



LESSONS FROM THE GREAT RECESSION:

Real Solutions for Every Small Business Riding the Economic Rollercoaster Paperback

The Great Recession was a brutal period for small business owners. But they are a pretty resilient bunch, and they've learned plenty of lessons: not just about how to survive, but also about how to position themselves to thrive. This book is a compilation of the most valuable lessons and insights written by an extraordinary group of experts: people who are completely locked in to the challenges real small businesses and entrepreneurs face.

Using outside contractors, consultants, and virtual assistants,

Leveraging social media, by Brian Moran,

one of the nation's top small business leaders.

About the Authors

Brian Moran is the Executive Director, Sales Development at The Wall Street Journal, where he is an advocate for small business. Prior to working at the Journal, Moran was the Associate Publisher at Inc. Magazine, a Publisher and Associate Publisher at Entrepreneur Media and held management positions at Success Magazine and Medical Economics Magazine. Moran currently sits on several boards of entrepreneurial organizations, including:
The Small Business & Entrepreneurship Council, US Chamber of Commerce Small Business Council, SCORE's National Marketing Council and the Rothman Institute of Entrepreneurship at Fairleigh Dickinson University.

James C. Barrood is executive director of the Rothman Institute of Entrepreneurship at Fairleigh Dickinson University's Silberman College of Business. He has developed and managed many of the center's innovative academic and outreach programs since 1997. Barrood is active in the regional entrepreneurial and business communities and was recognized as the 2008 Small Business Advocate (New York Enterprise Report) and among the "Forty Under 40 Business Achievers" by NJBIZ business journal. Barrood is a frequent speaker at regional business events and has appeared on MSNBC, ABC, My9, NJN (Voices of Innovation) and News12. He is the editor of the book, Entrepreneurship and Innovation: Global Insights from 24 Leaders.

TESTIMONIALS

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Jericho Valdez, New York Times

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Jericho Valdez, New York Times

Thank you Brian Moran!

Audience Data

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SMALL BUSINESS EDGE

Brian Moran & Associates

Portfolio & Profile

BUSIN

BRIAN MORAN LIVE ON Joybrand CREATIVE

MASTERING CRITICAL DECISION MAKING WITH BRIAN MORAN

Have you ever been haunted by "what ifs"?

What if we lose our largest client?

What if our business partner falls ill?

What if sales drop and I'll need to file for bankruptcy?

In this interview, Brian Moran, Founder and CEO of Small Business Edge, talks about how:

Actually thinking about all these "what ifs" early while you're growing your business can help you avoid making bad decisions.

He learned a very important business lesson the hard way

His company, Small Business Edge, is an interactive community platform that allows business owners to manage and grow their companies.

So, if you want to learn a technique to gain more confidence so you can overcome any business challenge you may face, **you should listen to my interview with Brian!**

SBE
Social Media
Analytics

Small Business Edge provides advice and insights to guide small business owners and startup businesses in uncertain times. Whether it is about cash flow, remote working, credit, bankruptcy, employees, getting a loan, or dealing with stress and time management issues, when entrepreneurs have questions, they get answers on SmallBusinessEdge.com

BRIAN MORAN

https://twitter.com/smallbizedge

https://www.linkedin.com/in/brianmoran42/

https://www.instagram.com/smallbusinessedge

https://www.pinterest.ph/brianmoran42/

Thank You and Looking forward in doing business with you!

THE SBE EXPERIENCE