



Why Small Businesses Should Start Marketing on Day One

A Mailchimp Report

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If you're starting a new business, you're not going through it alone. Around the world, entrepreneurs just like you are experiencing many of the same thoughts, concerns, victories, and setbacks.

That's why we teamed up with Hall & Partners to survey 505 entrepreneurs about their experience of starting a business.

The results confirmed something we've experienced firsthand: launching a small business isn't easy.

It's a time-consuming process that can be tough for even the most seasoned entrepreneurs.

How old were the businesses we surveyed?¹

80% had launched their business within the past 2 years.



20% were still in the pre-launch stage, focusing their attention on planning and research.

Chapter 1

Conquering the uncertainty around starting a business



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