

Vox Pop Branding Introduces The Amplify Project to Redefine How Small Businesses Fund Growth



El Segundo, California Mar 3, 2026 ([Issuewire.com](https://www.issuewire.com)) - The Amplify Project by Vox Pop Branding, a revenue-share based marketing model designed to help small businesses and early-stage startups scale without paying traditional upfront marketing retainers, has officially launched.

The launch comes amid continued data highlighting marketing access as a key barrier to small business survival and growth. According to the U.S. Small Business Administration, approximately 20 percent of small businesses fail within their first year and nearly 50 percent close within five years. Multiple surveys cite lack of capital, customer acquisition challenges, and ineffective marketing as leading contributors. At the same time, industry research consistently shows that limited marketing budgets remain one of the most cited barriers to customer acquisition and scalable growth.

Despite this reality, most growth systems require founders to front marketing costs before revenue increases.

“Small businesses are often told to market better, but effective marketing requires capital, execution, and strategy,” said Urina Harrell, Founder and CEO of Vox Pop Branding. “As a self-funded entrepreneur who started my business at 19, I didn’t need more inspiration. I needed a partner willing to put skin in the game with me. That model didn’t exist for me then. So I built it.”

After completing its first fundraising round, Vox Pop Branding is now opening applications to select its first Amplify Founder.

The Amplify Project operates differently from traditional agency and consulting structures. Marketing strategy and implementation are provided upfront. No equity is taken. No heavy retainers are required. Compensation is structured as revenue share for a predetermined term, aligning the firm's success directly with measurable founder growth.

"When founders grow, we grow," Harrell added. "This is not free marketing. It's shared risk and shared upside."

The Amplify Project is designed specifically for small businesses and early-stage startups that demonstrate traction, operational readiness, and scalability but lack access to upfront marketing capital.

Applications are open through March 15.

Founders can learn more and apply at:

<https://www.voxpopbranding.com/amplify-project-lp>

About Vox Pop Branding

Founded in 2013, Vox Pop Branding is a women-owned marketing and activation agency specializing in strategic growth for small businesses, nonprofits, athlete-led initiatives, and accelerator programs.

The firm has extensive experience partnering with accelerators, economic development organizations, and ecosystem leaders to promote cohort visibility and provide done-for-you marketing implementation for founders and grant recipients. While many programs offer consulting hours, Vox Pop Branding executes full campaigns on behalf of founders, bridging the gap between strategy and implementation and driving measurable revenue outcomes.

The Amplify Project is an extension of the firm's commitment to aligned growth, providing opportunity to promising small businesses and early-stage startups that may not yet have access to traditional marketing capital.

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