

21 #SmallBiz Ideas to Promote Your Business on Small Business Saturday

#SmallBusinessSaturday is Nov 25, 2017. Small Business Saturday celebrates and promotes everything small businesses contribute to their community, and encourages the public to #ShopSmall. Here are 21 Simple Ideas for a Successful Small Business Saturday from Entrepreneur.com



- I was going to write my own list of ideas: then I found this article by Rose Leadem • Entrepreneur Staff
<https://www.entrepreneur.com/article/285606#>

First, some basics

- Get web ready
- Utilize free resources
- Extend your hours
- Prioritize customer service

Let's make some deals -- and promotions

- Plan incentives
- Don't compete with the Big Boxes

Get connected

- Join forces
- Invite a local celeb or official
- Join online groups associated with the holiday
- Celebrate other small businesses
- Support local charities
- Don't be left out

Amplify your message

- Utilize social media -- and hashtags
- Update your advertising
- Reward check-ins
- Promote small business selfies
- Make your website mobile-friendly

Make it a can't-miss destination event

- Hold a kickoff event
- Offer a scavenger hunt
- Become a holiday tradition

Looking ahead

- Think beyond Saturday