How to Market Your Business for Small Business Saturday 2018

Saturday, November 24, 2018, is Small Business Saturday® – a day to celebrate and support small businesses and all they do for their communities. Small Business Saturday gives local small businesses new opportunities to encourage new customers to #ShopSmall in their local community. Small Business Saturday is designated as the Saturday after Thanksgiving, between Black Friday and Cyber Monday.



Storefront

1. Create a window display letting people know you're participating in Small Business Saturday.
2. Train your team on why local support is so important to the success of small businesses so they understand and appreciate your customers.
3. Visit the American Express Shop Small® Studio for free, customizable downloadable materials, to how-to videos and everything you need to spread the word, plan an event, or promote your business for Small Business Saturday® https://www.americanexpress.com/us/small-business/shop-small/promote

Social Media and Digital Marketing

4. Use the #ShopSmall and #SmallBizSat hashtags on social media to show show your support of local small businesses, and to reach people who want to support local businesses on #SmallBusinessSaturday.
5. Email your customer list to let them know about your participation in Small Business Saturday, and your promotion event.
6. Use your Facebook Page, Instagram and Twitter accounts to promote #SmallBizSat before big day on on the day share photos and thank customers who #ShopSmall.
7. Add a website banner or popup on your website to tell how you're participating in Small Business Saturday.

Build a Community: Work With Neighboring Businesses

8. Cross promote other businesses products and services in your store, such as special coupons, free samples from a neighbor, or a "passport" offering extra discounts to customers who visit multiple businesses.
9. Sidewalk sales are a good way to get noticed by people who normally walk right past your business
10. Shopper strolls encourage the community to visit neighboring stores along the route.
11. Create a Pop-Up event to bring your business to a local market, mall or other new location.

Thank

12. When people visit your business, thank each person individually for supporting local small business.
13. Invite visitors to join your mailing list or follow you on social, and thank them with additional incentives such as discounts, freebies or special events.
14. Hold a business card or email signup drawing to recognize people who visit your business.
15. Create a memorable, shopping experience for customers by offering product samples or tastings, free gift wrap, live entertainment and other ways for your customers to feel the love!

Looking for more #SmallBizSaturday tips and ideas? Get 21 #SmallBiz Ideas to Promote Your Business on Small Business Saturday --> https://www.checkli.com/checklists/anthonycaliendo/21-smallbiz-ideas-to-promote-your-business-on-small-business-saturday

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