

# 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/anthonymcaliendo/21-smallbiz-ideas-to-promote-your-business-on-small-business-saturday>**

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