How to Market Your Online Business for Small Business Saturday

Online entrepreneurs face special challenges to participating in local community events such as Small Business Saturday. With a little planning and creativity, your online business can find new customers and opportunities IRL (In Real Life) and encourage people to #BuyLocal and #ShopSmall.



Marketplace Advertising

1. Merchants who are part of an online marketplace such as Etsy, Amazon, eBay and other online marketplaces have promotional opportunities for Small Business Saturday.

2. Etsy shares tips for how online-based small business owners can work with fellow makers or businesses in their local communities to help extend their brand with a pop-up presence and connect with customers in real life, especially on Small Business Saturday. https://www.americanexpress.com/us/small-business/shop-small/article/bring-your-online-business-to-life?linknav=us-loy-shopsmallstudio-SBSBring-20

3. Amazon Storefronts is a new program launched in September to help promote their US small business merchants during the holidays and throughout the year, including Black Friday, Cyber Monday and Small Business Saturday.

4. eBay will again hold a Small Business Saturday event for their sellers including live pop-up events in major cities to showcase their sellers and how easy it is to shop online during the holidays. https://esellercafe.com/etsy-joins-american-express-second-year-celebrate-small-business-saturday-november-24/

Social Media and Digital Marketing

5. 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

6. Add a website banner or popup on your website to tell visitors how you're participating in Small Business Saturday.

7. Use the #ShopSmall and #SmallBizSat hashtags on social media to promote your local community and show your support

of local small businesses, and to reach people who want to support local businesses like yours on #SmallBusinessSaturday.

8. Use your Facebook Page, Instagram and Twitter accounts to promote #SmallBizSat before the big day and on the day share photos and thank customers who #ShopSmall.

9. Email your customer list to let them know that you support your local community and how you will participate in Small Business Saturday, and your promotion events.

10. Join online communities of digital small business owners such as Facebook groups like https://www.facebook.com/groups/globalecommercenews to brainstorm and collaborate with other online businesses.

11. Rally dedicated customers and fans to spread the word as online influencers and promote your small business to their friends and followers on Small Business Saturday.

Use Live Events to Be Visible in Your Community

12. Create a Pop-Up event to bring your online business to a local market, mall or other community location so in-person shoppers are introduced to your products.

13. Ask local stores with complementary products if you can help plan their store window and include your products in their windows.

14. Hold a trunk show at a local business where your products are sold at a special event in their store.

15. Sponsor a holiday event where your name is promoted as a sponsor.

For more ideas on how to market your small business on Small Business Saturday get my checklist: https://www.checkli.com/checklists/anthonycaliendo/how-to-market-your-business-for-small-business-saturday-2018-1