

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

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