Small Business Saturday - Marketing

Moderator:
Alaina Capasso
RI Small Business Development Center
We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
What Is Small Business Saturday?

In the midst of the recession in 2010 — American Express created Small Business Saturday® on the Saturday after Thanksgiving to encourage people to Shop Small and bring more holiday shopping to small businesses.

(Source: American Express)
S.Res.320 - A resolution designating November 26, 2011, as "Small Business Saturday" and supporting efforts to increase awareness of the value of locally owned small businesses.
112th Congress (2011-2012)

Summary: S.Res.320 — 112th Congress (2011-2012)

Passed Senate without amendment (11/10/2011)  Bill summaries are authored by CRS.

Shown Here:
Passed Senate without amendment (11/10/2011)
(This measure has not been amended since it was introduced. The summary of that version is repeated here.)
What Is Small Business Saturday?

- Shop Small
- Buy Local
- A day when we all shop small
- A big day for small business
- Celebrate America’s small businesses
1. Social Media Post

Help your business stand out this season with the Shop Small® Studio

Create custom signs and social posts using the Shop Small Studio. We provide the templates, then you provide the details that'll make your small business stand out this holiday season. The best part? It takes just two minutes or less.

CUSTOMIZE NOW

We've got ready-to-use options, too — download now.

These marketing materials can only be downloaded using a desktop or laptop computer.
Shop Small Studio

Facebook
Tik Tok
Instagram
Twitter
YouTube
Linkedin

Post on social media with the hashtags 
#SmallBusinessSaturday or #SBS
2. Add To The List

Let’s Put Your Business on the Shop Small® Map

It’s quick and easy to add your qualified small businesses to Amex’s Shop Small Map. Already have a listing? Make sure it’s updated with the latest information. Let’s make sure your customers can find your business and remember to Shop Small with you all holiday season long.

ADD OR UPDATE A LISTING

Learn more about the powerful backing of an American Express® Card.
3. Email Your Customers

Tell them your story and how you value their support.
Run An Ad

SPONSORED CONTENT: SMALL BUSINESS SATURDAY

Small Business Saturday – Antone’s Kitchen
5. Flyers, Direct Mail, Handwritten Notes, DMs
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Welcome to the Shop Small® Studio from American Express

You'll be able to create your custom materials in less than two minutes.

Your business's name

e.g., Catalina Island's Famous Saltwater Taffy

0/40 characters

What should customers know about your business?

Select One

Does your business accept American Express® Cards? (Optional)

You don't have to accept American Express Cards to Shop Small® or participate on Small Business Saturday®.

Yes  No

*Business owner is responsible for cost of printing marketing materials.
6. Go Virtual – Facebook/Instagram Live/Zoom
7. Build The Buzz With Your Neighbors

Tag in social media other local businesses, pics and video are great!

Give a “shot out” to other local businesses on social media

Keep coupons or promotions for local businesses at POS
8. Special Hours, Special Promotions, Charity

Create a special event or do something different on Small Business Saturday.

You can create even more excitement for your local small business by doing something different to draw attention. Serve free coffee in the morning, display balloons outside your store, hire a musician to play music in your store or create a contest for a drawing. Make the Small Business Saturday event feel like a big event at your business. (Source: Small Business Marketing Tools)
9. Update Your Website, Social Media, Google
10. Say Thanks!
Questions?

Type your question to the chat box

Contact Us:

401-874-7232


susandavis@uri.edu