

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.



THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT

RHODE
ISLAND
COMMERCE

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)

Legislation

Examples: hr5, sres9, "health care"



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[Home](#) > [Legislation](#) > [112th Congress](#) > S.Res.320[Citation](#) [Subscribe](#) [Share/Save](#) [Site Feedback](#)

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)

RESOLUTION

Hide Overview ✕

Sponsor: [Sen. Landrieu, Mary L. \[D-LA\]](#) (Introduced 11/10/2011)**Latest Action:** Senate - 11/10/2011 Submitted in the Senate, considered, and agreed to without amendment and with a preamble by Unanimous Consent. (consideration: CR [S7391](#); text as passed Senate: CR [S7391](#); text of measure as introduced: CR [S7385](#)) ([All Actions](#))**Tracker:**Introduced **Agreed to in Senate**

More on This Bill

[CBO Cost Estimates \[0\]](#)

Subject — Policy Area:

Commerce

[View subjects >>](#)

Summary (2)

Text (1)

Actions (1)

Titles (1)

Amendments (0)

Cosponsors (36)

Committees (0)

Related Bills (3)

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

[All Information](#) (Except Text)

Listen to this page

There are 2 summaries for S.Res.320. [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](#).

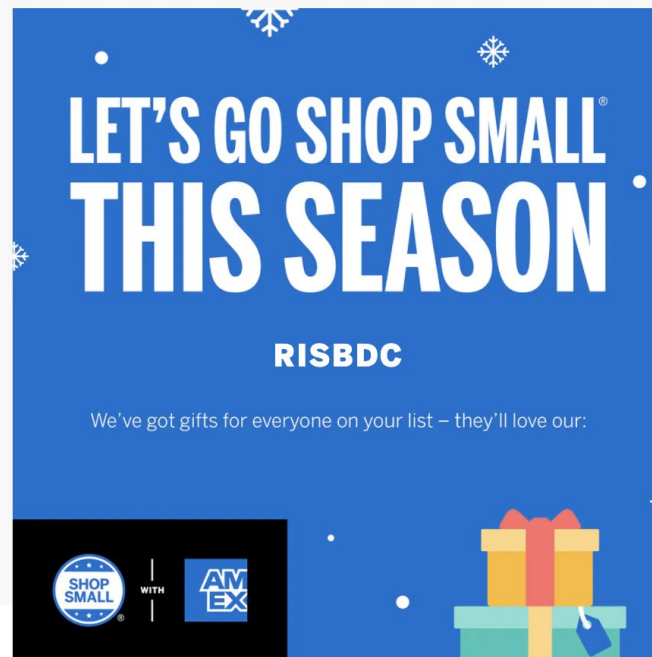
These marketing materials can only be downloaded using a desktop or laptop computer.

Shop Small Studio

Facebook
Tik Tok
Instagram
Twitter
YouTube
Linkedin

*Post on social media with the hashtags
#SmallBusinessSaturday or #SBS*

Social Post



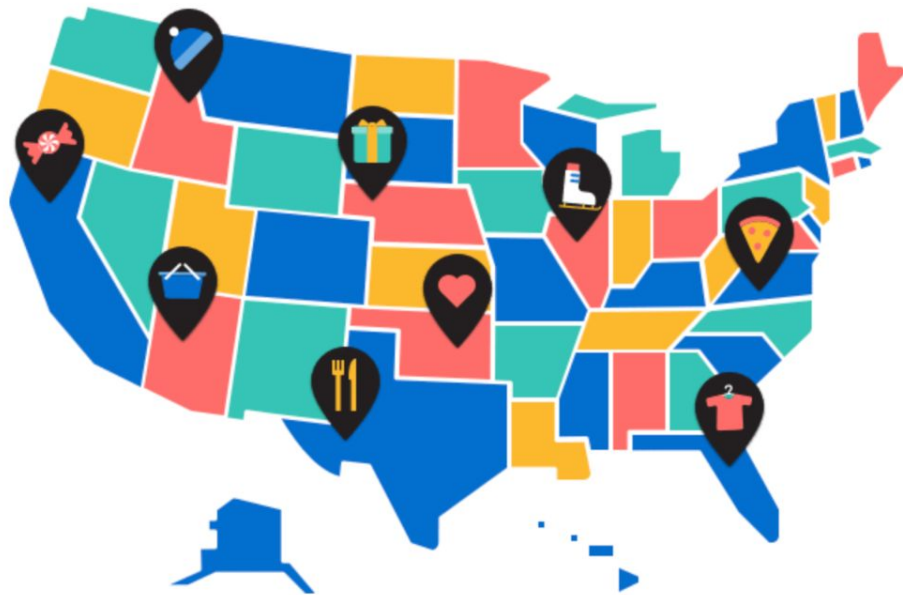
2. Add To The List

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.

4. Run An Ad



NEWS ▾

WEATHER ▾

SPORTS ▾

COMMUNITY ▾

REPORT IT

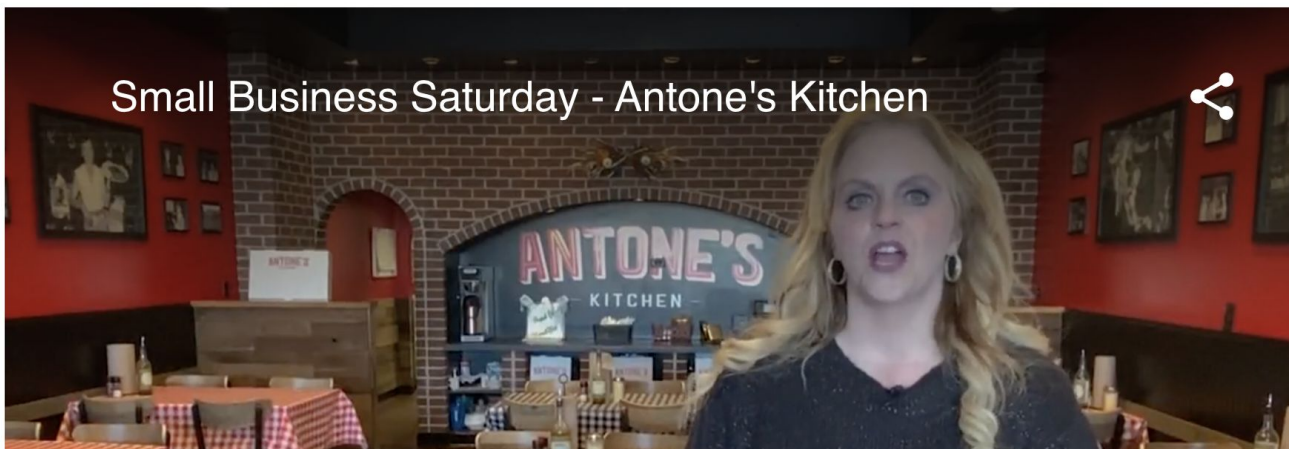
MARKETPLACE ▾

OBITUARIES ▾

JOB

SPONSORED CONTENT: SMALL BUSINESS SATURDAY

Small Business Saturday – Antone's Kitchen



5. Flyers, Direct Mail, Handwritten Notes, DMs

postermymwall

Templates ▾ Promote ▾ Discover ▾ Pricing

Try 'sale flyer'



CREATE A DESIGN ▾

→ LOGIN

Templates > Search results for 'small business saturday flyer'

5,700+ customizable design templates for 'small business saturday flyer'

small business saturday flyer



Any

Image

Video

Tip: Use NOT to remove irrelevant results, use OR to add more.

Categories matching your search term: **Small Business Flyers**

Browse by size

All

Flyers

Posters

Social Media Graphics ▾

Digital Signage ▾

Album Covers

Logos

Menus

Zoom Backgrounds

Web Banners ▾



5. Flyers, Direct Mail, Handwritten Notes, DMs

Canva

Home

Templates ▾

Features ▾

Learn ▾

🔍 small business saturday



Create a design

Small Business Saturday

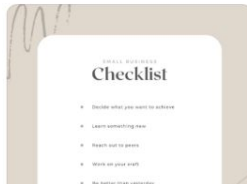
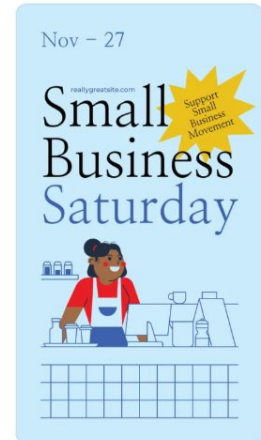
Templates

Your Designs

Filters

Category

- Instagram Post (430)
- Your Story (210)
- Presentation (110)
- Flyer (76)
- Facebook Post (69)
- Mailing Label (61)
- + View more



1,473

5. Flyers, Direct Mail, Handwritten Notes, DMs



STEP 1 OF 2

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



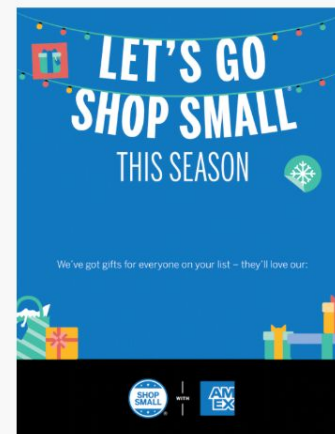
Does your business accept American Express® Cards? (Optional)

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

Yes No

See your customizable materials come to life.

Poster



*Business owner is responsible for cost of printing marketing materials

6. Go Virtual – Facebook/Instagram Live/Zoom



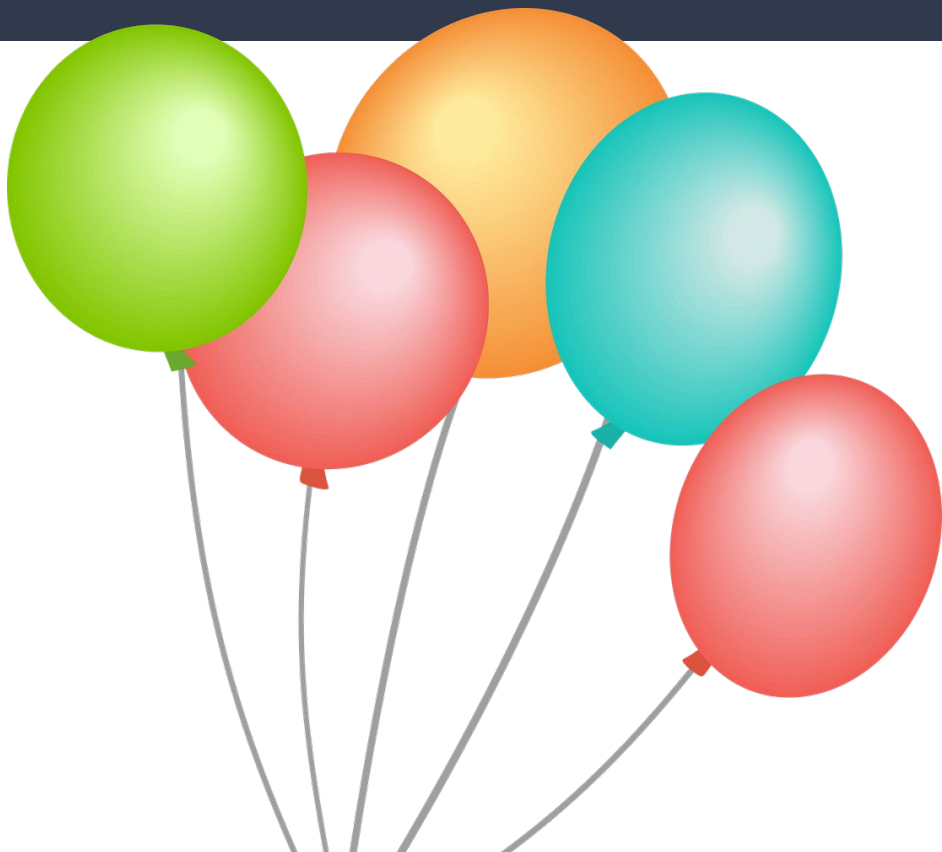
7. Build The Buzz With Your Neighbors

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

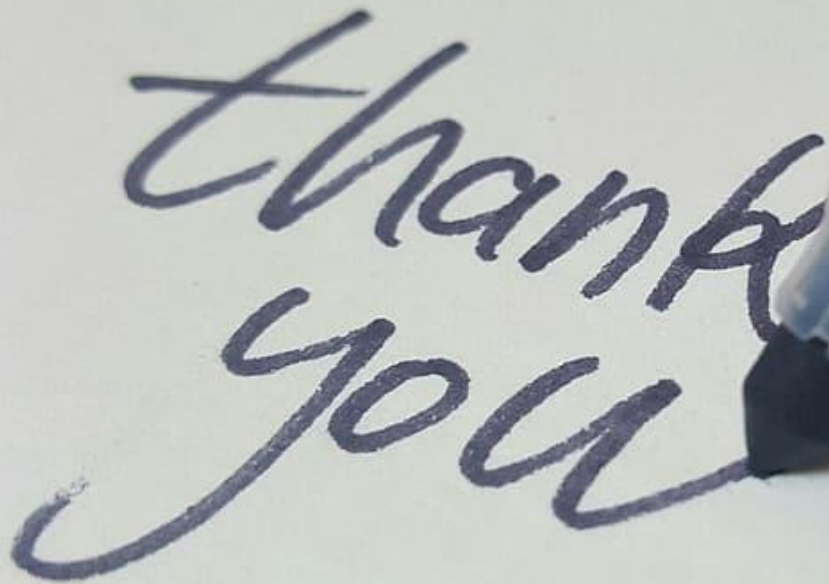
Google  
My
Business

Developer: [Google](#)
Initial release date: June 2014
Original author: [Google](#)

Apps for Google business



10. Say Thanks!

A close-up photograph of a blue marker writing the words "thank you" in a cursive script on a white surface. The marker is positioned at the end of the word "you", with its tip touching the paper. The lighting is soft, creating a slight shadow of the marker on the white background.

thank
you

Questions?

Type your question to the chat box

Contact Us:

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