

# 2018 Small Business Saturday Guide

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for Store Owners & Staff



We're here to help you turn Small Business Saturday into big business with a list of marketing tips and a promotional plan just for small businesses.



## TURNING SMALL BUSINESS SATURDAY

# Into Big Business Payday

When the wishbone is split, the pumpkin pie is gone and your customers' bellies are full from their Thanksgiving feast, it's time for you to take a deep breath because Small Business Saturday will be just two days away. Timed perfectly to compete with the heavy advertising and deep discounting of big-box stores, this year's Small Business Saturday (**November 24!**) is your opportunity to stake your claim on the estimated \$13+ billion that will be spent that day.

As a local small business owner, you have the unique opportunity to hold meaningful conversations with your customers through email and social media. While comments on corporate Facebook Pages go unanswered and email replies get flooded, you'll be moving swiftly toward a successful celebration of retail independence. We're here to help you turn Small Business Saturday into big business with a list of marketing tips and a promotional plan just for small businesses.

# 93%

OF CONSUMERS BELIEVE THAT IT IS VERY IMPORTANT TO SHOP AT LOCAL SMALL RETAILERS.



- AMEX OPEN



## THE EASY STRATEGY TO

# Promote Effectively

A key factor in gaining more traffic during Small Business Saturday is to have an effective marketing strategy. **You should begin promoting this celebration of small businesses at least two to three weeks prior to the big day.** Follow these ideas and you'll have to purchase another welcome mat after all the foot traffic you'll receive.

- [Create a Facebook event for Small Business Saturday and include all of the details for your event in the description.](#)
  - » Post on your event page to welcome all who have joined, send reminders and respond to any questions or comments.
  - » Copy the link from your Facebook event and post it to your Timeline. Encourage your customers to share the post with their friends.

- Start talking about Small Business Saturday on Facebook, Twitter, Instagram and Pinterest two to three weeks leading up to the event in order to educate your customers and generate excitement.

- » Follow @ShopSmall and Like Small Business Saturday on Facebook to participate in the conversation. Follow @SnapRetail too for even more shop local love!
- » Post the Small Business Saturday logo on your Facebook page and ask customers to, “Hit Like if you love shopping small #ShopLocal.”
- » Use the Hashtags #SmallBusinessSaturday, #ShopSmall,#SmallBusinessSat and #SmallBiz.



- Add an update to your website’s homepage or a separate tab to create a page filled with important information about your Small Business Saturday celebration.

- » Use your page to communicate your sales, promotions, hours and more so that your customers know what to look forward to on Small Business Saturday.
- » Include a link to your website in your emails and on social media as a point of reference.
- » If you have a SnapRetail website, you can create a Small Business Saturday event on your calendar and have customers RSVP right on your website.

**Saturday, November 24**

Small Business Saturday | 12:00 PM - 9:00 PM

EVENT LOCATION  
Modern Finery

Stop in to our store on Small Business Saturday for an additional 20% off clearance and a fresh, warm chocolate chip cookie.

-OR-

Get FREE shipping on all online purchases with code SBS2016.

RSVP

- Create an email campaign announcing Small Business Saturday to invite customers to support your small business.
  - » Send an email (or a few!) within the theme of Small Business Saturday. SnapRetail subscribers can use our professionally-designed Small Business Saturday templates, or create their own.
  - » Include a link to your Facebook event in the invitation and prompt customers to RSVP.
  - » Be sure to include all details like refreshments, discounts, entertainment, hot products, etc.



## GET STARTED WITH SNAPRETAIL'S

# Small Business Saturday Email

Email created in just minutes with SnapRetail's drag-and-drop editor



SMALL BUSINESS, BIG COMMUNITY

JOIN US

Saturday, November 24th

It's up to us to keep the shop local movement going! We'll be celebrating our store and community Saturday, Nov. 24 for Small Business Saturday.

Please join us for in-store specials, giveaways, refreshments and more all day long. RSVP on our Facebook page so we can be sure to have enough goodies for everyone attending!

**\$10% OFF ANY ITEM**

Print this coupon to redeem on an item of your choice. [Offer exclusive to Small Business Saturday]

Reminder to RSVP



Upload a recent photo of your storefront



Add a custom coupon or offer





## GIVE YOUR CUSTOMERS SOMETHING TO TALK ABOUT &

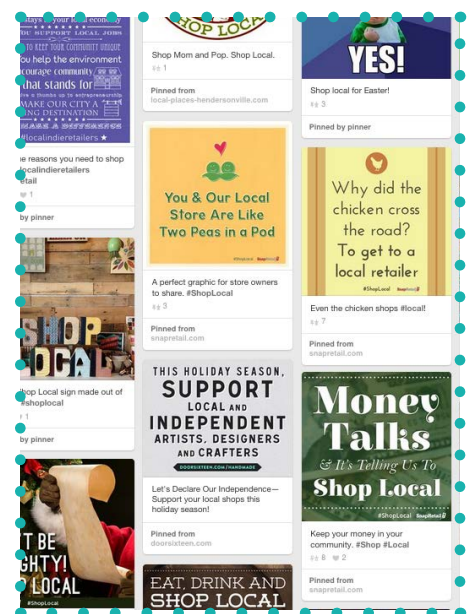
# Make the Day Exceptional

Consumers find it fulfilling to support small businesses, knowing they're making a contribution to the community. Sometimes it takes an extra step to gain that support from consumers in your neighborhood. Let Small Business Saturday be a day of celebration for your independent store. Use these ideas to show your support of local businesses, while encouraging others to support you!

- **Serve refreshments ONLY from local businesses.**
  - » Post and tweet what refreshments will be available.
  - » Tag and mention the local businesses for extra exposure. “We’ll have wine from the local winery @(twitter handle / facebook page) and cupcakes from @(twitter handle / facebook page).”
- **Purchase blue and white balloons with ribbon to align with the Small Business Saturday branding.**
  - » Place balloons under car windshield wipers parked outside of your store with an invitation to celebrate Small Business Saturday.
  - » Attract customers with balloons outside of your door and on nearby parking meters, signs, trees and your sidewalk board.
  - » If you purchased balloons from a local store, tag and mention them in posts.
- **Keep customers engaged online before the event and all day on Small Business Saturday.**
  - » Dedicate a Pinterest board to Small Business Saturday including tips to help consumers shop small and items exclusive to your store.
  - » Ask trivia questions about your business during the day on Facebook and Twitter. Award those that answer correctly with a prize only redeemable in-store that day.
  - » Post and tweet pictures of your event live to entice any last-minute stragglers to make a visit.
  - » Hold a raffle to collect new email addresses with a special prize. Display your giveaway so your customers know what they’ll win for submitting their email address.
  - » Take pictures of your set-up and post to your Instagram story to increase awareness of your products and share behind-the-scenes moments.

# 108 MILLION PEOPLE WENT OUT TO SHOP ON SMALL BUSINESS SATURDAY IN 2017.

- National Federation of Independent Business





## KEEP THE SHOP LOCAL MOMENTUM GOING WITH A

# Follow Up Plan

- Follow up with everyone who attended your Small Business Saturday event. Whether it be via email, Facebook, Twitter, Instagram or Pinterest, it's important to keep the conversation going!
  - » Send an email to all the new email addresses you gathered, thanking them for attending and inviting back to shop soon.
  - » Post a gallery of images from Small Business Saturday during the following week to continue the conversation through social media and gain additional exposure for your Facebook Page and business in general.
  - » Ask your customers what they enjoyed most about Small Business Saturday on Facebook and Twitter to get a feel for what to plan for future events.

Small Business Saturday is only in its 9th year, but the initiative has gained substantial momentum with local retailers, providing them with the power to make a footprint between the rush of Black Friday and Cyber Monday. Last year, customers spent an estimated \$13 billion at locally-owned retail stores. We're confident that this guide will give you what it takes to gain support within your local community and beyond.



## LET'S KICK THIS OFF SMALL BUSINESS SATURDAY RIGHT -

# Take the Next Step

- See how easy it can be to promote Small Business Saturday using our professionally written and designed emails and social media posts. It's not too late to make this your most successful quarter yet. Start a **30-Day Free Trial** now.



SnapRetail: The essential online marketing tool made for Main Street.

[www.snapretail.com](http://www.snapretail.com)