

Small Business Saturday

Small Business Saturday is an American shopping holiday held during the Saturday after US Thanksgiving during one of the busiest shopping periods of the year. This Saturday is always the last one in November, so falls between November 24 and November 30.

History

First observed in the United States on November 27, 2010, it is a counterpart to Black Friday and Cyber Monday, which feature big box retail and e-commerce stores respectively. By contrast, Small Business Saturday encourages holiday shoppers to patronize brick and mortar businesses that are small and local. *Small Business Saturday* is a registered trademark of American Express.

The first event was sponsored by American Express, in partnership with the non-profit National Trust for Historic Preservation, Boston Mayor Thomas M. Menino, and Roslindale Village Main Street. In 2010, the holiday was promoted by American Express via a nationwide radio and television advertising campaign. That year Amex bought advertising inventory on Facebook, which it in turn gave to its small merchant account holders, and also gave rebates to new customers to promote the event.

American Express publicized the initiative using social media, advertising, and public relations. Many local politicians and small business groups in the United States issued proclamations concerning the campaign-which generated more than one million Facebook "like" registrations and nearly 30,000 tweets under the Twitter hashtags #smallbusinessaturday and #smallbizaturday¹

Hashtag

The Twitter hashtag #SmallBusinessSaturday has existed since early 2010 and was used to promote small businesses on any Saturday (not solely that Saturday between Black Friday and Cyber Monday). The hashtag is

used in a manner similar to #FollowFriday to highlight favorite local businesses.

Additionally, some small business owners have run marketing specials on the November Small Business Saturday to help capitalize on the boost in foot or online traffic, as most customers in this time period are actively shopping for the holidays.