

★ **SMALL BUSINESS SATURDAY®** ★

NOV 24

SMALL BUSINESS OWNER TOOLKIT



Proudly Backed by





★ SMALL BUSINESS SATURDAY® ★

NOV 24

We're all for small businesses.
Because when they thrive, we all do.
That's why American Express founded
Small Business Saturday® in 2010 —
to help small businesses do more business.
Since then, millions of people across the country
have used the day to Shop Small® and come
together in support of their communities.

**This year, we want your help to
get small business owners like you
ready for Nov 24!**

In the following pages, you will find tips on
how to promote Small Business Saturday on
your social channels and encourage your
community to get involved on the day.

Proudly Backed by





SPREAD THE WORD ON SOCIAL

JOIN IN

- Get your business ready for Small Business Saturday. Visit ShopSmall.com to download free customizable marketing materials for your physical location, online shop, and social media in less than 2 minutes. Terms apply.
- Show that you plan to participate in the big day by RSVPing to the Facebook Event, “Small Business Saturday 2018.”
- Encourage fellow small business owners to visit ShopSmall.com to learn how they can make the day their own.

CONTENT SUGGESTIONS

- Shine a spotlight on your business or your favorite small businesses in the community by claiming your [#ShopSmall](#) Spot (instructions and sample post included on page 3).
- Show your community what you’re “all for” by filling out and posting our All for Small Template (instructions and sample post included on page 3).
- Spread the word and highlight the benefits of participating in the day for small businesses (e.g., driving foot traffic to your business; making your business stand out with marketing materials offered on ShopSmall.com) by using turnkey sample copy and creative assets (copy provided on page 4, and assets appear in a separate attachment).
- Remind everyone to invite their friends and family to Shop Small with them at the places they love on Nov 24.
- Express thanks to all the customers in your community.

ADDITIONAL RECOMMENDATIONS

- Use content that complements your voice and engages your followers.
- Incorporate the campaign hashtags [#ShopSmall](#) and [#AmexLife](#); use [#SmallBizSat](#) in place of Small Business Saturday.
- Tag [@AmericanExpress](#) in your photo & video posts.
- Activate all your social channels, including Facebook, Twitter, Instagram, and Snapchat.
- Spread the word. Encourage your fans to share what they’re all for by posting their favorite small businesses.

WHEN

- Start posting today! Resources for small business owners are available on ShopSmall.com through Small Business Saturday, Nov 24.



★ SMALL BUSINESS SATURDAY® ★

NOV 24

SAMPLE POSTS:

CLAIM YOUR #SHOPSMALL SPOT

This year, we're asking shoppers and small business owners to claim their [#ShopSmall](#) Spot in their Instagram and Facebook stories. It's easy for you to claim yours — whether it's your own business or another one in the neighborhood:

1. Snap a selfie inside or outside the small business — be sure to leave space in your hand to hold the geotag!
2. Tag your spot by adding the text “My [#ShopSmall](#) Spot is” and the geotag.
3. Add GIF stickers by searching “Shop Small” in GIPHY. GIFs go live on Nov 12.
4. Tag [@americanexpress](#) and show the world you're all for small!



Proudly Backed by

