

SMALL BUSINESS SATURDAY

★ ★ ★ NOVEMBER 29 ★ ★ ★

What is Small Business Saturday?

Small Business Saturday celebrates & helps consumers discover small businesses in their local community.

Small Business Saturday is a shopping holiday held on the Saturday after Thanksgiving during one of the busiest shopping periods of the year. First observed on November 27, 2010, it is a counterpart to Black Friday and Cyber Monday, which feature big box retail and e-commerce stores respectively.

In 2010 the holiday was conceived & promoted by American Express via a nationwide radio & television advertising campaign.

Small Business Saturday encourages people everywhere to shop with small businesses starting with just one day, and creating a trend to shop local first before looking elsewhere.



How Can My Business Participate?

- Create a special promotion / sale only available on Small Business Saturday.
- Give out a coupon to customers that they must bring back during the Holiday shopping season encouraging repeat customers.
- Offer a special: Save more when you spend more.
- Network with another business owner to offer a combined discount.
Example: Make a purchase in your store, get a discount in another store / Offer a special package: Eat here, save there.
- Offer a family friendly promotion to encourage the entire family to be a part of the day. Remember, children are future shoppers! Help families make memories that will bring them back.
- Offer the opportunity for your customers to create their own wish list that they can share with family & friends.
- Stagger sales through out the day to keep the flow of potential customers coming through your door.
- Brainstorm & work with other businesses. Together, we can be successful!

Marketing Your Business

Everything you do to inform your community about Small Business Saturday helps make it a success – even up to the very last minute. Here are a few great ways to keep encouraging your friends, family & community to Shop Small on Nov 29:

Promote Your Event on Social Media



Share your promotions, add images, build hype. Consider creating an event on Facebook so that all the fans of your business page will see what you have planned. If time affords it, post status updates throughout the day, keeping your fans informed & reminding them that visiting your business will benefit them.



Tweet your promotions, encourage your customers to visit you & keep your business on their mind! Don't forget to hashtag! #ShopDansville #ShopSmall #YourBusinessName

Helpful Hint: Use images on social media. Images have been proven to encourage a response & sharing with others. Sharing is good!



Additional Resources Available To You

Visit the DansvilleChamber.com website for links to articles and additional ideas for bringing customers to your business on Small Business Saturday and through out the Holiday season.



How Can We Help You?

We're so glad you asked! Tell us your promotions and we'll:

- Market it on Facebook and our website
[DansvilleChamber.com, Discover Dansville, Shop Local / Shop Livingston County]
- Design a social media promotional ad specific to your business / promotion
- Have a web page available where you can download Small Business Saturday / Shop Local logos and ads
- Promote a #ShopDansville giveaway encouraging customers to take a 'selfie' in your business and post it on the Discover Dansville Facebook page. Think of the exposure for your business!
- Have our Marketing Director ready and waiting to provide consultation & assistance to all Chamber members
[Psst: Join for 2015 and get the rest of 2014 free!]

THE DANSVILLE AREA

About the Chamber

We are a group of business owners, local community members & leaders dedicated to creating a positive and successful business environment in the Dansville area. We are passionate about both our community and your success.

www.Facebook.com/DiscoverDansville

CHAMBER OF COMMERCE

Membership Information

Your membership dollars help fund our efforts & we need your support. Join now for 2015 and start receiving the benefits immediately! Membership fees are only \$50 a year. Visit our website to learn more about the benefits of membership!

www.DansvilleChamber.com