



# Bulletin

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## Attract Small Business Saturday Customers to Your Front Door

There's nothing small about these numbers from last year's Small Business Saturday:

- **112 million consumers** shopped at small businesses.
- A total **\$15.4 billion** was spent at independent retailers and restaurants.
- More than **6,700 small businesses and organizations** became Small Business Saturday Neighborhood Champions, a 63% increase over 2015.
- More than **2.1 million small business owners** were reached through the Neighborhood Champion program.
- **135 million social media engagements** were completed in support of Small Business Saturday and **72% of U.S. consumers** were reported aware of the day.

Founded by American Express in 2010, Small Business Saturday is held on the Saturday after Thanksgiving each year—the 2017 edition will be on Nov. 25th—as a day to support small, local businesses nationwide and capitalize on the “Black Friday” pre-holiday shopping kickoff.

Individual business promotions, neighborhood—multi-business collaborations—promotions, even entire community or town promotions can help drive business to the door of small businesses such as local printers and copy shops (see promotion at right from Oswego, N.Y.).

### Deadline to Apply: Nov. 10

Marketing material is available free from American Express but time is running out to get your Shop Small Kit—businesses must apply by Friday, Nov. 10. [Click here](#) to learn more and view how-to-promote videos.

“With a little creativity, almost every type of independent business can tie into Small Business Saturday and take advantage of the many marketing opportunities it offers,” writes Rieva Lesonsky, Chief Executive Officer and President of GrowBiz Media, in the blog, “How to Market for Small

Business Saturday,” on the [SBA website](#). She offers these tips for participating:

- **“Find (or become) a Neighborhood Champion.** This is a person or organization that takes charge of organizing support for Small Business Saturday, such as planning events or promotions to spread the word to businesses and consumers. If your community was part of Small Business Saturday last year, you may already have a [Neighborhood Champion](#). If not, see if your local business association, Chamber of Commerce, or other community organization is interested—or take charge yourself. ([Click here](#) to learn more about Neighborhood Champions.)
- **“Find out what you’re eligible for.** Any independent business can get a wide range of free, customizable marketing materials for Small Business Saturday, such as flyers, posters and templates for email messages and social media posts.” (You don’t have to accept American Express cards to participate, but if you do, there are other free benefits, such as listing on the Shop Small Map.)
- **“Don’t wait.** Any independent business can get a free Shop Small Kit from American Express with all the extras you need to help celebrate Small Business Saturday and thank your customers for participating. The kit includes tote bags, thank you cards, stickers, balloons and more goodies for your customers.” But don’t delay: *Kits are only available while supplies last, and November 10, 2017, is the last day to order.*
- **“Plan your promotions....**Send out a marketing email to everyone on your email list to ‘save the date’ and start posting and advertising on social media to spread the word.



“It’s not too early to get started letting consumers know that your business will be part of Small Business Saturday,” writes Leonsky. “After all, you want them to budget some of that Black Friday weekend spending money for you!”