

# SELL BIG ON SMALL BUSINESS SATURDAY

— NOV 28 —

A GUIDE FOR ONLINE SELLERS



# TOP 6 REASONS #SMALLBUSINESSSATURDAY WILL BE BIG FOR ONLINE SELLERS

## REASON 1

### IT'S BIG—AND GETTING BIGGER...

Every success measure - shopper awareness, number of participating shoppers, and dollars spent—has been increasing, and this year promises to be bigger than ever.

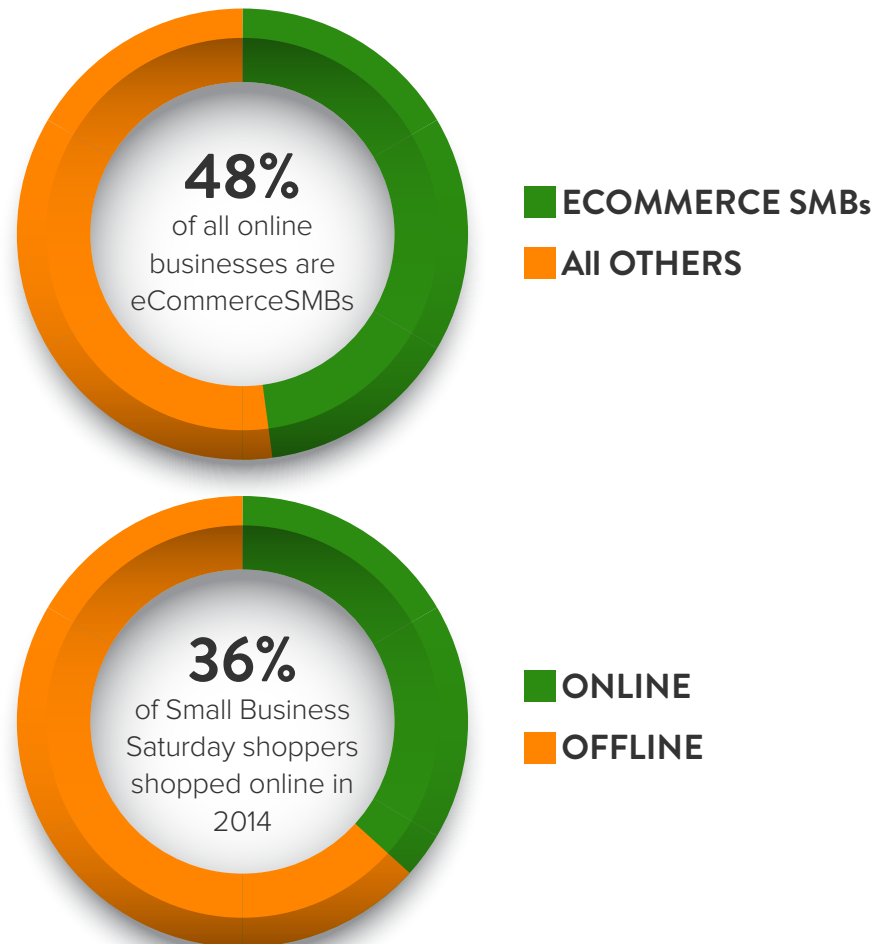


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## REASON 2

### ONLINE SELLERS PLAY A BIG PART...

- EcommerceSMBs (with average revenues of \$1.5M) make up 48% of all online businesses — that's over 50,000 small business eCommerce sites. <sup>(1)</sup>
- According to the National Retail Federation, more than 36% of shoppers shopped online on Small Business Saturday 2014. <sup>(2)</sup>



<sup>(1)</sup> <https://blog.rjmetrics.com/2014/06/18/how-many-ecommerce-companies-are-there/>

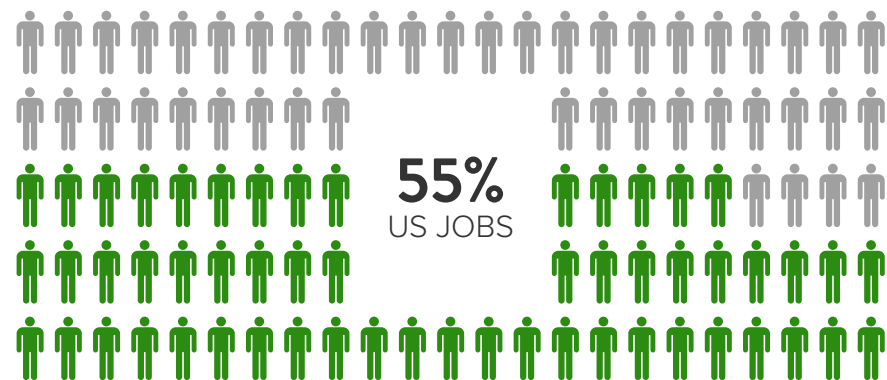
<sup>(2)</sup> <https://nrf.com/media/press-releases/early-promotions-online-shopping-and-improving-economy-changing-the-face-of>

# TOP 6 REASONS #SMALLBUSINESSSATURDAY WILL BE BIG FOR ONLINE SELLERS

## REASON 3

### YOU MAKE A BIG LOCAL IMPACT...

- If you are a small business selling exclusively online, you're a big player in the small business economy, which accounts for 55% of all US jobs and 54% of all US sales (3); as President Obama said, you're "on the front lines when it comes to creating new jobs and opportunities."
- #SmallBusinessSaturday gives you the opportunity to promote your local/independent story—the impact you make on your local economy regarding business partners, number of employees, and revenues. Tell your story about sourcing product(s) or services from other small businesses—in your locale or another.



(3) <http://www.forbes.com/sites/erikaandersen/2013/10/07/how-small-business-owners-are-wrecking-their-own-chances-of-success/>

# TOP 6 REASONS #SMALLBUSINESSSATURDAY WILL BE BIG FOR ONLINE SELLERS

## REASON 4

### IT'S A BIG FREE MARKETING OPPORTUNITY...

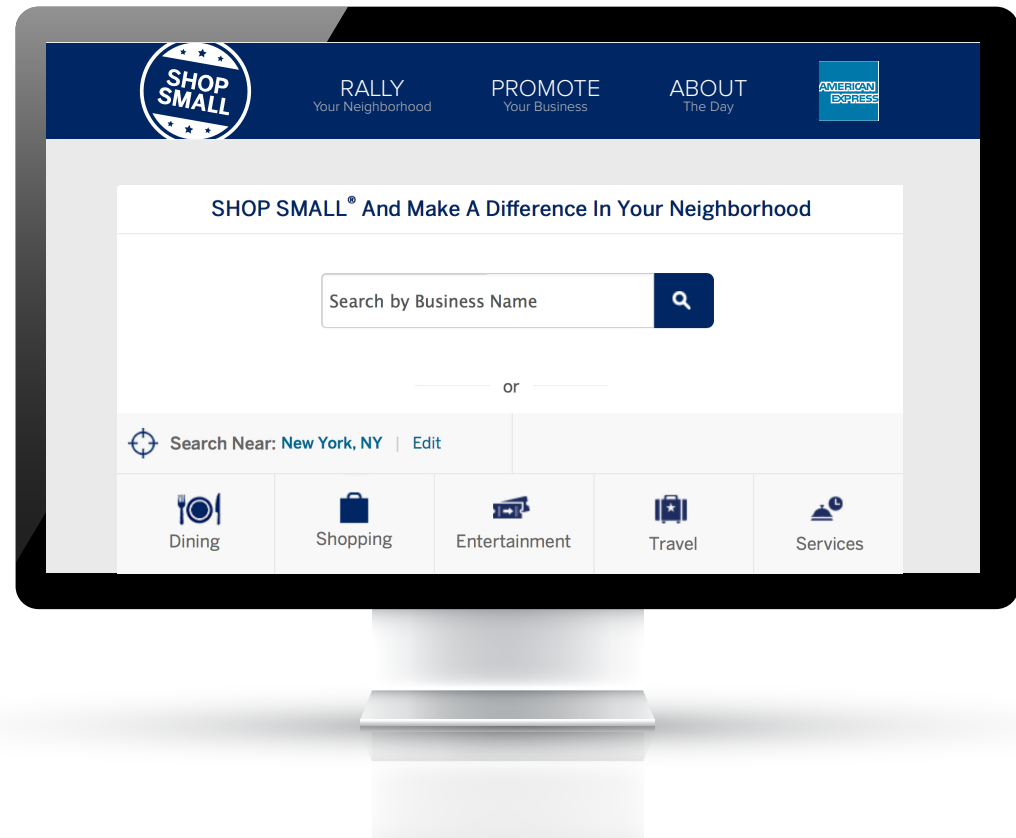
- The Small Business Saturday [Facebook page](#) has over 3.3M likes, and on the day in 2014, more than 126k Small Business Saturday tweets were sent. <sup>(4)</sup>
- [Registering for the event](#)—whether you are an Amex merchant or not—will get you a spot on Amex's [online registry](#), effectively providing you free exposure to an audience of interested prospects.



3.3M



126K



<sup>(4)</sup> <http://www.nfib.com/article/o-start-the-holiday-shopping-season-67287/>


# TOP 6 REASONS #SMALLBUSINESSSATURDAY WILL BE BIG FOR ONLINE SELLERS

## REASON 5

### ...WITH A BIG SUITE OF FREE MARKETING MATERIALS...

- Amex is making it easy to amp up your digital marketing efforts by providing a whole suite of digital materials to help, including banner ads, facebook images, sample social media posts, and sample campaign emails.



Lyndon Road   
@Lyndon\_rd

This [#SmallBizSat](#) come out and Shop Small for our best holiday gifts on Nov 28. When you Shop Small, you [#ShopSmallForAll](#)

# TOP 6 REASONS #SMALLBUSINESSSATURDAY WILL BE BIG FOR ONLINE SELLERS

## REASON 6 AND THE POTENTIAL FOR BIG RETURNS.

### SOME EXAMPLES:

- [Kidz Enterprise Toys](#) saw a 126% increase in spending and [The Original Paw Pleasers](#) saw an 800% increase in business on Small Business Saturday—and both saw an increase in customers throughout the season <sup>(1)</sup>
- Online-only business BeBodySmart.com acquired 900 new customers on Small Business Saturday <sup>(2)</sup>



<sup>(1)</sup> <http://www.forbes.com/sites/geristengel/2012/10/24/small-businesses-leverage-opportunity-to-rev-up-sales/>

<sup>(2)</sup> <http://www.inc.com/eric-markowitz/small-business-saturday-real-effects-on-merchants.html>

<sup>(3)</sup> <http://grasshopper.com/resources/articles/small-business-saturday-statistics/>

# 5 WAYS TO SELL BIG ON #SMALLBUSINESSSATURDAY



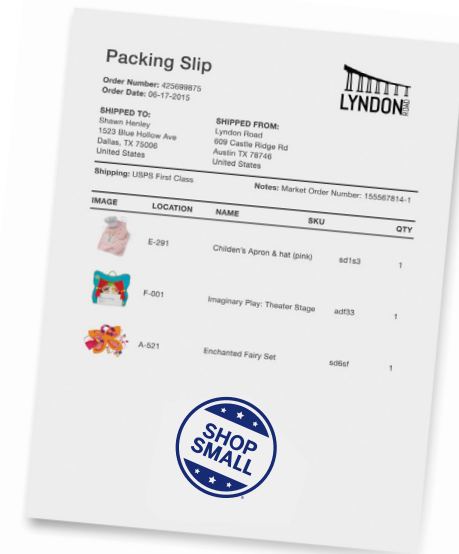
## 1 SIGN UP NOW!

Sign up NOW! The deadline is November 9 and it can take several days to get your materials and get included in the online directory; plus, the sooner you get your materials, the sooner you can start using them

## 2 USE THE FREE “IN STORE MATERIALS”

Even if you register as an online-only vendor, you get digital versions of these valuable assets.

- Include the Event Flyer or Save the Date assets in every package you ship between now and November 25
- Include a personal note asking shoppers to shop again on Small Business Saturday (a short version of your local impact story is perfect here).
- If you use [ShippingEasy](#), you can include the Shop Small logo on your packing slip





# 5 WAYS TO SELL BIG ON #SMALLBUSINESSSATURDAY

## 3 GO ALL-OUT WITH DIGITAL

Use the email campaign, social media images, and example social posts provided to promote the day to your email list and followers

We're putting our ALL in Shop Small

You can't see this email? [Click here to view it online.](#)




SMALL BUSINESS SATURDAY  
NOV 28

LYNDON ROAD

We're all geared up and ready to make your Holiday Shopping easy. Come shop at [www.lyndonroad.com](http://www.lyndonroad.com) and get 20% off all t-shirts and FREE Shipping on Orders over \$50.

Thanks for choosing to #ShopSmall. Please share your Small Business Saturday experience on your social channels. See you Saturday!

f t i

 **Lyndon Rd** posted #shopsmallforall  
3 hrs



SMALL BUSINESS SATURDAY  
NOV 28

1,225 Views

Like Comment Share

# 5 WAYS TO SELL BIG ON #SMALLBUSINESSSATURDAY

## 4 CONSIDER SPECIAL PROMOTIONS

If you partner with independent businesses in different locales, consider a “local is where you live” campaign promoting your business’s impact on multiple local economies. Or, consider a “bring our local to your local” campaign focusing on folks who aren’t able to get to their local shops on Small Business Saturday and how by buying from you they can still support an independent business. Consider November 28-only promotions attached to these campaigns, like free shipping or a discount only on that day.



## 5 OPTIMIZE YOUR CUSTOM ASSETS

When you [sign up and enter](#) your business name for your digital banner asset, if at all possible limit your business name to 40 characters or fewer—participants who exceed this sometimes report formatting issues. For maximum impact, once you download the digital materials, a good designer can help you further customize them—for example, with your own logo, personalized message, or promo code. And don’t forget you can print and—for the ultimate in simple, impactful, low-tech marketing—write a quick note on the “Save the Date” cards and include one in each package you ship leading up to November 25.

# WHAT ARE YOU WAITING FOR?

**YOU CAN'T BENEFIT IF YOU DON'T SIGN UP, AND  
SIGNING UP IS EASY. JUST VISIT SHOPSMALL.COM**

For even more tips on how to get the most out of this critical time of year, check out our  
[Guide to Holiday Shipping for eCommerce 2015](#)

