DRAW IN THE CUSTOMERS, DRAW IN THE LOVE

Small Business Saturday is only one day a year, but we can help you remind customers to Shop Small® all year long. Now that you've downloaded the Shop Small marketing materials, here are a few tips on how to put then to use and bring customers through your door.

SPREAD THE WORD ON SOCIAL

Profile Picture
Show your support for the Shop Small Movement by updating your business's profile picture on Facebook, Twitter, and Instagram.

Cover Photo
Celebrate your business and your community by using a cover photo on your Facebook page.

Social Posts
Make your business stand out in your followers' social feeds. These images let people know you're part of the Shop Small Movement. Use as stand-alone posts or with the same social copy.

Sample Social file
Join the #ShopSmall conversation and get fans talking with this sample social copy. Share it alone or alongside the social post.

GET THE WORD OUT WITH YOUR WEBSITE

Website Badge
Welcome online shoppers and show your support for the Shop Small Movement by adding a badge to your website.

Email Template
Email your customers to let them know that they can Shop Small at your business. Insert the provided header into a new email, and customize the suggested copy from the "Suggested Email" file, or create a message of your own.

Logo
Include this logo on your website, in emails, and online receipts to show customers that you're taking part in the Shop Small Movement.

HELP YOUR BUSINESS STAND OUT

Poster
Print and hang this poster in a window to welcome shoppers and let them know that they can Shop Small with you.

Offer Sign
Special one-day-only offers could help you land new customers. Get shoppers excited for specials when you print this sign, include all offer information, and place in a prominent location.

Event Flyer
Give potential customers another reason to Shop Small with you year-round. Plan an event, print this flyer, fill in the details, and hang in a familiar location in your community.