

# Small Business Saturday

## Toolkit & Resources

### Small businesses are the backbone of our economy

And because of this, we want to help you make the most out of Small Business Saturday (and Cyber Monday, if applicable) this year. This document provides you with a list of tools and resources that we hope you find helpful!

### 70% of US Consumers are aware of Small Business Saturday

According to the [2019 Small Business Saturday Consumer Insights Survey](#), 70% of U.S. consumers are aware of Small Business Saturday. What does that mean for your business? These consumers are ready and waiting to spend their dollars with you. Check out the resources to the right on how to better showcase your great products and services and come up with killer promotions that drive more business to you!

Did you know that Small Business Saturday is coming up on November 27, 2021?

Get your windows ready, promotions set, and an action plan together on how you'll promote your small business this holiday season!

- Did you know that American Express has its own Shop Small Business map? Get your business added here: [Shop Small®](#)
- Join the [Small Business Saturday Facebook page](#) to get tips, ideas, and more exposure for your business
- Showcase your participation in Small Business Saturday by launching teaser posts to your social media channels. Use services like [Canva](#) to easily create engaging and fun posts that tell a story and express your business's unique characteristics. To further promote your business and expand your reach use hashtags like:
  - #SmallBizSat,
  - #shopsmall,
  - & #SmallBusinessSaturday
- Start advertising your specials and promotions at least 3 weeks in advance of Small Business Saturday, Christmas, or any important holiday or season that is relevant to your business
- Spruce up those social media channels including Facebook, Instagram, Yelp and [Google My Business Listings](#)

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### Visit SBA Initiatives for additional small business resources

Get access to Small Business Saturday social media graphics, animated files and a guide on how to best use these assets on social media by visiting [SBA Initiatives](#). You'll even find ideas for suggested social media updates to post along with your graphics!

### Still looking for COVID-19 relief options?

The SBA provides multiple resources for help - click [here](#) to learn more.

Additional SBA resources to grow your business are available on [SBA Business Guide](#).

### Participate in Small Business Saturday Events

Check with your local Chamber of Commerce or Local First organization to see what they have planned for the day.

If you're not connected with any local organizations, you can Google your town or county name in conjunction with "business alliance" or "Chamber of Commerce" or "Local First" to see upcoming events. More info [here](#).

### Build excitement with one-time only special promotions

- Bundle your most popular products together for a special price and limit availability
- Raffle off special prizes during the event and advertise on social media
- Exclusive deals: Choose to offer one to three products at a substantial discount that won't be offered any other time of the year
- Get creative! Can you connect your product or service to another local business that will help drive traffic to each other?

**We wish you the best of luck this holiday season, a Happy Small Business Saturday, and beyond!**