

Shiawassee Regional Chamber of Commerce

SMALL BUSINESS SATURDAY

QuickTip Guide for Small Businesses



What is Small Business Saturday?

November 26, 2022

The goal is to have a designated day amongst the holiday shopping, that encourages patrons to spend dollars locally and support their own communities. Thousands of small businesses around the country will be offering deals and specials on November 26. It has become a holiday tradition dedicated to supporting all kinds of businesses — from the corner store, to your favorite local restaurant, to your neighborhood record shop — and everything in between!

Started by American Express to support small businesses during the 2010 recession, Small Business Saturday became recognized by the U.S Senate and all 50 states in 2011.

According to a ConstantContact survey of 5,000 consumers, **72 percent** of people said they will make more of an effort to support small businesses this holiday season.

Use this QuickTip Guide to make sure you're a part of the moment!



TELL YOUR STORY

Remember — customers want to shop small and locally on #SmallBusinessSaturday, so highlight your identity as a small business! Tell your story of **how** and **why** you got started. Remind your customers of ways you've gotten involved in local community efforts. Advertise that you're a local chamber member. Share what makes your products or services special and personal.

To effectively use your brand's story to find more customers, you first need to define it. In general, your brand story is **who you are**. It's a combination of:

- The people behind your business and their values
- The purpose of your business or the problem you're trying to solve for customers
- Your relationship to your customers and how you interact with them



SUPPORT
SMALL
BUSINESS

UTILIZE THE SHIACASH PROGRAM

ShiaCash is a community currency program that is purchased through an online portal with local branding and can be used ONLY at participating merchants. The SRCC and our partners are providing you, our local business owners, a fantastic tool to market and grow your business.

To accept ShiaCash, there are no upfront costs or special software/credit card machines to purchase. The program will pay you back 92% face value of the currency! (The other 8% goes to administrative costs and customer credit card processing fees through Stripe.) We will send payment to you twice a month for the redeemed certificates. This is a WIN-WIN-WIN for our community.

The goals of the ShiaCash program are:

- Bring a year-round Buy Local program to our community;
- Be used as holiday gifts, thank you gifts and employee rewards;
- Connect YOU with the area's large employers;
- Help you acquire new customers;
- Provide a great marketing tool for your business!

**Our goal is to make
ShiaCash the gift of
CHOICE in our communities
and keep our dollars
"at home."**

The ShiaCash program is booming, with over \$42,000 in gift certificates circulating in Shiawassee County. Certificates may be redeemed at 48 local businesses.



ShiaCash

THANKS FOR SHOPPING LOCAL

CRAFT A COMPELING OFFER OR DISCOUNT

It's so important to have a great offer to help your business **stand out** from the crowd. Start thinking about your customers and what would appeal to them. What is your store known for? Do you have any products or services unique to you? No matter what you decide, be sure that it's something that your business can realistically deliver on.

Here are some examples of offers you might want to consider:

- 15 percent discount on all new items
- Free coffee and cookies for guests while they shop
- Free gift with any purchase over \$50
- 20 percent off your next purchase when you spend \$40 or more
- Free gift wrapping



SEND OUT AN EMAIL SERIES

All SRCC members receive 25% off Constant Contact!

Contact the SRCC office to get more information about the chamber discount.

Use one of the “Small Business Saturday” email templates in Constant Contact to encourage your customers to engage in shopping small on November 26. Let people know why shopping small is important for your community; what is the impact they make by supporting your business?

Consider partnering with other local businesses in order to promote each other. Let your email readers know where they can shop local on Small Business Saturday.

Use a series of three emails to remind people to shop with you. This time of year is busy, so these emails are a great way to remind people and get them to take action to support your business:

- Email 1: Send a "Save the Date" email as soon as possible. Let them know the date of Small Business Saturday and why they should shop locally. Include the details about your offer/discount.
- Email 2: Send a reminder email a week before with the date and your offer, so they don't forget.
- Email 3: A day before Small Business Saturday, send a last-chance email, so they don't forget to shop with you and use your offer!



REACH CUSTOMERS ON SOCIAL MEDIA

Social media is a tool that will help you

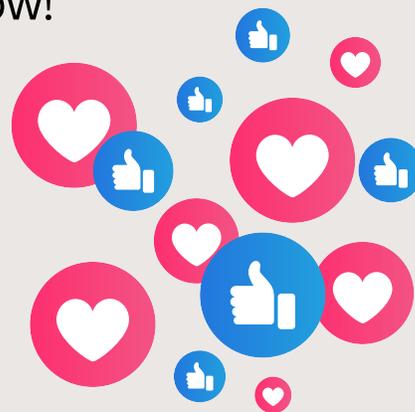
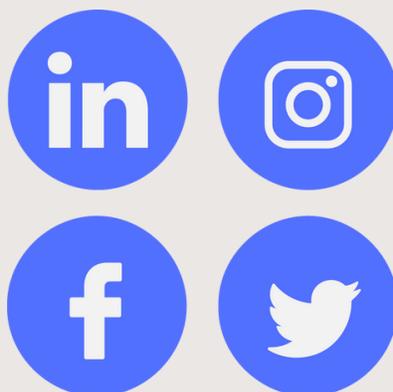
expand your reach to even more potential customers.

Start by sharing similar content used in your email series on social media. Use the content and the offer you've added to your email campaign to promote the idea of shopping small this holiday season. Ask questions to engage with your customers.

Share other small business posts and offers to encourage engagement among other local business owners.

Create a series of three social posts, just like you did with your email series: an initial announcement, one-week reminder, and last-chance reminder to keep the excitement going.

Use your story! The biggest impacts from shopping small happen in our own community. Share the impact online and watch the engagement grow!



GET READY

Now that your customers know you're participating in Small Business Saturday, make sure you're ready for success. Small signs can go a long way to stop foot traffic. You can create some simple flyers online advertising your offer/discounts and post them in your windows. Prep your store (if you have a physical location) and delegate tasks to the proper staff member. Remember to focus on each individual's strengths to help avoid confusion while eager customers fill your store! If you're planning on running solo, make yourself a quick list so you can stay on track even when things are busy.

You should also be prepared to encourage shoppers to share their email address to stay in touch throughout the rest of the holiday season and into the new year. And don't forget to snap a few photos to capture the excitement in your store! Nothing is better promo for a business than a shared photo of customers enjoying themselves with your products!



KEEP THE MOMENTUM GOING

As exhausting as the day might be, don't overlook the importance of **follow-up** in the week after Small Business Saturday.

A small thank-you can go a long way, and it might take a few minutes to create. Depending on how many photos you took, you could share an album on Facebook and Instagram, or simply pick the best one to share with your followers and customers.

You can keep your text simple — try something like

"Thank you to everyone who stopped by during #SmallBusinessSaturday! We hope you continue to #ShopLocal during the rest of the holiday season. Come visit us again soon!"

Next, add your new email subscribers to your list and send out a quick email.

In any follow-up message you send, your goal should be to remind your customers of their exceptional experience with you and encourage them to stop in again soon. Include an image to make the thank-you more personal and include an offer to bring people back into your store before the end of the year.





**SHIAWASSEE
REGIONAL**
CHAMBER OF COMMERCE

(989) 723-5149

customerservice@shiawasseechamber.org

215 N. Water St. Suite 204

Owosso, MI 48867