

Your *Last-Minute* Small Business Saturday Action Plan



Small Business Saturday is this Saturday, November 26. We've got you covered.

Email Plan

Promote your specials. Send an email or two in the week leading up to the 26th to tease your Small Business Saturday promotion.

Create a separate list for customers who shop in-store. Segmenting this group of subscribers will make it easier for you to follow up with the people who chose to #ShopSmall on November 26. Be sure to thank them for supporting local business!

Download the Atom app. Make it easy for new subscribers to sign up in-store by downloading AWeber's Atom app. (No tablet? No problem. You can manually import subscribers that sign up the ol' fashioned way.)

Social Plan

Schedule your social posts. Promote your schedules ahead of time with scheduled tweets and Facebook posts - you'll have more time to focus on running your business.

Run a Facebook ad. Set up geo-targeted ads to promote deals and sales to your local community.

Snap a photo of your product. Get people to stop-in by posting a sneak peek of your products to Instagram. (Bonus points for user-generated content!)

Content Plan

Ramp up your blog content. Sharing your brand story is a great way to incentivise people to #ShopSmall this Saturday.

Be helpful. With the holidays quickly approaching, it's the perfect time to share a gift guide or tips on how to use the product.

In-Store Plan

Promote with store signage. Encourage shoppers and passersby to take advantage of your special discounts with a prominently displayed sign.

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After November 26th

Step up your email game. Send emails to both new and established customers and thank them for their support on Small Business Saturday. This is a good opportunity to send a follow-up offer, too!

Promote your holiday campaign. Now that Thanksgiving and Black Friday are out of the way, it's time to ramp up your holiday promotional efforts. In addition to Christmas, don't forget Cyber Monday, Giving Tuesday and the post-holiday shopping season.

Continue providing value. Keep up your content and social efforts by focusing on ways to provide value to your customers. Think discount codes, guides, courses and other types of content that will help enhance their daily lives.