



★ SMALL BUSINESS SATURDAY® ★

NOV 24

GET THE WORD OUT WITH YOUR WEBSITE

With these Shop Small® marketing materials, you can make sure customers know you're part of Small Business Saturday® and that they can shop with you in-store or online.

Check out our tips on using the materials to best prepare for the big day.



WEBSITE BADGES

Welcome online shoppers and show your support for the big day by adding a badge to your website for the month of November.



SHOP SMALL LOGO

Include this logo on your website, in emails, and on online receipts to show customers that you're taking part in Small Business Saturday.



CUSTOM EMAIL TEMPLATE

Email your regulars to remind them to Shop Small with you on Nov 24. Insert the provided header into a new email, then simply copy and paste the text from the "Suggested Email" file.



HERE'S A TIP: If you accept American Express® Cards, you can help attract more customers on Small Business Saturday and all year round by displaying digital signage on your website to show potential customers that you are ready for their business. Get your free e-logos and more at americanexpress.com/digitalsignage.

GET YOUR COMMUNITY EXCITED TO #SHOPSMALL WITH YOU ON #SMALLBIZSAT

