

SMALL BUSINESS SATURDAY -- THIS IS YOUR MARKETING TOOLKIT

WELCOME TO THE SMALL BUSINESS SATURDAY® TEAM

Thank you for being a Small Business Saturday Coalition Member! Over the past six years, Small Business Saturday has helped small business owners with their most pressing need — getting more customers. We want to make this our biggest and best year yet. We'll be asking communities everywhere to show their love for small businesses on Nov 26.

As a Coalition Member, you can spread the word and create excitement leading up to the day by leveraging your brand reach and social media channels. We've made it easy to promote Small Business Saturday to your small business customers, consumers, and your employees with pre-made marketing materials and some creative thought starters below.

TIPS YOU CAN GIVE SMALL BUSINESS OWNERS

- Tell them to visit ShopSmall.com/GetReady to customize free downloadable marketing materials that can help attract more customers on Nov 26.
- Encourage them to engage their followers on social media.
- Direct them to your blog or website for content about making the most of the holiday shopping season.

IDEAS TO INVOLVE EVERYONE

- Employees: Motivate your community to #ShopSmall on Nov 26, Small Business Saturday.
- Consumers: Encourage consumers to #ShopSmall at small businesses in their communities.
- Communities: Spread the word that you support small business.

SHOP SMALL LOGOS

(Please note the white logos appear as white on white in the attached links)

Shop Small

[Blue File format: EPS](#)

[Blue File format: PNG](#)

[White File format: EPS](#)

[White File format: PNG](#)

Small Business Saturday

[Blue Small Business Saturday File Format: CMYK EPS](#)

[Blue Small Business Saturday File Format: RGB PNG](#)

[White Small Business Saturday File Format: CMYK EPS](#)

[White Small Business Saturday File Format: RGB PNG](#)

Small Business Saturday w/American Express Branding

[Blue Small Business Saturday American Express File Format: CMYK EPS](#)

[Blue Small Business Saturday American Express File Format: RGB PNG](#)

[White Small Business Saturday American Express File Format: CMYK EPS](#)

[White Small Business Saturday American Express File Format: RGB PNG](#)

HANDOUTS

Distribute the Business Owner handouts to your small business customers and inspire them to participate and promote themselves with free downloadable marketing materials from ShopSmall.com. Or use the Consumer Handouts to remind consumers to show love for small businesses on Nov 26.

[Consumer Handout](#)

[Consumer Handout with American Express Branding](#)

[Business Owner Handout](#)

[Business Owner Handout American Express Branding](#)

SHOW YOUR LOVE FOR SMALL BUSINESS

Use this heart to signify your support for small businesses. You can hang it up in your offices and give it to customers or employees.

[Show Your Love For Small Business Heart](#)

SOCIAL POSTS

Rally small businesses and consumers on Facebook, Twitter, and Instagram using provided templates.

“Get Ready”

[Text](#)

[Image](#)

[Image w/ American Express Branding](#)

“Save The Date”

[Text](#)

[Image](#)

[Image w/American Express Branding](#)

“Support”

[Text](#)

[#1 Image](#)

[#1 Image w/American Express Branding](#)

[#2 Image](#)

[#2 Image w/American Express Branding](#)

[#3 Image](#)

[#3 Image w/American Express Branding](#)

WEBSITE BANNERS

Display these banners on your online channels such as a website, blog, and Facebook page.

[300x250](#)

[728x90](#)

[300x250 American Express Branding](#)

[728x90 American Express Branding](#)

SAMPLE EMAILS

Use this email template and copy to encourage consumers to get out and show and small businesses to visit ShopSmall.com/GetReady where they can create free custom marketing materials to help attract customers on Nov 26.

[Business Owner](#)

[Consumer/Employee](#)

PRESS RELEASE

Get the word out about Small Business Saturday with this press release template.

[Sample Press Release](#)

MARKETING AND LOGO GUIDELINES

Please adhere to the Marketing and Logo Guidelines document. It outlines the rules for using Shop Small® and Small Business Saturday assets.

[Marketing and Logo Guidelines](#)

Assets are not to be altered (except as indicated) or used outside of their intended purpose.