

Thinking Big for Shopping Small

It's that time of year, again! The tree branches are almost bare of leaves, frost traces designs on our windshields to greet us in the mornings and you can't walk down a store aisle without festive carols pouring from the speakers above. The time has come, once again, to be filled with cheer as the season turns ... and to get the holiday shopping spree underway.

While the holidays are a time for merriment, it can also be a period of anxiety for local entrepreneurs concerned about their small businesses having to compete against larger competitors.

Never fear, with the right strategy and a little help from a supportive community, the holidays can provide the boost you're looking for.

A Holiday of Our Own

[In 2010, American Express launched an initiative](#) aimed at helping small business owners throughout the United States. "Small Business Saturday" was established to invigorate the power of shopping smaller, local businesses rather than spending holiday shopping money in big department stores or massive online retailers. It was a huge success and has grown into a treasured part of the holiday shopping tradition both in America and across the world.

This year, Small Business Saturday will be held on **November 30th**, so now is the time to get ready.

The key to success is communication within your community. Find and work with other local businesses that are looking to participate and get the word out that shoppers will have some great options in their area. Leverage your social media handles, advertisements, pass out flyers, send your newsletters and never underestimate word-of-mouth.

Get creative!

Any business can get in on the festivities with a little ingenuity. If you own a coffee shop or restaurant, for instance, advertise a one-day special to give busy shoppers a pick-me-up as they go through their day. Make it an event everyone can take part in and celebrate what makes small businesses such a pivotal part of the community.



Merrimack Valley NH

Looking for more ideas? Check out the [Small Business Resource Center](#) from American Express or connect with local Small Business Saturday groups on social media.