

★ SMALL BUSINESS SATURDAY® CHECKLIST ★

TIPS ON HOW TO PREPARE FOR NOVEMBER 26

See how you could make your Small Business Saturday a success.
Go to facebook.com/shopsmall and click “**For Your Biz**” in the menu on the left to get started.

PROMOTE YOUR BUSINESS

- IN-STORE SIGNAGE:** Create a variety of signage, including a single-sided 8.5"x11" poster and a double-sided 11"x17" poster, to raise awareness and attract customers on the big day. Use it to promote your participation in Small Business Saturday. Or, if you accept American Express® Cards, promote the onetime \$25 statement credit from American Express for Cardmembers who registered an eligible Card and spend \$25 or more with you on November 26.
 1. Click the “**Get In-Store Signage**” button.
 2. Follow the instructions to select size and messaging — note that you can get e-marketing materials while doing this, too.
 3. Post in your window, by the register, or in any high-visibility area in the weeks leading up to November 26.
- E-MARKETING MATERIALS:** Get a Shop SmallSM badge to post on your website, a pre-written e-mail with image to send to your customers, plus pre-written Facebook posts and tweets to help spread the word.
 1. Click the “**Get E-marketing**” button.
 2. Follow the instructions — you can get in-store signage while doing this, too.
 3. Place the badge on your website, e-mail your customers, and post/tweet weekly leading up to the big day.
- FREE FACEBOOK ADS:** Run customized ads that geo-target Facebook users in your area to help generate new customers and “Likes” for your business. Quantities are limited, so get them while supplies last.
 1. Click the “**Get Free Ads**” button.
 2. Build your ad.
 3. Review the Terms of Participation for complete details, including eligibility restrictions.
 4. Look for e-mails from us to stay updated on the status of your ad.

SHARE AN OFFER

- SEE & SHARE OFFERS:** A great way to generate excitement and drive traffic into your store, both on November 26 and year-round, is to run a special offer. See what kinds of offers other businesses are planning and share your own ideas, big or small.
 1. Click the “**Share an Offer**” button.
 2. Browse the comments, brainstorm, and add your own promotional ideas to see what other small business owners think.
- CREATE A SOCIAL MEDIA OFFER:** If you accept American Express® Cards, you can easily create your own offer using the Go social tool.
 1. Click the “**Share an Offer**” button and scroll to the bottom of the page.
 2. Use Go social to set up a couponless offer that will be seamlessly distributed across Facebook and foursquare.
 3. Promote your offer in the weeks leading up to November 26.

RALLY YOUR CUSTOMERS

- FACEBOOK BUSINESS PAGE CREATOR:** Get started on Facebook quickly and easily with a customized Page for your business. This helps you reach new customers, communicate with existing ones, and keep everyone up to date on your business activities.
 1. Click the “**Create a Page**” button.
 2. Follow the step-by-step instructions.
 3. Once your Page is set up, sign up for \$100 in free Facebook Ads to grow your Facebook community (while supplies last).

- EASY VIDEO PRODUCTION:** Tell the story of your business through video using scripts, templates, music, and a step-by-step guide, courtesy of American Express and Google.
 1. Starting mid-October, click the “**Create a Video**” button to go to the “My Business Story” experience on YouTube.
 2. Follow the simple step-by-step guide.
 3. Post your video on your social networks for your customers to view and share.

- TWITTER “FOLLOW” BUTTON:** Gain more Twitter followers by posting a “Follow” button on your website that lets customers follow you with just a click.
 1. Click the “**Get Followed**” button to go to Twitter.
 2. Provide basic information, then get an HTML code to copy and paste.
 3. Place on your website immediately to start generating Twitter followers.

Or, if you don’t already have one, get a Twitter account at twitter.com/signup.

- FREE SOCIAL MEDIA TOOL:** YourBuzz is a social media app that consolidates what people are saying about your business on Facebook, Twitter, Yelp, foursquare, and more to help you gauge your social media presence and see how you stack up against the competition.
 1. Click the “**Get YourBuzz**” button to go to YourBuzz.com.
 2. Sign up and set up your social dashboard.
 3. Join the discussion immediately to plan your social strategy for Small Business Saturday and beyond.

Visit openforum.com for more helpful resources, including videos, articles, blogs, podcasts, and expert advice to boost your business, provided by American Express OPEN.

