

small business **SATURDAY**

Wedged between Black Friday and Cyber Monday, Small Business Saturday (SBS) invites customers into local businesses with bargains, incentives and giveaways. Here's what you may need to get organized for SBS.



BIG, DURABLE BANNERS:

Use year after year to promote Small Business Saturday as the time to frequent local businesses—like yours.



GIVEAWAYS:

Win customer loyalty with personalized marketing giveaways like key chains, pens or calendars.



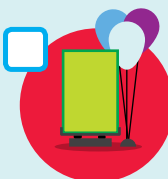
STACKS OF BRIGHT FLYERS:

Remind customers of the big retail event and mention juicy specials and promotions.



BUSINESS CARDS:

Increase business by placing a stack of appealing new business cards—complete with store hours, website and phone number—near the check-out.



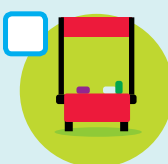
INDOOR SIGNAGE AND DISPLAYS:

Focus holiday shoppers on your one-day discounts, loyalty incentives and locally made merchandise.



EARLY-BIRD FREEBIES:

Encourage early shopping by offering the first few shoppers free merchandise, like T-shirts or canvas bags with your business's logo.



OUTDOOR TABLES:

Turn passersby into customers with sidewalk-sale display tables filled with discounted items.



GIFT WRAPPING MATERIALS:

Promote holiday shopping with free gift boxes and wrapping.

GEAR UP FOR GREAT™

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