

3 Steps to Success on Small Business Saturday



Small Business Saturday is a special day to highlight small businesses like yours.

It encourages customers to shop locally in support of the small businesses in their community, and takes place annually on the first shopping Saturday in December, providing you a great opportunity to boost your revenue in the run up to Christmas. It's a day for all businesses—whether you are online or on the high street.

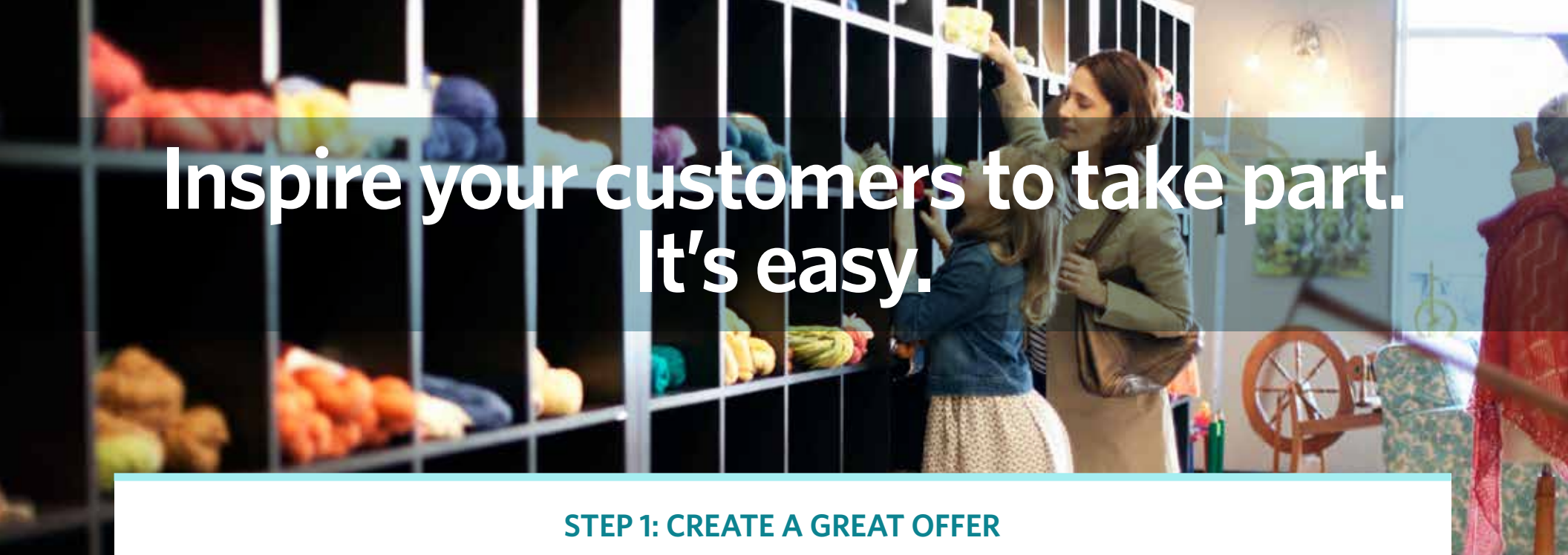
How Do You Take Advantage?

Small Business Saturday is a key event for both you and your customers. It's an excellent opportunity to create an offer or promotion that leverages the national coverage and activity of Small Business Saturday to bring in returning customers—and reach new ones.

Register your business on the Small Business Finder

Make sure to get your business on the map. Use the **Small Business Finder** to promote what you do, and to share your offer with the rest of the nation. Find out more at: smallbusinesssaturdayuk.com/small-business-finder





Inspire your customers to take part. It's easy.

STEP 1: CREATE A GREAT OFFER

Ask yourself “what sort of offer would get people’s attention?” Maybe you could run a special event in store or online? Perhaps a coupon or discount would entice people? What about an exclusive or limited offer? Make it compel people to take advantage of it on the day.

Set Your Goal

What are you looking to achieve? Obviously you’re looking for more revenue, but are you hoping to attract current customers? New customers? How many? And what are your plans for the New Year? Answering these questions will help you plan a strategy.

Understand Your Audience

Think about who you’re trying to talk to, then come up with an offer that appeals to them. If it helps, think of one of your best customers and create an offer they’d love.

Understand Your Value

Your customers have options, why would they choose you? What products or services do you provide that would benefit your customers? Once you’ve pinpointed your unique strengths, use them for your offer.

Create Your Offer

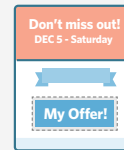
Take another look at **STEPS 1 – 3** and answer this question: Why should someone come into your store or visit your website? Are you running an event? Have you offered them a coupon or special discount? Ask yourself “what holiday offer can I make that people would take advantage of?”



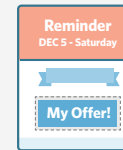
STEP 2: CREATE YOUR PROMOTION PLAN

Now that you know your goal and what you're offering, you need to put together a plan of action—and execute.

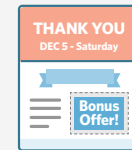
Here's a sample **EMAIL PLAN** for you to follow:



EMAIL 1
Announce your offer to your audience.



EMAIL 2
Send a reminder before your offer expires.



EMAIL 3
Send a "thank you" to the customers that came out.

Try a **SOCIAL MEDIA PROMOTION** to help you get even better results:



Ask people to join your email list and receive a special offer.



Remind people that they still have time to get your offer.



Post a "thank you" to your page that your customers will see.

Need help? I'm a local marketing expert and I want to see you succeed. [Give me a call](#) >

Executing Your Plan

Create and schedule your emails and social media posts. Email marketing tools let you schedule your emails in advance while Facebook lets you do the same with your status updates. Be sure you're ready. Is your business properly stocked & staffed? Track your email opens and social media activity to engage with people and adjust your plan as needed.

STEP 3: EXTEND YOUR SUCCESS THROUGH SMALL BUSINESS SATURDAY AND BEYOND

Hopefully you've had a successful Christmas season. But there are still a lot of days in the year. So how can you extend that success year round? Here are a few tips:



- Ask customers to join your contact list so you can keep in touch with them.



- Send a bonus coupon that can be used in the New Year.



- Ask what your contacts are interested in with a survey.

Evaluate Your Success

Once Small Business Saturday is past and Christmas is over, evaluate what worked and what adjustments you can make to achieve greater success in the future. Then repeat the steps in this guide throughout the year. There's no reason to wait for a special occasion to promote. You could even create an event of your own.





SMALL BUSINESS SATURDAY

Need help with your promotional plan? I'm here to help, just get in touch.