



Small Business Saturday

Small Business Saturday is one day every year set aside to support small business across the entire United States. The event was started by American Express in 2010 and is celebrated on the Saturday after Thanksgiving, November 30, 2019. Nestled in between Black Friday and Cyber Monday, this event encourages consumers to get out and shop at their local neighborhood stores.

In 2017, an estimated 112 million shoppers participated in the seventh annual Small Business Saturday by shopping at local shops, setting a new record for the event. The goal of Small Business Saturday is to remind consumers that they play a key role in helping the small businesses in their community thrive, and encourage them to get out and shop and dine at local businesses.

What will the East Liberty Chamber of Commerce do to support you?

The East Liberty Chamber of Commerce will be distributing posters to local businesses. **Please post these in your front window.**

Additionally, the chamber will be promoting Small Business Saturday on all its social media sites and websites.

1. PLEASE follow us on the following sites:

- www.eastlibertychamber.org
- <https://www.facebook.com/pg/ExploreEastLiberty>
- [@ExploreEastLib](https://twitter.com/ExploreEastLib)

2. Repost, like and share the chamber's posts and videos on YOUR business channels to maximize the exposure of the day for your business.
3. Create new and interesting posts of your own and share them with the Chamber.
4. Email the chamber with any specials or interesting topics or merchandise you want to promote and we will post and email. **Email to: coliver@eastlibertychamber.org**
5. The chamber will have a welcome table and resources on Penn Ave.

6. The chamber will take out a full page ad in the Post Gazette's special Black Friday circular promoting Small Business Saturday and listing our local chamber member brick and mortar businesses.

What Small Business Saturday Means for Your Business

If you have a local brick-and-mortar store or restaurant in East Liberty, then the power of this event is significant for you. Small Business Saturday is a great time to refocus your marketing efforts on your local community. Start by updating your marketing plan to use local SEO marketing tactics, social media, and public relations to put the spotlight on your business in the community.

You don't have to start from scratch — American Express and its community partner the East Liberty Chamber of Commerce has created a number **of free Small Business Saturday resources** that can help your business stand out as well as reach and attract new customers. Here is what you get when you download the Shop Small kit at <https://www.americanexpress.com/us/small-business/shop-small/>.

- Make sure you take time to get your store ready to accommodate increased foot traffic on Small Business Saturday.
- Get your Shop Small signage up and ready, and consider offering some special in-store shopper perks like coffee, snacks, and coupons during the day.
- If you are successful at creating a customer-friendly environment, you will get more customers through the door, and hopefully more sales.

One of the best features of Small Business Saturday is the boost it gives to the idea of community. You can leverage the event to start ongoing collaborations with fellow business owners. Explore partnerships that help both of your businesses reach a broader audience, get more foot traffic in your stores, and increase purchases in both locations. It could be as simple as distributing coupons or flyers for other businesses in your store, or it could be a year-long marketing partnership that involves co-hosted events and special promotions.

If Your Business Is Online Only

You can still leverage Small Business Saturday even if your business doesn't have a local store or shop. Many of the ideas above can be applied to an online business with just a few tweaks. You can, for example, team up with other online businesses to double your reach. And you can certainly use the digital tools provided in the Shop Small kit to get the word out on your website and in social media.

Remember, not only can you create your own marketing campaigns around Small Business Saturday, but support your business by promoting and sharing the resources of the East Liberty Chamber of Commerce.

For More Information or Support

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