

# SMALL BUSINESS SATURDAY

## ACTION PLAN

### Before November 24th

- Claim your business on Foursquare.**  
American Express [partners with Foursquare](#) to reward cardholders for checking in at local businesses. This means plenty of free exposure for you as customers share check-ins on their social networks. Create your own [Foursquare special](#) to encourage more check-ins.
- Connect with other business owners.**  
Get together to make Small Business Saturday the main event in your town. Find out what promotions surrounding businesses are running and partner with them - customers who bring receipts from surrounding businesses get a discount at your store, too. Get creative: decorate your block and set out treats and warm drink stations on the sidewalk for shoppers.
- Decide which holiday offers to highlight.**  
You may already have a holiday sale planned. Use Small Business Saturday to launch your holiday promotions. Remind your customers that your sale continues all season long to keep them coming back throughout December.
- Create an incentive to draw shoppers into your store.**  
This can be something simple, like a raffle for a gift certificate to your store or another local retailer, or snacks and warm drinks to entice weary shoppers.
- Announce your scheduled sales and events to your email list.**  
Send one email now and schedule one to send as a last-minute reminder on Saturday morning.
- Update your blog.**  
Whip up a quick post reminding your readers to support your shop on the 24th.
- Plan an in-store signup for your email list.**  
If you have an iPad, the [OnSpot app](#) makes it quick and easy for new customers to add themselves to your list at checkout. Or go low-tech with a signup sheet, or printed cards with a URL for your signup page that customers can take home.
- Talk to your customers about your Small Business Saturday promotions.**  
[This shop owner discovered](#) that simply talking up the event days in advance when her customers were checking out brought many more people out to support her store and surrounding businesses on the day of.

### On November 24th

- Place signs in your window and around your store.**  
Let shoppers know you're participating in Small Business Saturday. Post signs that advertise your presence on [Yelp](#), [Google Places](#) and [Foursquare](#). Make sure your sale items are prominently displayed and labeled, too.
- Decorate your window.**  
Draw in shoppers with a festive holiday display. This can be as simple as stringing lights in your window and around your door.
- Make sure your reminder email sent.**  
If you didn't pre-schedule an email to remind your customers about Small Business Saturday, send that reminder right now.
- Set up your email signup.**  
Whether you're using the OnSpot app, a sheet of paper, a stack of cards, QR codes or even scrap paper, set up your email signup near your cash register.
- Set out a spread for your customers.**  
A free cup of coffee and some cookies will leave a strong positive customer service impression on the people who visit your store.

## ***After November 24th***

- Add new subscribers to your email list right away.**  
If you used a signup sheet to collect customers' emails, import them now so you can follow up with them as soon as possible.
- Send an email to thank your customers for supporting your business.**  
Everyone likes a sincere thank you. Let your customers know how much you appreciate them and their continued support.
- Save a new segment of the customers who joined your list on Small Business Saturday.**  
Send them targeted emails about other sales and events in your store throughout the year. Label your segment as "Small Business Saturday" so you can more easily track how much they buy from you throughout the year.

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