21 #SmallBiz Ideas to Promote Your Business on Small Business Saturday

#SmallBusinessSaturday is Nov 25, 2017. Small Business Saturday celebrates and promotes everything small businesses contribute to their community, and encourages the public to #ShopSmall. Here are 21 Simple Ideas for a Successful Small Business Saturday from Entrepreneur.com



- [ ] I was going to write my own list of ideas: then I found this article by Rose Leadem • Entrepreneur Staff https://www.entrepreneur.com/article/285606#

First, some basics

- [ ] Get web ready
- [ ] Utilize free resources
- [ ] Extend your hours
- [ ] Prioritize customer service

Let's make some deals -- and promotions

- [ ] Plan incentives
- [ ] Don’t compete with the Big Boxes

Get connected

- [ ] Join forces

- [ ] Invite a local celeb or official
- [ ] Join online groups associated with the holiday
- [ ] Celebrate other small businesses
- [ ] Support local charities
- [ ] Don’t be left out

Amplify your message

- [ ] Utilize social media -- and hashtags
- [ ] Update your advertising
- [ ] Reward check-ins
- [ ] Promote small business selfies
- [ ] Make your website mobile-friendly

Make it a can’t-miss destination event

- [ ] Hold a kickoff event
- [ ] Offer a scavenger hunt
- [ ] Become a holiday tradition

Looking ahead

- [ ] Think beyond Saturday

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