5 Holiday Networking Ideas for Small Business Owners

For many small businesses, the holiday season is a crucial make-or-break period for small business owners to hit their sales targets and make a profit! The holidays also offer critical networking tips that can help grow your business in the coming year.



1. Give Back to Your Local Community: Volunteering for local holiday events is a good way to meet other small business owners and members of your community.

2. Co-Host a Holiday Event With Other Local Businesses: Organize a special shopping event or other holiday activity with several other small business owners to multiply your impact and reach new audiences to grow your client base.

3. Organize Nearby Stores to Decorate Your Shopping District: Attract new customers by working with neighboring retailers to decorate your shopping plaza or street for the holidays!

4. Attend Your Local Organization Holiday Events: During the too-busy holiday season its too-easy to skip the holiday lunch sponsored by your local chamber, merchant's association or other business networking group. You need to take time to de-stress - and look for meaningful collaborations with other local businesses.

5. Sponsor a Children's Activity: If your shop caters to adults who may have young children, build relationships and goodwill with parents (and encourage them to not buy online!) by offering special activities for children in your store, such as ornament decorating corner or other activity to keep them happily occupied while parents shop.