



Small Business Saturday Toolkit

NOV 24TH

From the leader in online marketing tools & coaching for small businesses.





What is Small Business Saturday?

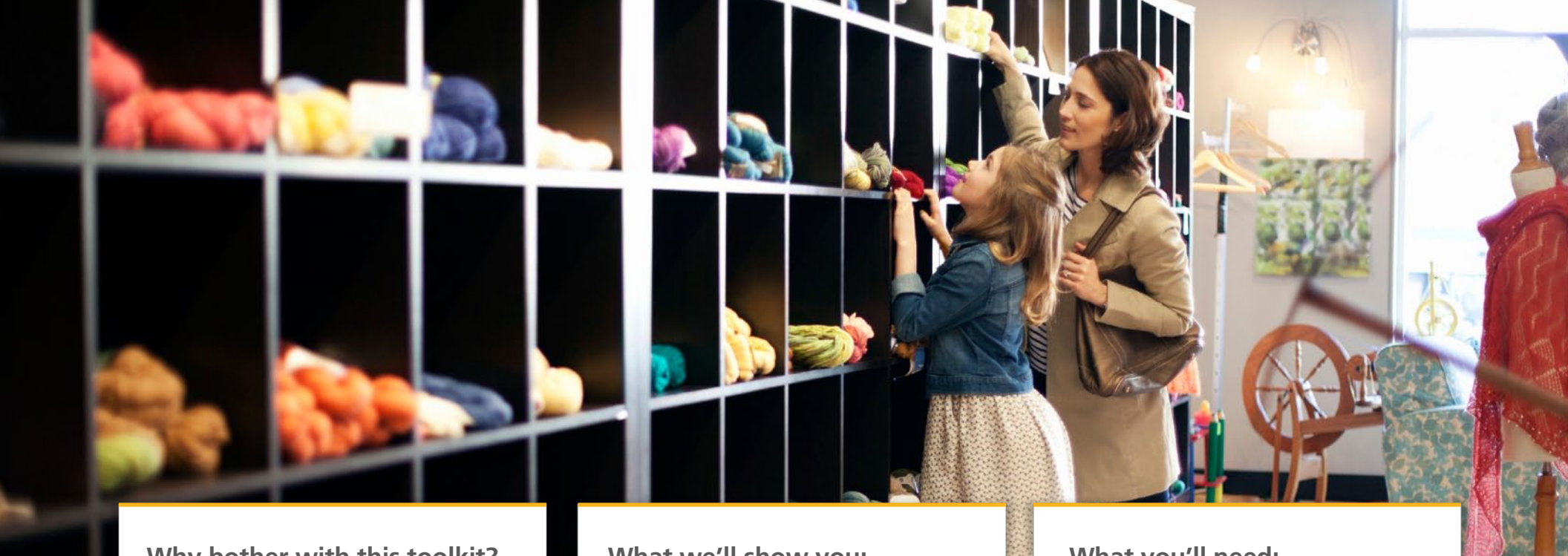
It's one of the busiest holiday shopping events of the year.

Saturday, November 24th.

Between Black Friday and Cyber Monday.

American Express created this special day to encourage people to do their holiday shopping at local businesses.

Let's make it your best holiday yet!



Why bother with this toolkit?

We're going to show you how to encourage more customers to shop with you on this special day.

This toolkit will help you set a goal for Small Business Saturday and create a great offer to help you reach it.

You can also use the ideas found in this toolkit to grow your business throughout the year.

What we'll show you:

- 1 How to put together a **PLAN** to let your customers know about Small Business Saturday and why they should shop with you.
- 2 How to **EXECUTE** your plan
- 3 How to **EXTEND** this simple framework for continued success throughout the rest of the year.

What you'll need:

A place to hang signage in-store (we'll provide you the signage to hang)

A permission-based email list of customers to contact (we'll provide you with templates)

Not using Email Marketing from Constant Contact? [Start a FREE trial](#) today.

A Facebook Page (we'll provide you with ideas and examples of engaging Facebook posts)

Sound good? Let's get started by setting a goal and creating an offer to entice people to come to your store for this special day.

How to Create a Great Offer

The key to a great offer is that it's compelling enough to get people to act. It also needs to bridge the gap between your customer's needs and your success.

So how do you do it? Let's take a look.



Step

1

Set Your Goal

What's your vision of success? Of course you'll want people to visit your store. But if Small Business Saturday has come and gone, what specifically would make it a success for you? Ultimately, this boils down to generating more revenue. What is that dollar amount? Also, think about how many existing customers you'd like to get in the store. How many new customers? These things can color the strategy behind your offer and how you present it.

Write down your goals. Pick ONE that you'll use for this offer.

Step

2

Understand Your Audience

Understand who you're talking to so you can make an offer that appeals to them. Here's a simple way to get started: Think about one of your best customers. Create an offer that would appeal to that person specifically.

Write down your answers. Pick ONE that you'll use for this offer.

What does your best customer want or need? What would really "Wow!" this customer?

What type of incentive has inspired this customer to take action in the past?

What is it about your business that would make this person want to refer you to their friends?

Step

3

Understand Your Value

Your customers have a lot of options—why would they want to support your business?

What products or services do you provide to make your best customer's life better?

There are probably many things that make you valuable to our audience. Write them down.

Pick ONE key aspect of your value to use for this offer.

Step

4

Create Your Great Offer




Take the one thing you chose from steps 1-3 and put them together to answer the question:

Why should someone come into your store on Small Business Saturday?



Not every offer needs to be a discount. Some ideas include: free coffee/donut, special gift wrapping, get a free stocking stuffer with purchase, spend more than \$30 and get 10% off your next purchase, etc.

Here's an example of how to put it all together: Heavenly Croissants

- Step 1  Heavenly Croissants chooses to get 100 customers to their store.
- Step 2  Heavenly Croissants has had great success with offering a percentage off to their best customers. The customers consider it a nice little “thank you.”
- Step 3  Heavenly Croissants also understands its coffee and pastries are an important part of its customers' morning.
- Step 4  Heavenly Croissants puts it all together to create a delicious deal of **15% percent off a customer's next purchase** which they can promote as a “thank you” to its customers for shopping with them on Small Business Saturday.



Need help creating your offer for Small Business Saturday?

Speak with a free coach.
Constant Contact customers call:
866-289-2101

Not a customer? Call **866-876-8464**



Now that you have a great offer it's time to put a plan into place to let people know about it. Let's go!

Your Small Business Saturday Promotional Plan

With a great offer, promotional plan, and the tools to help you execute the plan you'll be in a great position to have your most successful holiday season ever!

You already know your goal and what you'll be offering. The next step is to put together a promotional plan. We'll provide you with resources to create consistent branding across all your promotional activities.



How to promote your Small Business Saturday offer:



In-store promotion

As early as 7 weeks out (October) from Small Business Saturday you'll want to hang the provided signage in store so your customers will know that you're participating in the event.

[Download signage](#) for your store.


Encourage them to stay in touch by joining your email list so you can send them information about your offer and get them back to the store.



Email promotion

We suggest an email plan that includes a total of five email messages, one per week*, but do what works for you and your business. At the very least try to send an announcement of your offer, a reminder, and a "Thank You" message.

* (see page 10)


 If you're using Constant Contact for your email marketing we've created special Small Business Saturday templates just for you. Just insert your business info and you'll be ready to schedule. [Login and create a new email](#) to use the templates now.



Facebook promotion

In addition to your regular Facebook updates follow the same five week schedule* as your Small Business Saturday email updates. You can schedule your own updates ahead of time or use the ones we've provided for you in this toolkit.

* (see page 11)

 If you're using Social Campaigns from Constant Contact we've created special Small Business Saturday templates just for you. [Login to use the templates](#) and schedule your Facebook campaign now.

Here's a sample 5-week email promotion plan:

Week of Oct 28th

Announce your participation in Small Business Saturday (send 4 weeks out). You'll need to let your customers know what the special day is all about and get them ready for your special offer coming soon.

Week of Nov 4th

Announce your Small Business Saturday offer (send 3 weeks out). Let your customers know why they should come to your store on Small Business Saturday.

Week Nov 11th

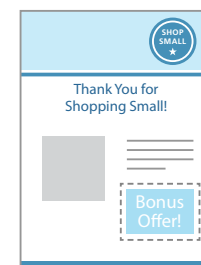
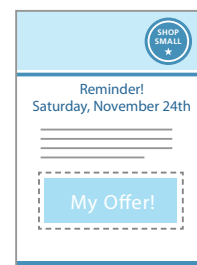
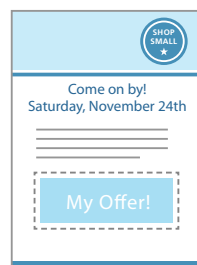
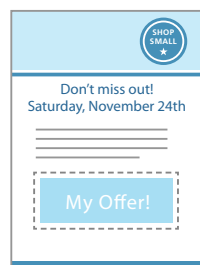
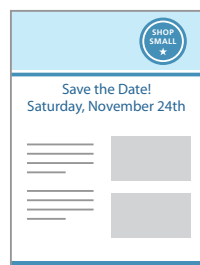
Remind your customers about Small Business Saturday and your special offer (send 2 weeks out). Another reminder? Yep. Your customers are busy too. Even if they're planning on shopping with you on Small Business Saturday it could easily slip their mind. Reminders help keep the event on their radar.

Week of Nov 18th

Send a final reminder (send the week of). This is it. Small Business Saturday is almost here. Let your contacts know this is the Saturday to Shop Small.

Week of Nov 25th

Send a "Thank You" email (send after Small Business Saturday.) It's time to say "Thank you!" to everyone who came out to shop with you on this special day. Expressing your gratitude goes a long way to creating long lasting customer relationships. You can even send along another offer they can use later in the year so you get people back to the store.



Here's a sample 5-week Facebook promotion plan:

Week of Oct 28th

Let people know about Small Business Saturday.

Post the provided image to your Facebook Page with the following status:

"Small Business Saturday is coming November 24th. Click 'Share' if you plan to Shop Small."

Week of Nov 4th

Ask people to join your email list to get a special offer. Include a link to your sign-up form with the following status:

"Shop Small this holiday. Join our email list for a special Small Business Saturday offer." (Provide details on your offer.)

Week Nov 11th

Remind people Small Business Saturday is coming. Post the provided reminder image to your Facebook Page with the following status:

"Small Business Saturday is coming, November 24th. Click 'Like' if you support small business."

Week of Nov 18th

Remind people Small Business Saturday is this week. Post the provided image to your Facebook Page with the following status:

"Small Business Saturday is this weekend. Join us in the store for a special offer." (Provide details on your offer.)

Week of Nov 25th

Say "Thank you!" Post the provided image to your Facebook Page with the following status:

"Thank you for shopping small this weekend."



[Save these images to your desktop](#) so you can upload to Facebook.

How to Execute Your Plan


You now have a simple plan to get the word out about Small Business Saturday and encourage people to shop with you by letting them know in the following ways: when they visit your store, via email, and by updating them on Facebook.

What now? Let's work on how to execute your plan.

First, you'll want to take the time to create the content for your emails and Facebook posts. Your prep work on the previous pages should make this easy! And, if you're using Constant Contact's Email Marketing or Social Campaigns tools be sure to check out the specially created Small Business Saturday templates designed to save you time.

Next you'll want to schedule your emails and Facebook statuses and prepare your business for Small Business Saturday. Constant Contact's Email Marketing tool will allow you to schedule your email message in advance and you can also [schedule your Facebook updates ahead of time](#) too.

Tip



Remember to use all your available networks. Include info about Small Business Saturday on your website, blog, and any other social networks you're business is active on.



Get prepared

Once you have everything scheduled you'll have your promotional plan on autopilot. Now you'll have more time to focus on making sure your store is properly stocked and staffed for Small Business Saturday. Get ready to give your customers a great experience when they shop with you.

And, don't forget to ask new customers to join your email list while they're in your store for Small Business Saturday. This way you'll be able to keep in touch with them and keep them coming back to your store!

Check in on how things are going

Be sure to check in with your email marketing stats 48 hours after each of your email messages goes out to see who's opening your emails and who's sharing them with their friends. You'll also want to track what's happening on your social networks. This way you can engage with the people commenting and thank them for sharing your updates.

In the next section we'll look at what you can do to extend the success of Small Business Saturday. This way you can encourage repeat business and gain new customers through word-of-mouth throughout the year.



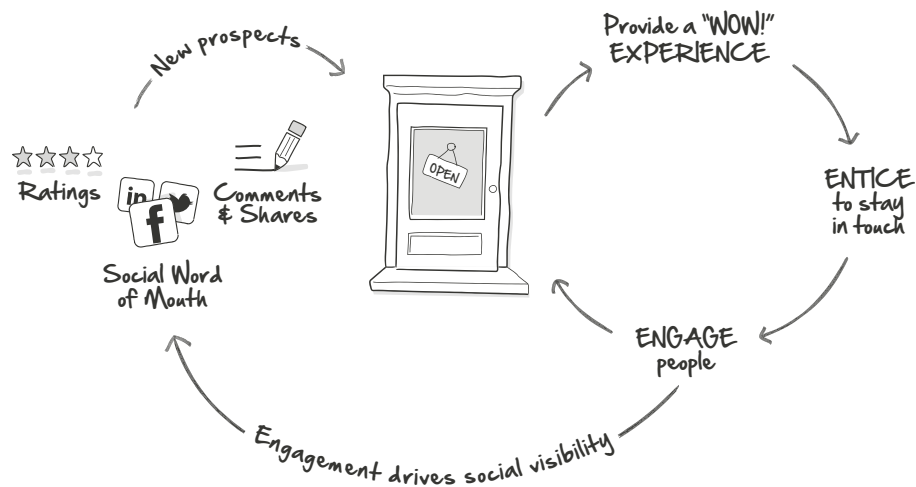
How to Extend Your Success Throughout the Rest of the Year

Congratulations! You've successfully put together a great plan to make the most of Small Business Saturday. But don't stop now. You've gotten people to your store on this special day. You'll want them to come back and bring their friends. Small Business Saturday is a great way to start the Engagement Marketing Cycle.



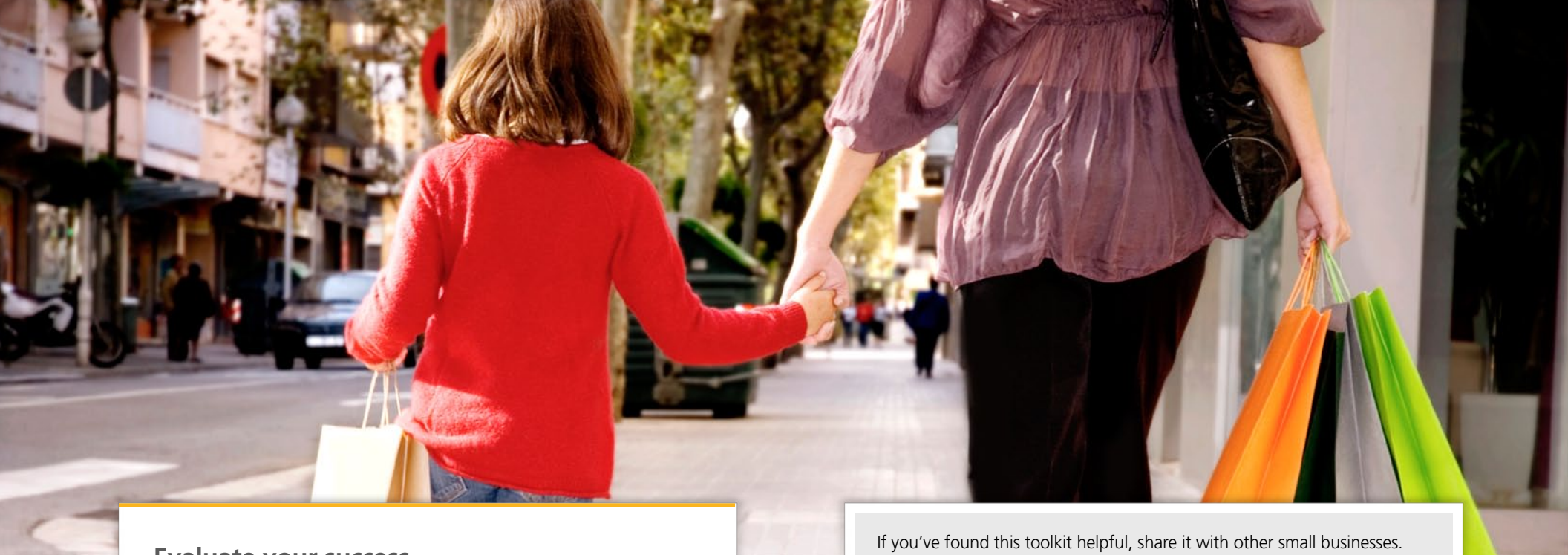
What is the Engagement Marketing Cycle?

Simply, you provide your customers with a WOW! **experience** wherever they engage with you. This could be in store, on the phone, at an event, or online. Then you **entice** your customers to connect with you by joining your email list or connecting with you on social media. Then **engage** with them to deepen existing relationships and create social visibility and word-of-mouth for your business to bring in repeat and new customers. The cycle repeats from there.



Want new customers? Find out more about how Engagement Marketing can help you find your next great customer. [Get the book!](#)





Evaluate your success

Once Small Business Saturday is over it's time evaluate what you've done. What worked? What adjustments can you make so those things work better?

Repeat the framework outlined in this toolkit at other times during the year. Implement your adjustments and once again evaluate your success and make any necessary adjustments.

Tell us how you did! We'd love to hear your success stories.
Email socialsuccess@constantcontact.com

If you've found this toolkit helpful, share it with other small businesses.

Tweet This!



"Use this toolkit to get more customers on Small Business Saturday. Thanks @ConstantContact!
<http://conta.cc/NQTJnJ>"

Need help with your promotional plan for Small Business Saturday?
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