



# Action Plan

FOR SMALL BUSINESS SATURDAY  
NOVEMBER 29, 2014

## BEFORE NOVEMBER 29<sup>TH</sup>

### Email Plan

**Promote your specials.** Send one to two emails a week (leading up to November 29) to tease your Small Business Saturday promotions to current subscribers.

**Create a separate list for shoppers who sign up for emails in your store on November 29.** Segmenting this group of customers will make it easier for you to strategically follow up with your Small Business Saturday shoppers. Customize these emails to reflect their recent experience with your business and be sure to thank them for 'shopping small.'

**Prepare to obtain email sign ups.** Make it easy for your customers to sign up for your emails after completing a purchase by downloading [AWeber's Atom app](#). To incentivize them to sign up on the spot, you might want to also offer an instant discount off their purchase.

*If you don't have a tablet or you'd rather go old school, create a sign up sheet and leave it at your register instead.*

### Social Plan

**Schedule social posts.** Promote your Small Business Saturday specials with scheduled tweets and Facebook posts.

**Run Facebook ads.** Set up customized ads to promote business discounts to Facebook users in your local area.

**Share product images.** Raise shopper interest in must-have products that will be on sale on Small Business Saturday by sharing pictures on Pinterest and/or Instagram.

### Content Plan

**Ramp up your blog.** Give consumers a reason to shop at your store by sharing your business' story, as well as reasons why they and the greater community will benefit from shopping at your small business.

**Be helpful.** Share tips on how customers can use your products to create something else. If you own a crafts store, for example, highlight a few items and provide how-to instructions for creating a unique holiday gift.

### In-Store Plan

**Promote with store signage.** Encourage shoppers and passersby to buy from your store and take advantage of exclusive discounts on Small Business Saturday.

## AFTER NOVEMBER 29<sup>TH</sup>

**Step up your email game.** Send emails to both new and established customers and thank them for supporting your store on Small Business Saturday. You might want to use this opportunity to send another special offer, too!

**Promote your holiday campaign.** Now that Thanksgiving and Small Business Saturday are over, it's time to put your holiday campaign into full swing. Remember, in addition to the traditional holidays of December, there's also Cyber Monday, Giving Tuesday, and the post-holiday shopping season.

**Continue providing value.** Continue your content and social efforts by focusing on ways to provide additional value to your customers with discount codes, how-to guides, and other helpful content that might enhance their daily lives.