

SELL BIG ON SMALL BUSINESS SATURDAY

NOV 26

A GUIDE FOR ONLINE SELLERS



TOP 6 REASONS #SMALLBUSINESSSATURDAY WILL BE BIG FOR ONLINE SELLERS

REASON 1

IT'S BIG—AND GETTING BIGGER...

Every success measure - shopper awareness, number of participating shoppers, and dollars spent—has been increasing, and this year promises to be bigger than ever.



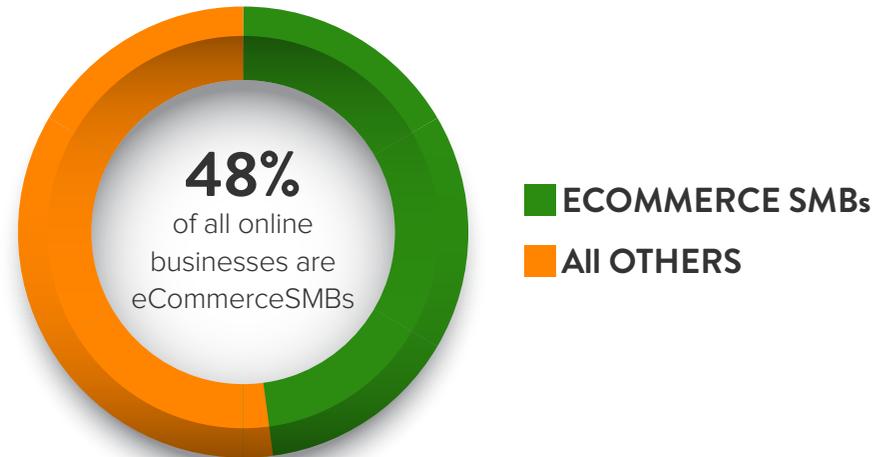
Source: <http://about.americanexpress.com/news/pr/2015/small-business-saturday-results.aspx>

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REASON 2 ONLINE SELLERS PLAY A BIG PART...

eCommerce SMBs (with average revenues of \$1.5M) make up 48% of all online businesses - that's over 50,000 small business eCommerce sites. ⁽¹⁾

According to the National Retail Federation, 49% of shoppers planned to shop online in 2015, up from 36% in 2014.⁽²⁾



⁽¹⁾ <https://blog.rjmetrics.com/2014/06/18/how-many-ecommerce-companies-are-there/>

⁽²⁾ <https://nrf.com/sites/default/files/Documents/NRF-Thanksgiving-Weekend-2015-Consumer-Survey-Data.pdf>

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REASON 3

YOU MAKE A BIG LOCAL IMPACT...

If you are a small business selling exclusively online, you're a big player in the small business economy, which accounts for 55% of all US jobs and 54% of all US sales ⁽³⁾;

#SmallBusinessSaturday gives you the opportunity to promote your local story and the impact you make on your local economy. Tell your story about sourcing product(s) or services from other small businesses - in your locale or another.



⁽³⁾ <http://www.forbes.com/sites/erikaandersen/2013/10/07/how-small-business-owners-are-wrecking-their-own-chances-of-success/>

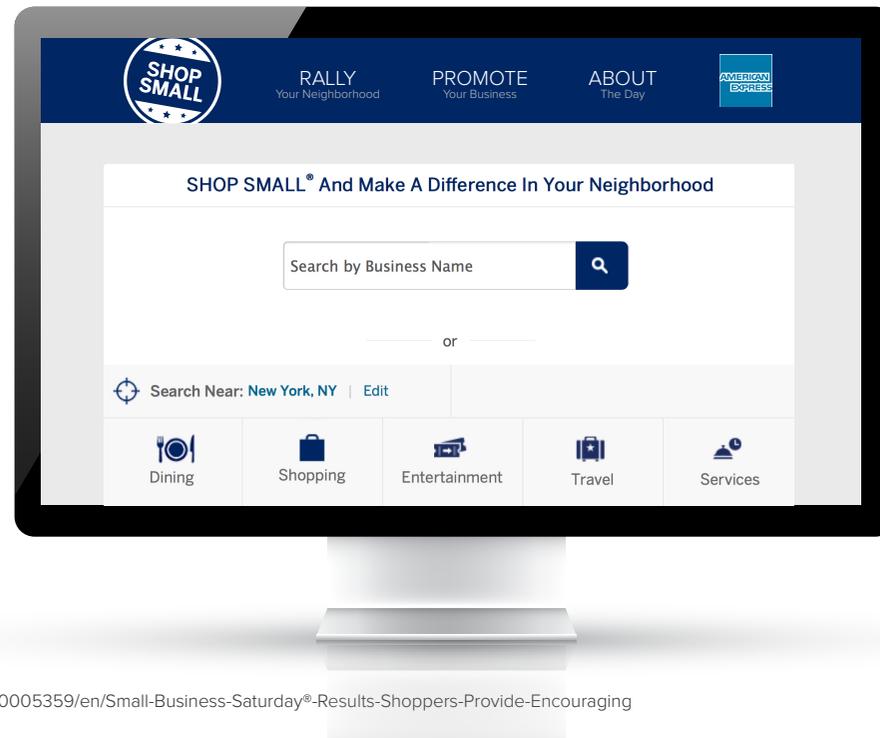
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REASON 4

IT'S A BIG FREE MARKETING OPPORTUNITY...

The Small Business Saturday [Facebook page](#) has over 3.4M likes. Small Business Saturday and Shop Small hashtags accounted for more than 241,000 posts on Facebook, Instagram, and Twitter in November of 2015. Of those posts, more than 100,000 mentions were from November 28th.⁽⁴⁾

[Registering for the event](#)—whether you are an Amex merchant or not—will get you a spot on Amex's [online registry](#), effectively providing you free exposure to an audience of interested prospects.



⁽⁴⁾ <http://www.businesswire.com/news/home/20151130005359/en/Small-Business-Saturday®-Results-Shoppers-Provide-Encouraging>

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REASON 5

...WITH A BIG SUITE OF FREE MARKETING MATERIALS

Amex is making it easy to amp up your digital marketing efforts by providing a whole suite of digital materials for your social network, your website & your storefront.



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REASON 6 AND THE POTENTIAL FOR BIG RETURNS.

SOME EXAMPLES:

[Kidz Enterprise Toys](#) saw a 126% increase in spending and [The Original Paw Pleasers](#) saw an 800% increase in business on Small Business Saturday—and both saw an increase in customers throughout the season ⁽¹⁾

Online-only business [BeBodySmart.com](#) acquired 900 new customers on Small Business Saturday ⁽²⁾



⁽¹⁾ <http://www.forbes.com/sites/geristengel/2012/10/24/small-businesses-leverage-opportunity-to-rev-up-sales/>

⁽²⁾ <http://www.inc.com/eric-markowitz/small-business-saturday-real-effects-on-merchants.html>

5 WAYS TO SELL BIG ON #SMALLBUSINESSSATURDAY



1 SIGN UP NOW!

Sign up NOW! The deadline is November 11 and it can take several days to get your materials and get included in the online directory; plus, the sooner you get your materials, the sooner you can start using them

2 USE THE FREE “IN STORE MATERIALS”

Even if you register as an online-only vendor, you get digital versions of these valuable assets.

- Include the Event Flyer or Save the Date assets in every package you ship between now and November 25
- Include a personal note asking shoppers to shop again on Small Business Saturday (a short version of your local impact story is perfect here).
- If you use [ShippingEasy](#), you can include the Shop Small logo on your packing slip

SMALL BUSINESS SATURDAY

SAVE THE DATE



LYNDON RD

SMALL BUSINESS | NOV
SATURDAY | 26

WE'RE HOSTING AN EVENT!

EVENT NAME: _____

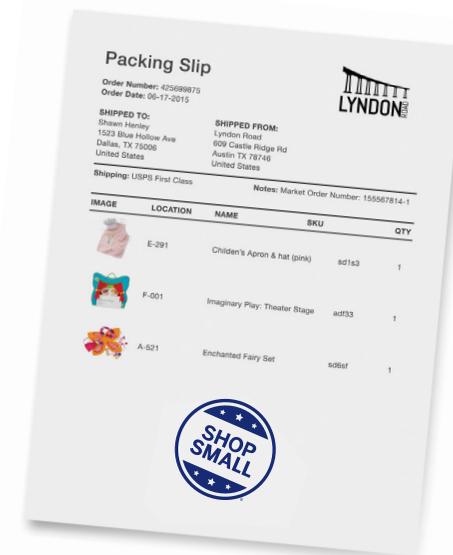
BUSINESS: _____

ADDRESS: _____

SATURDAY, NOV 26

FROM: _____ TO: _____

#SHOPSMALL



Packing Slip

Order Number: 425699875
Order Date: 06-17-2015

SHIPPED TO:

Shawn Morley

1523 Blue Hollow Ave

Dallas, TX 75208

United States

SHIPPED FROM:

Lyndon Road

909 Castle Ridge Rd

Austin TX 78748

United States

Shipping: USPS First Class

Notes: Market Order Number: 155567814-1

IMAGE	LOCATION	NAME	SKU	QTY
	E-291	Children's Apron & hat (pink)	sd1s3	1
	F-001	Imaginary Play: Theater Stage	ad133	1
	A-521	Enchanted Fairy Set	sd5st	1



5 WAYS TO SELL BIG ON #SMALLBUSINESSSATURDAY

3 GO ALL-OUT WITH DIGITAL

Use the email campaign, social media images, and example social posts provided to promote the day to your email list and followers

We're putting our ALL in Shop Small You can't see this email? [Click here to view it online.](#)



We're all geared up and ready to make your Holiday Shopping easy. Come shop at www.lyndonroad.com and get 20% off all t-shirts and FREE Shipping on Orders over \$50.



Thanks for choosing to #ShopSmall. Please share your Small Business Saturday experience on your social channels. See you Saturday!

[f](#) [t](#) [i](#)



Lyndon Rd posted **#shopsmallforall**
3 hrs

1,225 Views

[Like](#) [Comment](#) [Share](#)

5 WAYS TO SELL BIG ON #SMALLBUSINESSSATURDAY

4 CONSIDER SPECIAL PROMOTIONS

If you partner with independent businesses in different locales, consider a “local is where you live” campaign promoting your business’s impact on multiple local economies. An alternative is a “bring our local to your local” campaign focusing on folks who aren’t able to get to their local shops on Small Business Saturday. The message: how buying from you still means supporting an independent small business. Consider November 26-only promotions attached to these campaigns, like free shipping or a discount only on that day.



5 OPTIMIZE YOUR CUSTOM ASSETS

When you [sign up and enter](#) your business name for your digital banner asset, if at all possible limit your business name to 40 characters or fewer—participants who exceed this sometimes report formatting issues. For maximum impact, once you download the digital materials, a good designer can help you further customize them—for example, with your own logo, personalized message, or promo code. And don’t forget you can print and—for simple, impactful, low-tech marketing—write a quick note on the “Save the Date” cards and include one in each package you ship leading up to November 26.

WHAT ARE YOU WAITING FOR?

YOU CAN'T BENEFIT IF YOU DON'T SIGN UP, AND SIGNING UP IS EASY. JUST VISIT SHOPSMALL.COM

For even more tips on how to get the most out of this critical time of year, check out our [Guide to Holiday Shipping for eCommerce 2016](#)

