

3 Fundamentals for Small Business Saturday Success



The holidays are fast approaching, and customers are looking for the perfect gifts for those special people in their lives. This also marks some of the most highly anticipated shopping events inching closer. While Black Friday may be most talked about, the following day can bring even more shopping excitement and meaning.

Ten years ago, [Small Business Saturday](#) was created by American Express to support small businesses in communities across the U.S. This year, it falls on November 30, and it's a huge opportunity to promote your brand and build your business while encouraging your community to shop locally.



**So, how can you get in on the excitement?
Here are three focus areas to help
you achieve Small Business Saturday
success!**

1. Get the word out with FREE Marketing Tools

Use Stuller First[®] to your advantage

If you're a [Stuller First[®] member](#), you have exclusive access to our Marketing Image Portal, a large bank of professional photos and videos. Use these images in your promotions for the big day.

Need help accessing the portal? Click below:

Keep an eye on [Stuller's Facebook page](#)

Liked a photo or video on our Facebook page? It's yours! Our social media is YOUR social media. We're always posting new products and valuable content to share. Tease your customers with the latest trends they can find at your store to leave them wanting more.

Coordinate community efforts

Offer to share promotional posts for your fellow local businesses and request they do the same for you. When you band together and support each other, your reach expands exponentially. Also, the support doesn't have to be for one day only. Make it a year-round effort for an added community bonus!

Use [free marketing tools from American Express](#)

These additional assets will boost your print and digital marketing efforts. The best part— they're easily personalizable for your business! Sign up ASAP and start promoting your store's event to jumpstart your Small Business Saturday success.

2. Create an Experience

Partner with local businesses



It's important to cross-promote your event. Need ideas? Perhaps you can join forces with a local bakery to offer a sweet treat to those who enter your store. Or, partner with a local nail salon for discounted manicures with ring purchases. Be creative! These small perks bring more customers into your store while creating a memorable gesture that goes a long way.

Beef up your visual appeal

Display promotional and new products front and center. Take liberty in creating unique displays to catch the eyes of window shoppers and draw them into your store.

Hold promotional contests and drawings

You can do this yourself, or, let this be another excellent opportunity to partner with local businesses for giveaways, etc.

3. Stock Up and Pare Down

Get your inventory in check

Stock up on new items for those potential new customers walking in your door. Did you wait until the last minute? No worries – we've got you covered. Most [Stuller items](#) are in stock and available for next-day delivery. But act fast to beat the Holiday rush!

Eliminate inventory

Those pieces collecting dust are perfect promotional items for giveaways, drawings, and contests. Or, pair them with best-sellers for a one-day-only bundle deal.

These tips are just a few ways to kick off your holiday season and bring Small Business Saturday success to your store. Right now, your top objective is to promote, promote, promote on social media, in print, radio, television, and on your website.

If you want your customers to show up in droves, make them aware that something special is in the works.

★ SMALL BUSINESS SATURDAY® ★

NOV 30

COME #SHOPSMALL WITH US



How do you plan for Small Business Saturday success? Share in

the comments section below, and let's make it Small Business Every Day!

***Editor's Note:** This post was originally published on November 16, 2015 and has since been completely revamped for accuracy.*