



# **DRAW IN THE CUSTOMERS. DRAW IN THE LOVE.**

Small Business Saturday® is only one day a year, but we can help you remind customers to Shop Small® all year long. Now that you've downloaded the Shop Small marketing materials, here are a few tips on how to put them to use and help bring customers through your door.

## **IN-STORE MATERIALS**

### **Poster**

Print out and fill in your business name on line one and what customers love about your business on line two. Display these in prominent areas in and around your business to let customers know they can Shop Small with you.

### **Event Flyer**

Use this flyer to let customers know you're having an event! Follow the instructions provided.

## **DIGITAL MATERIALS**

### **Suggested Email Template**

Send out reminder emails to your customers, letting them know they can Shop Small at your business. Simply insert the image into the body of an email and customize the suggested copy or create a message of your own.

### **Facebook Cover Photo**

Upload this image to your Facebook page to remind your followers to stop by your business.

### **Social Media Image and Copy Template and Shop Small Logo**

Help drive traffic to your business by posting on your social media platforms like Facebook, Instagram, and Twitter.

## **PROMOTE YOUR BUSINESS AND INSPIRE CUSTOMERS TO SHOP SMALL WITH YOU.**