



HOLIDAY SUCCESS BOOTCAMP PROMOTIONS IDEAS

Black/Plaid Friday | Small Business Saturday Promotion Ideas

Use Small Business Saturday as a chance to celebrate your customers and other local businesses. Remember not to guilt them into shopping with you, guilt isn't a great incentive. (Just something to think about!)

Another good reminder for this weekend is that you DO NOT have to blanket discount everything in your store on either of these days - nor should you! We can't compete with the big guys on Friday, but we can offer a cozy atmosphere and some small promotions/bundles using the ideas below. This is a time to celebrate the community and your customers!

★ **If you have a punch card or loyalty points program, give out bonus loyalty points on Plaid Friday or SBS.**

★ **Give a small gift for dropping in.**

Just a token. Some members give flowers or a coupon, candy etc. It's an appreciation gesture.

★ **Support other local small businesses.**

Buy gift certificates or collect items/gifts from other businesses and use them as door prizes. Promote as you collect/purchase and hand out tickets for chances to win to everyone. Make it about the other businesses.

★ **Invite the mayor/other local shop owner to stop by.**

Find anyone else in your community that may be "popular" and known in your community to stop in and do a live with you, a photo op, etc. (Spread the local love!)



★ **Reach out to your vendors to see if they will offer deals on certain products for a limited time.**

★ **Share a photo of your family and/or your story via email/social media etc - humanize your shop.**

Share your why, how you started, what your customers' support means to your family and that of your team. Do a "did you know" series all week leading up to Small Business Saturday introducing your team and yourself (Ex. "Did you know Suzie adopts foster dogs and had 1 kid and lives in a shoe?" :)) Ask customers, fellow biz collabs, local business development agencies etc. to share your video/post to spread the word.

★ **Do a Facebook Live Q&A on Small Business Saturday.**

"Ask us anything", share with your community that you're going to be live, and build it up.

★ **Encourage Small Business Selfies while in your store.**

Select the most creative and most liked for a prize from your store. Be sure you have an area for "selfies" that has your shop's name visible.

★ **Invite outside vendors to set up in your shop for the weekend.**

Be sure they are promoting the weekend's events too!