

# Saturday, Nov 25th is Small Business Saturday

## Make Sure Your Stratford Business Gets Noticed

Positively Stratford and the Stratford Office of Economic Development wants to make sure Stratford small businesses get **MAXIMUM** exposure on **SHOP Small Business Saturday**

### Here is what we need from you to make this happen:

1. Make sure your business is registered for Small Business Saturday. If not, sign up at [americanexpress.com/ShopSmall](http://americanexpress.com/ShopSmall). You **don't** have to accept AMEX to participate and they provide customized social media, store and print materials for you to use to promote your involvement in Small Business Saturday at **no charge**.
2. Decide what type of offer you wish to extend to customers on Small Business Saturday. Maybe offer a discount on all purchases. Offer a gift card for every \$50 spent to be used in the future. If you're a restaurant, offer a bonus gift or discount when a gift certificate is purchased. The best offers entice customers to shop on Small Business Saturday **AND** provide an incentive to visit again in the future.
3. Let us know about your involvement so that your **business** and **special offer** are included in our list of Stratford businesses. We will then publish this information widely on social media and in the press as best we can—in an effort to ensure that your business—and all participating Stratford businesses are recognized on this special shopping day.
4. **THEN— Send the following to: [positivelystratford@gmail.com](mailto:positivelystratford@gmail.com) – ASAP!**
  - Business Name
  - Business Contact name
  - Contact phone number so that we can verify the offer
  - Details about the special offer your business is extending to customers on this day.
4. Get the message out about your participation in Small Business Saturday and about your special offer! Use Facebook and Instagram to promote the event and **ALWAYS** use these hashtags in all of your social media posts: [#ShopSmall](#) [#ShopSmallStratford](#) and [#SmallBizSat](#)
5. Start posting **NOW** and **frequently** leading up to Nov 25th. Get creative - take photos of your staff at work, include a video or two (taken with your phone is good enough). Use the materials provided by AMEX both in store and online. If you're a restaurant, make up table tents letting your patrons know what to expect on this day.

This is an excellent opportunity for small businesses to work together to help make Stratford a destination for shopping and dining.

SMALL BUSINESS SATURDAY® | NOV 25

