

# 25 Ideas for Small Business Saturday Black Friday Marketing



1. **Add Small Business Saturday signs** or posters to hang by your point of sale, or inside your business's window.
2. **Post daily** in the week leading up to the Small Business Saturday. Use the hashtag #ShopSmall within your posts.
3. **Expand your day:** Remember, Black Friday and Small Business Saturday is your day, so make the most of it! If you usually open at 10am and close at 6pm, consider opening at 8am and closing at 8pm instead. Use email and social media to remind customers of extended hours.
4. **Follow Black Friday's example:** Door-busting deals and limited-time offers work to bring customers in the day after Thanksgiving, and you can do the same. Make sure you analyze your profit margins to ensure your promotion gives your bottom line a boost and not a bust.
5. **Partner up:** The right partnership can make your small business feel like a bigger business on Small Business Saturday; combine your marketing and promotions with a like-minded store in your community. For example, if you're a baker, partner with the coffee shop next door.
6. **Give back:** Black Friday and Small Business Saturday are the perfect time to give back. Consider donating a portion of your sales to a local charity of your choice.
7. **Create a memorable experience:** Your personal touch is what makes your business special. If you are in the food/beverage industry, host a tasting.

8. **Set up an email campaign** to your customers on Sunday to say “thank you” and “we appreciate your support/business,” or even drop handwritten “thank you’s” into shopping bags with each purchase. Your customers will remember it.
9. **Give them a reason to return** - with every purchase, give them a coupon they can redeem in December. You get repeat business, they get a value for stopping.
10. **Create a holiday gift guide online** and promote it online and in-store. Whether it’s “10 Gifts for Under \$25” or “10 Ways We Can Help Get you Through the Holidays”. Drive people to your online gift guide using social media.
11. **Think about a presale:** People are busy but are often out and about during Black Friday and Small Business Saturday. Consider creating kits or baskets that people can prebuy with some of your products. Then, have them ready for them to pick up anytime during the weekend. You get the traffic and people shopping may see the baskets and inquire about one.
12. **Consider hosting a customer appreciation event.** You can have a VIP night, a special open house or even tie-in with a charity. Just make sure you promote what you’re doing over email, social media, and in-person.
13. **Remember the kids.** Have a space for kid-friendly activities so parents can shop. Or have a coloring page tied to your business kids can get from your website and then turn it for a chance for a prize.
14. **Stagger your promotions.** Think like a big box store offering time-bound promotions on select merchandise “25% off through Noon on Black Friday or Small Business Saturday”. Then in the afternoon offer a gift with every purchase over \$X or perhaps free gift wrapping.
15. **Offer social media-only specials.** Consider posting specials that are targeted at your social followers only. Link to a printable or mobile-friendly offer on your site.

16. **Dress up your storefront.** Make sure everyone who walks or drives by knows that you've got a sale or event coming up. Have signs inside the store noting what would be a great gift, give them ideas on who could use your product.
17. **Take the pressure off your customers** by giving them the flexibility to buy into an offer now, but make the purchasing decision later. For example, you could offer gift cards at a discount (\$100 for \$75) that must be purchased on that day, but can be redeemed anytime in the next 12 months.
18. **Be creative.** Offer sneak previews, secret sales or even a “guess the product”
19. **Feature Product/Services of the Day or Week.** Add a great tag like “Holiday Gift Giving Made Easy” or “Buy early and save”.
20. **Tailor to those out of town.** Create a promotion for those who are traveling over the holidays. Have them message your social media on either day and “hold” an item for them at the sale price. Give them thru the next week to pick it up. You can even send them a Paypal link to have them pay online.
21. **Create a “XX of the month” club.** Offer to mail your product to a loved one or give them a discount so they can stop in and enjoy your product each month. For example, a coffee of the month or a flavor of the month. For those with service businesses, think about an extra service you could provide like an additional report or added bonus.
22. **Offer Gift Certificates** Easy to sell online and in person.
23. **Show behind the scenes.** In the days leading up to Black Friday and Small Business Saturday - show you or your team unpacking boxes, adding displays and more.
24. **Use video the day of the events** - capture people gushing about your products on Black Friday or Small Business Saturday or photos of them scoring great deals. Post them on social media to create extra buzz.

25. **Remember your organizations** - nearly all businesses are in a Chamber, a BNI or some other business organization. In the weeks up to Black Friday and Small Business Saturday, add to their calendars, email them flyers and more. Get the word out.

Remember to use the right hashtags too: #BlackFriday, #SmallBusinessSaturday, #SmallBizSat, #cybermonday and #ShopLocal.

**GETSOCIAL**

HAVE YOU PROMOTED  
YOUR BUSINESS VIA  
**SOCIAL  
MEDIA**  
EFFECTIVELY?



**JUMP START  
YOUR BUSINESS  
NOW!**

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YOUR SMALL BUSINESS  
TO MAKE SOCIAL MEDIA  
WORK FOR YOU**

**OUR SERVICES**

SOCIAL MEDIA STRATEGY & CONSULTANT - SOCIAL MEDIA ANALYTIC  
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BLOG CREATION - KEYWORD ANALYSIS - COMMUNITY BUILDING STRATEGY



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