



WELCOME TO THE SHOP SMALL® MOVEMENT

Thank you for joining the Shop Small Movement. Proudly backed by American Express, this nationwide effort supports and celebrates small businesses like yours every day and everywhere. We want to help you put your business in the spotlight and show customers what makes it special all year long.

Use the following kit to promote your business and the Shop Small Movement. You'll find a variety of resources — some customizable, some generic, and some designed for specific industries and seasons, so you can choose the ones that fit your business best at the moments that matter.

In addition to the provided materials, there are other ways you can help attract customers throughout the year. As an eligible American Express® Card-accepting small business, you could be recommended in emails to Card Members, in their online accounts, and within search results on the Shop Small Map — all for free. In 2018, nearly 17 million people received recommendations on where to shop.* All you need to do is ensure your business information is up to date. Learn more at americanexpress.com/promoteyourbusiness.

WHAT'S INCLUDED & HOW TO USE IT



BADGES

Show everyone that you're a part of the movement and remind customers to shop with you. Display the badges on your website and social media channels or in print and direct mail pieces.



SOCIAL POSTS

Use the provided templates on Facebook, Twitter, Instagram, and LinkedIn to help attract customers and to show you're a part of the Shop Small Movement.



BLOG POST

Many businesses use a blog or content site to engage their customers and to reach new ones as well. Use the copy provided to educate customers about the Shop Small Movement and to encourage them to Shop Small.



DIGITAL BANNERS

Display these banners on your digital channels (website, blog, social media, etc.) to help attract customers and to remind them to Shop Small.

Please review the Shop Small® Marketing Materials for Merchants Terms of Use at www.shopsmall.com/SSMarketingTerms.

By downloading the materials, you confirm you have reviewed and agree to the Shop Small® Marketing Materials for Merchants Terms of Use and you have authority to enter into this agreement on behalf of your organization. Reminder: Assets are not to be altered (except as allowed herein) or used outside their intended purpose.

* Based on Amex recommendations made throughout 2018. American Express cannot guarantee your business will appear in a search on American Express Maps. Merchants are displayed via the American Express Maps, AmericanExpress.com, and email.

DON'T *do business* WITHOUT IT™

