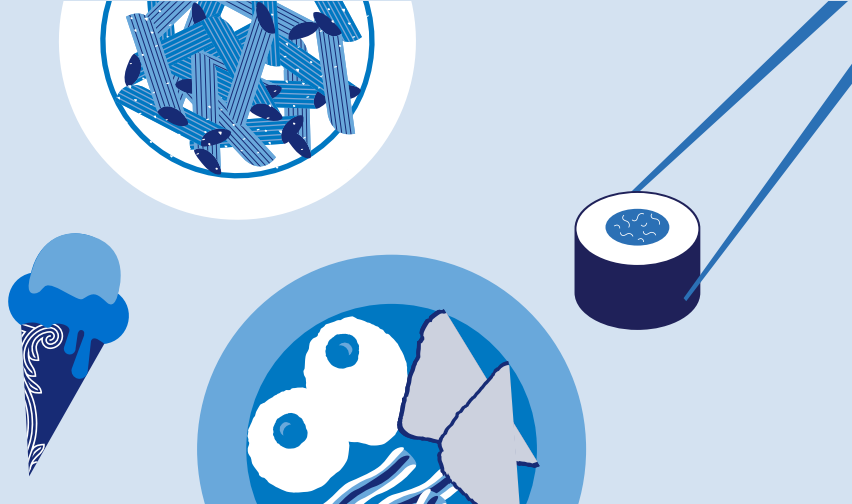


# SPREAD THE WORD



Did you know 95% of consumers who shopped on Small Business Saturday® reported that the day makes them want to shop or eat at small, independently-owned businesses all year long?\*

Well, now you can invite them to do just that — with your new Shop Small® marketing materials for dining. Follow these tips for using the materials to engage with followers and to encourage people to visit you all year long.



#### Check Presenter Insert:

Print and place in check presenters to let customers know they're making a big difference in the community every time they dine with you.



#### Instagram Story:

Use this Instagram story to connect with customers. Invite them to come Shop Small with you.



#### Social Posts:

Get your followers excited to Shop Small by posting these custom images on your social channels.



#### Email Header:

Send a note to your regulars and remind them to eat with you.



#### Sample Social Copy:

Join the conversation and get fans talking with this social copy. Share it on its own or alongside your social posts and videos.



#### Shop Small Logo:

Include this logo on your website, in emails, and in online receipts to show customers that your business is part of the Shop Small Movement.



#### Get your followers excited to visit you!

Tag [@shopsmall](#) and [@americanexpress](#). Don't forget to add [#ShopSmall](#) and [#BackedByAmex](#)

\*Estimate based on projections from nationally representative sample of adult consumers' self-reported data from a 2019 Amex and NFIB-commissioned survey. Does not reflect actual receipts or sales.

**Do you Accept American Express Cards?** Add a key ingredient to your business. Browse and order restaurant signage, and log in to see the entire collection of check presenter styles. Visit [americanexpress.com/signage](https://americanexpress.com/signage).



BY

