

SHOP SMALL[®] SUMMER MARKETING TOOLKIT



WELCOME LET'S GO SHOP SMALL

Proudly backed by American Express, the Shop Small Movement is a nationwide effort to promote and celebrate small businesses every day and everywhere — because our communities are only as strong as the local businesses that make them feel like home.

Small businesses power our communities — and you power your business. We're proud to back what you've built with tools, resources, and offers designed to help you grow your business and thrive.

Shop Small exists to:

- Celebrate small businesses year-round
- Drive awareness and engagement
- Connect Card Members with local merchants
- Provide tools and resources that help businesses grow

In this toolkit you'll find:

- Messaging guidance and brand instructions
- Where to find free signage and promotional materials
- Where to find ready-to-use marketing assets
- Social media tips to help you maximize impact

How to Get Started:

- Visit americanexpress.com/shopsmall for marketing materials, free signage, business offers, and resources.
- Download and use the provided creative assets in your marketing channels and post consistently using #ShopSmall
- Display Shop Small signage in-store and online to encourage customers to support small businesses in their communities.
- Make sure you update your information on the Shop Small[®] Map so that you can be recommended to Card Members for free* at: americanexpress.com/promoteyourbusiness





Brand & Trademark Guidelines

Shop Small® is a registered trademark of American Express.

Always:

- Use initial caps: Shop Small
- Include the ® symbol on first mention
- Keep “Shop Small” on the same line within a sentence when possible
- Use assets exactly as provided
- Modify only where explicitly permitted

Do NOT:

- Alter logos or extract elements
- Pair Shop Small with discounts, contests, sweepstakes, or offers
- Create unapproved versions of logos or graphics

Contact your American Express representative with any questions.

Free Marketing Assets

Use the assets to voice your support of the Shop Small Movement and energize your audience. Assets available for download can be found at:

americanexpress.com/us/merchant/shop-small/materials

Social Media Assets:

- Instagram, Facebook and LinkedIn static posts
- Instagram and Facebook animated assets for Stories
- Recommended captions have also been included

Recommended cadence:

- Post content between 9 AM - 12 PM CT from Tuesday to Thursday
- 1–2 posts per week with a mix of static posts, reels, and stories (Facebook/Instagram)
- 1-2 LinkedIn posts per month

Email/Website Banner

Include the Shop Small banner when:

- Emailing your customer base
- Sending newsletters
- Posting blog updates

Printable Posters

Print and hang the posters in your business or work with your local chamber of commerce to find other places to support the movement.

- Place signage in high-traffic areas so you get visibility with the most possible customers.



Social Media Tips:

Facebook & Instagram (Customer Audience):

Posting Tips:

- Use high-quality visuals
- Include a clear call to action
- Use #ShopSmall in relevant posts
- Geotag your business location
- Highlight what makes your business unique

Content suggestions:

- Behind-the-scenes
- Owner/Staff spotlights
- Customer testimonials
- Summer product highlights
- Community partnerships
- Before/after transformations (salons, boutiques, restaurants)

Facebook & Instagram Reels & Stories:

Posting tips:

- Keep videos 7–15 seconds for maximum engagement
- Add captions for sound-off viewing
- Show personality — customers connect with people

Content suggestions:

- Short interviews
- Daily Specials
- Event reminders
- Quick updates

LinkedIn (Professional / B2B Audience)

LinkedIn is ideal for:

- Sharing your entrepreneurial journey
- Highlighting business milestones
- Discussing community impact
- Recognizing employees
- Showcasing business growth

Content suggestions:

- “Why we love being a small business”
- Lessons learned as a business owner
- Community partnerships
- Reflections on customer loyalty
- Anniversary or expansion announcements

Posting Tips:

- Use a professional but authentic tone
- Include 3–5 relevant hashtags (#ShopSmall, #SmallBusiness, #Entrepreneurship)
- Tag partners or community organizations
- Include a strong opening sentence to hook readers
- Example: “Running a small business means showing up every day — for our customers and our community. This summer, we’re proud to participate in the Shop Small® Movement and celebrate the power of local business.”





SHOP SMALL IS MORE THAN A
MOMENT – IT'S A MOVEMENT.

AND THIS SUMMER, WE'RE PROUD
TO BACK WHAT YOU'VE BUILT.



Final Tips for Success:

- For free resources, signage and social media assets visit: americanexpress.com/shopsmall
- Promote your business on the Shop Small Map at: americanexpress.com/promoteyourbusiness*
- Plan which communication channels you'll use
- Encourage your audience to shop local
- Keep branding consistent across all channels
- Use #ShopSmall on social posts
- Engage with customers by responding to comments and messages

* Amex 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.