



SMALL BUSINESS SATURDAY® & THE HOLIDAY SEASON MARKETING TOOLKIT

Proudly founded by American Express, Small Business Saturday® is a day dedicated to supporting small businesses and communities across the country and is part of the larger Shop Small® Movement, encouraging shoppers to support local businesses during the holiday shopping season.

Small businesses power our communities—and you power your business. We're proud to back what you've built with tools, resources and marketing materials designed to help you make the most of the holiday season.

Small Business Saturday exists to:

- Celebrate and support small businesses
- Inspire customers to Shop Small during the holiday season
- 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 the provided creative assets and promote your participation leading up to and after Small Business Saturday
- Display Shop Small signage in-store and online throughout the holiday season
- 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® and Small Business Saturday® are registered trademarks of American Express.

Always:

- Include the ® symbol on first mention
- Keep “Shop Small” and “Small Business Saturday” on the same line within a sentence when possible
- Modify only where explicitly permitted

Do NOT:

- Alter logos or extract elements
- Pair Small Business Saturday 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 Small Business Saturday and energize your audience. Assets available for download can be found at:

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

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 Small Business Saturday 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

DID YOU KNOW? 98%

In 2025 98% of small business owners now market their business through social channels, and 99% of those who do say it has positively impacted their revenue over the past year.**

**2025 American Express Shop Small Impact Study, conducted by Teneo on behalf of American Express, Sept.–Oct. 2025.



Social Media Tips:

Facebook & Instagram (Customer Audience):

Posting Tips:

- Use high-quality visuals
- Include a clear call to action
- Use #SmallBusinessSaturday or #SBS in relevant posts
- Geotag your business location
- Highlight what makes your business unique during the holiday season

Content suggestions:

- Behind-the-scenes
- Owner/Staff spotlights
- Customer testimonials
- Product highlights or gift ideas
- 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:

- Holiday gift guides
- Seasonal products or menus
- Small Business Saturday promotions (non-discount focused)
- Holiday events
- Customer gift ideas

Posting Tips:

- Use a professional but authentic tone
- Include 3–5 relevant hashtags (#SmallBusinessSaturday #ShopSmall, #SeasonalShopping)
- Tag partners or community organizations
- Include a strong opening sentence to hook readers
- Example: “We’re proud to participate in Small Business Saturday® and the Shop Small® Movement. Thank you for supporting our small business this holiday season and helping our community thrive.”





SMALL BUSINESS SATURDAY IS MORE THAN A MOMENT — IT'S PART OF A MOVEMENT.

This Small Business Saturday, we're proud to back what you've built and celebrate the small businesses that help our communities thrive.

Final Tips for Success:

- For free resources, signage and social media assets visit: **americanexpress.com/shopsmall**
- Let us market your business to American Express® Card Members. Take advantage of free American Express Marketing by ensuring you are registered on the Shop Small® Map*. Update your profile with holiday business hours, add your website and connect your social media channels. Promote your business today at **americanexpress.com/promoteyourbusiness**
- Plan which communication channels you'll use and promote your participation before, during and after Small Business Saturday
- Encourage customers to Shop Small throughout the holiday season
- Engage with customers by responding to comments and messages
- Use #SmallBusinessSaturday and #ShopSmall on social posts
- Keep branding consistent across all channels

* 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.

