



BY



## SMALL BUSINESS OWNER TOOLKIT TIP SHEET

You depend on your regulars to help keep your business running. Use the assets in this toolkit to let them know how much you appreciate them – and encourage them to continue to #ShopSmall with you.

### HERE'S HOW TO USE YOUR TOOLKIT

We've created a variety of new assets to help promote your business and remind already-enrolled American Express® Card Members to get money back in the form of a statement credit with their special Amex® Shop Small® offer.



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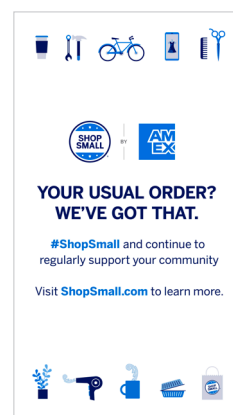
## SOCIAL MEDIA POSTS

Upload these ready-to-use images to your social channels to let both regulars and new customers know you appreciate their support – and encourage them to continue to #Shop Small.



## INSTAGRAM STORY

Post this ready-to-use image directly to your story to reach even more followers.



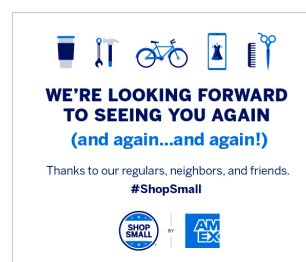
## IN-STORE POSTER

Print this ready-to-use poster to hang in your shop window or in a prominent location inside your business to remind your regulars – and all your customers – that you appreciate their business and remind them to #ShopSmall.



## DIGITAL BANNERS

Display these banners on your website to encourage customers to #ShopSmall – and give your regulars a special shout-out.



**WE'RE LOOKING FORWARD TO SEEING YOU AGAIN (and again...and again!)** Thanks to our regulars, neighbors, and friends. #ShopSmall



## Here are some things to keep in mind

- Whenever and wherever you share information about Shop Small, the information must be truthful, accurate, and consistent with the content and materials provided to you.
- Don't forget to remove all marketing materials both online and in-store when the campaign ends on 9/20/20.



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