

Making Small Business Saturday Awesome

By Anita Campbell

With Small Business Saturday just around the corner, it's time to use the occasion to promote your business. While sales and discounts can be great, there are actually plenty of other ways small businesses can promote their products and services on Small Business Saturday. Here are fifteen unique ideas.

Build up Small Business Saturday on social media

If you want anyone to show up and shop, promote it several days ahead on social media. X (formerly Twitter), Facebook, and other venues are a great place for you to spread the word about your sales, events, or special offers, and drive last minute traffic.

Support local causes

People love supporting local businesses because their purchases can actually benefit the local economy instead of going right to large corporations. And you can highlight that local aspect even more

by supporting local charities or causes as part of your Small Business Saturday promotion. You can donate a portion of your proceeds or even invite members of a local group to spread the word about a cause at your location.

Cross-promote with other local businesses

If your business is located near other small businesses, you could partner with some of those other businesses to increase your reach. You might include some signage in your store that promotes other stores or restaurants in your area. Or you could partner up to create a gift guide or host a series of complementary events or promotions around town.

Offer in-store entertainment

Shopping on Small Business Saturday can be a fun experience for customers. So they could be looking to visit stores or local businesses that offer more than just good deals. If you offer live music or other types of entertainment at your location, it could entice more customers to stop by and convince them to stick around for even longer.

SMALL BUSINESS SATURDAY®

NOVEMBER 30

JOIN US AND #SHOPSMALL



Have refreshments for customers

Another way to make customers have a positive experience at your business is to offer some refreshments. Even just some coffee or hot chocolate and cookies can give them a positive sense,

Small Business Exchange • Voice of Small, Emerging, Diversity-Owned Businesses Since 1984

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Opportunities

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Lagniappe Baking is an independently owned pop-up Bakehouse by pastry chef Kaitlin Guerin. Created to make one-of-a-kind assorted Pastry Boxes that highlight the local, seasonal bounty of the Crescent City's agriculture, each box is meant to challenge your taste buds with flavor combinations and leave you with joy and anticipation for the next.

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- Telephone Follow-Up (Live)
- Agency/Organization Letters
- Computer Generated Dated and Timed Documentation
- Customized Reports Available

For more info contact Valerie Voorhies at vvv@sbeinc.com

2024

SOUTHEAST EVENTS FOR YOUR BUSINESS

8(a) Orientation and SAM Registration Webinar
Wednesday, November 20, 2024, 9:30 am–10:30 am CDT Online
Main Sponsor(s): US Small Business Administration
Contact: SBA Illinois District Office, 312-353-4528, illinois.do@sba.gov
Fee: Free; registration required
Join the Small Business Administration (SBA) Illinois District Office for a virtual workshop providing an overview of the 8(a) Business Development program, eligibility requirements, and program benefits. Also learn how to increase your potential for federal contract opportunities through System for Award Management (SAM) registration, including information that you need for the registration process. SBA presenters will offer additional tips, address FAQs, give directions on where to get further assistance, and answer your other questions. To register for this free webinar, visit <https://www.eventbrite.com/e/8a-orientation-sam-registration-tickets-518989961947>

Selling to the Federal Government Webinar
Thursday, December 12, 2024, 12:00 pm–3:00 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: George Tapia, 610-382-3086, george.tapia@sba.gov
Fee: Free; registration required
Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register online at <https://www.eventbrite.com/e/how-to-sell-to-the-federal-government-tickets-21790713611> SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting. Participants must ensure Microsoft Teams is functioning.

Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar
Tuesday, December 17, 2024, 1:00 pm–2:30 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: Patrice Dozier, patrice.dozier@sba.gov
Fee: Free; registration required
Welcome to the WOSB webinar series! Are you a woman owner of a small business? The federal government's goal is to award at least five percent of all federal contracting dollars to woman-owned small businesses each year. Join us for training on how to register for SBA's Woman-Owned Small Business (WOSB) program, which helps eligible small businesses to qualify for federal contracting opportunities. The monthly sessions will include an overview of the self-certification process, as well as a discussion of the NAICS codes that qualify as WOSB or EDWOSB. Register for this free webinar at <https://www.eventbrite.com/e/woman-owned-small-business-wosb-certification-program-tickets-853229260687>

CERTIFICATION

Small Business Exchange, Inc.

is **DBE** certified by the Louisiana UCP.

Certificate of Proclamation

Louisiana Business Journal

In recognition of the 1st publication since Hurricane Katrina and to the rebuilding of business in your community.

MAYOR MITCHELL J. LANDRIEU • CITY OF NEW ORLEANS

June 15, 2010

DATE

