Opportunity: Small Business Saturday

My column today is a short, quick marketing tip! Small Business CEOs need to consider the opportunity for their business to identify with businesses all across the country to become a part of “Small Business Saturday” (SBS) scheduled for November 28th, 2015. SBS is a day to celebrate and support small businesses and all they do for their communities. It is considered to be the kickoff to the holiday shopping season for small businesses around the country.

With nearly 28 million small businesses (at least 10 million of which were started with the help of SCORE!) supporting communities, local economies and families across America - SBS is the perfect opportunity to raise awareness of the importance of shopping at local small businesses. Not only on November 28th - but every day!

This year marks the 6th annual celebration of Small Business Saturday– a day of expressing support for and encouraging patronage of small businesses across America. The holiday is celebrated the Saturday following Thanksgiving and is a response to Black Friday when consumers typically shop at large chain stores offering deep discounts. It represents a fantastic opportunity for small businesses to garner attention in their communities thus driving their holiday sales and raising awareness of the importance of shopping at local small businesses.

There is plenty of time to get your local businesses involved and geared up to participate in this Nation-wide event. Start now to tie your local marketing efforts into this campaign. You may wish to contact your local SCORE Chapter and ask for some help with a press release, some local media templates and websites and newsletters.

Here is the time to remind your customers about “small business”, “Don't let the name fool you...Small is Mighty!” when it comes to a local community small business.

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