



THIS IS YOUR PLAYBOOK

HELP SPREAD THE WORD



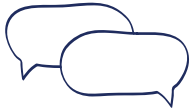
OFFICIAL SUPPORTER BADGE

Show your employees and customers that you are a proud supporter of the day with your digital Official Supporter badges. Display them on your website and social media channels or in print and direct mail pieces.



POSTERS

Display them in your place of business or office and let your employees and customers know they can make a positive impact on their communities by coming out to Shop Small® on Nov 28.



SOCIAL POSTS

Rally your employees and customers on Twitter and Facebook using our provided templates.



DIGITAL BANNERS

Display these banners on your online channels such as website, blog and Facebook page.



EMAIL

Use this email template to encourage other businesses to create an event for Nov 28 with free downloadable marketing materials from ShopSmall.com.



MARKETING AND LOGO GUIDELINES

Support Small Business Saturday® with marketing points that help you talk about Nov 28 and the Shop Small Movement. Use the Shop Small logo to raise awareness and encourage your employees and customers to participate.



PRESS RELEASE

Get the word out about Small Business Saturday by sending this press release to your local press outlets. Encourage them to publish it to help publicize the day for small businesses.

All assets are not to be altered, modified, or used inappropriately.

