

FOUR TIPS TO ENSURE

SMALL BUSINESS SATURDAY

SUCCESS



CHOOSE YOUR PROMOTIONAL THEME

Will you be featuring a specific product? Hosting a sale? Offering a snack or special experience to shoppers?

Whatever Celebration you are planning for Small Business Saturday, make sure you and your staff know what it is and can describe it to customers clearly.



DOUBLE CHECK YOUR INVENTORY

One of the toughest things on a special day is when you run out of inventory and can't meet immediate demand. Have an accurate count of in-stock items and have a plan in place for if those items sell out. Make a wait list for customers and be sure to have a clear date for re-stocking that item, or offer a new special product to take its place. If inventory is restricted and cannot be re-ordered, let your customers know ahead of time.



CREATE YOUR MARKETING PLAN

Once your event plans are set in stone, consider your marketing options. If you have an e-newsletter, schedule one to three emails mentioning your Small Business Saturday plans, share a newspaper ad with businesses on your block, or create a physical flyer to give to customers as they visit before the event. Whatever you do, be **consistent** and choose a communication method that your customers engage with already.



COLLABORATE AND CONNECT

The holiday season can be challenging to navigate alone as a small business owner so be sure to connect with resources that can make things a little easier. Check in with your local chamber of commerce, Mainstreet organization, neighboring businesses, and of course your Wyoming SBDC Network business advisor to see how you can collaborate and connect with others in your community during this busy time!

