SMALL BUSINESS SATURDAY

PRESENTED BY SYAMA MEAGHER
Syama Meagher is the Founder & CEO of Scaling Retail, the global consulting firm for fashion retail industry. Clients range from startups, investors, growth stage & enterprise businesses.

Syama speaks & writes on the integration of business development, sales, & marketing for fashion & retail businesses. She has been quoted in NPR, INC. Magazine, & WWD.

The Scaling Retail team is global: Los Angeles, New York, Miami, Europe, India, South Africa.

www.ScalingRetail.com
IG: @ScalingRetail
WHY IS SMALL BUSINESS SATURDAY IMPORTANT?
SMALL BUSINESSES

- In the USA represent 46% of the GDP
- In the USA employ 49.2% of private sector employment
- In Florida employ 43.1% of a workforce (3.1M people in 2013!)
- In Florida represent 98.9% of all businesses in the state.
SMALL BUSINESS SATURDAY CELEBRATES YOU!
SO WHAT DOES IT MEAN?

• A TIME TO ACTIVATE THE COMMUNITY
• SHARE YOUR STORY
• BE A PART OF A NATIONAL CAMPAIGN
• ATTRACT NEW CUSTOMERS
• GIVE THANKS TO YOUR LOYAL CUSTOMERS
• ACKNOWLEDGE YOUR FELLOW BUSINESS OWNERS
HOW TO ACTIVATE
THE DAYS LEADING UP...

- CREATE EXCITEMENT
- SHARE YOUR STORY
- HIGHLIGHT COMMUNITY

- INSTAGRAM
- FACEBOOK
- SEND NEWSLETTER ANNOUNCEMENT
- POST IN STORE SIGNAGE
Get ready to celebrate Small Business Saturday

<ORGANIZATION> is proud to support Small Business Saturday this Nov 25. Founded by American Express in 2010, this day celebrates and supports the small businesses that make communities unique. From family-run corner stores to food trucks to online boutiques, small businesses are an important part of our lives. When they succeed, we all do. This year, we want to help them connect with more customers like you in their community. Here are some ways to participate before, during, and after the big day:

Leading up to Small Business Saturday, tell the people you love about the small businesses you love. Encourage friends, family, and neighbors to do the same using #ShopSmall on social media.

On Nov 25, get out and shop the small businesses in your community! Be sure to share your favorite places using #ShopSmall and #SmallBizSat.

See the impact small businesses have on your community and learn more about the Shop Small® Movement at ShopSmall.com. We hope you’ll join us in supporting small businesses on Nov 25, and that you’ll remember to Shop Small year round.

<ORGANIZATION>
THE DAY OF...

• ACTIVATE 360° TO YOUR CUSTOMERS
• CAN YOU DO SOMETHING SPECIAL IN-STORE?
• CAN YOU SELL VIRTUALLY & JUMP ON SKYPE? GOOGLE HANGOUTS? FACETIME?
DAYS AFTER...

- CONTINUE INCREASED POSTING
- SHIFT TONE TO HOLIDAY EVENTS, PRODUCTS, AND LIFESTYLE.
- USE SOCIAL MEDIA TO ACTIVATE ORGANICALLY
CONTENT PLANNING
HASHTAGS

REMEMBER- YOU CAN USE UP TO 30!

- #Shopsmall
- #Smallbizsat
- #mystory
- #CoralGables
- #ShopSmallGables
- #storename
- #instagood
- #productcategory #sports #womens #home
TAGGING

- CORALGABLES
- YOUR STORE
- BRANDS YOU CARRY IN RELEVANT PICTURES
- PEOPLE YOU FEATURE
YOUR PLAYBOOK

Day 1
11/13

It’s official! #Smallbusinesssaturday is coming soon! Just after Thanksgiving come by and say hello to your favorite small business…us!
Day 2
11/14
Get to know us! Owner Debbie Rabinovici @De.Rab founded Cafe Curuba in xxx. While she is originally from Colombia and she has curated an Italian traditionalist approach to coffee and espresso. Her favorites off the menu are xxxx and xxxx. An interesting fact about Debbie: xxxxxx. Did you know that Curuba is Spanish for passion fruit? Yup! Its Debbie’s favorite fruit. Make sure you come by and say hello to Debbie when you drop by!
#MyStory #entrepreneur #cafecuruba #italiancoffee #colombian
Day 3
11/15

Group Shot of the Business Owners next to your store (casual)

Example Image:

We stand for community! Next to @nameofstore we are neighbors with @xxxx and @xxxx. We love the xxx at store @xxxxx and the xxxx at store@xxxxx. Next time you swing by make sure you say hello to our neighbors!
YOUR PLAYBOOK

Day 4
11/16

Can you find us? We are the big STAR on the map. Pinch and Zoom on our map to discover all the amazing smallbusinesses in coralgables
YOUR PLAYBOOK

Day 5
11/17

Do you love Small Business? Regram and repost to tell your friends! Share the #love
YOUR PLAYBOOK

Day 6
11/18

Step inside! We are proud to be serving xxxx and xxxx. We’ve even brought in a special bean for #SmallBizSaturday that we will be roasting all day long. If you haven’t yet marked your calendars then do so now (11/25). Address in bio!
YOUR PLAYBOOK

Day 7
11/19

We’re counting down the days. Hope you are too. #savethedate
YOUR PLAYBOOK

Day 8
11/20

As a #smallbusiness we’d be nothing without you! Today we highlight @xxxx our friends from xxx.
Thanksgiving is right around the corner. We’ll be celebrating by cooking dinner and taking the day off to relax with friends and family. How about you? Post your Thanksgiving plans below!
A shout out to all the #smallbusinesses out there. @Cafecuruba we want to acknowledge all the #entrepreneurs We stand together as a thriving part of the #coralgables community. Are you an entrepreneur or know someone who is? Tag them! Its their day too! #Nov25 #shopsmall
Day 11
11/23

#grateful for the planet, family, community and the ability to realize dreams. Happy Thanksgiving! Hope to see you Saturday!
YOUR PLAYBOOK

Day 12
11/24

It's Black Friday and here's what we've got in store for you.
YOUR PLAYBOOK

Day 13
11/25

Swing by and Say Hello!
Shop SBS Online- we’ll be servicing customers 360* all day. Give us a call, Skype, or come on in. Check out our website and IG bio for more details on how to #connect with us.
Thank You! From all of us at @cafecuruba thanks for supporting your local businesses. We are open right when you need us M-F (7:30a-5:30p) and Sunday (9-2p)
Almost done with holiday shopping? Come by for a coffee to rest your feet and perk up between a long day shopping.