



Shop Local for
the Holidays

Holiday Marketing Guide

MAKE THE MOST OF YOUR MARKETING MATERIALS

Thanks for downloading your free holiday marketing materials. There are plenty of ways you can use them to help bring customers to your business before, on, and after Small Business Saturday.

Here are a few tips to get you started:

PRINTABLES

Display in your business window, near your checkout area, or another prominent location that helps let customers know they can Shop Local with you.

ONLINE BANNER

Post on your business website, blog, and other social platforms, and include in e-newsletter or emails you send out to customers.

SOCIAL MEDIA IMAGES

Help drive traffic to your business on social platforms like Facebook, Instagram and Twitter. Help announce that you're a local business!

EMAIL TEMPLATES

Send out reminders to customers leading up to, on, and after the day letting them know they can Shop Local with you.

FACEBOOK COVER PHOTO

Upload this image to your business's Facebook page to remind your followers to stop by on Small Business Saturday and the entire holiday season... heck all year round for that matter!!

SHOP LOCAL LOGOS

Display these on your website or include them on printed customer materials.

*Note, if you're using the mobile app logo, you'll want to make sure people can find your products on there. If you haven't already, [make sure to sign up as a vendor on our site/app here.](#)

Marketing Strategies

- Join our [Facebook Small Business Saturday event here](#) (or create your own).
- Start talking about Black Friday, Sm Biz Sat, your Holiday Specials, etc on Facebook, Twitter, Instagram and Pinterest two to three weeks leading up to the event in order to educate your customers and generate excitement. You can follow us [Shop Local on Facebook](#) or [Instagram](#) for ideas.

Here are some suggested hashtags you can use:
#shoplocal #shoplocalonline #shopsmall #shopsmalleveryday #supportlocal
#smallbusinessmatters #lovelocal #chooselocal #santashopslocal
#lovewhereyoulive #shoplocalchallenge
- Add an update to your website's homepage or a separate tab to create a page filled with important information about your Holiday events, specials and products.
- Create an email campaign announcing Small Business Saturday and the Holidays to invite customers to support your small business.
- Follow up with everyone who attended your Small Business Saturday event. Whether it be via email, Facebook, Twitter, Instagram or Pinterest, it's important to keep the conversation going! Especially to continue sales for the entire Holiday Shopping season.
- Sell Online... especially since it's projected that up to 90% of people will do their shopping completely online. Get your website ready for online shoppers. Or if you don't have an ecommerce website or don't have enough website traffic we'd love to have you join our Shop Local Online Marketplace! We market locally as well as provide nationwide exposure! [Get more info and sign up here.](#)
[You can also join our Shop Local Online facebook group here.](#)

Marketing Subject Lines (Emails, Social Posts & Ads)

As a small business you want to stand out against competitors. And during the 2020 holidays this is especially important!

That's why you should think of each marketing subject line as a first impression to your customers. It's what will entice them to open your email or allow it to get lost in the shuffle.

Here are four tips to help increase your open rates:

- Avoid using ALL CAPITAL LETTERS and overusing exclamation points!!!
- Include attention-grabbing verbs, like "Exclusive," "Special" and "Join"
- Keep your subject lines around 45 characters
- Try emojis and personalization!

If you don't have time or are just not reaching a large amount of shoppers, don't worry, we can help! [Click here to find out about our Influencer Marketing](#) that can help you reach thousands of more shoppers.

GENERAL

1. Tonight only. Save 15% on your order.
 2. Don't wear last year's styles.
 3. Get it while it's in stock
 4. Stay in the know. Follow us on Facebook.
 5. Join us for family fun on trick-or-treat night
 6. Psst! You'll want to pass this one on...
 7. A new product you won't pass on 8.
- Our spine-chilling clearance sale can't be beat
9. [NAME], check out this hand-picked Gift Guide
 10. Flash. Sale. Alert.

THANKSGIVING

1. Gobble up these delicious sales
2. We're thankful for you
3. Stuff yourself with savings
4. What's better than the last piece of pie? This is!
5. Feast on these 10 tasty deals under \$10
6. Check out our cornucopia of markdowns
7. Stop in for seconds!
8. We hope you've worked up your appetite
9. Gather 'round for our seasonal sale
10. The best Thanksgiving dessert is a sweet deal

BLACK FRIDAY

1. Sleep in; we've got deals all day
2. Don't wait in line; shop our Black Friday specials
3. Black Friday savings without the crowds
4. Black Friday specials to check off your list
5. Psst, check out our Black Friday deals!

6. Exclusive Black Friday deals for you
7. Step away from the leftovers & shop our specials
8. Thanksgiving is over. Will 30% off make it better?
9. Already shopping? We're open until {TIME}
10. A better Black Friday; all deals, no stress
11. Think fast - these sales won't last!
12. Black Friday comes once a year - spend it with us
13. Rest up for Black Friday Doorbuster Deals
14. Black Friday Survival Kit Inside
15. Finish your gift list with prices you can't resist
16. Prices have plummeted for one day only
17. Get the best of Black Friday with these offers
18. Every hour is Happy Hour on Black Friday
19. We're thinking outside the box this Black Friday
20. Which Black Friday Coupon will you use?

SMALL BUSINESS SATURDAY

1. Let us help you shop local Nov. 28
2. Join us Nov. 28 for Small Business Saturday
3. Shop Small on Nov. 28
4. Shop in our community on Nov. 28
5. Small Business Saturday is Nov. 28
6. Kick off the holidays on Small Business Saturday
7. Special Small Business Saturday deals on Nov. 28
8. Support our community - Shop Small on Nov. 28
9. Don't wait. You'll miss out on the sale of the year.
10. One small purchase can make a huge difference
11. Santa shops small and you should too on Nov. 28
12. Shoppers go on the nice list when they Shop Small
13. Give back this holiday season; Shop Small on Nov. 28
14. Get more for your money on Small Business Saturday
15. Local gifts are more special.
16. Celebrate Small Business Saturday with us!
17. Why shop on Small Business Saturday?
18. Don't be a Scrooge! Shop Small Nov. 28
19. Shop Small Nov. 28 for the gift that keeps on giving
20. Finish your list on Small Business Saturday

CYBER MONDAY

1. Save {ENTER NUMBER}% + free shipping
2. Cyber Monday: Enjoy stress free shopping from home
3. Deck the halls & avoid the malls on Cyber Monday
4. Cyber Monday. Free shipping. Get shopping!
5. Giving just got easier. Free shipping + 20% off
6. Shop early, shop late: Cyber Monday sales till midnight
7. Cyber Monday: shop in your pajamas!
8. All of the deals on Cyber Monday, none of the crowds
9. Missed our Cyber Monday deals? Get it today!

10. Breakfast in bed is better at our Cyber Monday sale
11. It's your last chance to save big on Cyber Monday!
12. Shop with us on Cyber Monday-Funday
13. Monday blues? Cheer up with our Cyber Monday sale
14. Wrap up your shopping in a few clicks on Cyber Monday
15. All you need for Cyber Monday is in this email!
16. Miss out this weekend? Shop our Cyber Monday sale
17. Forget the hustle and bustle. Shop Cyber Monday
18. Save time and money on Cyber Monday
19. The clock is ticking. Cyber Monday is the time to save
20. Stress less and save more on Cyber Monday

CHRISTMAS

1. 3 gift ideas that you haven't thought of yet
2. Unwrap your gift from us inside
3. Enjoy stress-free holiday shopping at {STORE NAME}
4. Last-minute gifts for everyone on your list
5. Our Top 10 Picks for Christmas 2020
6. Cross off your list with {ENTER NUMBER}% off
7. Eat, shop and be merry at our Holiday Open House
8. Shop late during our extended hours this weekend
9. Free gift wrapping with every purchase!
10. Santa came early - shop our new arrivals!
11. 'Tis the season for savings!
12. Stocking stuffers bound to be a hit with the kids
13. We're trimming our prices while you trim the tree
14. The elves stocked our shelves - come see!
15. Fight the frost and warm up with our holiday deals
16. Need some last minute gift ideas?
17. Ho, Ho, Hurry in before it's too late!
18. The Guide to Gift Giving
19. 5 Grinch-proof gifts
20. Unwrap the savings with this email