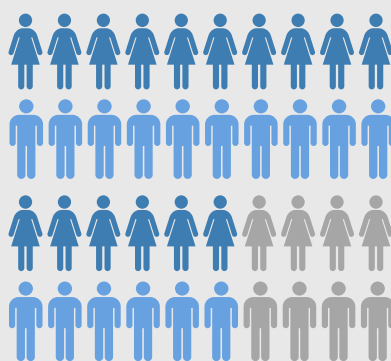


Small Business Saturday Stats and Resources 2019

80%

of US Consumers who know
about Small Business Saturday
say they plan to shop at
independent retailers that day



NEIGHBORHOOD CHAMPIONS



7,500

people across all 50 states working
with business associations, groups,
and even corporations to support
small business.

PROMOTIONAL TACTICS

Advertise participation and
Update Local Content here:

- Homepage
- Landing Pages
- Blog
- Social Media
- Google/Search Profiles



Use the Shop Small Studio
from American Express for
posters, social media content
creation and more!

HASHTAGS TO USE

#SmallBusinessSaturday

#SmallBizSat

#ShopSmall

DID YOU KNOW?

If you spend \$100 at a local business, roughly \$68
stays in your local economy.

\$17.8 BILLION

Amount spent on Small Business Saturday in 2018.

REFERENCES

<https://www.cnbc.com/2018/11/23/small-business-saturday-is-a-big-deal-to-independent-retailers.html>

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