



# Get ready for Small Business Saturday

**+64%** **+55%**

INCREASE IN SMALL  
BUSINESS CONVERSATION  
IN THE US YOY\*

INCREASE IN SMALL  
BUSINESS CONVERSATION  
IN THE UK YOY\*

Follow this checklist to make sure your business is ready to stand out.

## ■ Stay connected

Use relevant hashtags, #ShopSmall in the US and #SmallBizSatUK in the UK, to reach more people and share your offers and Tweets of appreciation.

## ■ Live Tweet

Have an event planned for Small Business Saturday? Make sure to Tweet about it before, during and after to create excitement and share the experience with your followers.

## ■ Add your address and shopping hours to your bio

Make it easy for customers to find you by adding your physical address and opening hours to your Twitter bio. If you have an online store and your website too!

## ■ Share deals and promotions

Tweet about deals, promotions, or sales your business is running. This will entice customers to buy and will help create momentum.

