

INFO

NEWS

BIDS



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Making Small Business Saturday Awesome

By Anita Campbell

With Small Business Saturday just around the corner, it's time to use the occasion to promote your business. While sales and discounts can be great, there are actually plenty of other ways small businesses can promote their products and services on Small Business Saturday. Here are fifteen unique ideas.

Build up Small Business Saturday on social media If you want anyone to show up and shop, promote it several days ahead on social media. X (formerly Twitter), Facebook, and other venues are a great place for you to spread the word about your sales, events, or special offers, and drive last minute traffic.

Support local causes People love supporting local businesses because their purchases can actually benefit the local economy instead of going right to large corporations. And you can highlight that local aspect even more

by supporting local charities or causes as part of your Small Business Saturday promotion. You can donate a portion of your proceeds or even invite members of a local group to spread the word about a cause at your location.

Cross-promote with other local businesses If your business is located near other small

businesses, you could partner with some of those other businesses to increase your reach. You might include some signage in your store that promotes other stores or restaurants in your area. Or you could partner up to create a gift guide or host a series of complementary events or promotions around town. Offer in-store entertainment

Shopping on Small Business Saturday can be a fun experience for customers. So they could be looking to visit stores or local businesses that offer more than just good deals. If you offer live music or other types of entertainment at your location, it could entice more customers to stop by and convince them to stick around for even longer.

SMALL BUSINESS SATURDAY®

NOVEMBER 29

JOIN US AND #SHOPSMALL



Have refreshments for customers Another way to make customers have a positive experience at your business is to offer some refreshments. Even just some coffee or hot chocolate and cookies can give them a positive sense,

12:00 p.m. - 1:00 p.m.

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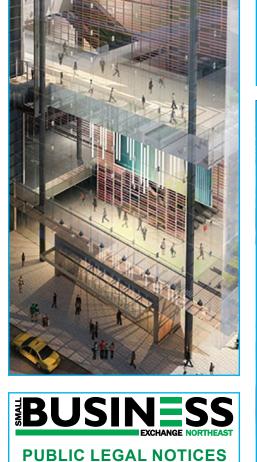
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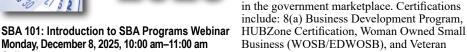




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This free workshop, presented by the Rhode Island District Office, is designed to help entrepreneurs understand the various SBA programs and

to the SBA; SBA Resource Partner Networkusiness Training and One-on-One Couns Selling to the Federal Government—SBA Contracting Certification Programs; Access to Capital—Loan and Surety Bond Programs; International Trade Assistance; Emergency Preparedness and Disaster Assistance Loans. Register online for the free workshop webinar at https://www.sba.gov/event/73913 Federal Contracting for Small Businesses Webinar Tuesday, December 16, 2025, 12:00 pm-1:30 pm Main Sponsor(s): US Small Business Administration Contact: Irene Gonzalez, 208-334-1673,

services available to help them as they start, expand, grow, and recover their businesses.

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irene.gonzalez@sba.gov

Fee: Free; registration required

Owned Small Business (VOSB). Don't miss this opportunity to gain valuable insights and resources to help your small business. Register at https://www.eventbrite.com/e/federal-contracting-basics-and-certifications-for-smallbusinesses-tickets-1133412931589 Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar Tuesday, December 16, 2025, 2:00 pm-4:00 pm Online Main Sponsor(s): US Small Business Administration This overview presentation covers: Introduction Contact: Patrice Dozier, patrice.dozier@sba.gov ·ee: Free; registration required SBA is creating a space for Woman-Owned

Small Businesses, via WOSB certification!

The federal government's goal is to award

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at least five percent of all federal contracting dollars to woman-owned small businesses each

year. Join us for training on how to register for

SBA's Woman-Owned Small Business (WOSB)

process, as well as the various certifications

available to help your small business succeed

program, which helps eligible small businesses to qualify for federal contracting opportunities. The monthly sessions include an overview of the self-certification process, and a discussion of the NAICS codes that qualify as WOSB or EDWOSB. Register at https://www.eventbrite. com/e/woman-owned-small-business-wosbcertification-program-tickets-1123671454569





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