

Digital Marketing Toolkit

FOR SMALL BUSINESSES



Make the Most of the Season

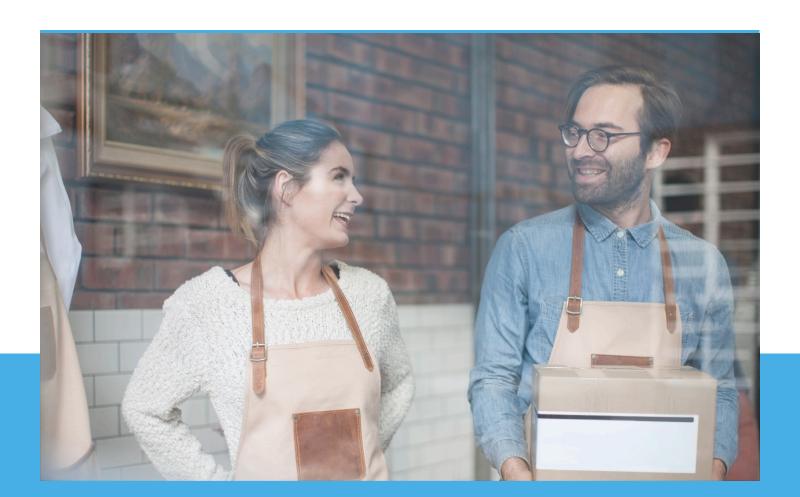
Use this toolkit of imagery and marketing messages on your website, social media and in emails to encourage customers to support small businesses like yours this holiday season.

We've also provided our recommendations on how to best use the Support Small Business badge in those social posts.



Sample Social Posts

Inspire customers to support your small business on popular shopping days, like Black Friday, and throughout the holidays with the following sample posts for your Facebook and Twitter pages.





General Holiday Messaging

FACEBOOK

- Good things come in small shops. So this holiday season, find unique gifts and support the small business community by shopping with us.
- As a small business, providing personalized customer service, unique finds and an enjoyable shopping experience means a lot to us. Do your holiday shopping with us this year.
- We'll help you find unique gifts for everyone on your list this holiday season.
- Find one-of-a-kind gifts, while showing your support for the small business community by shopping with us this holiday season.
- When you shop with us, you're helping to support the small business community. Shop today to show your support.

TWITTER

- Support the small business community and shop with us today for personalized service and unique gifts. #SupportSmallBusiness
- Good things come in small shops. So this holiday season, find unique gifts for everyone on your list by shopping with us. #SupportSmallBusiness
- This year, give them a gift they'll never forget. Shop our unique products and #SupportSmallBusiness this season.
- Find unique gifts while supporting the small business community by shopping with us. Talk about multitasking. #SupportSmallBusiness
- #SupportSmallBusiness this season and do your online holiday shopping with a small business like us.



Black Friday & Cyber Monday Messaging

FACEBOOK

- Black Friday is almost here! Shop with us to find unique gifts at great prices for everyone on your list.
- We're ready for Black Friday! Are you? Shop with us on Black Friday for one-of-a-kind gifts at affordable prices.
- Support small businesses this Cyber Monday and shop with us. We'll help you find the perfect gift to make their holiday merry and bright.
- Get your holiday shopping off to a good start on Cyber Monday by shopping with a small business like us. We have unique gifts for everyone on your list.

TWITTER

- #SupportSmallBusiness this Black Friday and kick off your holiday shopping with us. We'll help you find one-of-a-kind gifts.
- Make their holiday merry and bright with our one-of-a-kind gifts. #SupportSmallBusiness on Cyber Monday.
- Check out our site on Cyber Monday. You'll find unique gifts for everyone on your list at great prices. #SupportSmallBusiness



Sample Email Messaging

Cut through all of the hectic holiday advertising and speak to your customers more directly with email communications. We've crafted some sample messaging for you to use in emails that will encourage customers to shop with your small business during the holiday season.





Sample Email Messaging

HEADLINE

Find One-of-a-Kind Gifts Online.

SUBHEAD

This holiday season, support and shop small businesses like ours to discover unique finds.

BODY OF EMAIL

Show your support for the small business community this holiday season by shopping with us online. We'll help you find that one-of-a-kind gift that will make their holiday. And it's all just a click away.

HEADLINE

Cood Things Come in Small Shops.

SUBHEAD

Shop with us this holiday season to find unique gifts for everyone on your list.

BODY OF EMAIL

Go big this holiday season by shopping small. Do your holiday shopping with a small business like us and show your support for the small business community.

HEADLINE

Make their season bright.

SUBHEAD

This year, give them a gift that's as unique as they are. Shop our one-of-a-kind items today.

BODY OF EMAIL

As a small business, your support means a lot to us. That's why we strive to provide personalized customer service, unique products and an enjoyable shopping experience for each of our customers. And it's all just a click away.



Support Small Business Badges

To unite the small business community with this initiative, we've created multiple badges for you to display on your websites, social media channels and in emails.





Support Small Business Badges

The badges are meant to represent your role in the small business community while also encouraging your customers to shop with a small business this holiday season.

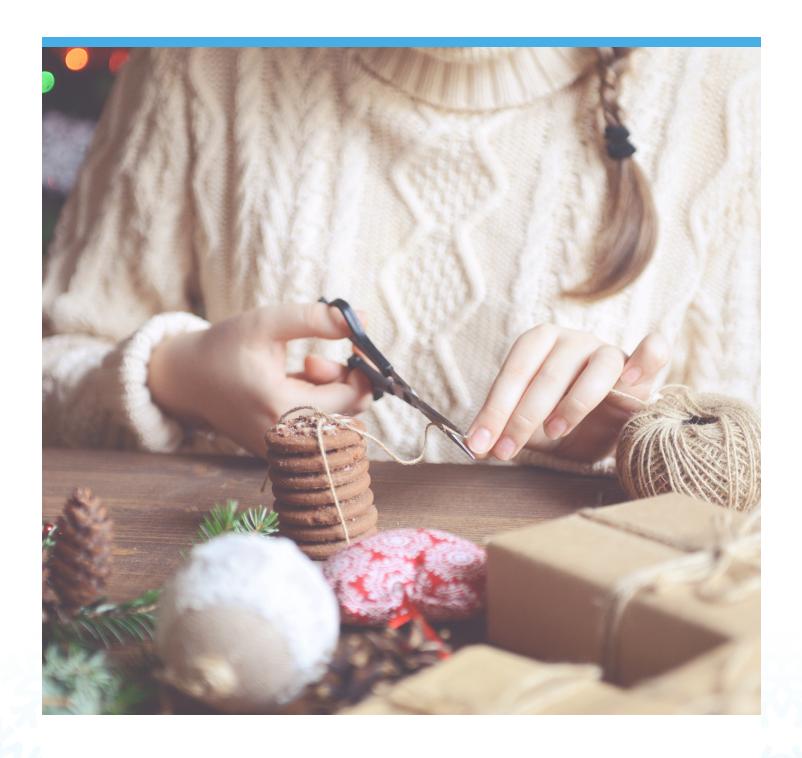
Display the "Support Small Business" badge of your choice on all your marketing channels during the holiday season. When your customers see the badge, they'll feel better knowing that their purchase helped to support a small business.







Download Small Business Badges Here



With the holidays just around the corner, we hope our Digital Marketing Toolkit becomes a valuable resource for your small business throughout the season.

