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event

Nov. 14, 2012

VerticalResponse

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SMALL BUSINESS SATURDAY

SHOP SMALL

Small Business Saturday® is on **November 24**, and VerticalResponse has tons of resources and goodies to help you get those registers ringing! Shoppers will be out in force on that day looking to buy from local merchants. You want to be front and center to get those customers through your door and buying, and we're here to help.

Scroll down for free email and event marketing templates, pre-written tweets and posts that you can publish to your social media networks, a photo contest to show off your small business, and more.

103 MILLION PEOPLE Shopped at small businesses on Small Business Saturday® last year.	2.8 MILLION Small Business Saturday® "likers" on Facebook
200,000 Tweets About Small Business Saturday® last year.	23% INCREASE In merchant transactions last year on Small Business Saturday®.

Click here for a handy checklist!

VerticalResponse has announced the launch of a new microsite to help local merchants take advantage of Small Business Saturday on Nov. 24. The company is a provider of marketing solutions for small businesses and non-profits including email marketing, social media marketing and event marketing.

The [Small Business Saturday microsite](#) offers a bevy of free resources and ideas to help independent small businesses make the most of Small Business Saturday, a

national movement urging shoppers to support small businesses during the holiday

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discount or promotion on Nov. 24.

The new VerticalResponse Small Business Saturday microsite features:

- A photo contest that highlights small businesses across the country. Simply submit a photo of the business owner in front of his/her company for a chance to win a \$100 American Express gift card and 5,000 VerticalResponse email marketing credits (a \$50 value).
- Five free Small Business Saturday-themed email and event marketing templates, to help small businesses promote their participation and offers to their email list subscribers.
- A checklist with marketing ideas and to-dos for every week in November leading up to Nov. 24, including ideas on what to do after the big day. Pre-written Facebook posts and Twitter tweets for every week in November. To save time, businesses can schedule these posts and tweets in advance using a social media management and publishing tool such as [VerticalResponse Social](#).

“American Express has done an incredible job carving out a special day specifically for small businesses,” said Janine Popick, VerticalResponse CEO/founder. “Shoppers will be out in full force looking to ‘shop small’ on Nov. 24, and we want to make sure small businesses around the country are taking advantage of this amazing opportunity. Our Small Business Saturday microsite has lots of tips and ideas and everything is free – you don’t need to sign up or be a VerticalResponse customer to get them.”

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