

LET CUSTOMERS KNOW THEY CAN SHOP SMALL[®] WITH YOU



Thanks for downloading your Shop Small marketing materials! Using them will help remind customers that by supporting small, local merchants like you, they support their community, too.

Here are a few tips to get you started:

PERSONALIZED SIGNAGE

Display these in a prominent area within your business location to let customers know they can Shop Small with you.

DIGITAL BANNER

Post on your business website, blog, and other social platforms, and include in newsletters or emails you send out to customers.

SAMPLE SOCIAL POSTS AND EMAIL TEMPLATES

Communicate with your customers via email and social media to help drive traffic to your business.

PRINTABLE POSTCARD

Mail these out to your customer list or place them by your register. You could also include one in each shopping bag, delivery order, or check presenter.

We hope your business finds these Shop Small assets useful. Thank you for welcoming American Express[®] Cards.