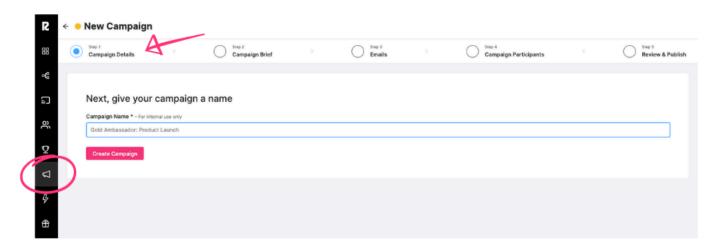
Small Business Saturday Campaign Template



The day following Thanksgiving is the busiest for local merchants. For many years, the Saturday following Thanksgiving has been designated as "Small Business Saturday," a day set aside to support independent retailers and promote local shopping.

Login to <u>www.app.getroster.com/campaigns</u> and complete steps one through five to create a new campaign.



Step 1	Campaign Details		
	Internal campaign name	 Small Business Saturday ambassador campaign Ambassador Small Business Saturday campaign Creator campaign for Small Business Saturday 	
	Internal campaign description	Follow your internal naming protocol. Also, a way to share notes and insights for your team.	
	Campaign duration	Date to start campaign Campaign end date	
Step 2	Campaign Brief		

Campaign title	Ambassador program Small Business Saturday sale
Campaign overview	 Be Thankful. Be Grateful. Shop Local. Invest in your neighborhood this Saturday Spend local on Small Business Saturday Keep your money where you live. Shop small business Saturday! Buy from local merchants on Saturday! [ambassador name] + shop local this Saturday! They're counting on you! Get ready for small business Saturday! xxx days until Small Business Saturday & it's time to collab! Secret intel on our amazing small business Saturday sale! Small Business Saturday collaboration campaign starts in xxx days! Stick around!
Link to share	(Optional) Provide the link to your ambassadors so they can share your Small Business Saturday deals.
Discount code	(Optional) Add a shareable discount code for product specific discounts and/or specific for sales.
Campaign header image	Include a Small Business Saturday themed image to get your ambassadors excited.
Custom properties	Add any additional info you need to gather from your ambassadors.
Campaign activities	Stick to 1 or 2 activities and show examples. • "Celebrate Small Businesses Stay Close Our Day is Here!" • Share an Instagram Story with your followers
	highlighting the businesses you plan to support on

Small Business Saturday using the "Support Small Business" sticker! "Getting Close to Those Close By" Invite ambassadors to join you at a live, local event. Do a live stream together. "We're Glad to Be a Part of Your Community" Share a TikTok of a person or two you know at a local business "Support Your Favorite Local Business!" Highlight how local businesses make your neighborhood and/or city special Share an Instagram Reel of unique places to shop in your neighborhood **Incentives** Include a flashy reward or incentive to catch your ambassador's attention. Points Early access to Small Business Saturday sale items Additional personal discount code % off personal discount code to use on top of Small Business Saturday pricing Access to Small Business Saturday Sale 2 days early Free product Exclusive Small Business Saturday item Chance to win an extra special reward Donation to charity of ambassadors choosing Swag Holiday gear Social media feature Website feature Show examples using the mood board and style guide. Style guide • "By opting into this campaign, you agree to post + upload the required deliverables before November ____, 202__." "Be sure to post and share your referral link as well! Stay tuned for future campaigns where codes will be available. Make sure to use this link from your profile in order for any sales to be attributed to you!" Post specific requirements Things you want ambassadors to include in their posts.

Step 3	Campaign dos & don'ts Emails	 Include your personal referral link {**ensure they have this link} Include the required hashtags: # and # Post and upload the UGC by the November, 2022 deadline. Use phrases like "Small Business Saturday" and "Sale" and include [brand name]. Make sure they have your referral link by including it in your message. Use the mandatory hashtags: # and # Share and publish content by November, 2022. Mention our Small Business Saturday Sale Refer to shopping locally Another opportunity to guide your ambassador's posts and ensure you get the mentions and content you envision.
	Emails	Pick an email template and update the messaging to match your Small Business Saturday campaign. For instance, pull your campaign subject lines into the email subject
		lines. Hype your incredible sale and associated rewards for ambassador participation Resources: Customize Automated Emails 10 Campaign Email Tips
Step 4	Campaign Participa	ambassador participation Resources: Customize Automated Emails 10 Campaign Email Tips
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	You and your ambassadors are ready to highlight and support the wonderful business owners who make your city great.
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