

# 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 [www.app.getroster.com/campaigns](http://www.app.getroster.com/campaigns) and complete steps one through five to create a new campaign.

Step 1	Campaign Details	
	<b>Internal campaign name</b>	<ul style="list-style-type: none"> <li>• Small Business Saturday ambassador campaign</li> <li>• Ambassador Small Business Saturday campaign</li> <li>• Creator campaign for Small Business Saturday</li> </ul>
	<b>Internal campaign description</b>	Follow your internal naming protocol. Also, a way to share notes and insights for your team.
	<b>Campaign duration</b>	Date to start campaign _____ Campaign end date _____
Step 2	Campaign Brief	

	<b>Campaign title</b>	Ambassador program Small Business Saturday sale
	<b>Campaign overview</b>	<ul style="list-style-type: none"> <li>• Be Thankful. Be Grateful. Shop Local.</li> <li>• Invest in your neighborhood this Saturday</li> <li>• Spend local on Small Business Saturday</li> <li>• Keep your money where you live. Shop small business Saturday!</li> <li>• Buy from local merchants on Saturday!</li> <li>• [ambassador name] + shop local this Saturday!</li> <li>• They're counting on you! Get ready for small business Saturday!</li> <li>• <u>xxx</u> days until Small Business Saturday &amp; it's time to collab!</li> <li>• Secret intel on our amazing small business Saturday sale!</li> <li>• Small Business Saturday collaboration campaign starts in <u>xxx</u> days! Stick around!</li> </ul>
	<b>Link to share</b>	<p><i>(Optional)</i></p> <p>Provide the link to your ambassadors so they can share your Small Business Saturday deals.</p>
	<b>Discount code</b>	<p><i>(Optional)</i></p> <p>Add a shareable discount code for product specific discounts and/or specific for sales.</p>
	<b>Campaign header image</b>	Include a Small Business Saturday themed image to get your ambassadors excited.
	<b>Custom properties</b>	Add any additional info you need to gather from your ambassadors.
	<b>Campaign activities</b>	<p><i>Stick to 1 or 2 activities and show examples.</i></p> <ul style="list-style-type: none"> <li>• <i>"Celebrate Small Businesses Stay Close Our Day is Here!"</i> <ul style="list-style-type: none"> <li>◦ Share an Instagram Story with your followers highlighting the businesses you plan to support on</li> </ul> </li> </ul>

	<p>Small Business Saturday using the “Support Small Business” sticker!</p> <ul style="list-style-type: none"> <li>• <i>“Getting Close to Those Close By”</i> <ul style="list-style-type: none"> <li>◦ Invite ambassadors to join you at a live, local event. Do a live stream together.</li> </ul> </li> <li>• <i>“We’re Glad to Be a Part of Your Community”</i> <ul style="list-style-type: none"> <li>◦ Share a TikTok of a person or two you know at a local business</li> </ul> </li> <li>• <i>“Support Your Favorite Local Business!”</i> <ul style="list-style-type: none"> <li>◦ Highlight how local businesses make your neighborhood and/or city special</li> </ul> </li> <li>• Share an Instagram Reel of unique places to shop in your neighborhood</li> </ul>
<b>Incentives</b>	<p><i>Include a flashy reward or incentive to catch your ambassador’s attention.</i></p> <ul style="list-style-type: none"> <li>• Points</li> <li>• Early access to Small Business Saturday sale items</li> <li>• Additional personal discount code</li> <li>• % off personal discount code to use on top of Small Business Saturday pricing</li> <li>• Access to Small Business Saturday Sale 2 days early</li> <li>• Free product</li> <li>• Exclusive Small Business Saturday item</li> <li>• Chance to win an extra special reward</li> <li>• Donation to charity of ambassadors choosing</li> <li>• Swag</li> <li>• Holiday gear</li> <li>• Social media feature</li> <li>• Website feature</li> </ul>
<b>Style guide</b>	<p><i>Show examples using the mood board and style guide.</i></p> <ul style="list-style-type: none"> <li>• “By opting into this campaign, you agree to post + upload the required deliverables before November __, 202__.”</li> <li>• “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!”</li> <li>• Post specific requirements</li> <li>• Things you want ambassadors to include in their posts.</li> </ul>

		<ul style="list-style-type: none"> <li>• Mention our sale in your Instagram captions and stories.</li> <li>• Be sure to include [<u>name of brand</u>] and words like "Small Business Saturday" and "Sale."</li> <li>• Include your personal referral link <i>{**ensure they have this link}</i></li> <li>• Include the required hashtags: #_____ and #_____</li> <li>• Post and upload the UGC by the November __, 2022 deadline.</li> <li>• Use phrases like "Small Business Saturday" and "Sale" and include [brand name].</li> <li>• Make sure they have your referral link by including it in your message.</li> <li>• Use the mandatory hashtags: #_____ and #_____</li> <li>• Share and publish content by November __, 2022.</li> <li>• Mention our Small Business Saturday Sale</li> <li>• Refer to shopping locally</li> </ul>
	<b>Campaign dos &amp; don'ts</b>	Another opportunity to guide your ambassador's posts and ensure you get the mentions and content you envision.
<b>Step 3</b>	<b>Emails</b>	
	<b>Emails</b>	<p>Pick an email template and update the messaging to match your Small Business Saturday campaign.</p> <p>For instance, pull your campaign subject lines into the email subject lines. Hype your incredible sale and associated rewards for ambassador participation</p> <p><b>Resources:</b>  <a href="#">Customize Automated Emails</a>  <a href="#">10 Campaign Email Tips</a></p>
<b>Step 4</b>	<b>Campaign Participants</b>	
	<b>Campaign participants</b>	Add the groups of people to include in the campaign.
<b>Step 5</b>	<b>Review &amp; Publish</b>	
	<b>Preview &amp; publish</b>	Ensure everything looks right. Click <i>"Publish Campaign"</i>

		<p>You and your ambassadors are ready to highlight and support the wonderful business owners who make your city great.</p>
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