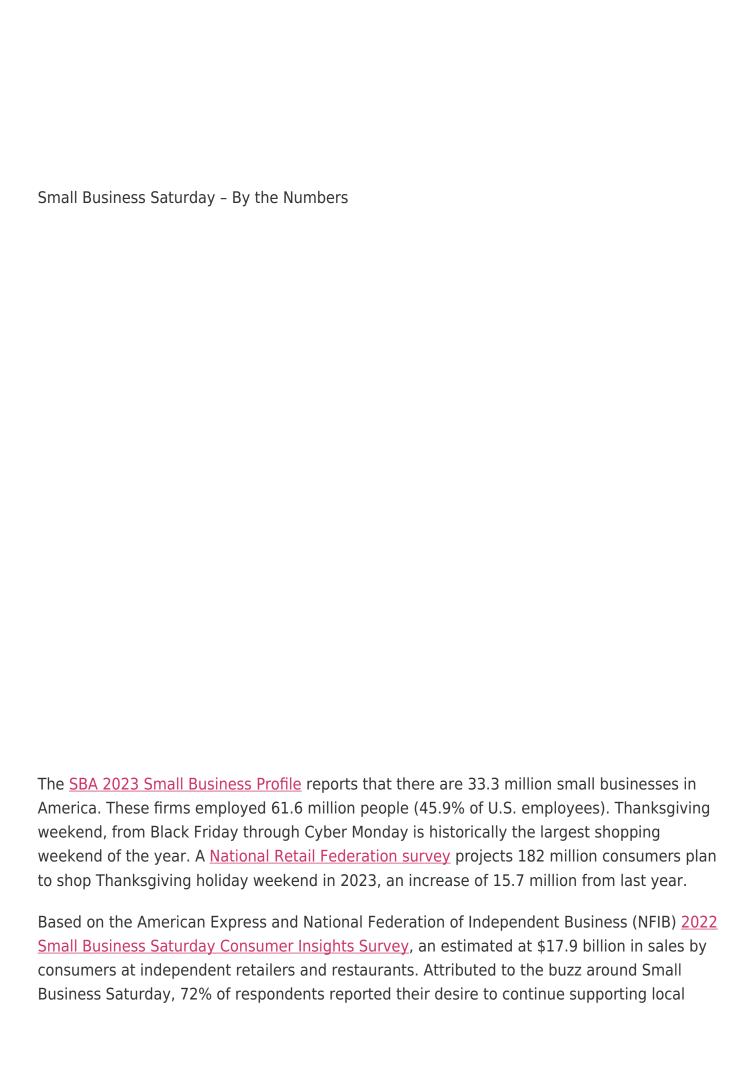
The <u>2023 Small Business Saturday</u> falls on November 25th. Started by American Express in 2010 in response to the Great Recession, Small Business Saturday is a reminder to celebrate and support small local businesses. The Senate first passed a <u>resolution</u> in 2011, and in 2015 the event officially became co-sponsored by the <u>SBA</u>.



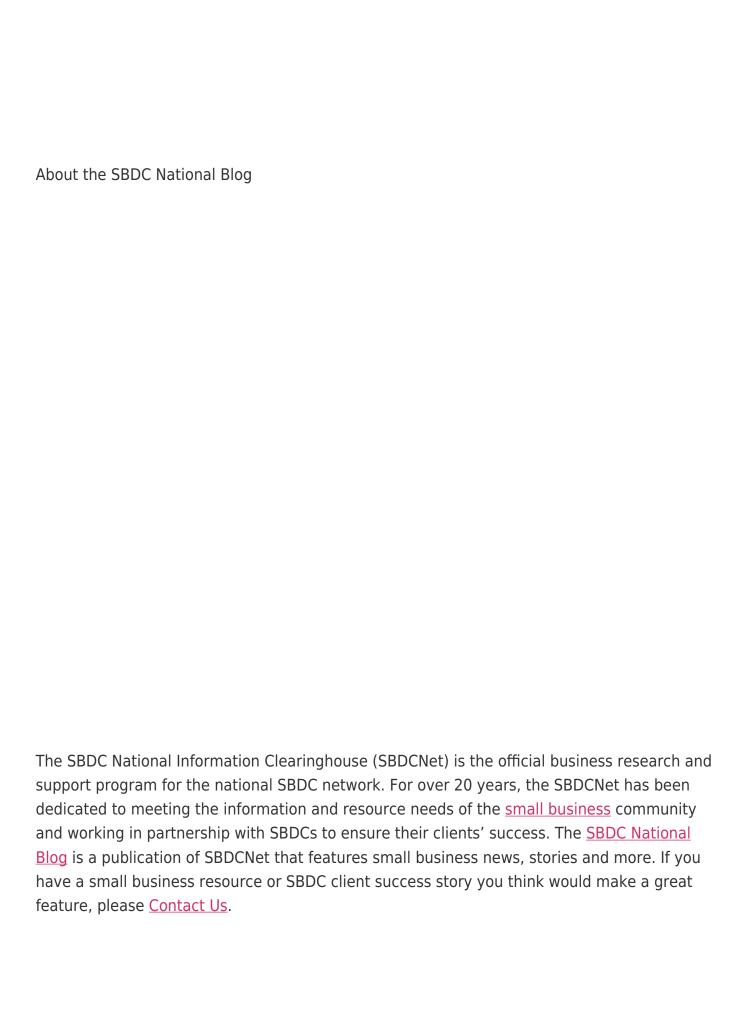
shopping and dining establishments year-round.

Holiday sales represent a large financial infusion to the livelihood of small businesses. According to the <u>Constant Contact holiday report</u>, 75% of retail and <u>ecommerce</u> small businesses count on holiday sales to meet annual revenue goals. Despite the economic hardships of many American consumers, the Deloitte <u>2023 Black Friday-Cyber Monday survey</u> and <u>2023 Holiday retail survey</u> reports that consumers plan to spend an average of 14% more than they did last year. The report states that consumers are factoring in inflation and looking for promotions to participate in Black Friday-Cyber Monday week.

Marketing Small Business Saturday
American Express supports <u>small businesses owners</u> on Small Business Saturday and
throughout the year through their <u>Shop Small</u> initiative. American Express provides a variety of Shop Small® <u>marketing materials</u> to help small businesses reach shoppers on Small Business Saturday. Through their <u>Shop Small® Resource Hub</u> , small businesses can and can add or update their listing on the Shop Small Map, based on <u>eligibility</u> .
Additional resources for making the most out of Small Business Saturday are available from various sources:
Tips for a Successful Small Business Saturday – NFIB

- <u>5 Ways to Make This Your Best Small Business Saturday Yet Main Street America</u>
- Small Business, Big Sales On Small Business Saturday Forbes
- How Any Business Can Make the Most of Small Business Saturday U.S. Chamber of Commerce
- NRF: Retail Holiday and Seasonal Trends

Be sure to visit SBDCNet for resources on <u>adapting your business for COVID-19</u>, <u>selling online for small business</u>, and <u>small business reopening guide</u>.



Additional Small Business Resources
Already in business or thinking about starting your own small business? Check out our various small business resources:
 View our COVID-19 Resources here: <u>COVID-19 Small Business Resources</u> and <u>COVID-19 Industry Resources</u> View our small business cybersecurity resources here: <u>Cybersecurity</u> View more small business help topics here: <u>Small Business Information Center</u> View business reports here: <u>Small Business Snapshots</u> View industry-specific research here: <u>Market Research Links</u>

Remember, you can also receive free professional business advice and free or low-cost business training from your <u>local Small Business Development Center!</u>

Photo by Mike Petrucci on Unsplash