





# FRIENDLY LOCAL GAME STORE SUCCESS PLAN




SMALL BUSINESS SATURDAY | NOVEMBER 30<sup>TH</sup> 2013

Small Business Saturday and Shop Small are registered trademarks of American Express Marketing & Development Corporation. Small Business Saturday was created by American Express in 2010 to encourage consumers to shop at small local businesses the day after Black Friday.

## Before November 30th:

-  **Investigate your current stock**  
Take a walk through your store and note which products lines are low in stock; even consider carrying a line of games you may not have carried before. Contact your Alliance Account Representative to place an order, and replenish your products the weeks prior to Small Business Saturday.
-  **Update your website & Social Media Pages**  
Utilize your online environment to encourage customers to stop in on Saturday, November 30<sup>th</sup>. Create and host a downloadable coupon on your website or social media pages to be used on Small Business Saturday only. If your store has a Facebook page, invite all of your followers to join you and your staff on Small Business Saturday.
-  **Email List**  
Contact your email list recipients 2 weeks before November 30th, and follow up with another email reminder 1 week before Small Business Saturday. *Don't have an email list?* Small Business Saturday is a great day to start collecting names and emails from your customer base. Create a sign-up list and keep it by the checkout counter.
-  **Local Press**  
Type up a press release about your store's plans to participate in Small Business Saturday and send it to local media outlets.
-  **Promotional Materials: Signage/Flyers**  
Post signage in the front of your store, checkout counter, and on the doors entering and exiting your business. Create ½ or ¼ page flyers to be placed into customer's bag with purchased merchandise.

## On Saturday November 30th:

-  **Remind your customers – Today is the Day!**  
Send one last email reminder to your customers. Post a reminder on your Facebook page for customers to see on their newsfeeds.
-  **Collect those emails!**  
Keep a list near the checkout counter and encourage customers to sign up for your mailing list.
-  **Signs Galore**  
Decorate your store window, end-cap displays, shelves, and post signage outside to encourage walk-ins.



### Capture the moment

Take pictures of your staff and customers on Small Business Saturday. Post them on Facebook and send them to Alliance Game Distributors! Email [promo@alliance-games.com](mailto:promo@alliance-games.com). Don't forget to send those pictures to your local media outlets as coverage of your participation.



### Host In-Store Events

Examples include: Participate in a demo and receive 15% off the game title, first-time customers get a coupon for 15% off one item on their next purchase, offer customers a drink or snack like a free cup of cider or hot cocoa.

## Days following Small Business Saturday:



### Thank you email

Thank your customers for supporting you on Small Business Saturday, and add any new emails to the listing. Highlight the events and specials that occurred on Saturday. Remind your customers about upcoming in-store events and specials during the holiday shopping season.



### Participate in Alliance's Small Business Contest!

Send pictures of your staff and customer base participating in Small Business Saturday to enter to win a \$100 Alliance credit and the chance to see your store on the Alliance Facebook Page and website!

## Alliance's Small Business Contest Rules

**Tell us how you participated!** Alliance wants to see how your game/hobby store participated in this year's Small Business Day celebration. Document the specials, promotions, activities, and events you had in store by submitting images to [promo@alliance-games.com](mailto:promo@alliance-games.com). Send your images to Alliance with bulleted highlights of your Small Business Day success. Please limit your email submissions to only 3-4 photos. By entering, your store and images will be displayed on Alliance Game Distributors' Facebook page and website!

**Alliance \$100 Credit Drawing:** All submissions will automatically be entered to win a \$100 Alliance Credit. The winner will be **drawn at random** from the total of submissions; only one credit winner will be awarded.

To qualify to enter, your small business must be open and processing monetary transactions on Saturday, November 30<sup>th</sup>. Alliance Game Distributors' contest is not affiliated with American Express or American Express' Small Business Day trademarks.

Send in your images to [promo@alliance-games.com](mailto:promo@alliance-games.com) by **6:00PM EST, Sunday, December 8th**. Submissions entered after December 8th 2013 will not be valid. The winner of the Alliance credit drawing will be awarded December 11<sup>th</sup> 2013.

To find out more about Small Business Saturday please visit American Express' [Shop Small website](#). To download the official Small Business Day and Shop Small Information Packet, please [click here](#). Small Business Saturday and Shop Small are registered trademarks of American Express Marketing & Development Corporation. Official Shop Small Marketing Campaign Materials can be downloaded in American Express' Shop Small website in the [Get Resources Section](#).