

**By Anita Campbell**

by supporting local charities or causes as part of your Small Business Saturday promotion. You can donate a portion of your proceeds or even invite members of a local group to spread the word about a cause at your location.

**Cross-promote with other local businesses**  
If your business is located near other small businesses, you could partner with some of those other businesses to increase your reach. You might include some signage in your store that promotes other stores or restaurants in your area. Or you could partner up to create a gift guide or host a series of complementary events or promotions around town.

**Offer in-store entertainment**  
Shopping on Small Business Saturday can be a fun experience for customers. So they could be looking to visit stores or local businesses that offer more than just good deals. If you offer live music or other types of entertainment at your location, it could entice more customers to stop by and convince them to stick around for longer.

## NOVEMBER 26

Another way to make customers have a positive experience at your business is to offer some refreshments. Even just some coffee or hot chocolate and cookies can give them a positive experience.

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George Harms Construction is seeking  
DBE vendors, suppliers, subcontractors

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