

SMALL BUSINESS SATURDAY®

6TH DECEMBER

Small Business Saturday - an amazing opportunity for small businesses

Small Business Saturday UK is a campaign to celebrate and encourage support for small businesses across the UK.

It is an annual campaign that takes place on first Saturday of December – this year it takes place on 6th December.

It's a grassroots, not-for-profit campaign encouraging people up and down the country to support small businesses on the day, and beyond.



Why get involved?

Small Business Saturday throws a massive spotlight on small businesses - bringing a phenomenal opportunity to engage your customers and local community.

It is totally free to take part in and open to all small businesses.

Over the decade it has been running in the UK, Small Business Saturday has engaged millions of people and seen billions of pounds spent on the day.

The campaign regularly trends on social media and is supported by leading politicians, business figures, and local councils.

Small Business Saturday also offers loads of free training and support opportunities for small businesses in the run up to the campaign – including online training and mentoring, as well as social media shout-outs.

There is also a nationwide roadshow throughout November, which visits and profiles small businesses all over the country.

How to get involved

Many small businesses take part in the campaign by hosting events and offering promotions.

Here are some ideas of how to make the most of the campaign

- **Download a marketing pack from the campaign website**
- Join the conversation online using the hashtag **#SmallBizSatUK**
- **Tag @SmallBizSatUK** on socials to share your stories and get a shout-out
- **Collaborate with your community/small biz peers** to boost your impact
- Consider hosting a **special event, promotion or campaign**
- **Sign up for free daily activities** such as webinars and mentoring - SmallBusinessSaturdayUK.com/TheTour
- **Sign up to the Small Business Saturday newsletter** for more free opportunities – like events and media interviews