



# SHOP SMALL® FOR THE HOLIDAYS

## SPREAD THE WORD ONLINE

With these Shop Small marketing materials, you can make sure customers know you're part of the Shop Small Movement and that they can shop with you in-store and online. Check out our tips on using the materials to best celebrate this holiday season.



### WEBSITE BADGES

Welcome online shoppers and show support for your community by adding a badge to your website for the holiday season.



### SHOP SMALL LOGO

Include this logo on your website, in emails, and on online receipts to show customers that you're taking part in the Shop Small Movement.



### CUSTOM EMAIL TEMPLATE

Email your regulars to remind them to Shop Small with you for the holidays. Insert your customized header into a new email and then simply copy and paste the text from the "Suggested Email" file.



**HERE'S A TIP:** If you accept American Express® Cards, you can help attract more customers this holiday season and all year round by displaying digital signage on your website to show potential customers that you're ready for their business. Get your free e-logos and more at [americanexpress.com/digitalsignage](https://americanexpress.com/digitalsignage).

## THIS HOLIDAY SEASON, LET YOUR COMMUNITY KNOW YOU'RE ALL FOR SMALL

