



CREATE YOUR PERSONALIZED MARKETING CAMPAIGN

WHAT RESOURCES ARE AVAILABLE TO ME AS A SMALL BUSINESS OWNER AND HOW CAN I ACCESS THEM?

As a small business owner, you can explore the [Promote Your Business](#) section of the site for free marketing materials including in-store signage, social media posts, and email templates to help you promote your business. You can also read stories outlining how other small business owners have made the most of the day.

If you are a qualifying American Express® Card accepting small merchant, you can unlock more value. Learn more [here](#).

WHY SHOULD I CREATE A PERSONALIZED MARKETING CAMPAIGN?

The materials provided through this marketing campaign tool are designed to help you share what makes your small business unique and what makes you stand out from the crowd. You could have the freshest produce, most fragrant flower arrangements, or the tastiest bagels in the neighborhood. Share why your customers keep coming back, and we'll give you materials to help you share your story.

WHAT STEPS DO I NEED TO TAKE TO CREATE MY MATERIALS?

1. Visit the [Promote Your Business](#) section and click "Get Started" to continue. Here you'll be able to choose if you are an American Express® Card accepting small merchant or not.
2. After making your decision, create your message. Here we ask you for your information so we can include it in your materials. Fill in your business name, zip code, and what you are known for. Once you've completed the form, click "Next."
3. In this section, you'll be able to apply for a free online ad and Shop Small® Listing. If your business qualifies to be featured on [ShopSmall.com](#), we need to ensure that we're including the right information. We'll ask you to tell us your business website, street address, zip code, and your email address. See the [Terms of Participation](#) for full details and specifics for qualifying businesses.
4. Preview your materials. You are able to see what all of your materials will look like; if you are unhappy with the outcome, click "Edit Materials" to change your information.
5. You can immediately download these materials to hang in your store, post on your website, or send out via your social media channels. It's a great way to attract customers and let others know what makes your business stand out.



MY BUSINESS OPERATES ONLINE. CAN I STILL ACCESS FREE MARKETING MATERIALS?

Yes. As an online retailer, you can apply for a free online ad and Shop Small listing and get materials to prepare for the day. Visit the [Promote Your Business](#) section of the site to find out more.

WHAT IS A SHOP SMALL LISTING?

Once you have filled in your business name, zip code, and what you're known for on the [Promote Your Business](#) section of the site, you'll have the opportunity to check a box if you want your business to be featured on [ShopSmall.com](#). If approved, this listing will appear at a later date on the Join the Movement page at [ShopSmall.com/JoinIn](#).

WHEN CAN I APPLY FOR FREE ONLINE ADS AND WHEN WILL THEY RUN?

Once you have filled in your business name, zip code, and what you're known for on the Promote Your Business section of the site, you'll have the opportunity to check a box if you want to apply for free online ads. The application deadline is Nov 14; approved online ads will be displayed to customers located in or near your business zip code and are anticipated to run during the period beginning Nov 3, 2014, and ending Nov 29, 2014.

WHEN WILL I KNOW IF MY FREE ONLINE AD AND SHOP SMALL LISTING APPLICATION IS APPROVED OR DECLINED?

We will notify you within five to seven (5 – 7) business days of receiving your application as to whether the application has been approved or declined.

HOW CAN I USE THE MATERIALS?

After you complete the form, we'll give you the option to download your materials individually. You can choose to download as many as you'd like. These items include:

- Digital banner — Post on your website, blog, and other social platforms, or include in e-newsletter or emails you send out to your community.
- In-store signage — Display in your business window, near your checkout area, or in another prominent location that helps let customers know they can Shop Small with you.
- Logos and imagery — Display these on your website or include them on printed customer materials.



- Social posts — Help drive traffic to your business on social platforms like Facebook and Twitter.
- Personalized email templates — Send out reminders to customers leading up to, on, and after the day letting them know they can Shop Small with you.
- Invitation Sign — Invite friends and family to Shop Small! Print this poster and write the name of your favorite small business on the front. Then snap a picture with it to share on social networks using the hashtag #ShopSmall.

DO I HAVE TO USE ALL OF THESE MATERIALS?

No. You can download only the materials you want, or you can download all of them together. You can also download generic copies of the in-store signage and social posts to promote within your neighborhood. After download, how you use the materials is up to you*, although we do provide suggestions above.

*American Express is providing you with a limited right to use these materials on an “AS IS” basis. American Express may terminate your right to use these materials if you (i) use them inappropriately, in a manner inconsistent with the values of the Shop Small® Movement or American Express or in conflict with the express direction of American Express, or (ii) alter them in any way.

I HAVE A QUESTION THAT ISN'T ADDRESSED BY THESE FAQs. WHERE CAN I GO FOR HELP?

If these FAQs do not address your questions, please feel free to call our Shop Small servicing center at 1-800-235-8916. We are available from 9am EST to 6pm EST, Monday through Friday. You can also email us at ShopSmallHelp@aexp.com.