



OP ChamberTM
Small Business Season
Your Guide to the Holiday Season

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This year, the Overland Park Chamber of Commerce is launching Small Business Season! From November 1st through December 31st we will be celebrating all of the small businesses that make our community feel like home. Our goal is to strengthen the local community and small businesses during the holiday season, and to empower others to join in with us.

We hope that this guide will be a resource to help you make the most of Small Business Season.

Here you'll find different ideas and suggestions that can help you with everything from marketing, to events, to social media and more.

We also want you to know that we are always here to help. The Overland Park Chamber will be sharing Small Business Season in a variety of different ways and will be promoting your small businesses to our audiences as well.

Be sure to reach out if you have any questions and tag us in your #SmallBusinessSeason posts!

INTRODUCING

Small Business Season

1. Launch social media campaigns and post about the importance of shopping local and ways you have given back to the community.

2. Create testimonials from customers that love your products or services.

3. Create a gift-giving guide specific to your small business.

4. Team up with other small businesses to create a special holiday package.

5. Send special offers to customers.

6. Utilize your Chamber Member portal to post offers and deals on the website and in the weekly newsletter.

7. Host or attend an artisan festival, expo, or fair.

8. Give out freebie's like stickers or tote bags, special for the holidays.

9. Push online sales and consider using bigger online markets like Amazon or Tik-Tok Shop.

10. Work with area influencers to promote your product or services to new audiences.

11. Market the business as people, not a business. Share your story and why it's important for you to be here.

12. Host a holiday countdown. This could be deals or discounts, tips, tricks, or just something fun.

13. Hide exclusive products, deals, or gifts around your shop and encourage customers to come in and find them. Think elf on a shelf but for business.

14. Partner with a local charity. Donate a percentage of sales back, or offer your products or services to those in need.

15. Encourage people to buy gift cards- the gift that keeps on giving.

MARKETING

Ideas



EVENTS

& other fun things

Events

1. Host a shopping party. Pick one specific day for exclusive deals and offers.
2. Pick a day or a time period for extended hours.
3. Invite Santa to your store, or dress as an elf while you provide services. It may seem silly, but it keeps everyone in the holiday spirits.
4. Host a class, workshop, networking, or educational event to increase traffic.
5. Participate in the holiday markets around the area.
6. Host a fundraiser or charity shopping night.

Other ideas

1. Create a fun name for your specific shopping experience during the holidays.
2. Create a bingo card for shopping in your store, or partner with other small businesses for a wider audience.
3. Do giveaways, a raffle, prize wheel, or some other special offering to grab attention.
4. Set up a giving tree. Partner with a school or non-profit organization and allow others to shop for items on their wish list.



Photo

1. Use a filter to turn you and your staff into Santa's helpers.
2. Infographics or quotes about the impact of your store or shopping small.
3. Your holiday decorations or aesthetic.
4. Specific gift guides and shopping ideas.

Video

1. Last-minute gift ideas.
2. Tutorial on how to wrap a present. Make it funny and wrap something a bit more difficult.
3. Testimony of a satisfied customer or client.
4. Positive community story.
5. Business walkthrough- highlight employees, special products, cool spaces, etc.
6. Employees sharing what they want for Christmas.

Email

1. A detailed breakdown of the important of shopping local.
2. Share what makes your business special.
3. Special offers or a loyalty program.
4. A longer testimony of a satisfied customer or client.

SOCIAL MEDIA

Best Practices

Social media can be overwhelming at times. With constantly changing platforms and trends, it can be difficult to grab onto one specific strategy. Below are a few suggestions to help guide you- they won't work for everyone, and they're not guaranteed to make you go viral- but regardless of your analytics, it's important to keep an online presence.

1. Post frequently. While each platform is different, most recommend posting at least once per day. The more you post, the more likely you are to be seen.
2. Interact with others. Most users are looking for a community. Reply to messages and comments, and use your captions to spark conversation.
3. Stick to a post schedule.
4. Reuse content when possible. A video can be turned into a podcast, a blog to an email, etc.
5. Quality over quantity. Although post frequency is very important, just as important is posting good photos and keeping things in line with your brand.
6. Don't overuse your logo. A good brand image goes beyond your logo. Colors, icons, and voice can be used to represent your business successfully and be a bit more subtle.
7. Use a call to action.
8. Encourage people to share.

