

Get Ready for Small Business Saturday!

Gear up for a remarkable Small Business Saturday with the Ottawa Downtown Association's free resources tailor-made to propel your business to success.

Craft compelling promotions, engage customers, and maximize your reach. Whether it's through social media strategies, event planning tips, or customizable promotional materials, these resources serve as your arsenal to make the most out of Small Business Saturday!



Resources

Prepare for a Great Small Business Saturday Webinar

Small Business Saturday is almost here! Are you feeling ready for the big day? Is your business prepped and stocked, so you can focus on what you do best – selling and interacting with your customers? This is one of the biggest sales days of the year, and you should feel confident and energized heading into it.

Hear from QuickBooks® on how to prepare for the big day, have a successful day-of, and close the loop before the next big retail holiday.

1 HOUR
AVAILABLE ON DEMAND

[CLICK HERE TO REGISTER](#)

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Download **Free** Social Media Graphics from AM/EX

Use these marketing assets to invite customers to Shop Small® with you this holiday season!



[CLICK HERE TO VIEW/DOWNLOAD](#)

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Put Your Business On the Map!

Add your business to the American Express® Shop Small Map – it's an easy way for shoppers to find you. Already have a listing? Keep it updated with your latest information.



[CLICK HERE TO ADD/UPDATE LISTING](#)

Resources

Social Media Posts

Empowering local businesses is at the core of what we do at the Ottawa Downtown Association, and as Small Business Saturday approaches, we're thrilled to offer these ready-to-use posts tailored to help you spotlight your offerings, attract customers, and amplify the excitement for Small Business Saturday at your establishment. Let's make this day a resounding success together!



Countdown alert! 🎉 Small Business Saturday is just around the corner, and we're getting ready to celebrate in style. Join us on Saturday for amazing deals, exclusive finds, and a whole lot of local love! 🌟 #ODAIL #ShopSmall #DowntownOttawaLL #SmallBusinessSaturday

Ready to make a difference in your community? Shopping small is more than a transaction; it's a statement. Support local businesses like ours on Small Business Saturday and be a part of something special. #ShopLocal #ODAIL #SupportSmallBusiness

Psst! Here's a little secret – our Small Business Saturday deals are going to be HUGE! Get ready to snag fantastic discounts and discover unique treasures while supporting your favorite local spots. Don't miss out! 🎁🌟 #ShopSmall #SmallBusinessSaturday #DowntownOttawaLL #ODAIL

At **[Your Business Name]**, we're gearing up for Small Business Saturday with loads of surprises and specials just for YOU! Mark your calendars and get ready to shop 'til you drop while supporting the heartbeat of our community. 🛍️ #ShopLocal #ODAIL #SmallBusinessSaturday

Small businesses, BIG heart! On Small Business Saturday, let's celebrate the spirit of entrepreneurship and the vibrant tapestry of our community. Come be a part of something special with us! 🌟🛍️ #ShopLocal #ODAIL #SupportSmallBusiness #DowntownOttawaLL

Spread the word! Small Business Saturday is almost here, and we're excited to showcase our curated selection of **[Your Unique Products/Services]**. Come discover something extraordinary and join the movement to support local businesses. 🌟🌟 #ShopSmall #ODAIL #SmallBusinessSaturday

Your shopping choices matter. By supporting small businesses on Small Business Saturday, you're investing in dreams, supporting families, and nurturing a vibrant community. Let's make a difference together! 🌟❤️ #ShopLocal #SmallBusinessSaturday #DowntownOttawaLL #ODAIL

A big THANK YOU to our amazing customers! Your support fuels our passion for what we do every day. Join us on Small Business Saturday as we show our appreciation with exclusive offers and a whole lot of gratitude! 🙌❤️ #ThankYou #ShopSmall #ODAIL

Resources

Support the Ottawa Downtown Association!

The Ottawa Downtown Association is seeking community support to sustain our mission. Your thoughtful contribution serves as a cornerstone, empowering us to uphold our commitment to businesses by providing invaluable resources entirely free of charge and without any membership fees. Your support fuels our ability to nurture and strengthen the local business landscape, fostering an inclusive environment where businesses thrive without financial barriers. With your involvement, we can continue offering vital assistance and guidance, ensuring the growth and success of our downtown community.

[CLICK HERE TO CONTRIBUTE](#)



About the Ottawa Downtown Association

Our passion lies in cultivating a vibrant and thriving heart for our city, championing local businesses, and fostering a sense of community.

Founded with a passion for fostering a dynamic downtown area, we are dedicated to cultivating an experience that resonates with residents and visitors alike.

Our commitment extends to championing local businesses, supporting engaging events, and preserving the rich history and character of our beloved city. As stewards of Ottawa's downtown spirit, we embrace innovation, inclusivity, and collaboration to ensure a flourishing and welcoming community for generations to come.

Join us on this exciting journey as we work to make downtown Ottawa a hub of inspiration, connection, and lasting memories.

[CLICK HERE TO LEARN MORE](#)