



WITH



# GETTING PRESS FOR SMALL BUSINESS SATURDAY®

## HEY, NEIGHBORHOOD CHAMPION



We're thrilled that you're rallying your community to Shop Small® on Small Business Saturday® and all season long. We know you've been hard at work helping small businesses connect with shoppers in person and virtually, and we want to help you connect with press. Follow the tips below to get started.

## PUT YOUR COMMUNITY IN THE SPOTLIGHT

### 1. Find Local Media Outlets

Search online for the news stations, magazines, newspapers, and blogs that spotlight your area.

### 2. Identify Reporters

Look on the website of each outlet to find the contact information for reporters, editors, producers, bloggers, or writers who cover news in your community.

### 3. Get In Touch

Reach out to the reporters or producers and briefly share that you've been selected to be an American Express® Neighborhood Champion. Let them know what's unique about the small businesses in your area, and how you're engaging your community to Shop Small.

- **Reach out by email.** Include a message that highlights how your community can support small businesses on Small Business Saturday and beyond.
- **Comfortable in front of the camera?** Offer an interview featuring yourself and/or a local business owner in your area. Be sure to let them know that you're an American Express Neighborhood Champion.

## MEASURE THE BUZZ

Track the chatter to see how much press your efforts received and how many people shopped small as a result. This can help measure your success and be used to engage others in your community going forward. Here's how:

- **Look for mentions of your community's activation.** Search for your organization's name on Google or Twitter to see if reporters or community members are talking about your efforts.
- **Keep track of online engagement.** Simply ask small business owners to share their analytics.
- **Ask reporters for metrics.** They may have metrics on the number of views their articles or segments collected.

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