



BUSINESS



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Edge



How Your Store Can Make the Most of Small Business Saturday

If you are a small business owner, you know what important holiday is fast approaching: **Small Business Saturday**. Small Business Saturday calls attention to the importance of shopping at small businesses that help support the economy and local communities. It was found that 83% of customers find that Small Business Saturday inspires them to “shop small” all year long. (BigCommerce) That is a statistic that small businesses can't ignore. To be successful, follow these 4 tips to help your business have a successful Small Business Saturday 2019!

Tip 1: Host an Event for Your Customers

Hosting an event is one way to attract and retain new customers. Be sure to make the event exciting and worth the customers while. For example, host a kickoff event. Invite VIP customers or other notable locals from your community to your store and offer special discounts or a free gift.

Don't forget to include other small businesses around you. This holiday is about rallying the community together to support small businesses. One way to achieve that is for merchants to work together. For example, if you own a coffee shop pair up with a nearby store and give a discount to customers who visit both stores and purchase something. By partnering with other businesses, you will gain free promotion from other stores as well as show the community your neighborhood is the shopping destination.

Tip 2: Offer Samples

Want to make your customers' small shop experience better? Offer free samples or tastings on the day of the event. Your customers will be more likely to buy your products if they can taste them personally. On the day



of the event, offer these tastings both in and out of the store. Set a tasting table outside your store to attract customers to come in. Having a delicious food aroma fill the air will cause your customers to come running.

Another fun thing you can do is to have different samples every hour. This is an exciting way to attract customers to come to your store at certain times.

Tip 3: Offer a Special Deal/Promotion

Offering special deals or discounts is a must during Small Business Saturday. Discounts like buy-one-get-one-free or 15% off are great ways to draw customers in. However, your promotions and deals don't have to stop there. Consider being more creative with what you offer to your customers this shopping day. A way to do this is by offering fun, exclusive deals that involve your store's social media accounts. For example, host a contest. Encourage your customers to share photos of your business and their purchases online in exchange for a chance to win a prize. Tell your customers they must tag your store plus 3 of their friends to enter. By doing this, more traffic will be directed to your site. Another way to use social media to offer deals is to reward customers who 'check-in' online. Offer your customers who mention you in a post an exclusive deal. Or, make it easier for your customers and offer them discounts if they follow any of your store's social media accounts. Just

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Ten Warning Signs of a System Compromise

1. Inability to log into online banking
2. Dramatic loss of computer speed
3. Changes in the way things appear on the screen
4. Computer locks up so the user is unable to perform any functions
5. Unexpected rebooting or restarting of the computer
6. Unexpected request for a one-time password
7. Unusual pop-up messages, especially a message in the middle of a session that says the connection to the bank system is not working (system unavailable, down for maintenance, etc.)
8. New or unexpected toolbars and/or icons
9. Inability to shut down or restart the computer
10. Changes in login credentials

Reducing the Risk of Corporate Account Takeover (CATO)

Corporate Account Takeover (CATO) is a form of business identity theft where cyber thieves gain control of a business's bank account by stealing employee passwords and other valid credentials. Thieves can then initiate fraudulent ACH transactions.

SCSB has procedures in place to protect, detect and respond to corporate account takeover and fraudulent activity. However, it is important and necessary for you and your employees to follow established security practices. The following are security practices you can implement to reduce the risk of theft:

1. Provide continuous communication and education to your employees using online banking systems to help

employees understand the security risk related to their duties

2. Update anti-virus and anti-malware programs frequently
3. Update, on a regular basis, all computer software to protect against new security vulnerabilities
4. Communicate to employees that passwords should be strong and should not be stored on the device used to access online banking
5. Adhere to dual control procedures
6. Transmit wire transfer and ACH instructions via a dedicated and isolated device

Business account holders should be most vigilant in monitoring account activity. You have the ability to detect anomalies or potential fraud prior to or early in an electronic robbery.

Small Business Saturday. . . *Continued from front*

have the customer prove this when checking out with their items.

If you can't afford to offer large discounts, make sure you offer personalized customer service. Small Business Saturday allows you to showcase how much you care about your customers in a personal way. For example, in every purchase made on Small Business Saturday include a thank card. Or take it to the next level and offer personal touches that will make your customers feel cared for such as free delivery or complimentary gift wrapping.

Tip 4: Advertise Via Print and Social Media

For your business to succeed on Small Business Saturday, you need to promote via print and social media. It is important to communicate with your regular customers that your store will be

celebrating that day. To attract new customers, advertise via flyers and posters. Put posters on your storefront window as well as hand out flyers in a popular location. Partner with other businesses in your community and ask if you can leave flyers in their store in exchange for the same deal in your store. Finally, on the day of the event don't be afraid to set up a table outside your store directing people to come in and check out your business.

It is important to promote Small Business Saturday on social media as well. Posting on social media can help you reach a larger or even new audience. In the weeks leading up to Small Business Saturday, it is vital to post a few times a week to keep your online followers up to date on what you have planned for the holiday. Showcase products that would make great gifts and have

a countdown leading up to the big day. Also, don't be afraid to post and show your customers who you are. Tell your and your store's story and show your customers that you are human too.

Don't forget to tag your social media efforts with hashtags. Use hashtags such as #ShopSmall, #SmallBizSaturday or #SmallBusinessSaturday. Using hashtags categorizes your content with other relevant posts. Hashtags can help attract new potential customers to your store.

Once Small Business Saturday is over, note what items, deals, promotions, and events your customers liked the most. Consider incorporating these fun ideas not just on Small Business Saturday but every day.

Reprint courtesy of Gold Medal.