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Small Business is the New Black

Small businesses offer its patrons a personalized shopping experience. Consumers are provided with unique products and quality services when shopping at small businesses. Customers enjoy the experience shopping at small businesses provides and corporate America has noticed.

In November of 2010 American Express began their Small Business Saturday campaign to capitalize on this trend. This campaign promotes cardholders shopping at local businesses on the Saturday after Thanksgiving. Amex estimates that through their campaign in 2012 consumers spent 5.5 billion.

More recently Intuit Quick Books sponsored a small business in a Super Bowl ad. The small business that was picked was Goldie Box a toy company that makes engineering games for girls. This contest allows businesses to compete on social media, so by just participating in the competition business gained exposure.

These two promotions are just a few efforts to promote small businesses. Today social media provides small businesses with an opportunity to reach millions of people. Also websites like kickstarter that help connect entrepreneurs with investors. New technology and these national marketing campaigns have made this the era of small business. Shopping small is back and bigger than ever.