



4

ways to support small businesses



Purchase gift cards

Gift cards are an easy way to bring in new customers and provide local businesses with much-needed cash flow.

65%

of consumers spend an average of 38% more than the card's value



Promote on social

Sharing a positive experience on social media goes a long way in attracting new customers.

200M

Instagram users visit at least one business profile daily

81%

of users use the platform to help research products and services



- ✓ Follow them on social media
- ✓ Tag their account in your posts
- ✓ Leave positive reviews

Keep shopping local

Buying locally stimulates your local economy and invests in your neighbors—like the entrepreneurs, employees, and essential workers.

For every \$100 that you spend at a:

LOCAL BUSINESS



stays within your community

LARGE BUSINESS



stays within your community

vs

Opt for subscription services

Subscription versions of your favorite independently-owned products offer convenience, personalization, and savings.



The subscription e-commerce market has grown by more than

100%

a year over the past five years

SOURCES

blog.hootsuite.com | nasdaq.com | mint.intuit.com | mckinsey.com