



HOLIDAY ACTIVATION GUIDE

WINTER
2023

Get your small business
ready for the holiday
shopping season!

#SHOPSMALLDETROIT



Get ready
for the season!



20
23



HOLIDAY ACTIVATION GUIDE

WINTER
2023

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#SHOPSMALLDETROIT

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FOR THE FULL LINKS USED ON THIS PAGE,
VISIT [visit https://bit.ly/3QgwKnX](https://bit.ly/3QgwKnX)

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MOVING THROUGH TECHNOLOGY

DMB has partnered with the JEI TDMB and Jefferson East Community Tech workers have partnered to support small businesses with digital tools.

Do you have small business and need help finding the right digital tool for your business? Maybe, you are already a business owner and need to understand your digital platform and what all it has to offer?

Schedule your discovery call with a tech worker today and get started.

SCHEDULE AN APPOINTMENT TODAY:

Meet with Ed



Meet with Diamond



DIGITAL HUB



Check out the digital hub to find more resources and information on moving your business from paper processes to digital platforms.
detroitmeansbusiness.org/digitalhub



HOSTING CORRIDOR EVENTS



[SPECIAL EVENTS GUIDE](#)



[SIGN ORDINANCE](#)



[VENDOR PERMITS](#)

Thinking about hosting a holiday event or festivities in your corridor? Did you know that the City of Detroit has guidelines and regulations that must be followed so that your small business and customers can enjoy a safe and festive holiday shopping season? Click the links to learn more about special events, sign ordinances, and vendor permits. Need help? Have questions? Let your District Business Liaison assist you with **Navigating City Services**. Click the link above to find your DBL.



HAVING AN EVENT? APPLY NOW!



THERE ARE **TWO** TYPES OF EVENTS

SPECIAL



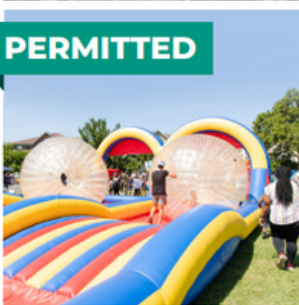
300
ATTENDEES
OR MORE



**MULTIPLE
CITY PERMITS
REQUIRED**

- City Council approval required
- Tickets sold on City property
- Closure of any street, alley, or sidewalk
- Festivals, parades, or carnivals

PERMITTED



299
ATTENDEES
OR FEWER



**THREE OR FEWER
CITY PERMITS
REQUIRED**

- Ticket sales or donations not on City property
- Uses City property (for example city-owned lots or parks)

PLEASE NOTE:

Applicants are responsible for any fees associated with their event including renting barricades, or permits and inspections of temporary structures such as enclosed tents over 10x12, generators, food trucks or stages.

FOR EVENTS ON PRIVATE PROPERTY

If open to the public, the event may require permits, inspections and fees.

APPLY 60 DAYS IN ADVANCE!

Visit bit.ly/3owZK9Q or scan the QR barcode



? HAVE QUESTIONS?

Visit detroitmi.gov/specialevents or contact our team at specialevents@detroitmi.gov





GOT A HOLIDAY PROJECT? GET IT FUNDED.

Discover how a Business Assistance Award can fuel your business growth. Whether you require accounting support to balance your books or a redesigned website for your business, the DMB Business Assistance program is here to help.

Applying is easy and
takes just three steps:

1 APPLY

CHOOSE
PROVIDER

2

3 START
PROJECT



GET MORE INFO ON THE
BUSINESS ASSISTANCE AWARD



Visit detroitmeansbusiness.org/dmbba





6

THINGS YOU CAN DO TO
**MARKET YOUR
BUSINESS DURING
THE HOLIDAYS**

1

KNOW CUSTOMER NEEDS

- Research your target audience's preferences, behaviors, and expectations during the holiday season. This will help you tailor your marketing strategies accordingly.
- Need help figuring out how to do it?
[Instagram build your brand](#)
[Facebook Business tips](#)
- Apply for Digital strategies through analytics project award!
[Business Assistance Award Application](#)

2

**CREATE
HOLIDAY-
THEMED
PROMOTIONS**

- Develop special offers, discounts, or packages specifically designed for the holiday season. This can include gift cards, limited-time deals, or bundled services that cater to the holiday spirit.
- [Order custom gift cards](#)
- [Create Facebook Ads](#)
- [Apply for sales tracking and reporting project award](#)





3

OPTIMIZE YOUR ONLINE / IN STORE PRESENCE

- Update your website, social media profiles, and online directories with holiday-themed content and visuals. Use eye-catching visuals, compelling ad copy, and precise targeting to maximize your return on investment.
- Need help figuring out how to do it? Check out [CANVA](#)
- Apply for a web design and development project award with [Detroit Means Business](#).
- Sell your product online. Use [Facebook](#) to learn how.
- Apply for product placement and display project award with [Detroit Means Business](#).

4

LEVERAGE EMAIL MARKETING

- Build a targeted email list and send out holiday-themed newsletters or promotional emails to your subscribers. Personalize the content and offer exclusive discounts or incentives to encourage conversions.
- Review tips on how to create email marketing that will get customers engaged.
 - [Mailchimp Resource](#)
 - [Constant Contact](#)
- Apply for product placement and display project award with [Detroit Means Business](#).

6

PLAN FOR POST-HOLIDAY FOLLOW-UPS

- Develop strategies to retain holiday customers and encourage repeat business. This can include loyalty programs, post-holiday promotions, or personalized thank-you emails to show appreciation and maintain customer relationships.
- Apply for a Content Creation project award with [Detroit Means Business](#).

5

ENHANCE CUSTOMER EXPERIENCE

- Train your staff to provide exceptional customer service during the holiday rush. Offer personalized greetings, and expedited services, or small gestures to create a memorable experience for your customers.
- Apply for training manual project award with [Detroit Means Business](#).





PREP YOUR BUSINESS WITH RESOURCES



AMEX SHOP SMALL RESOURCE HUB

Promote your business with resources



GET FREE SIGNAGE

Order free signage



GET FREE SHOP SMALL KIT

Order your free shop small AMEX kit



GET LISTED

List your business on American Express



HOW TO PREPARE YOUR BUSINESS

SBA.gov resource for preparing for the holiday season

