



# Shop Small

**D E T R O I T**

## 2025 HOLIDAY PLANNING GUIDE

*Inside find marketing tips, resources and  
compliance requirements for small  
businesses this holiday season.*

# Shop Small

## DETROIT

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# DISTRICT BUSINESS LIAISONS

*Visit the links below to view the district map, connect with your DBL and learn how they can help your small business grow.*

DBLs are a neighborhood business owner's best friend.

They help businesses navigate through challenges, and connect owners to the robust ecosystem of support organizations in Detroit.

They also use feedback to effectively advocate for resources and tools that work towards small business success.

[DEGC.ORG/DBL](https://DEGC.ORG/DBL) | [DETROITMEANSBUSINESS.ORG/DBL](https://DETROITMEANSBUSINESS.ORG/DBL)

 CONNECTORS

 NAVIGATORS

 ADVOCATES





# HOSTING CORRIDOR EVENTS

*Use the links below to learn more about special event requirements, sign ordinances and vendor permits.*

Planning a holiday event or celebration along your corridor?

Make sure you're following the City of Detroit's guidelines and regulations to keep your business and customers safe while spreading holiday cheer.

Need assistance?

Your District Business Liaison is here to help you navigate city services.

[Find your DBL here.](#)



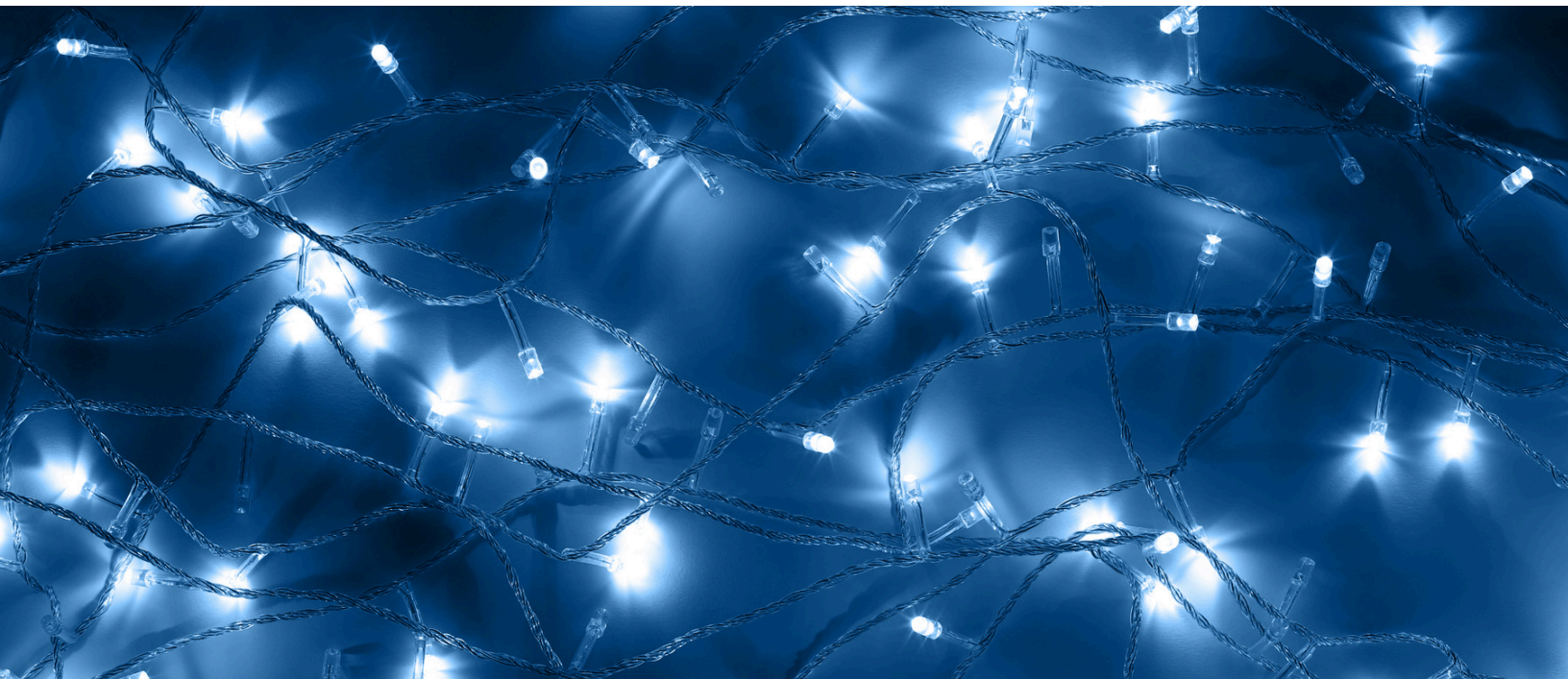
[SPECIAL EVENTS GUIDE](#)



[SIGN ORDINANCE](#)



[VENDOR PERMITS](#)



# HOLIDAY MARKETING TIPS

*Here are 6 things you can do to market your business this season.*

## DEGC CAN HELP!

Detroit shoppers want to support Detroit businesses.

Keep your messaging authentic, highlight your local story, and feel free to tag or DM @DEGCallbusiness, @DetroitMeansBusiness, and @MotorCityMatch to share what you're working on. Be sure to follow us for even more marketing pointers!

1

### Know Your Customers/ Audience

The more you understand your audience, the better you can serve them this season.

Identify who your customers are, what they're shopping for, and where they're spending time online.

- Use **Instagram Insights** or **Meta Business Suite** to analyze customer behavior
- Gather quick feedback through **surveys** or **polls** to shape promotions and messaging

2

### Create Holiday Promotions That Stand Out

Develop exclusive offers, bundles, or events that capture the holiday spirit.

Shoppers love experiences that feel personal and festive.

- Try **"buy one, give one"** gift bundles or custom holiday gift cards
- Host a local shopping event or **pop-up** with other Detroit businesses

3

### Refresh Your Online and In-Store Presence

Make your storefront and digital platforms shine.

Update visuals, signage, and social media with seasonal designs and Detroit pride.

- Use **Canva** or **Adobe Express** for easy branded graphics
- List your business on [Visitdetroit.com](https://www.visitdetroit.com) and **Google Business** for better visibility

# HOLIDAY MARKETING TIPS

4

## Use Email and Text Marketing to Stay Connected

Keep your customers in the know with festive newsletters or text updates.

Offer insider deals or early access to sales.

- **Segment your contact list** for personalized outreach
- Explore tools like **Mailchimp, Klaviyo,** or **Community** for SMS campaigns

5

## Enhance the Customer Experience

Every interaction counts.

Train your team to deliver top-tier service that leaves a lasting impression.

- **Offer free gift wrapping, festive music, or small treats** to elevate in-store visits
- Ensure your website **checkout is fast** and mobile-friendly

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## Plan for the Post-Holiday Glow-Up

The season doesn't end in December.

Keep customers engaged into the new year.

- Send **thank-you emails** or loyalty discounts to repeat shoppers
- Review your marketing data and **note what worked best**

# POP-UP CHECKLIST

## 1. SELECTING THE RIGHT POP-UP OPPORTUNITY

*When choosing the right pop-up, ask yourself:*

### Business Strategy

- Is this event open to all vendors or curated for certain industries or audiences?
- Does its location or theme align with where I want to build visibility in Detroit?
- Are my target customers likely to attend based on the event's location and community reach?
- What does the typical audience look like in terms of age, interests, and spending habits?
- Do I have the setup I need such as power, Wi-Fi, or additional space for displays?
- How many pop-ups can I realistically commit to this season while staying profitable?
- What is the upfront cost or additional fees to participate?

### Host/Organizer

- Who is organizing the event, and how experienced are they with vendors?
- Is the venue accessible, clean, and safe?
- How well does the host communicate before and during the event?
- What kind of turnout or visibility can I expect based on past events?
- Do they balance vendor variety to avoid product overlap?

# POP-UP CHECKLIST

## 2. SETTING EXPECTATIONS & GOALS

*When setting expectations and goals for pop-up opportunities, ask yourself:*

### Business Strategy

- Which seasons or events bring out my strongest sales?
- What types of promotions or offers move my products most effectively?
- Am I tracking which items perform best so I can plan smarter for the next event?

### Financial

- What is my break-even point, and how many sales will it take to reach it?
- Do I have a clear budget for this event and all pop-ups across the year?
- How do I define success beyond revenue, and how will I measure it?

### Visibility

- What kind of crowd and turnout can I expect?
- How many other vendors, especially those with similar products, will be there?
- Will this event help me reach new customers or a high-demand area I want to grow in?

### Tips for success in setting expectations and goals:

[SMARTIE Goal Setting Worksheet](#)



# POP-UP CHECKLIST

## 3. INVESTING IN THE BASICS

*When thinking about purchasing the essentials, ask yourself:*

### Business Strategy

- Do my displays and signage reflect my brand and catch attention?
- Is my pop-up kit complete with samples, cards, and the tools I actually use?
- Do I have a reliable way to accept payments and stay connected if Wi-Fi is weak?
- Is my packaging durable, on-brand, and ready for quick sales or transport?
- What details make my setup stand out and feel professional?

### Tips for success to investing in the basics:

See this [helpful list](#) of what a pop up kit should include



# POP-UP CHECKLIST

## 4. INVENTORY MANAGEMENT

*When planning how to manage your inventory, ask yourself:*

### Business Strategy

- Do I have enough inventory for the expected turnout?
- Am I bringing the right mix of products based on what sells best at past pop-ups?
- Do I have a plan for tracking what's sold and what's left during the event?
- Can I handle pre-orders, restocks, or custom orders smoothly?
- How will I transport, store, and secure my products before, during, and after the event?

### Tips for success in managing your inventory:

Try shopping at [Gordon Food Services](#), [Amazon](#), [Porter Bottle](#), and [Display Pack](#).

Check out the [Inventory Management Template](#)



# POP-UP CHECKLIST

## 5. REGULATORY COMPLIANCE

*When thinking about requirements and regulations, ask yourself:*

- Am I compliant with local and state business requirements?  
How can I verify?
- Do I need a license, permit, or certification for this event?
- What insurance coverage protects me and meets event requirements?
- What does this specific pop-up require to participate?

### **Tips for success to remaining compliant:**

Refer to page 4 of this guide and check City of Detroit guidelines.





# SMALL BUSINESS RESOURCES



WITH



***American Express created Small Business Saturday® in 2010 to encourage shoppers to support local businesses. Since then, the movement has helped generate more than \$200 billion in reported sales and has grown into a year-round effort that uplifts small businesses around the world.***

American Express created these [free assets](#) to support businesses during Small Business Saturday. Use them to increase awareness, celebrate local entrepreneurship and invite customers to shop with you.

[Order free Shop Small® signage](#) from American Express to enhance your storefront visibility. These signs help you attract customers, highlight your holiday promotions and encourage people to support local.

American Express offers [savings on a collection of services](#) chosen to help your business operate efficiently and effectively.

Get a quick look at the trends shaping small business with this [resource from the U.S. Chamber of Commerce](#) and American Express.

This [American Express and Stripe report](#) breaks down how different generations spend during the peak shopping weekend to help guide your holiday planning.

# SMALL BUSINESS RESOURCES

Find Detroit Business Serving Organizations below.

Click each logo to visit their website and learn more.

