

Small businesses make a huge community impact. To celebrate everything that small businesses do for their communities and the world, we created a stat-heavy social campaign called “12 Days of Small Business” highlighting 12 indisputable reasons to shop small over 12 days in December. These reasons were extended into an animated video that ran on Facebook, LinkedIn and YouTube, and was also sent to customers in an email campaign to show our support for all that SMBs do to make the world better.