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11/24/2015

#### **4 Ways to Thank Your Customers This Thanksgiving**

Gobble, gobble! As anxious as we are to grab some turkey, it's always good to take time and truly reflect. So this Thanksgiving, those of us at BusinessUSA would like to take the opportunity to thank our partners and readers for their continued support. We couldn't do it without you.

We know that from strategic planning to managing partnerships, business can be quite hectic.

That's why Thanksgiving is a great time to stop and thank those who have made your business thrive: your customers.

In this newsletter, we highlight four ways to thank customers during the Thanksgiving holiday weekend and beyond. We also highlight a new tool designed for those new to farming, and a trade fair that attracts more than 200,000 attendees.

Now, grab your fork and let's dig in!

### **1. Showcase the Human Side of Your Brand**

What are your customers sharing online? More than likely, it's deals, pictures of their families or general updates of their lives. Encourage them to submit photos (via social media) of their family gatherings, dinner spread or a picture of what they are thankful for. Highlight the top photos and videos with a retweet, like or share. Take it a step further and create a story via [Storify](#) that can be viewed by all.

### **2. Thank Them on a Not-So-Typical Day**

Customers receive a lot of emails from their favorite companies during the week of Thanksgiving. Why not choose a different day to show your appreciation? For example, November 29th is Electronic Greetings Day and December 4th is Cookie Day. Try sending your exclusive customers a gift basket of cookies or an electronic greeting with a buy-one-get-one (BOGO) deal.

[Read more.](#)

### **3. Host a Holiday Party**

Give your customers the break they deserve and celebrate! Hire a DJ, rent a photo booth and pass around a few hors d'oeuvres for an exclusive celebration to thank them for their help and support.

[Read more.](#)

### **4. Be Teachable and Seek Feedback**

Without your clients and customers, your business would more than likely have a tough time thriving. Thank them for their patronage and seek their ideas on how to make your business better. This not only makes them feel valued, but it also provides you with an opportunity to incorporate some of the better ideas into your strategic business plan. Everyone wins!

[Read more.](#)

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### **USDA New Farmers Tool**

What would our Thanksgiving dinner table look like if not for those who raise the turkeys and harvest the veggies and grains. Do you have aspirations of becoming a farmer? Well, you're in luck! The United States Department of Agriculture (USDA) recently announced their new Discovery

Tool. It's designed specifically to make new farmers' first interaction with USDA a helpful one.

From creating a business plan to detailing food safety regulations, the [New Farmers Discovery Tool](#) is sure to provide you with a personalized list of tips and recommendations for your business.

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### **Support for Business Owners**

Here at BusinessUSA, our horn of plenty is overflowing with ways to help you, including our [support center](#) accessed via the [BusinessUSA.gov](#) website. From a live chat feature, to the opportunity to provide us your valuable feedback, to seeking an answer to your specific question by email, we're here to help!

We are so thankful for the business resources that our partners offer! You can find assistance from [SCORE business mentors](#), [Small Business Development Centers](#) for small business owners and aspiring entrepreneurs and [Minority Business Development Agency \(MBDA\) Business Centers](#) for existing minority business owners, just to mention a few. Exporters will also want to check out the vast network of [U.S. Export Assistance Centers](#).

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### **Hannover Messe 2016: USA Partner Country**

Did you know that the United States is an official global partner for Hannover Messe 2016, a trade fair for industrial technology that attracts around 6,000 exhibitors from more than 60 countries?

The USA is grateful and proud that we have Partner Country status this year for the first time in Hannover Messe history. This means more exposure than ever for showcasing your investment opportunities in the U.S. Investment Pavilion.

[Learn more](#) about the Hannover, Germany based Trade Fair and [register your business](#) today.

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### **Twitter Digest**

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