



MARKET MANAGER

ONBOARDING GUIDE

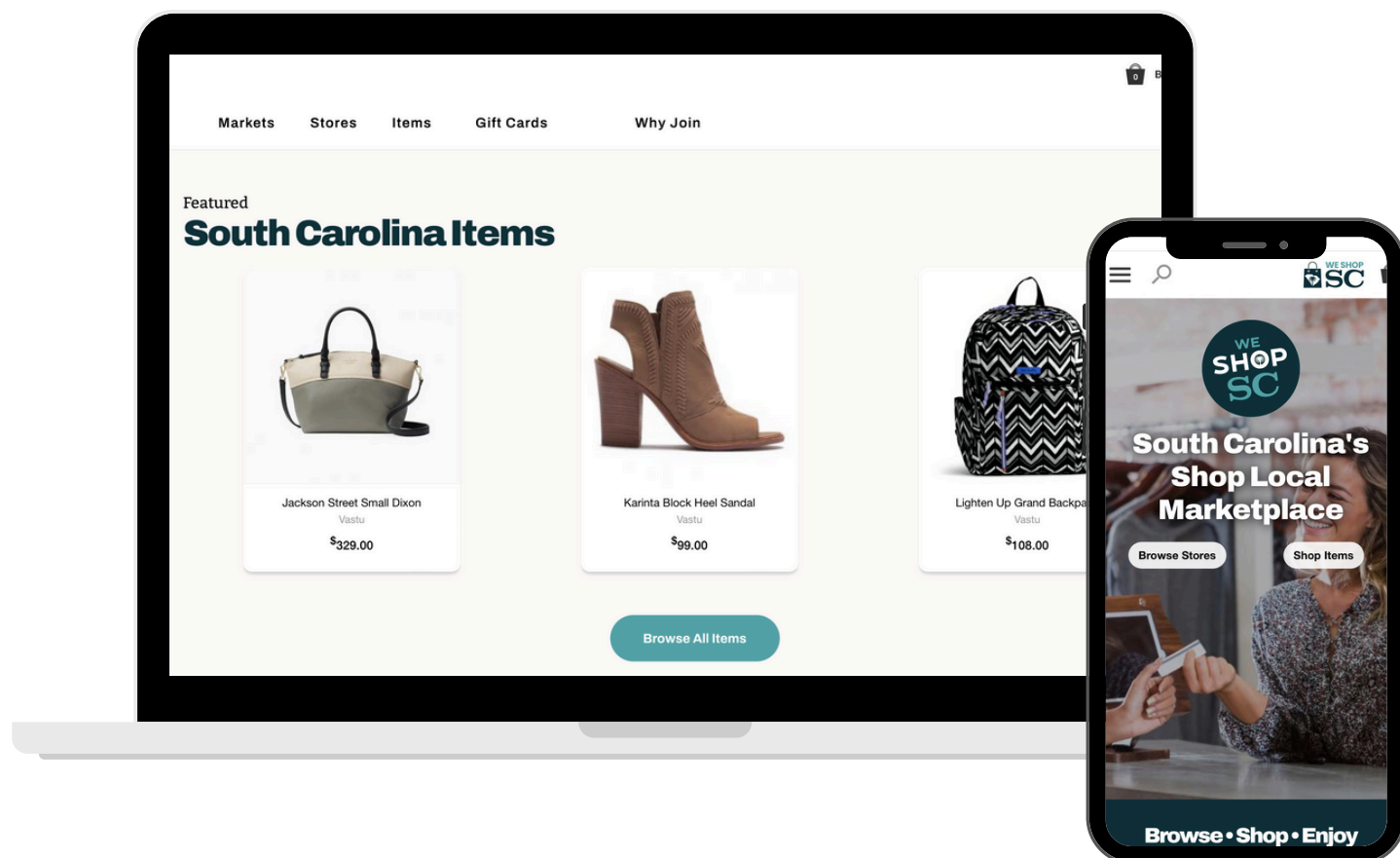
Tools and resources to bring your town online and create a vibrant marketplace.

About WE SHOP SC

The Municipal Association of South Carolina has developed a digital Main Street to provide a statewide, commission-free online marketplace that connects small businesses to a centralized e-commerce community.

Developing Your Digital Marketplace

Creating a thriving digital marketplace is more than just getting businesses online—it's about building a vibrant, interconnected community where local businesses and shoppers can engage seamlessly. This guide will help you develop and grow your digital business directory and marketplace through WeShopSC.



STEP #1

GET STARTED

Create a Market Manager Account

To begin, click the link below to create a Market Manager

SCAN TO
SIGN UP!



INVITE TEAM MEMBERS

If there are others on your team who need access to manage your marketplace, they should sign up using the same link.

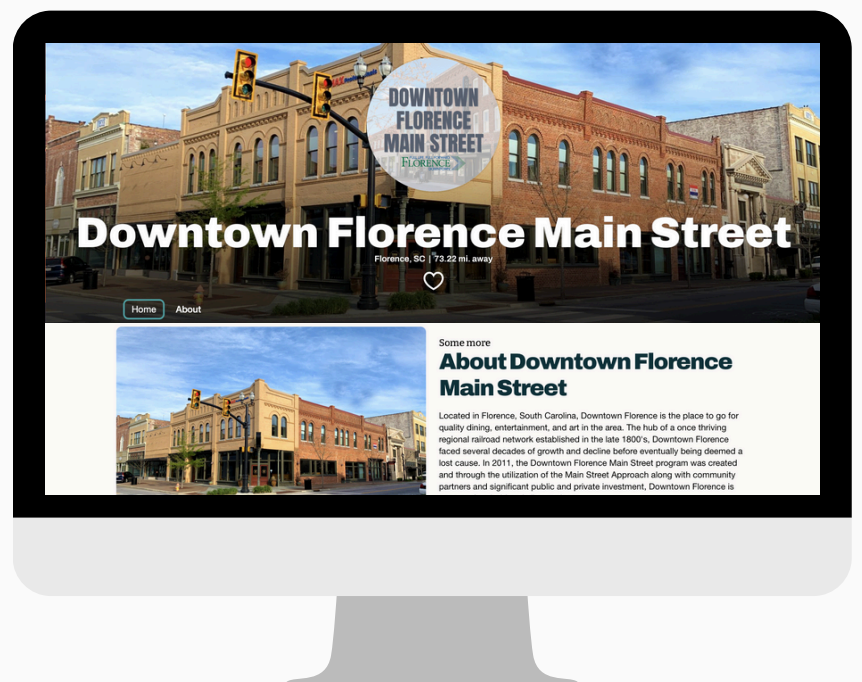
Once done, email Support@Beyondmain.com with the names, emails, and the market they need access to.



STEP #2

BUILD YOUR PROFILE

Build your marketplace profile by adding a cover image and description of your community.



Begin leveraging your new online marketplace for additional marketing exposure by adding the WeShopSC badge your to social media profiles and town website.

SCAN TO DOWNLOAD BADGE



STEP #3

PREPARE TO INVITE BUSINESSES

Build Your Business Contact List

Make sure you have a contact list with the following details for each business:

- First Name
- Last Name
- Business Name
- Email Address

If you don't have a contact list for your businesses yet, you can start by gathering information from each business individually and inviting them through the platform, or you can use the bulk invite feature to reach multiple businesses at once.



STEP #4

INTRODUCE YOUR COMMUNITY TO WESHOPSC

- Use our social media graphics and captions to spread the word online and let businesses know about the opportunity to grow their online presence.
- Download our email and website banners to help promote your marketplace.
- Refer to our FAQ page to assist with outreach to businesses.
- Explore our print shop for professionally designed flyers, rack cards, and more to support your promotional efforts.

Explore our resource center with more tools and guides to help you maximize your marketplace.

Scan to Visit
the Resource
Center



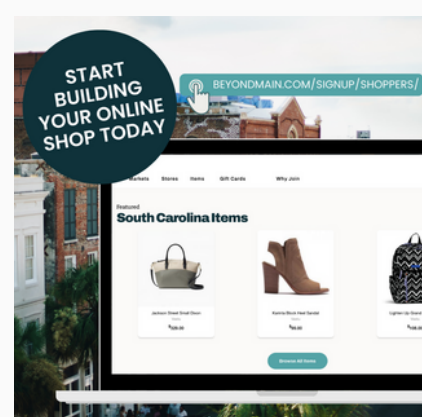
FOLLOW WESHOPSC ON SOCIAL!



MARKETING TO YOUR COMMUNITY

Social Media

Choose any pre-designed social media graphics and pair them with our pre-written captions to help you begin spreading the word online and encourage businesses to sign up. **Pro tip: We recommend posting 1-2 times a week for the best engagement.**



Scan to
Access
Templates



SOCIAL MEDIA CAPTIONS

Encourage Business Sign Ups
& Spread Awareness

CAPTION #1

(Town Name) is proud to be apart of WeShopSC.com, South Carolina's largest and fastest-growing collection of small businesses and communities. With hundreds of small businesses and counting, WeShopSC is transforming the way shoppers connect with local favorites. If you haven't already, sign up today and join this growing network of South Carolina small businesses!

CAPTION #2

WeShopSC is all about creating opportunities and making connections:

- ✦ Empowering small businesses to expand, scale, and thrive in the digital marketplace without the usual hurdles.
- ✦ Giving customers a seamless way to shop local, explore unique products, and support the businesses that make South Carolina special.

Ready to join the movement? Sign up today for a FREE business profile and bring your business online with WeShopSC's growing community of passionate shoppers and small business owners.



CAPTION #3

Hey (Town Name), have you heard the news? WeShopSC.com is bringing the best of South Carolina's small businesses directly to you!

With hundreds of local businesses on the platform, WeShopSC makes it easy to shop, connect, and explore right from your hometown. Whether you're looking for unique gifts, services, or experiences, it's all at your fingertips.

Sign up for a FREE business profile today and discover what makes (Town Name) and South Carolina's communities so special!

CAPTION #4

South Carolina's small businesses are going digital! WeShopSC is the state's largest online marketplace, now featuring hundreds of local businesses and growing.

From handcrafted goods to local services, WeShopSC connects you with the best of South Carolina's small businesses—all in one easy-to-use platform. Start exploring today and see why shopping local has never been easier!

CAPTION #5

(Town Name) small business owners, the spotlight is on you! WeShopSC.com is more than just a marketplace—it's your partner in growth.

With tools like inventory integration, booking systems, and statewide visibility, you can reach new customers and grow your online presence. Don't wait—join the WeShopSC community today and see how easy it is to bring your business online!

WEBSITE & EMAIL BANNERS



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Templates



Print Material



Scan to Visit the Print Shop





Frequently Asked Questions

Why is the Municipal Association of SC creating this online marketplace?

- The Pandemic shined a light on the challenges communities and small businesses face.
- Lack of online presence reinforced & intensified competitive disadvantages.
- The Municipal Association of SC wanted to remove barriers and reduce costs for small business owners and communities looking to start or expand their online presence.
- Grassroots economic development is a key aspect of one of the Municipal Association of SC's technical assistance programs, Main Street SC. Main Street SC staff serve as marketplace managers for this platform.

How does WeShopSC work?

- Visitors can discover SC's unique communities and their businesses -- on demand. Shop or search as a guest.
- Create an account to tag your favorites, save billing and order information, and utilize gift cards in-store or online with participating WeShopSC communities and businesses.
- Window shop from anywhere and maximize economic spending power to support SC communities and businesses.
- Unlike other well-known marketplaces, Beyond Main and WeShopSC are a commission-free sales environment, 100% of the purchase goes directly to the small business (less order credit card processing and bank transfer fees 3.15% + \$.55)
- Customers can search and browse by location, store, category, or item.
- Enjoy multi-store shopping with single-cart checkout. Easy pick-up in-store, curbside, and even local delivery or shipping options exist for businesses to offer.
- Visit WeShopSC.com or discover SC through our partners at BeyondMain.com

How do small businesses participate?

- Businesses can join and list for free by visiting WeShopSC.com and selecting *Join as a retailer*. WeShopSC is for all of SC's small businesses. Companies can be retail, service, or food-based. (Selling restrictions may apply based on regulated categories – for example, cannabis and firearms cannot be sold on WeShopSC).
- Low-cost annual subscription packages unlock commerce, scheduling, and selling capabilities online and in-store – subscriptions range from \$360 - \$600 each year.
- Set-up takes just a few minutes and building or connecting an online shop is easily done through a number of features and integrations to support small business owners ex. Shopify and Square inventory management sync
- Beyond Main offers technical support and training to WeShopSC communities and business members. They offer an array of resources to support businesses in sales, marketing, and operations.

How does WeShopSC impact small businesses? What are the obstacles of starting a website?

- WeShopSC provides an aggregated digital home for the display, promotion, and marketing of SC's communities and small businesses.
- The WeShopSC model helps reduce barriers and costs for entrepreneurs while also providing an alternative option for online discovery and shopping that yields a greater local economic impact.
- Creating the technology to execute this vision was a huge obstacle. We discovered Beyond Main and their existing platform and framework allowed the Municipal Association of SC to make this an affordable reality for SC's communities and small businesses – no matter the size or location.

[Main Street SC](#)

A technical assistance program of the Municipal Association of SC
PO Box 1411 Gervais St, Columbia, SC 29211

STEP #5

BUILDING YOUR DIRECTORY

After marketing and communicating the program, and once you have your contact list and materials ready, you can begin building your marketplace directory

1. Watch Training Videos

- a. Familiarize yourself with the backend of the platform and marketing tools through our training videos

2. Send Out Invites

- a. Use the platform to invite local businesses to join in bulk or individually.

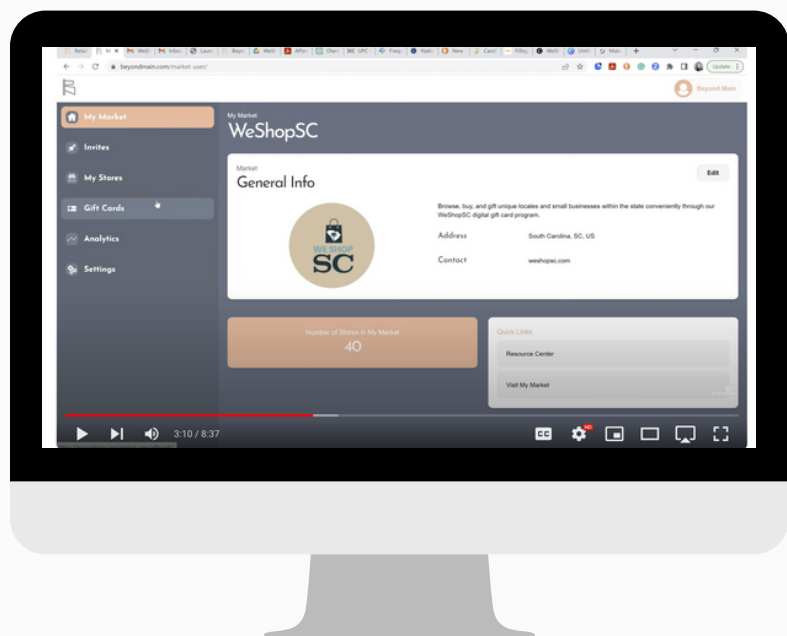
3. Maximize Business Profiles

- a. Encourage businesses to optimize their profiles by following the Build Your Profile Guide.



VIDEO TUTORIALS

Watch our self-guided video tutorials to learn how to manage your marketplace effectively and make the most of all the tools available on the platform.



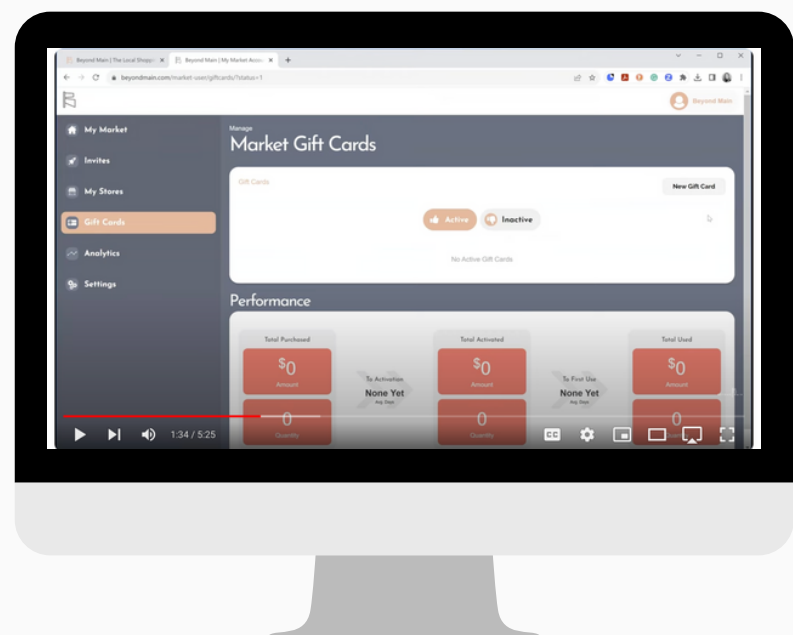
Market Manager Dashboard Intro

Scan to Watch Now



Gift Card Set-Up Guide

Scan to Download Guide



MAXIMIZE BUSINESS PROFILES

Motivate businesses to enhance their profiles by utilizing our resources to create appealing profiles and effectively promote their new online store!

Download the guide below for step-by-step instructions on how to set up a FREE business profile on WeShopSC.com.

Scan to
Download
Guide



Explore our small business marketing guide, designed to help businesses seamlessly connect with local shoppers, build awareness, and drive business growth.

Scan to
Download
Guide



STEP #6

MARKETING YOUR DIGITAL DOWNTOWN

LAUNCH YOUR MARKETPLACE

Once businesses begin signing up continue your efforts to market your new digital downtown with our Market Manager Marketing Guide!

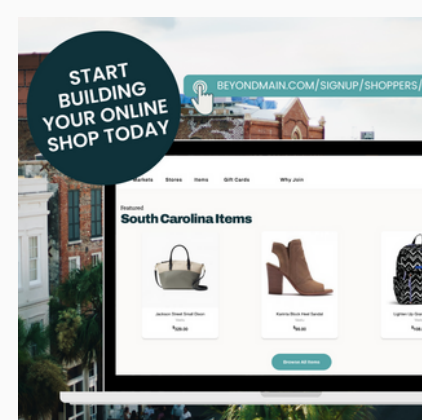
Scan to
Download Guide



30-DAY MARKETING PLAN

Follow our 30-day marketing plan to successfully launch your marketplace and build excitement in your community.

This plan will guide you through announcing the marketplace, showcasing local businesses, promoting your downtown gift card, and engaging both businesses and residents to maximize participation—using our ready-to-go social media graphics for easy promotion.



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Access Templates



ANNOUNCE & EDUCATE

Post #1

- Announce the launch of your new marketplace!
 - Post on social media and your town's website about the marketplace launch, highlighting the benefits for both businesses and residents.

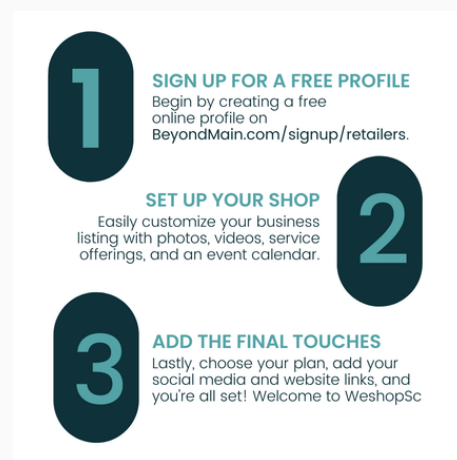
Suggested Graphics



Post #2

- Post a 'How to Join' guide.
 - Share our simple step-by-step post for businesses on how they can sign up and participate.

Suggested Graphics



SHOWCASE BUSINESSES & FEATURES

Post #3

- Highlight local businesses that have joined the marketplace.
 - Feature 2-3 businesses, showcasing their offerings and how they've set up their profiles.

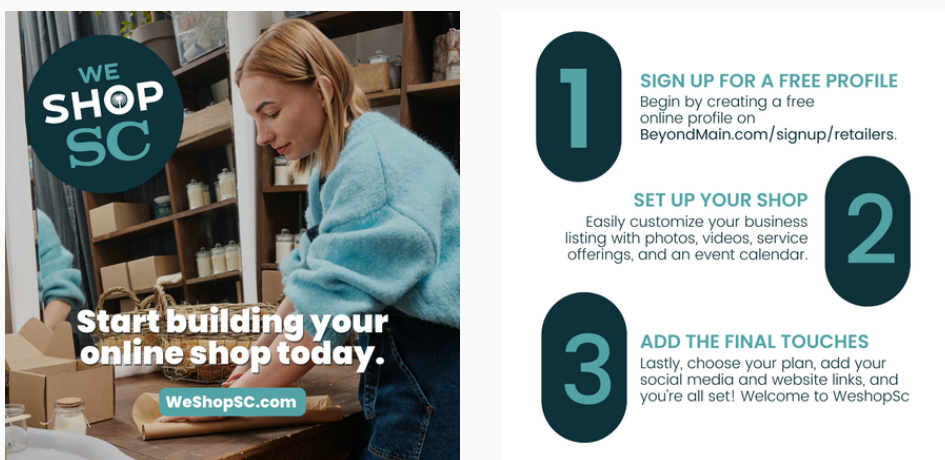
Suggested Graphics



Post #4

- Post a 'How to Join' guide.
 - Share our simple step-by-step post for businesses on how they can sign up and participate.

Suggested Graphics

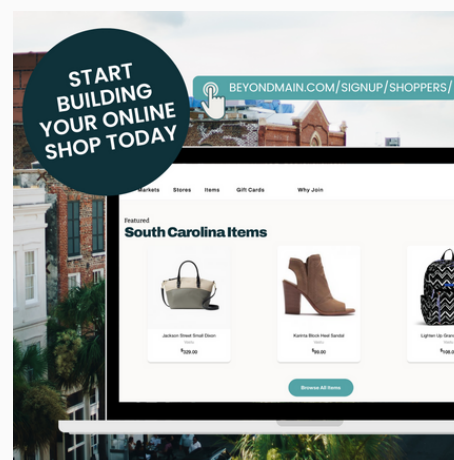


ENGAGE THE COMMUNITY

Post #5

- Run a 'Support Local' campaign.
 - Encourage residents to shop through the marketplace, with posts showcasing local products they can find online.

Suggested Graphics



Post #6

- Host a Q&A session on social media.
 - Go live or post stories answering questions about the marketplace, inviting more businesses to join.

Post #7

- Promote the gift card for upcoming holidays/events.
 - Encourage residents to purchase the gift card as a local gift idea for birthdays, holidays, or other occasions.

Suggested Graphics



DRIVE MORE SIGN-UPS & VISIBILITY

Post #8

- Offer a 'Spotlight a Business' series.
 - Feature a different local business each day for the next week, highlighting their marketplace profile.

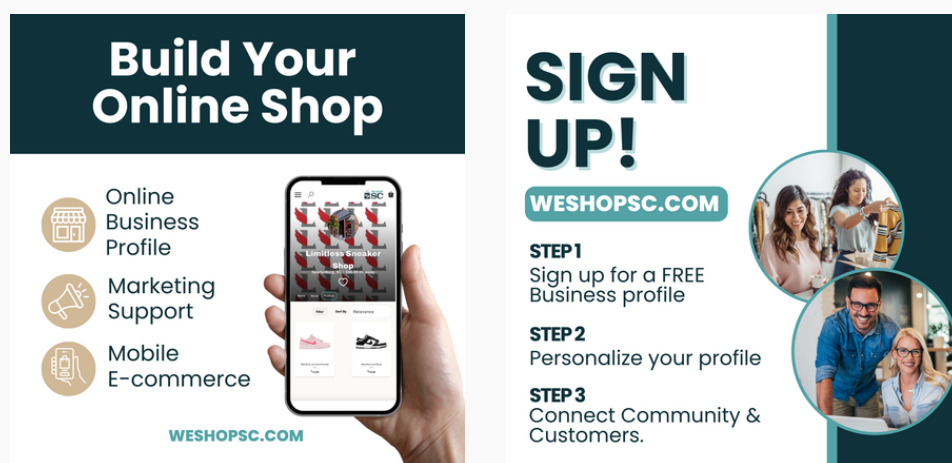
Suggested Graphics



Post #9

- Encourage businesses to maximize their profiles.
 - Remind businesses to update their listings, add new photos, and include fresh content for shoppers.

Suggested Graphics



MORE WAYS TO BOOST YOUR DISCOVERY:

Embed Your Link

1. **Social Media Profiles:** Include your marketplace link on your social media pages.
2. **Email Signature:** Add it for easy access in your email signature.
3. **Website Banners:** Feature it on your website using one of our banners or a link on your homepage.
4. **Print Material:** Include your marketplace link in any print material, such as business cards, flyers, or brochures.
5. **Online Advertisements:** Link to your website in digital ads and press releases.
6. **Google Business:** Add it to your Google My Business listing.
7. **Email Campaigns:** Include it in your email marketing.
8. **Blog Posts:** Link to relevant pages within your blog.



STAY CONNECTED

Congratulations!

Stay connected and keep your community growing! Check out our social media pages for updates, tag us to share your success stories, and visit the platform regularly to explore new features and tools designed to help your business thrive.



weshopsc@masc.sc



WeShopSC.com



@WeShopSC



WeShopSC

