
HOLIDAY MARKETING GUIDE



Grow Your Beyond Main Presence

- **Log in & update your profile:** Highlight your small business journey, available inventory, and offerings on BeyondMain.com
- **Spread the word:** Share your business on social media and tag us @byndmain to reach more customers.
- **Explore resources:** Use our Beyond Main marketing tools and templates in the resource folder.



Gift Guide Template

Need help showcasing your holiday offerings? Our customizable gift guide template is here to make it easy! Highlight your products, services, or experiences in a beautifully designed format that catches shoppers' attention. Whether it's stocking stuffers, gift cards, or festive favorites, our template helps you stand out and drive sales this holiday season.



Scan to Access Template



Holiday Social Media Templates

Engage your audience with ready-to-use holiday-themed social media templates! From festive posts to promotional announcements, these templates make it simple to share your offerings while staying on-brand. Use them to highlight special deals, events, or just spread some holiday cheer. Connect with your community and inspire shoppers to choose local this season.



Scan to Access Template



Marketing Tips for the Holidays

Target Your Ideal Customers:

Use Beyond Main to connect with shoppers already searching for local businesses like yours. Tailor your promotions to highlight what makes your business unique—whether it's personalized service, handmade goods, or exclusive holiday specials.

Leverage Social Media for Visibility:

Showcase your holiday offerings with engaging posts, stories, and reels. Use our holiday-themed social media templates to save time and keep your branding consistent. Be sure to highlight promotions, share behind-the-scenes content, and post customer testimonials to build trust and excitement.

Promote Special Deals and Gift Cards on Beyond Main:

Gift cards and limited-time holiday bundles are always a hit! Make them visible on your Beyond Main profile, and use keywords to attract shoppers looking for last-minute or versatile gifting options.

Engage Shoppers with Personal Touches:

Build relationships by responding to customer inquiries quickly, offering tailored recommendations, or adding handwritten notes to orders. Use your Beyond Main profile to message customers and promote loyalty by creating a memorable shopping experience.

Optimize Your Beyond Main Profile:

Ensure your Beyond Main page is up-to-date with current inventory, clear photos, and descriptions of your products or services. Use the platform's tools to promote events, reservations, or seasonal specials, making it easy for shoppers to choose your business.