

WeShopSC.com

# Holiday Marketing Guide



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# Introduction

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## The Power of Your Online Presence During the Holidays

The holiday season is one of the busiest times of the year for small businesses. As shoppers look for unique gifts, festive experiences, and ways to support their local communities, having a strong online presence can make all the difference.

For small businesses and downtown markets alike, this is your opportunity to connect with customers, showcase your offerings, and ensure you're top of mind during the holiday rush. Your online presence can help you stand out and attract holiday shoppers.

This guide will provide tips and strategies to help you maximize your impact online, whether you're a small business owner or a downtown director leading local initiatives.



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# Grow Your WeShopSC Presence

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- **Log in & update your profile**: Highlight your small business journey, available inventory, and offerings on WeShopSC.
- **Spread the word**: Share your business on social media and tag us [@WeShopSC](#) to reach more customers.
- **Explore resources**: Use our WeShopSC marketing tools and templates in the [resource folder](#).



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# The Growth of WeShopSC

The WeShopSC digital marketplace has seen remarkable growth. With over **640 businesses** now on the platform and representation from **96 cities and towns**, WeShopSC is connecting local businesses with shoppers like never before.

This holiday season, expect even more visitors and activity as shoppers turn to WeShopSC to find unique gifts, support their favorite local businesses, and explore South Carolina's vibrant communities. Don't miss the opportunity to be part of this growing movement!



Launched September 2023

**640+** small businesses joined

**96** cities and towns represented across South Carolina.

**25 in 25** to equip you with e-commerce know-how  
workshops counties

**\$200,000+**  
in grants secured to fuel growth and provide you with essential tools.

**126,446**

impressions on the WeShopSC landing page from a six-week campaign on Google and social media.

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# 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.



[Use 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.



Use Templates

# Marketing Tips for the Holidays

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## **Target Your Ideal Customers:**

Use WeShopSC 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 WeShopSC:**

Gift cards and limited-time holiday bundles are always a hit! Make them visible on your WeShopSC 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 WeShopSC profile to message customers and promote loyalty by creating a memorable shopping experience.

## **Optimize Your WeShopSC Profile:**

Ensure your WeShopSC 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.