



# MARKET MANAGER

ONBOARDING GUIDE

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

# STEP #1

## GET STARTED

### **Create a Market Manager Account**

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

[SIGN UP](#)

## INVITE TEAM MEMBERS

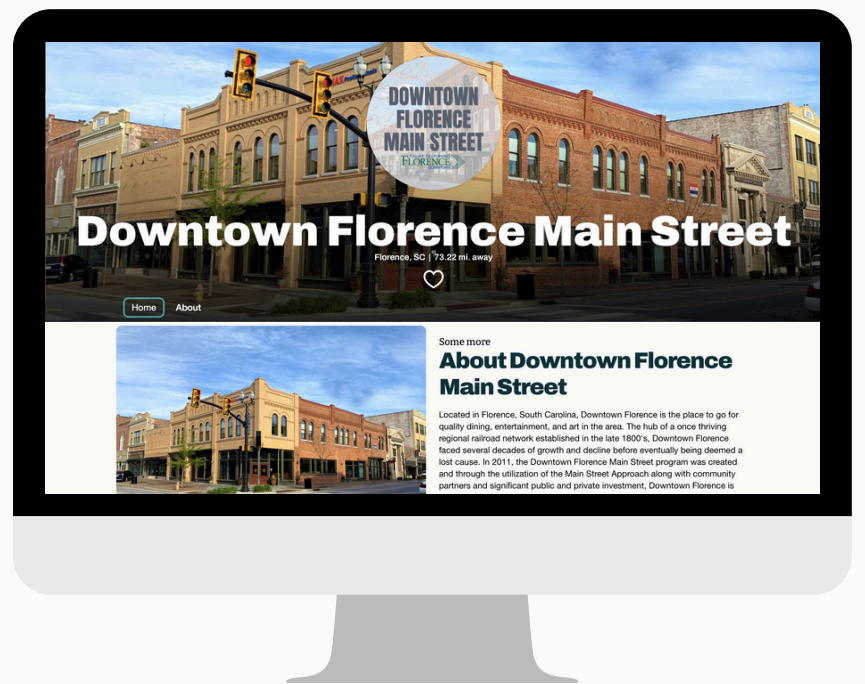
If there are others on your team who need access to manage your marketplace, they should sign up using the same link.

Once done, email [Support@Beyondmain.com](mailto: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 a Beyond Main badge your to social media profiles and town website.

### Access Badges BADGES & ICONS



# 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 BEYOND MAIN

- 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.

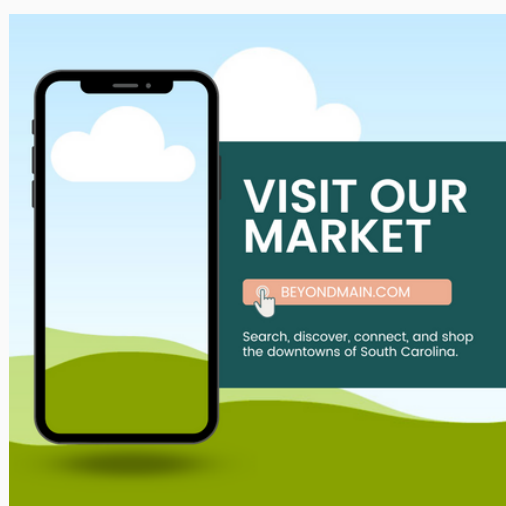
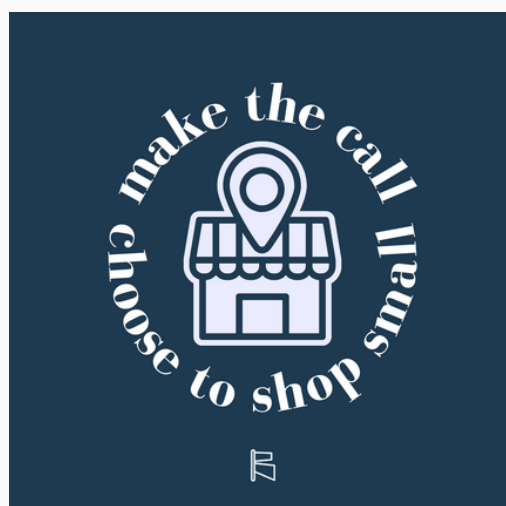
*Explore our resource center with more tools and guides to help you maximize your marketplace.*

[RESOURCE CENTER](#)

# 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.**



[DOWNLOAD TEMPLATES](#)

# SOCIAL MEDIA CAPTIONS

## Encourage Business Sign Ups & Spread Awareness

### **CAPTION #1**

Your town is ready to go digital with Beyond Main! 🎉  
(Town Name) is proud to partner with Beyond Main, the platform connecting small businesses and local shoppers in one easy-to-use marketplace. With hundreds of businesses already on board, Beyond Main is transforming how communities shop and thrive together. If you haven't signed up yet, don't wait—be part of a growing network that supports local businesses and strengthens your community.

### **CAPTION #2**

Beyond Main is all about empowering communities and small businesses to succeed together.

- ✦ Helping small businesses sell online without the hassle.
- ✦ Giving customers a seamless way to shop locally, discover unique products, and connect with their favorite stores.

Join the movement today! Sign up for your free profile on Beyond Main and be part of a marketplace designed to bring businesses and shoppers closer than ever.

## **CAPTION #3**

Hey (Town Name), ready to shop smarter and support your community?

Beyond Main is bringing the best of your town's small businesses directly to you! Whether you're shopping for unique gifts, services, or everyday essentials, our platform makes it easy to explore, connect, and shop—all from the comfort of home.

Create your free profile today and discover what makes (Town Name)'s local businesses so special.

## **CAPTION #4**

Small businesses in (Town Name) are going digital with Beyond Main! As the leading online marketplace for local communities, Beyond Main makes it easier than ever to shop local, support small businesses, and discover one-of-a-kind finds—all in one place.

From handcrafted goods to local services, Beyond Main connects you to the best of (Town Name)'s small businesses in an easy-to-use platform.

## **CAPTION #5**

(Town Name) small businesses—this is your time to shine! Beyond Main is more than a marketplace; it's your partner in growth. With tools like inventory integration, booking systems, and built-in visibility, Beyond Main helps your business reach new customers, increase sales, and grow your online presence.

Join the Beyond Main community today and see how easy it is to build your digital storefront!

# PRINT SHOP

Explore our print shop featuring a range of pre-designed print materials, including stickers, tote bags, packaging, flyers, and more!

[SHOP NOW](#)



# 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**

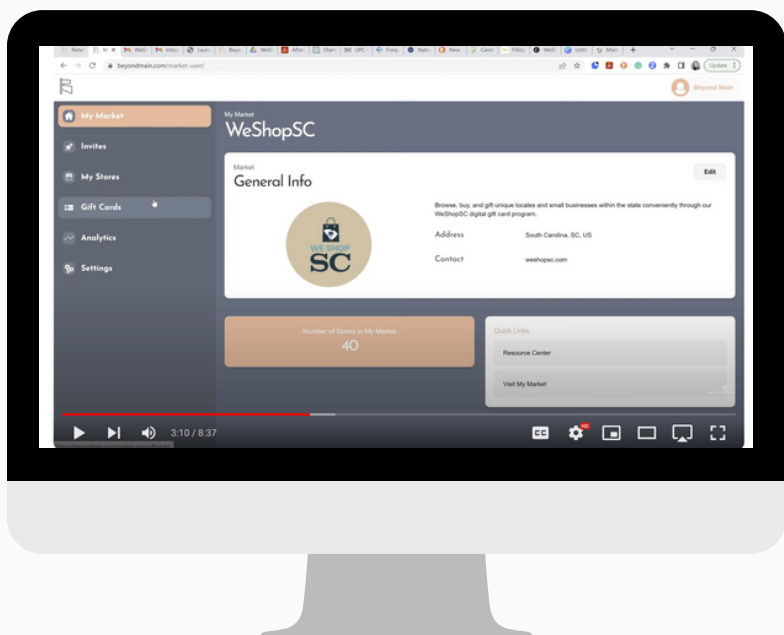
- a. Use the platform to invite local businesses to join in bulk or individually.

### **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.

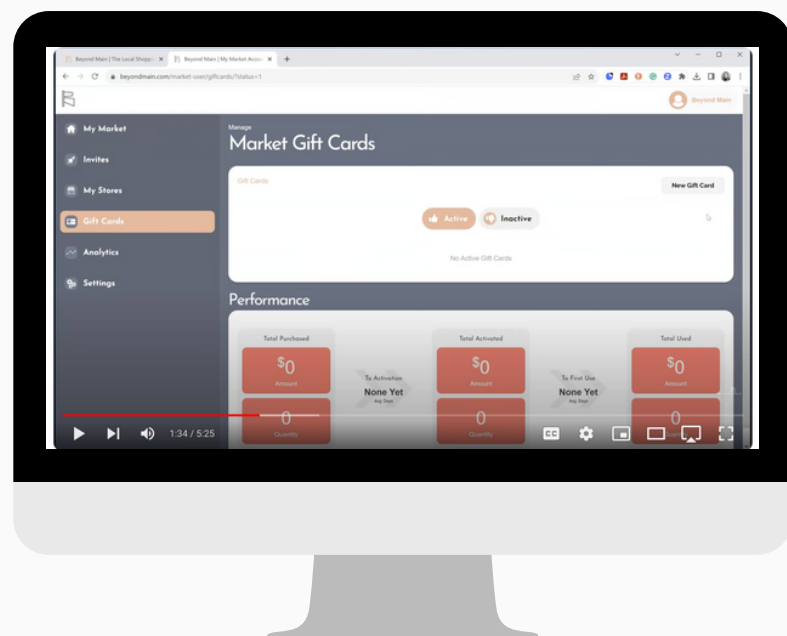


## Market Manager Dashboard Intro

[WATCH NOW](#)

## Gift Card Set-Up Tutorial

[WATCH NOW](#)



# 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 BeyondMain.com

[BUILD YOUR PROFILE](#)

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

[SMALL BUSINESS MARKETING GUIDE](#)

# 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.



[info@beyondmain.com](mailto:info@beyondmain.com)



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