

A woman with long, wavy blonde hair and glasses is smiling at the camera. She is wearing an orange, textured, off-the-shoulder top. She is standing in a clothing store, with racks of clothes visible in the background. Her hands are resting on a rack of clothes in the foreground.

Small Business Marketing Guide

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Introduction

Welcome to the WeShopSC Marketing Guide!

We're thrilled to introduce our customized guide, designed to help you seamlessly connect with local shoppers, build awareness, and drive business growth.

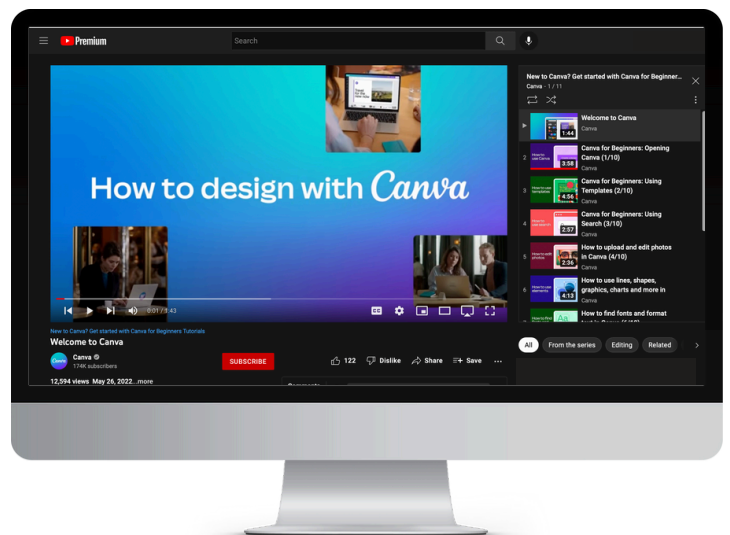
Inside this guide, you'll discover an array of marketing assets tailored for social media, email, website, print, and press.

Let's get started!



All designs have been made using Canva.com. You can opt to download the ready-to-use designs or personalize them by incorporating your logo, colors, and images.

Access the FREE Canva course below to learn all you need to start designing!



**CREATE CANVA
ACCOUNT**



Step-by-step guide to Using Our Templates

01

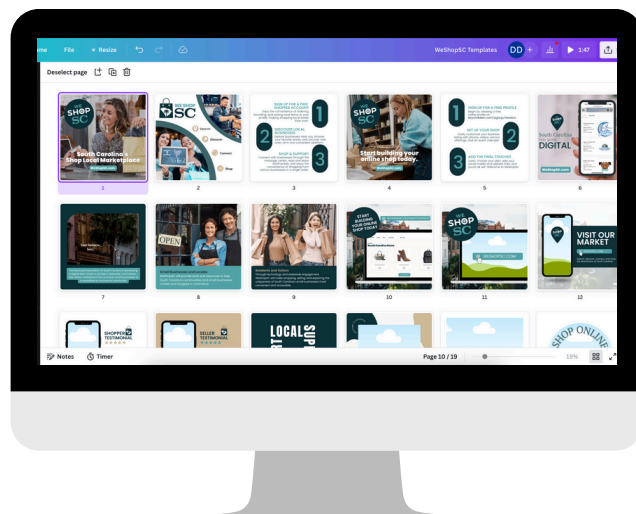
Click on the provided link to access our templates.

Click on the purple button that says "Use template."



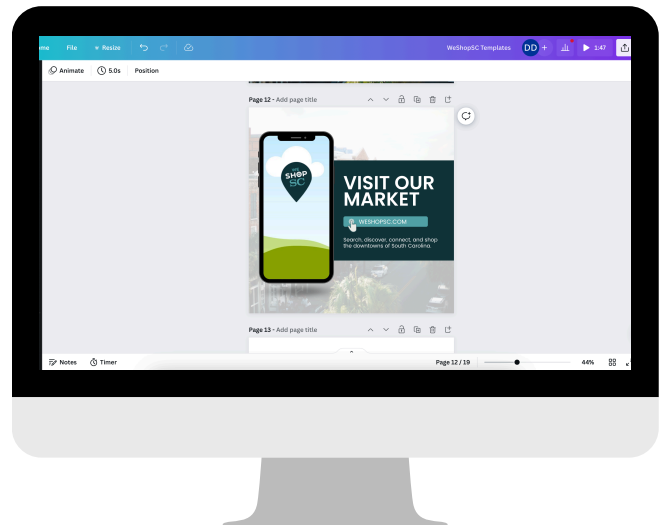
02

Canva will open up a file with the selected templates, set for you to begin customizing.



03

Add your own images, logo, business name, brand colors, and any other elements that represent your town or business.

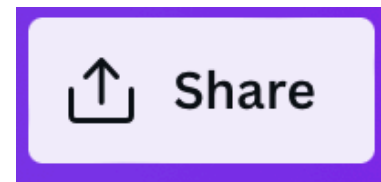


04

Once you've tailored the templates to your liking, you're ready to finalize them. Follow the steps below to download your designs

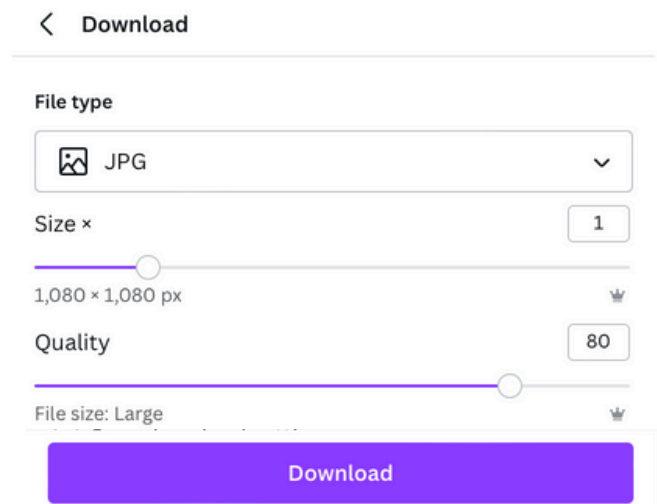
05

Click the "**share button**" at the top right corner of the screen.

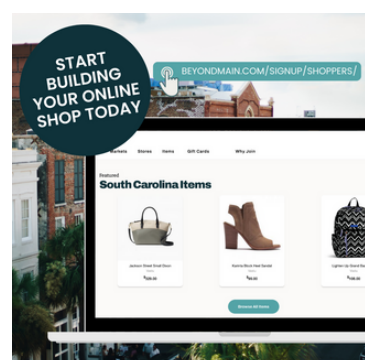


06

Choose file type (JPG or PNG are best for digital and PDF for print material).
Click "download" and you're done!



Social Media Templates



*Click the buttons below to
access templates*



SOCIAL MEDIA
TEMPLATES

Website & Email Banners



*Click the buttons below to
access templates*



BANNER
TEMPLATES

Print Material



*Click on the button below to
access templates*

RACK CARDS

POSTCARDS

FLYERS

STICKERS

Copy & Captions



Our team has written copy that's ready to be used in your marketing efforts. Incorporate this copy into various marketing initiatives like social media captions and advertisements.

Social Media Captions

Caption #1

We're thrilled to share that you can now find us on WeShopSC! 🎉 Our new profile helps you stay connected with our business online. Head to WeShopSC.com to learn more about what we offer and stay updated on our latest news. Let's keep supporting local together!

Caption #2

Have you visited our new online page on WeShopSC? 🛍️ It's a great way to learn about our story, explore what we do, and discover the best of South Carolina's small businesses. Check it out today at WeShopSC.com!

Caption #3

We're excited to announce that you can now shop [business name] online! 🛍️ Whether it's local delivery, gift wrapping, or curbside pickup, we're here to make shopping local easier than ever. Visit our shop at [link] to explore all we have to offer!

Caption #4

Introducing our new online shop! Your favorite [products/services] are now just a click away. Swipe to take a sneak peek or visit us online to start shopping local today!

Caption #5

It's HERE! Our online store is live! 🎉 Shop with us for [key benefits like local delivery, gift wrapping, or same-day pickup]. Supporting local has never been this convenient—head to [link] to get started!



Fun and simple caption ideas to promote your online shop:

Caption #6

Shopping small just got even easier. 🛒 Visit our online store today and discover all your local favorites from the comfort of your home. [Include call to action, like 'Click the link in bio to shop now!']

Caption #6

We're making it simple to shop local online. From [example of products or services] to [another example], you'll find everything you love about shopping small in one place. Head to [link] to explore!

Caption #8

Did you know? You can now shop our [products/services] online! Whether you're looking for unique gifts or everyday essentials, we've got you covered with options like local delivery, same-day pickup, and more. Check it out now!

Caption #9

Shopping local has never been this easy. 🛍️ Visit our online store to browse our [products/services], enjoy convenient shopping options, and support local businesses like ours. Click [link] to shop now!



Promotional & Holiday Caption Ideas

Caption #10

Celebrate the season with local treasures! 🌲 Find the perfect holiday gifts in our online shop and enjoy exclusive deals like [discount, free shipping, etc.]. Shop small, shop local!

Caption #11

Last-minute shopping? We've got you covered! 📺 Shop our online store for [specific products] and enjoy [key offerings, like fast shipping or gift wrapping]. Don't wait—head to [link] today!

Caption #12

This holiday season, skip the big box stores and shop local. 🌲 Explore unique gifts, personalized service, and exclusive deals in our online shop. Supporting small has never been so rewarding—shop now at [link]!

Caption #13

🌟 Holiday Sale Alert! 🌟 Enjoy [discount or offer, e.g., 20% off] on [specific products or services] this week only. Don't miss out on great deals while supporting local! Shop with us in-store or online at [Insert your link].

Caption #13

📺 Gift Local, Save Big! 📺 For a limited time, get [specific offer, e.g., free gift wrapping, buy one get one, or free delivery] when you shop with us on WeShopSC.com. Stock up on unique gifts while supporting small businesses like ours. Shop now at [Insert your link]!

Creating Captions that Convert!

- Keep your voice casual and conversational – no corpoKeep your tone approachable and authentic—write like you’d talk to your customers in person.
- Share your unique story or what sets your business apart. People love hearing the personal side of small businesses!
- Use clear calls to action, like "Shop now," "Find us on WeShopSC," or "Click the link in bio to explore."
- Include visuals of your products or behind-the-scenes moments to create an emotional connection.
- Use emojis sparingly to emphasize important points or bring some personality to your captions.
- Keep your captions concise, but always highlight the value or benefit to your customers.

Examples of caption starters

- Guess what? We’re now part of WeShopSC!
- Shopping small has never been easier—check out our profile on WeShopSC!
- Looking for [specific products]? We’ve got you covered! Explore our shop online now.
- Local and online? Yes, please! Support your favorite small businesses with WeShopSC.
- Did you know? You can shop local with us anytime on WeShopSC!
- This season, shop small, shop local, and shop with us.

Examples of calls to action to include in your caption:

- Click the link in our bio to shop now!
- Comment below and tell us your favorite [product/service] from our store!
- Tag a friend who loves shopping local as much as you do!
- Visit us on WeShopSC.com and see what's new.
- Share this post and spread the love for local businesses!
- Save this post for your next shopping spree!"
- Follow us for updates on new products and offers.
- DM us for more information or special requests.



Press Release

*Click on the button below to
access a press release*



CLICK HERE

Press Release



Introducing WeShopSC.com: South Carolina's Shop Local Marketplace

Town Name, Date

WeShopSC.com proudly announces its arrival as South Carolina's only and largest collection of communities and small businesses, revolutionizing the way residents and visitors connect with local businesses.

Explore, Support, Connect

WeShopSC.com is more than a marketplace; it's a movement to elevate small businesses across the state. With the backing of the [Municipal Association of South Carolina](#), this innovative statewide program, fueled by [Beyond Main's](#) technology framework, serves as a virtual showcase for local entrepreneurs and artisans. Here, they can proudly present their products and services, reaching a broader audience while fostering economic growth.

Your Go-To Destination for Local Excellence

Discovering the best of South Carolina's local businesses, unique products, and exceptional shopping experiences has never been easier. At WeShopSC.com, we curate an extensive array of offerings, from foods to services, fashion, home decor, electronics, and more. Our commitment to featuring an assortment of local gems ensures that everything you need is conveniently within your reach.

Shop, Connect, Thrive

When you choose to visit and shop at [WeShopSC.com](#), you're not only shopping quality South Carolina products and services. You're also actively investing in local small businesses and strengthening the community. Beyond Main's technology powers our platform, making it seamless to navigate, discover, and support our local communities.

Embrace the Future of Commerce

Whether you're a business owner, a resident, or a visitor, WeShopSC.com invites you to experience the power of community and commerce. Join the thriving WeShopSC community today at [WeShopSC.com](#), a marketplace where shoppers and businesses unite for a thriving local ecosystem.

30-Day Launch Marketing Plan

Click on the button below to access a press release



CLICK HERE



30 DAY LAUNCH MARKETING PLAN

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Announce the Launch of WeShopSC.	2 Spotlight a business on your marketplace	3 Educate on WeShopSC - What is it, and how can businesses participate?	4 Spotlight a staff or team member from your town	5 Educate on WeShopSC - What is it and how can shoppers participate	6 Share a video on how to sign up as a shopper	7 Share a graphic encouraging Shopping Small
8 Share tips on how shoppers can use WeShop to discover local businesses	9 Spotlight new items on the marketplace	10 Promote a holiday or national day	11 Share a business testimonial	12 Spotlight a business on your marketplace	13 Host a FAQ so followers can ask question about WeShop	14 Encourage business sign-up
15 Share a behind the scenes of your team	16 Spotlight retail stores on your marketplace	17 Share a fun fact about your town	18 Spotlight new products on your marketplace	19 Share a shopper testimonial	20 Ask a question: What small business are you going to support this weekend?	21 Have a small business host a Instagram takeover and share a video promoting their business
22 Share WeShop success by promoting how many products/businesses your marketplace has	23 Create a graphic with a motivational quote or story	24 Share a business testimonial	25 Share a graphic encouraging Shopping Small	26 Share the benefits for businesses who join	27 Share a list of upcoming events, promotions, and happenings in your town.	28 Spotlight restaurants on your marketplace
29 Share a graphic encouraging Shopping Small	30 Spotlight service based businesses on your marketplace	31 Have a small business host a Instagram takeover and share a video promoting their business				

Boost Your Discovery: Embed Your Link for Visibility!

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. **Print Materials:** Incorporate it in brochures and flyers.
8. **Email Campaigns:** Include it in your email marketing.
9. **Blog Posts:** Link to relevant pages within your blog.



Building Social Proof

Capturing valuable customer reviews is crucial for building trust, boosting sales, and improving your brand image.

Here are some of the most successful strategies and tactics to achieve this:

Proactive Strategies:

- Make it easy to leave reviews: Integrate review forms seamlessly across your website, social media, and email marketing. Use clear calls to action and minimize the effort required to submit a review.
- Timing is key: Prompt customers for reviews at the right moment, like after a purchase, service experience, or interaction. This ensures the experience is fresh in their minds.
- Personalize your requests: Craft personalized email or SMS invitations to review, mentioning specific details about their purchase or experience. This feels more genuine and increases response rates.
- Offer incentives: Motivate customers to leave reviews by offering incentives like discounts, coupons, or entry to contests. However, be mindful not to incentivize fake reviews.
- Showcase existing reviews: Feature positive reviews prominently on your website, product pages, and social media. This demonstrates social proof and builds trust with potential customers.
- Utilize multiple platforms: Don't limit your review collection to just your website. Encourage customers to leave reviews on relevant third-party platforms like Google My Business, Yelp, and TripAdvisor.

Engaging Tactics:

- Leverage social media: Encourage customers to share their experiences and tag you in their posts. Respond to reviews and comments publicly, demonstrating your commitment to customer engagement.
- Run contests and promotions: Organize contests or promotions where customers can submit reviews for a chance to win prizes. This generates excitement and encourages participation.
- Partner with influencers: Collaborate with influencers in your niche to review your products or services. Their endorsements can reach a wider audience and build trust.
- Respond to all reviews: Take the time to respond to both positive and negative reviews. Acknowledge feedback and address concerns promptly and professionally. This demonstrates transparency and commitment to customer satisfaction.
- Go the extra mile: Reward customers who leave detailed and insightful reviews. You can offer them exclusive discounts, early access to new products, or personalized thank-you notes.
- Analyze and learn: Regularly analyze your customer reviews to identify areas for improvement. Look for common trends and themes, and use this feedback to enhance your product, service, or customer experience.

Additional Tools & Resources:

- Review management platforms: Utilize platforms like Yotpo, Trustpilot, or Feefo to streamline your review collection process, analyze sentiment, and respond to reviews efficiently.
- Net Promoter Score (NPS): Implement NPS surveys to measure customer loyalty and identify areas for improvement.
- Social listening tools: Use tools like Brandwatch or Sprout Social to monitor online conversations and identify customer feedback across various channels.

Managing Digital Assets:

Organizing your product photos can be a daunting task, especially with a massive collection spread across your phone and computer. But fear not! Here are some simple and cost-effective tips to help you pull your digital assets together and run your business more efficiently:

Gathering and Culling:

1. Gather all your photos: Start by collecting all your product photos from every possible location, including your phone, computer, social media accounts, and cloud storage. Consider using a data transfer tool to consolidate everything onto one central drive.
2. Delete duplicates and unnecessary photos: Go through your collection and ruthlessly delete duplicates, blurry photos, outtakes, or anything irrelevant to your current products or branding.
3. Organize by category: Create folders for each product category or sub-category to start grouping your photos. This will make finding specific photos much easier later.

Naming and Filing:

1. Develop a consistent naming convention: Implement a standardized naming system for your photos that includes product name, color, size, variation, and date (e.g., "Product-Name_Color_Size_Variation_Date.jpg"). This will make searching and filtering much more efficient.
2. Utilize descriptive file names: Avoid generic names like "IMG_1234" and instead use descriptive names that clearly identify the product and its features. This will help you quickly identify the photo you're looking for without opening every file.
3. Organize by date or project: Consider creating subfolders within your product folders to organize photos by date or specific project. This can be helpful for tracking progress, comparing different versions, or finding photos for specific campaigns.

Storage and Backup:

1. Choose a central storage location: Select a central storage location for your organized photos, such as an external hard drive, cloud storage service (e.g., Google Drive, Dropbox), or a dedicated photo management software.
2. Implement a backup system: Regularly back up your photos to another location to prevent data loss due to hardware failure or accidental deletion. Cloud storage with automatic backups can be a great option.
3. Consider photo management software: Explore photo management software like Adobe Lightroom or Capture One Pro. These offer features like tagging, keywording, facial recognition, and advanced search functions, making it even easier to organize and find your photos.

Cost-Effective Solutions:

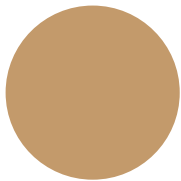
1. Start simple: Utilize built-in tools and resources first. Your computer's file explorer and basic photo editing software can be helpful for initial organization and basic edits.
2. Free online tools: Explore free online tools like Canva or Fotor for basic photo editing and organization. These tools often offer limited features compared to paid software but can be sufficient for small businesses.
3. Use cloud storage with free tiers: Many cloud storage services offer free tiers with ample storage space. Utilize these to store your photos and take advantage of automatic backups and accessibility across devices.
4. Consider open-source software: Explore open-source photo management software like digiKam or Darktable. These offer advanced features similar to paid software but are completely free to use.

Additional Tips:

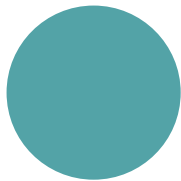
- Utilize keywords and tags: Add relevant keywords and tags to your photos to further enhance searchability. This can be especially helpful for product variations, colors, or specific features.
- Create collections: Use photo management software features to create mood boards or collections for specific campaigns, product lines, or themes. This can help streamline content creation.
- Automate tasks: Utilize automation features within your chosen software to streamline repetitive tasks like file renaming or tagging. This can save you time and ensure consistency.

Brand Kit

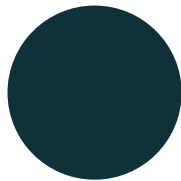
Color Palette



#C39A6B



#53A3A7



#0F313A

Logo Variations



Fonts

Poppins

Poppins Bold

We suggest using your own visuals but we have also included stock images for use in marketing efforts. Access the link below to download the logo and high-quality images.

[CLICK HERE](#)



TIPS FOR MAXIMIZING YOUR MARKETING EFFORTS:

- Utilize your own images, such as pictures of your town and businesses on the marketplace.
- Add your own logo to personalize the social media templates.
- If you're new to Canva, don't worry! Check out the **Canva YouTube playlist** linked at the end of this document to learn essential editing skills and unlock the full potential of these templates.
- **Engage** with other businesses and marketplaces on social media by liking, commenting, and sharing their content.
- **Stay consistent** with your posting schedule to maintain an active and engaging online presence.
- **Encourage** customer interaction and feedback by asking questions or prompting them to share their experiences.





Suggested Hashtags

Incorporate these hashtags into your captions to promote SC businesses and WeshopSC specifically.

#WeShopSC

#ShopSCLocal

#SCSmallBiz

#SupportSCBusinesses

#ShopSmallSouthCarolina

#SupportLocalSouthCarolina

#SouthCarolinaSmallBiz

#DiscoverSouthCarolina

#ShopLocalSouthCarolina

#SupportSCBusinesses

#LoveLocalSouthCarolina

#DiscoverSCSmallBiz

#ShopLocalSC

#SupportLocalSC

#SCOnlineShopping

#SCSmallBusiness

#WeshopSCOnline

#BeyondMainSC

#BeyondMain

THE FUN'S NOT OVER YET!

Click the link below for more resources to support your marketplace!

RESOURCE CENTER

Join our Small Business Facebook Group! it is a space for small businesses to share ideas, ask questions, give support, get answers to your burning questions, and help each other grow.

JOIN NOW



Municipal Association
of South Carolina



If you need support or have additional questions please email

Marketing@BeyondMain.com

