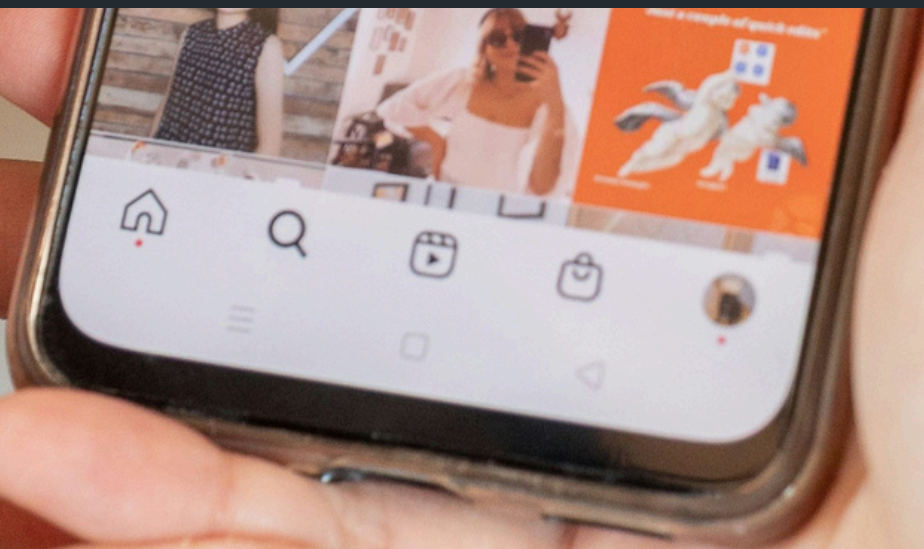




MARKETING & E-COMMERCE WORKBOOK



BEYONDMAIN.COM

CONTENTS

BEST PRACTICES FOR E-COMMERCE

- 5-6** Product Selection
- 7** Product Descriptions
- 8-9** Product Photography
- 10-11** Photography Tools and Supplies
- 12-14** Finding and Managing Digital Assets

MARKETING

- 16-18** Canva Collateral
- 19-22** Caption Writing
- 23** Daily Instagram Checklist
- 24-27** Best Practices for the Instagram Algorithm
- 28-31** Best Practices for the Facebook Algorithm
- 32-35** Social Media Templates
- 36-41** Social Media Content Ideas
- 42** Marketing Material
- 43-44** Building Social Proof
- 45-46** Engage with the Reservation System
- 47** Connect with Our Community

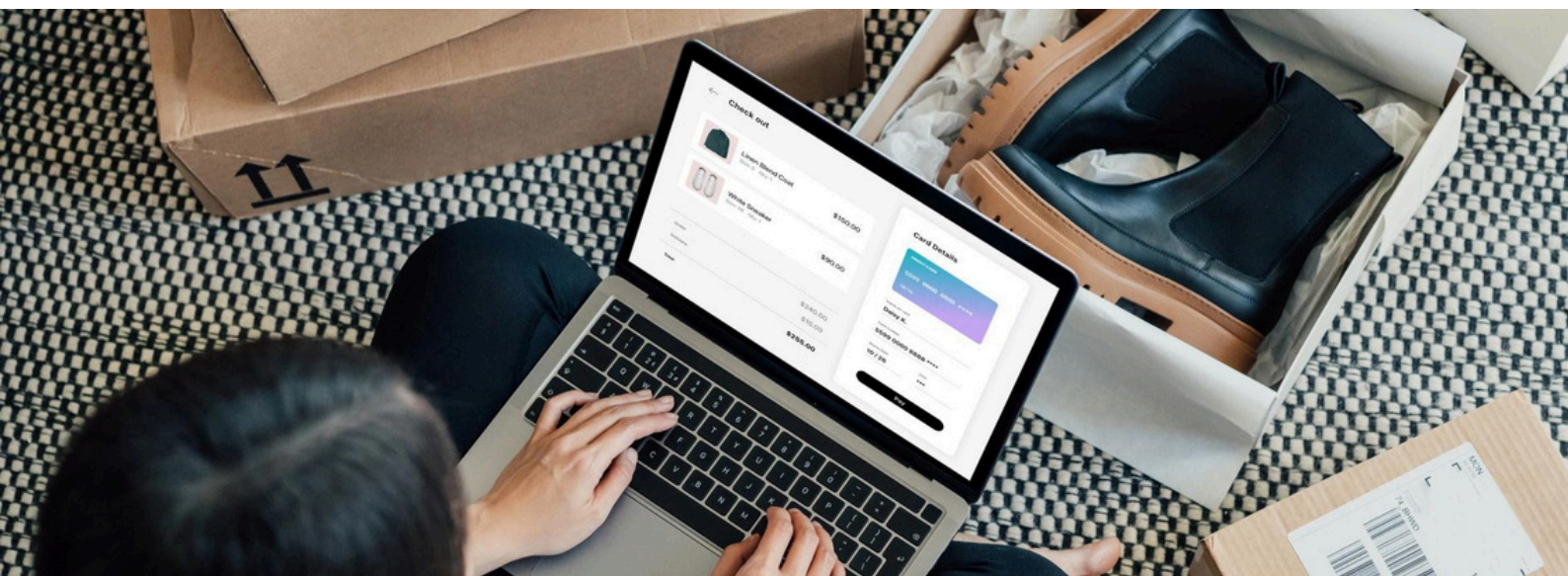
BEST PRACTICES FOR Selling Online

Whether you are about to start an e-commerce site, expand your current business, or give your online sales a boost, here are Beyond Main's top tips for selling and marketing online.

ONLINE SALES GROWTH IS UNSTOPPABLE

What is e-commerce marketing?

Ecommerce marketing is the practice of using promotional tactics to drive traffic to your online store, converting that traffic into paying customers and retaining those customers post-purchase.

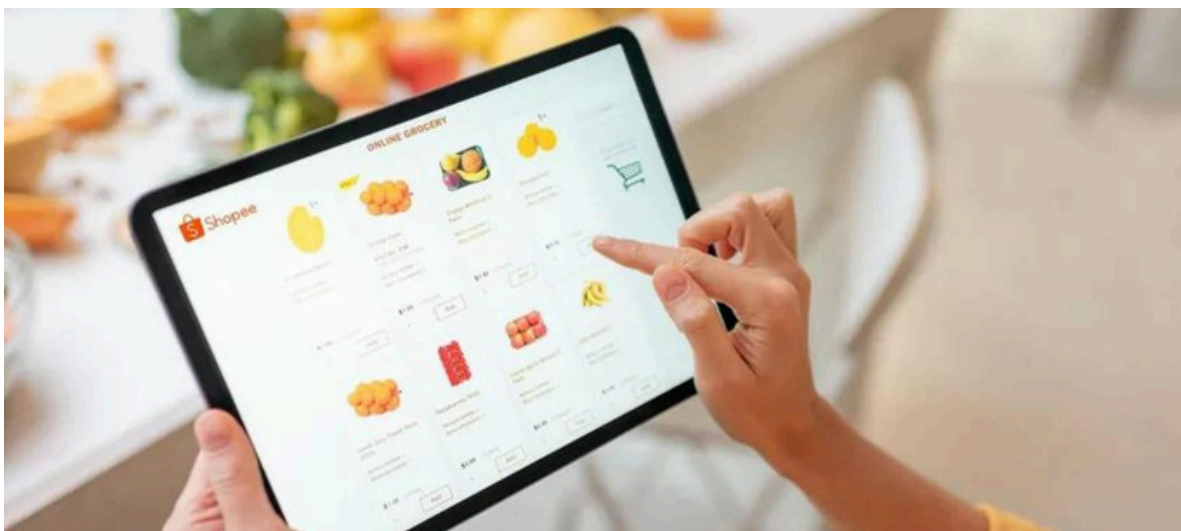


THE IMPORTANCE OF Product Selection

Choosing what products to list in your new online shop can be challenging. While you may be eager to add everything and anything, it is important to take the time and narrow down exactly what you want to sell on your site. This is your chance to showcase your most popular products or best sellers to draw in a new or existing customer.

MORE PRODUCTS DO NOT ALWAYS MEAN MORE SALES!

- 01 SIMPLIFY CHOICES
- 02 ORGANIZE PRODUCTS MAKING IT EASY FOR CUSTOMERS TO SHOP



HOW TO AVOID CHOICE OVERLOAD

Product Category



Girls Shoes



Ugg Girl Dakota Moccasin Slippers
Ugg
\$69.95



Ugg Girl Dakota Moccasin Slippers
Ugg
\$69.95



Camper Girl Driftie Sneakers
Camper
\$71.96

SIMPLIFY HOW CUSTOMERS SHOP

- ✓ **Create Categories**
Examples: Clothing, Beauty, Home Decor
- ✓ **Add Variants**
Condense your product listings by adding in color or size options
- ✓ **Create Filters**
Example: Price, brand, category, sale, new products, best sellers, gift ideas.

Close Filters



Category



General Tags



Brand



Price



Shoppers can use filters to narrow down their search



Birkenstock Birkenstock Mayari Sandals - Golden Brown

Birkenstock Mayari sandals are an all-time classic. Combining anatomically correct footbed and an iconic look, Mayari slides make for a great day-to-night outfit.

Size

5

1 Left

6

1 Left

7

1 Left

8

1 Left

9

1 Left

10

Out of Stock

11

1 Left

Size variant



PRODUCT DESCRIPTIONS THAT SELL

- 01 Know who your target audience is and why they would be interested in this product
- 02 Focus on the **product benefits** and convince the potential buyers that it will improve their lives in obvious, measurable ways.
- 03 **Answer every question** and address every objection. Unanswered questions can result in a loss of a sale.
- 04 Use **power words** that sell like flawless, jaw-dropping, stunning, excited, breathtaking, etc.
- 05 Optimize for search engines by using keywords that customers would use to search for a product, such as "**women's black dress pants**" or "**lavender scented candle**"
- 06 Use natural language and tone. Add some personality and write descriptions as if you were telling your friends how great the product is.



Product Imagery

In the world of e-commerce, visuals are everything.

Taking eye-catching, high-quality photos is not as complicated as you think. Grab your phone, and let's get started!

TIPS ON TAKING PRODUCT IMAGES THAT SELL!

- ✓ Simple and plain background
- ✓ Showcase products from different angles
- ✓ Proper lighting - avoid shadows or dim/dark lighting
- ✓ Avoid tiny thumbnails and blurry images
- ✓ 3-5 product images

Example



These are product images taken on an iPhone. By using a poster board, natural sunlight, and a free editing app, these product images only took a few minutes to capture and can drastically increase your chance of a sale!

PRODUCT PHOTO CHECKLIST

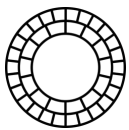
- ✓ Plan background with no distractions
- ✓ Bright lighting accurately capturing product's colors
- ✓ Images are high quality and clear
- ✓ The product is shown from multiple different angles

FREE APPS & TOOLS

Here are some of our favorite apps and online tools we love to use to edit photos. The best part is they all have free plans or features!



LIGHTROOM is one of our favorites for editing images. It is easy to use and has features such as spot removal, white balance, and background blur.



VSCO is a photo editing app which allows you to edit lighting, add filters, crop, and more.



While Canva is one of our favorites for creating marketing material, it also has great photo editing tools. Our favorite is the background remover that removes your images' background in just one click.



Be Funky is an app that allows you to easily edit photos, create graphics, and make photo collages. Some of its most popular tools are cropping batch editing, retouching, and background remover.

LOW COST SUPPLIES

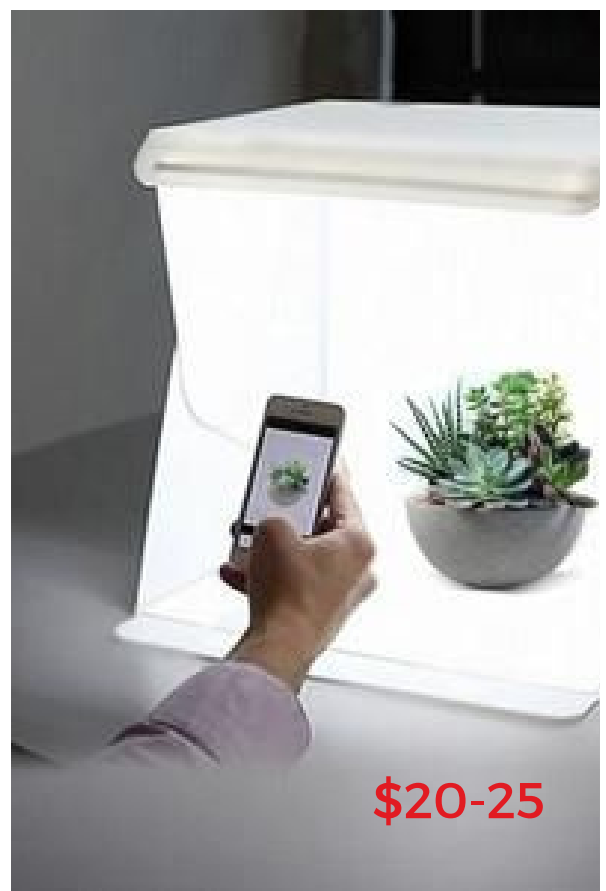
You don't need a studio, fancy lighting, or a high-tech camera to take good images. With an iPhone and some items you probably already have in your home, you can take some great product images.

Poster Boards

If you have small or medium size products, you want to photograph using a simple white poster board as your background is an easy and cheap way to take great photos! You can reuse the same board over and over again and cuts out any editing you might have to do,

Light Box

A lightbox is a great, budget-friendly way to improve your product photos. These portable boxes fold open with bright lights inside, making it easy to capture great product images. They come in a variety of sizes and have lighting setting and interchangeable background colors.

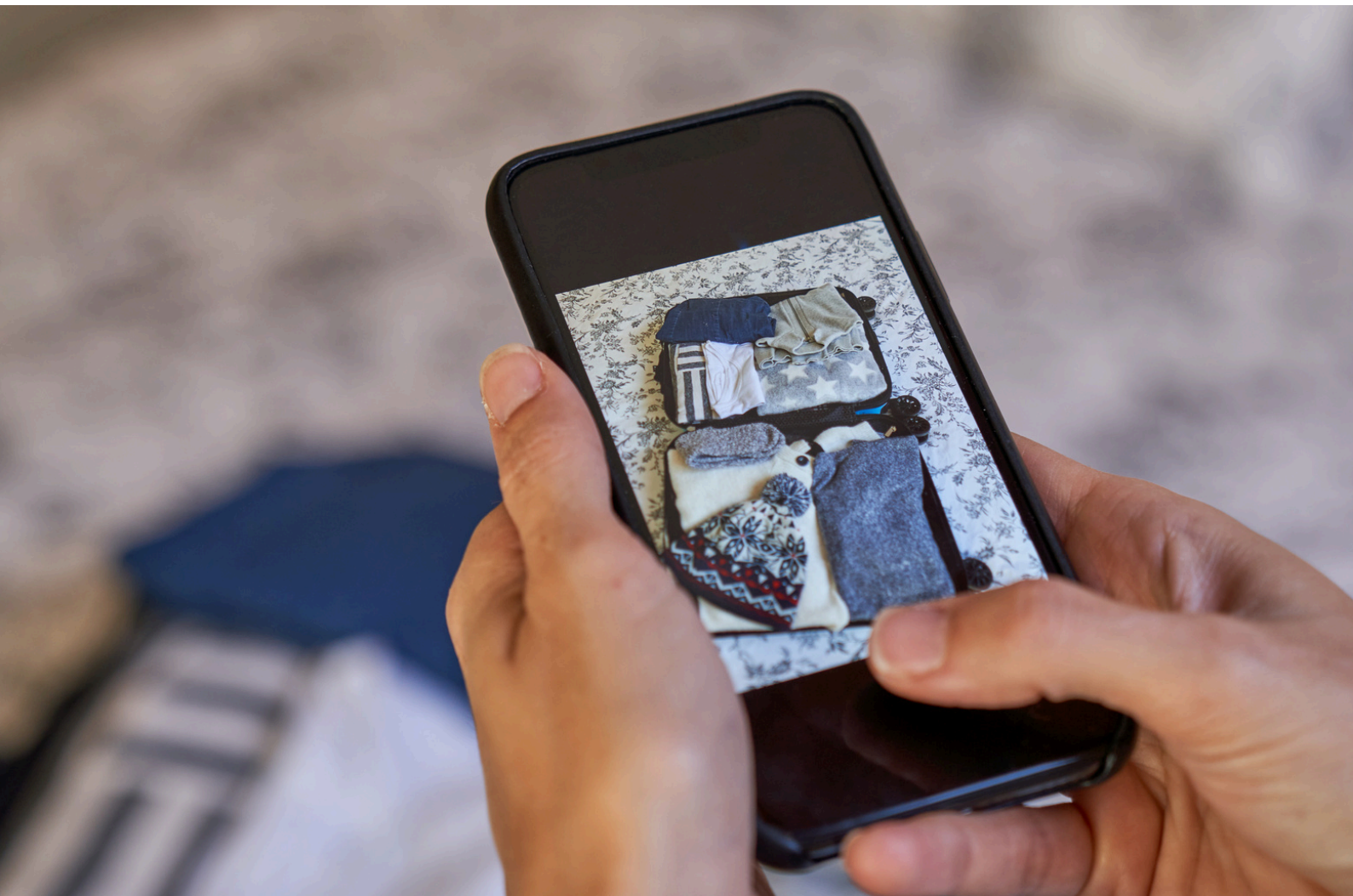


\$20-25

WHERE TO FIND IMAGES

Make your life a little easier, by trying to find product images online or through your sales rep.

Depending on how you source your products, many wholesalers and brands are more than happy to provide you with high-quality images.



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.

MARKETING

checklist

SOCIAL MEDIA TRAINING

- Embed shop links to social profiles
- Create an effective call to action button on your profile (call, email, shop, visit)
- Add banners and badges to your profile
- Update bio and about us sections on profiles

MARKETING YOUR SHOP

- Access our pre-designed templates or create your own content
- Use our pre-written captions or write your own
- Share the exciting news on social media!
- Follow our marketing guide with the best social media practices
- Keep marketing efforts continuous by using our 12-month content calendar full of ideas
- Submit a collaboration post or idea to our portal so we can collaborate and cross-market!

ACCESS RESOURCES

- Marketing Tool Kit
- Seller Guide
- Listen to previous Main St. Collective Calls
- Pre-Written copy and captions (Customizable!)
- Pre-Designed Canva graphics (Customizable!)
- 12 Month social media calendar

THE WINNING BIO

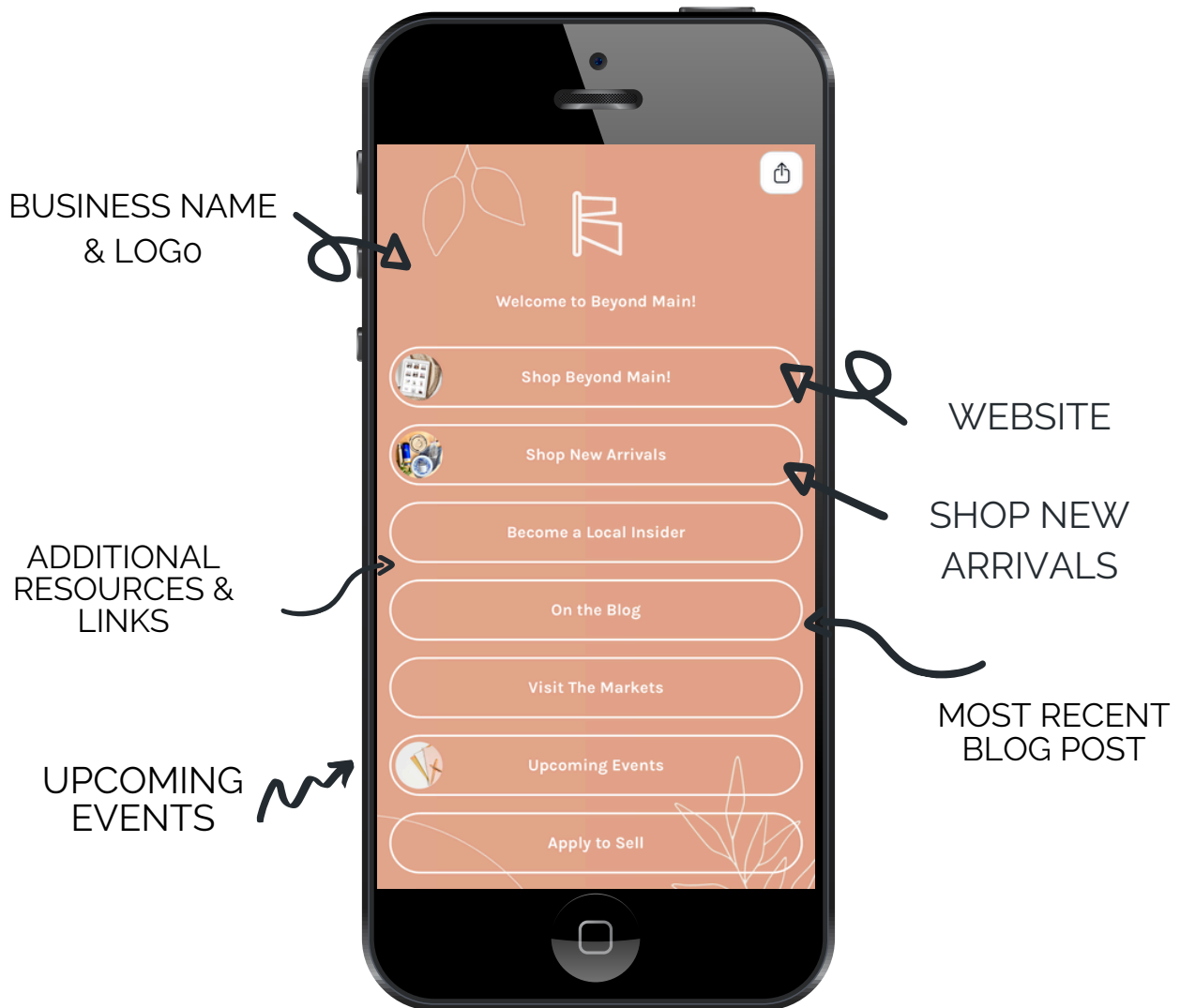
CHECKLIST



Before you begin any marketing efforts, it's essential to ensure your socials are set up for success! Your Instagram bio is your chance to make a positive first impression to help attract new followers and potential customers! Follow these guidelines to create a winning bio!

CALL TO ACTIONS

CUSTOMERS CAN'T HELP BUT CLICK

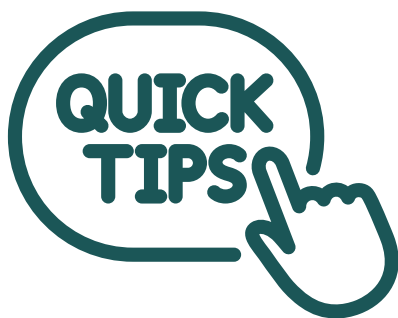


Linktree is a landing page that makes it easy to link additional resources for your business, such as your Beyond Main Shop, website, or new blog posts. Oh, and it takes only a few minutes to set up!

[CREATE A LINKTREE](#)

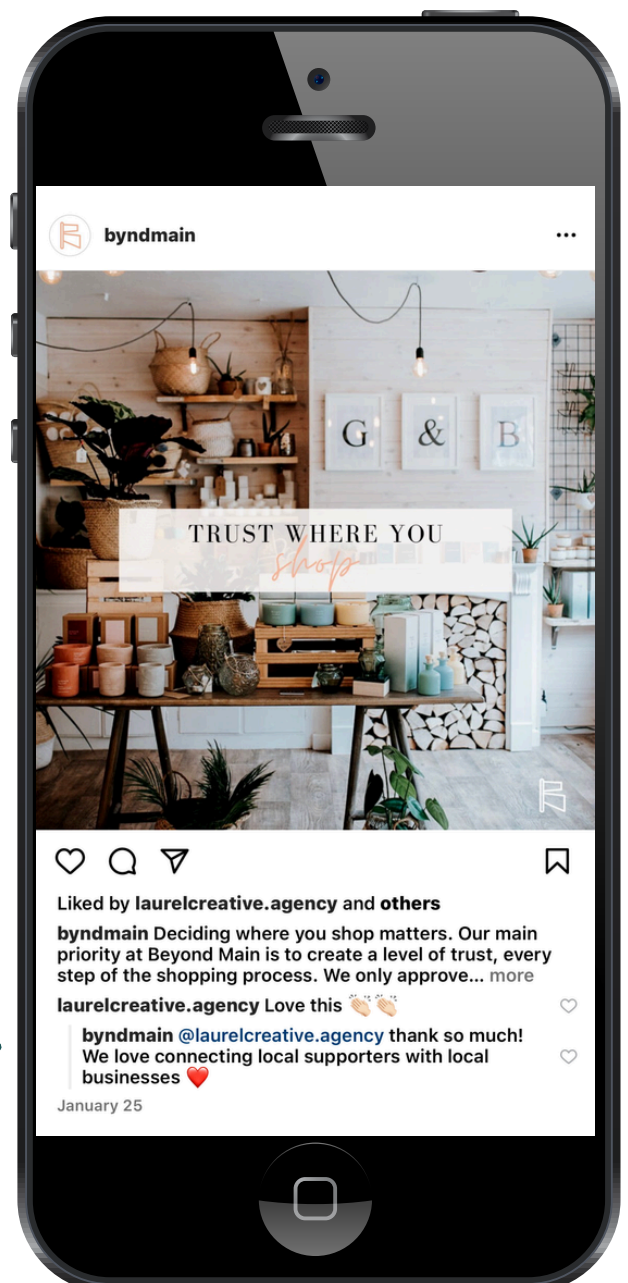
CONNECT WITH YOUR COMMUNITY

The best way to connect with potential new followers and customers is to search for them! Searching relevant hashtags, locations, and products/services that align with business and brand are crucial to finding your people!



Turn your comments into conversations! Make sure to reply to all comments and messages but instead of replying with an emoji or a "thank you" use this opportunity to start a conversation and connect with followers.

Check out this example of how we responded to a simple comment!



CAPTION WRITING CHECKLIST

MAKE SURE TO INCLUDE THE FOLLOWING

- Start with a hook
- Add your body (what are you sharing? Exciting news, product information, educational content)
- End with a Call to Action

TIPS TO CREATING CAPTIONS THAT CONVERT!

- Keep your voice casual and conversational - no corporate lingo!
- Make sure it has some personality and sounds like your brand
- Make sure your captions have a clear call to action
- Use emojis to create visual interests or a bulleted list
- Use line breaks to separate paragraphs making it easy to read
- Be strategic in using hashtags

HOOKS & STARTERS

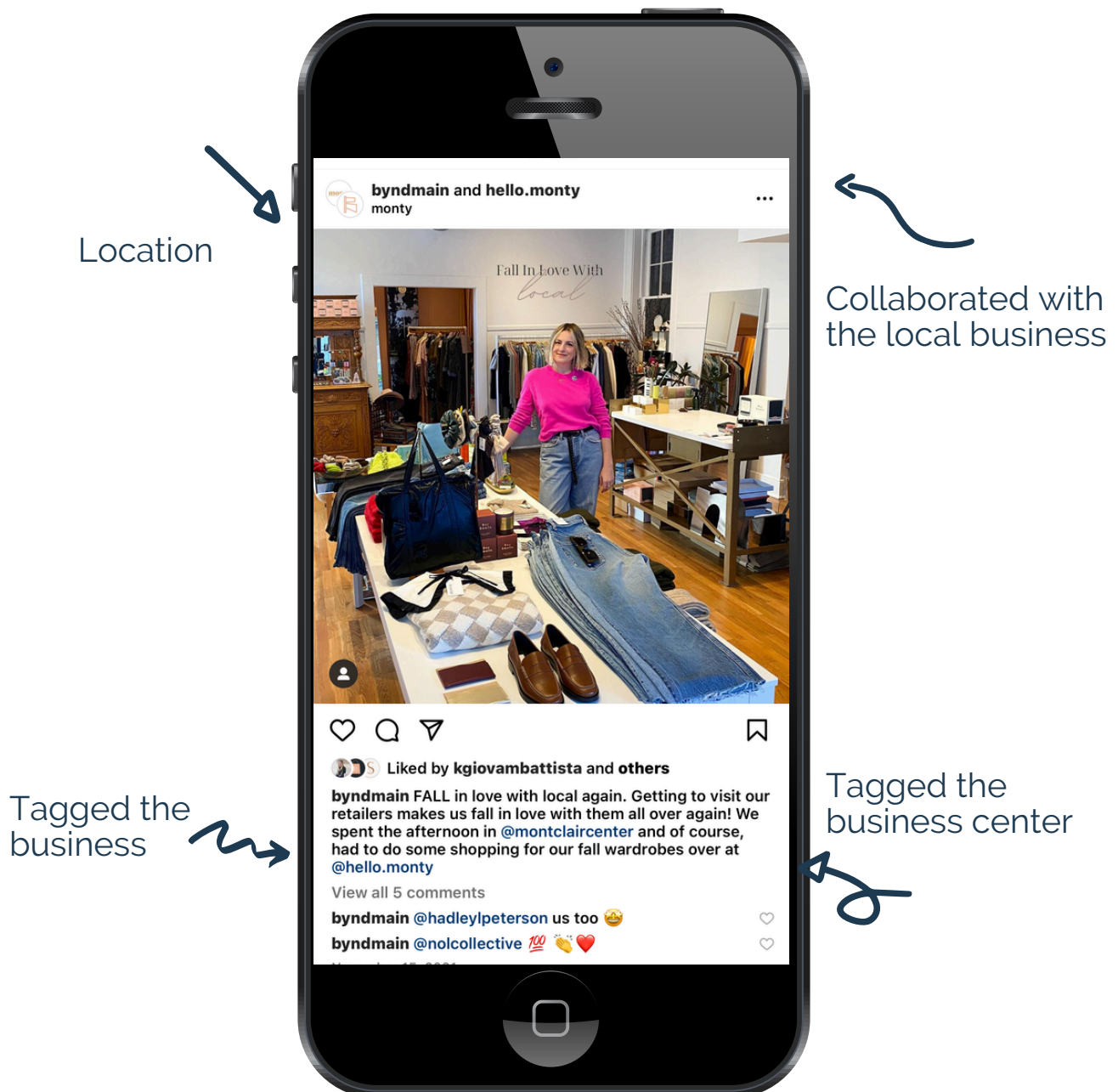
1. Guess what...
2. You're not going to want to miss this....
3. Breaking news!
4. We are excited to announce
5. You asked; we delivered
6. Coming soon!
7. Introducing.....
8. Did you know?
9. Have you tried our.....
10. Did you hear....

CALL TO ACTION

1. Join the fun [click the link, follow]
2. Double tap if you [something relevant to the post or your business]
3. Tell us [how, about, when, what]
4. Watch our stories to learn more about...
5. Swipe to [learn more, see, enter to win]
6. Drop a [emoji] in the comments if [something relevant to the post or your business]
7. Click the link in our bio
8. DM us for more info
9. Save this post for later
10. Tag a friend if [something relevant to the post or your business]
11. Available now [instruction on how to shop or learn more]
12. Don't miss out on...
13. Follow for more

DON'T FORGET TO TAG, TAG, & TAG!

Make sure to include all necessary tags in your posts. Make sure your tagging your location, add hashtags, and tag any business or brands relevant in the post.



DAILY INSTAGRAM CHECKLIST

- ✓ REPLY TO DM'S & COMMENTS
 - ✓ PIN SOME OF YOUR FAVORITE COMMENTS ON YOUR POSTS
 - ✓ ENGAGE ON POSTS & STORIES IN YOUR FEED - 5-10 MINUTES
 - ✓ POST YOUR CONTENT FOR THE DAY
 - ✓ ENGAGE WITH NEW ACCOUNTS ON YOUR DISCOVER PAGE
-

BEFORE YOU POST CHECKLIST

- ✓ THE IMAGE IS CLEAR AND NOT BLURRY
- ✓ TAG LOCATION
- ✓ TAG BUSINESS OR OTHER RELEVANT ACCOUNTS
- ✓ CHECK CAPTION IS FREE OF SPELLING & GRAMMATICAL ERRORS
- ✓ ADD HASHTAGS UNDER YOUR CAPTION OR IN COMMENT SECTION

7 things the **Instagram algorithm** is prioritizing!

1 IN-APP EDITING

Instagram's algorithm loves reels that are edited in-app! Avoid using external apps like CapCut, as videos edited in the Instagram app are more likely to be pushed further and reach a wider audience!

2 DAILY POSTING

The Instagram algorithm is now favoring profiles that post daily! That's right, daily grid posts will boost your visibility and engagement!

3 3-5 HASHTAGS

While Instagram allows up to 30 hashtags per post, the algorithm is actually favoring posts with only 3-5 niche tags that are specific to the content. Focus on using targeted, specific hashtags to help our posts reach the right audience and boost engagement!

4 OPTIMIZE CAPTIONS

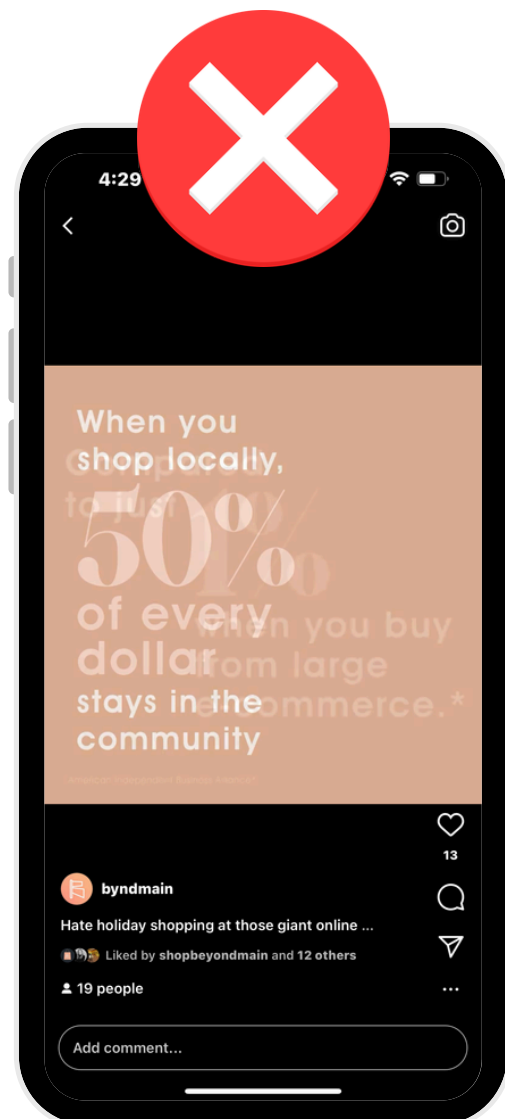
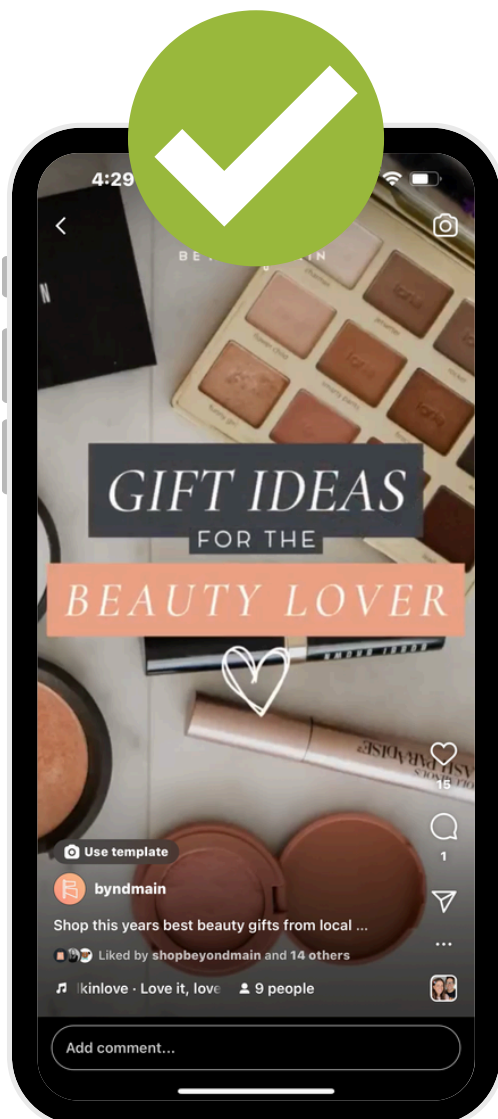
In 2023, Instagram is all about SEO, so it's important to optimize your captions with specific information related to your post! By including targeted keywords and relevant details in your captions, you'll improve your chances of showing up in search results and reaching a wider audience.

5 POST STORIES 6X/DAY

Posting stories daily is now more important than ever on Instagram! In 2023, the algorithm is favoring profiles that are active throughout the day by posting 2 stories in the morning, 2 in the afternoon, and 2 in the evening. Don't forget to use stories as a way to engage by using polls, questions, and links.

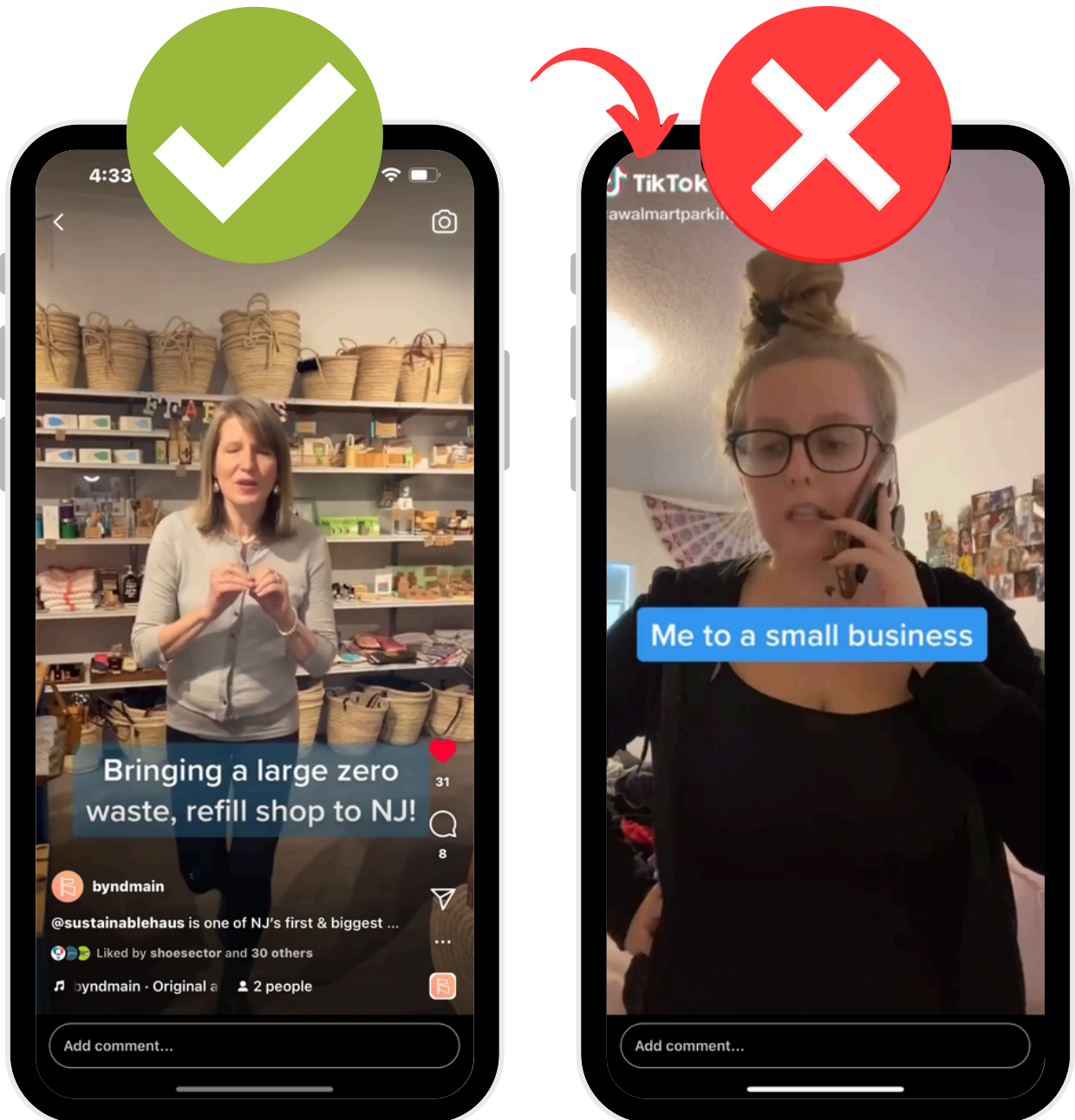
6 VIDEO DIMENSIONS

Video dimensions can impact your reach on Instagram. It's important to make sure your videos are 9x16 (1,080 pixels x 1,920 pixels), without any black borders, to ensure that your content is fit for reels and won't be penalized by the algorithm.



7 NO TIKTOK WATERMARK

Instagram is not favoring videos with the TikTok watermark, so if you're repurposing your TikTok content on Instagram, make sure you're using the logo-free version of the video!



There are plenty of websites that allow you to download tiktok videos for FREE without the watermark. Our team loves to use snaptik.app

Best Practices For the *Facebook Algorithm*

1 KEEP POSTS RELEVANT TO YOUR AUDIENCE

Compelling storytelling, informative and accurate content, and imagery that reinforces your brand identity are all essential components. Create content that users want to share with their family and friends.

2 ENGAGE READERS AND ENCOURAGE INTERACTION

Create content that encourages positive interactions between your followers and others. Whether it's related to products, education, or entertainment, ensure that your content prompts conversations and provokes responses.

3 DON'T USE CLICKBAIT OR ENGAGEMENT BAIT

Avoid engagement baiting tactics, such as asking users to "like," "share," or "comment" on your posts. Instead, create high-quality content that naturally inspires engagement and adds value to users.

4 EXPAND YOUR POST REACH WITH EMPLOYEES AND BRAND ADVOCATES

To increase your reach on Facebook, consider enlisting your employees and brand advocates to share your content with their networks. Since the platform gives preference to posts from users' friends and family, engaging with existing brand enthusiasts and encouraging them to share your content can broaden your audience.

5 PUT AD DOLLARS BEHIND CONTENT WITH ORGANIC MOMENTUM

To make the most of your advertising budget on Facebook, identify organic content that is already performing well and boost it with ad dollars. This strategy can help to lower your cost per click (CPC) and create a snowball effect for your content. Avoid wasting ad dollars on poorly performing organic content, which can cost more while offering less in return.

6

CREATE ORIGINAL VIDEO CONTENT

To ensure optimal performance on Facebook, create original video content that captures your audience's attention, sparks engagement, and inspires them to seek out more of your brand's content. Be sure to capture your brand's voice and avoid duplicating content when creating authentic Reels, Stories, and full-length videos.

7

EVOKE EMOTION WITH STORYTELLING

To build connections with your audience, prioritize authenticity, interactivity, and accuracy, but most importantly, listen to your audience. Ask for feedback, learn their interests, and take cues from their activity on other platforms.

8

POST AUTHENTIC AND TRUTHFUL CONTENT

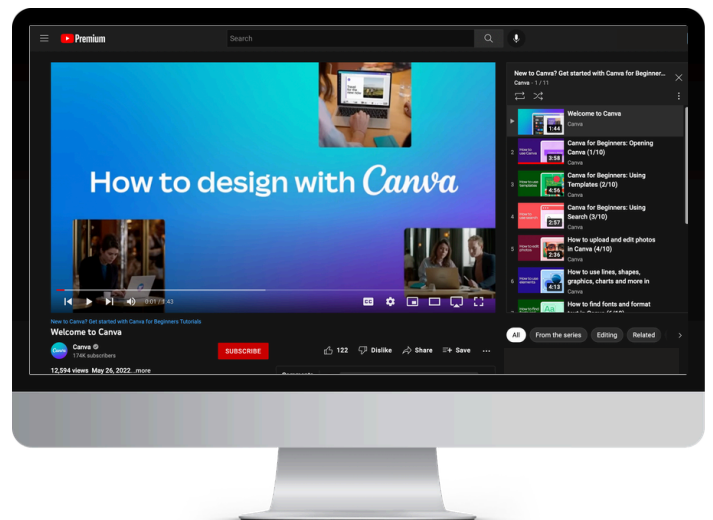
To ensure your content is seen as genuine and accurate, write clear, straightforward headlines without exaggeration or sensationalism. Use well-sourced, reliable information and avoid sharing questionable sources. Above all, never deceive or mislead with your content.

SOCIAL MEDIA TEMPLATES

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!



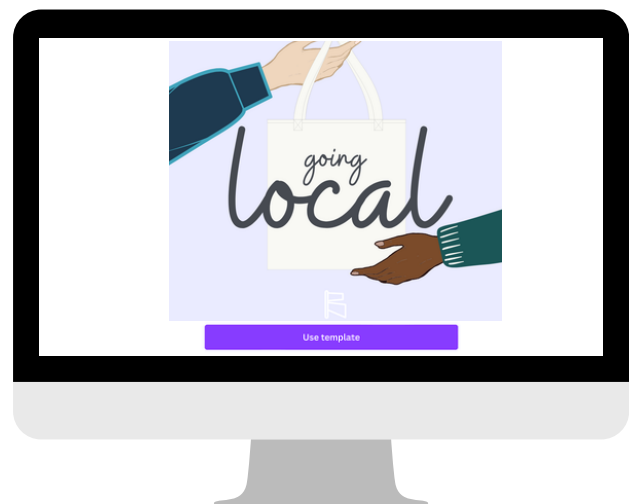
Scan to Access Templates

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."



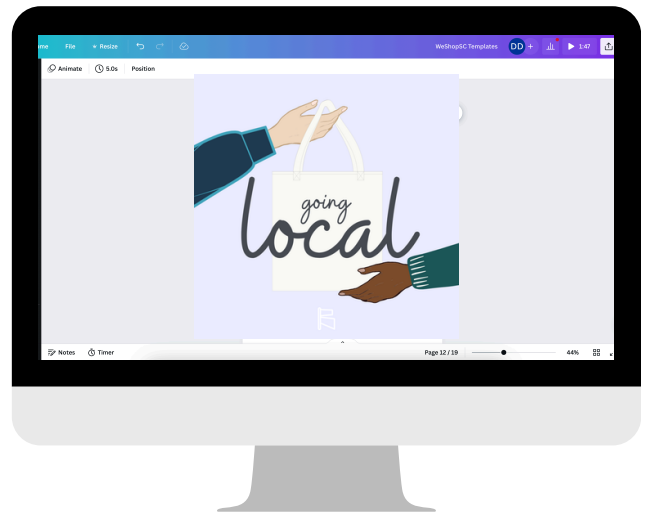
02

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.

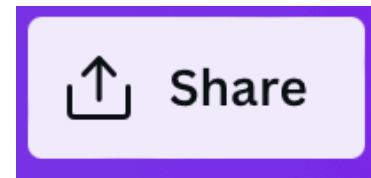


04

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

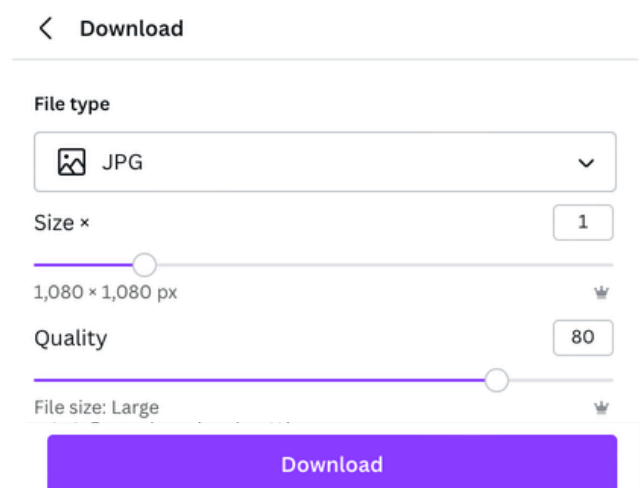
05

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



Scan to Access
Templates

Badges & Profile Icons



Scan to Access
Templates

RULE OF CONTENT

BUILD MEANINGFUL RELATIONSHIPS,
AND THE SALES WILL FOLLOW

20%

PROMOTION
SERVICES
SELLING



80%

EDUCATE
INSPIRE
ENTERTAIN

When creating content your mission should be to build and sustain meaningful relationships so people build loyalty to your business. By providing 80% valuable and relatable content to your audience, you're able to give them something rather than just push sales, allowing you to keep their attention long-term. So when product promotion comes to the feed, your audience is more inclined to interact.

WHERE TO START?

Kick off your marketing efforts with these 3 social media posts using our pre-designed templates and caption hooks to announce your new online shop and drive sales:

1 SHOP ANNOUNCEMENT

Let the world know about the launch of your Beyond Main shop! Use our template and a captivating caption to create buzz around your new online shop!

2 SHOP SERVICES SHOWCASE:

Don't keep your followers guessing! Highlight what your shop offers, including products, services, local delivery options, gift wrapping services, and appointment bookings. Use our pre-designed template and an engaging caption to inform and entice your audience.

3 PRODUCT SHOWCASE

Create excitement by showcasing the drop of a new item! Utilize our template and a compelling caption to showcase your latest product and encourage your audience to check it out.

Social Media

CONTENT IDEAS

- Answer an FAQ about your product or service
- The biggest misconception about your business/industry
- What makes your business stand out over competitors
- Tell your story - how you started your business and why
- Myth vs. fact on your product, business, or industry
- Share a customer success story
- Diagnose the problem: ask a question your target customer will identify with and share how your business can help.
- Spotlight a staff member
- Share a life hack or tutorial
- Behind the scenes of how you package or gift wrap orders
- Share a then vs. now photo of how far your business has come or changed over the years
- Highlight a popular product, collection, or service and why customers love it so much
- Create a graphic with a motivational quote or story
- Share a testimonial
- Showcase the lighthearted/funny side of your business's personality
- Share a post in honor of a national day or holiday
- Create a funny/relatable quote
- Share behind the scenes of your business.
- Share a meme that relates to your brand or business
- Share user-generated content (customer using your product)
- Host a question and answer
- Collaborate with another local business, customer, or influencer
- Video tutorial: how to use your products, styling an outfit, assembly, etc.
- New product launch or sneak peek
- Share news about your business
- Share a promotion or sale
- Host a giveaway
- Share a business owner day in the life video
- Ask a question

KEY SHOPPING DATES & HOLIDAYS

- **January:**
 - New Year's Eve, Martin Luther King Jr. Day
- **February:**
 - Valentine's Day, Presidents Day, Black History Month, Super Bowl, Chinese New Year
- **March:**
 - Women's History Month, International Women's Day, St. Patrick's Day, Mom and Pop Business Owner's Day, Employee Appreciation Day
- **April:**
 - Easter, Earth Day, April Fools
- **May:**
 - Mother's Day, Memorial Day, National Small Business Week, National Teacher's Day
- **June:**
 - Father's Day, Pride Month, Juneteenth
- **July:**
 - 4th of July
- **August:**
 - Back to School, Black Business Month
- **September:**
 - Labor Day, Grandparent's Day
- **October:**
 - Halloween, Breast Cancer Awareness Month, World Teacher's Day
- **November:**
 - Thanksgiving, Black Friday, Cyber Monday, Entrepreneur's Day, Small Business Saturday
- **December:**
 - Christmas, Hanukkah, New Year's Eve,

MARKETING MATERIAL

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



**Scan to Visit
Our Print Shop**

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.

Creative Ways to **ENGAGE & SELL** with our Reservation System

Whether you're in retail, food, or services, this tool empowers you to craft captivating experiences that foster customer loyalty and amplify sales. There are numerous ways to captivate customers and provide them with unique brand experiences. Explore ideas for any business to leverage our reservation system.

RETAIL

- Personalized Shopping Sessions: Book one-on-one appointments with stylists, designers, or personal shoppers for a curated experience.
- Try-Before-You-Buy Events: Reserve exclusive slots to test high-demand products or new lines before anyone else.
- Skill Sessions ex. Gift Wrapping Workshops: Offer bookable classes to teach customers the art of festive wrapping.
- Pop-Up Events: Create limited-time experiences like trunk shows or artist exhibitions that require reservations. Include a goodie bag for first xx that register.
- Community Meet-and-Greets: Host author signings, local artist showcases, or influencer meet-ups with bookable tickets.

FOOD

- Table Reservations: Allow for customers to book tables and manage your online reservations through Beyond Main
- Chef's Table Experiences: Exclusive, intimate dinners with the chef, requiring reservations weeks in advance.
- Cooking Classes & Workshops: Offer bookable classes for specific skills like sushi rolling, grilling techniques, or vegan cooking.
- Virtual Wine Tastings: Host online or table tastings with sommeliers, pairing wines with themed menus and requiring reservations.
- Behind-the-Scenes Tours: Give customers a peek into the kitchen or bakery with bookable tours, highlighting fresh ingredients and unique processes.

SERVICE

- Fitness & Wellness: Bookable classes or one-on-one training sessions with personal trainers, yoga instructors, or nutritionists.
- Beauty & Pampering: Make reservations for spa treatments, hair appointments, or makeup consultations.
- Pet Care: Offer bookable slots for dog walking, grooming, or training sessions.
- Educational Workshops: Host bookable workshops on diverse topics like financial planning, DIY home improvement, or coding for beginners.

Join the Conversation

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.



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