



Empowering Your Locally Owned Small Business Community

WeShopSC.com – SC's Statewide
Marketplace

2024 MASC Annual Meeting
Saturday, July 20



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The information provided here is for informational and educational purposes and current as of the date of publication. The information is not a substitute for legal advice. Consult your attorney for advice concerning specific situations.



Do you  supporting LOCAL?

What if South Carolina had its own
statewide marketplace for
small businesses?





Road Trip!!



Visitors

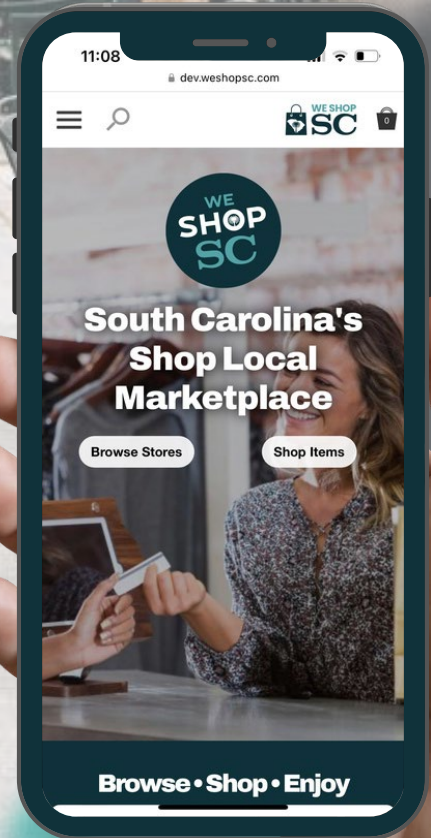


Locals



Small Businesses







Partners



The Association offers services and programs that give municipal officials the knowledge, experience, and tools for enabling the most efficient and effective operation of their municipalities in the complex world of municipal government.



Main Street SC is a technical assistance program of the Municipal Association that assists communities as they revitalize their historic downtowns, encouraging economic development and historic preservation. It guides the organizational structure necessary to revitalize downtowns and cities into vibrant centers of commerce and community.



Beyond Main is a cooperative technology platform and software provider dedicated to connecting community and commerce capabilities between small businesses, residents, and visitors.

Why Main Street?



Economic development
& placemaking
within the context of
historic preservation



A grassroots, community- and volunteer-driven strategy encouraging economic development through historic preservation.

Main Street is D.O.P.E.



work with existing & potential businesses, property owners & partners to strengthen and grow the local economic base

work with property & business owners to enhance downtown's physical appearance while preserving historic character



bring the community together to build consensus, volunteer, invest, partner, and add resources to the revitalization efforts

work with partners and community to position downtown as a center of community activity, promote its positive image, & market its unique assets

Main St SC Network

Role: Understand
Conditions & Identify
Solutions/Resources

The Digital Realm

BIG BUSINESS

- \$3.5 Trillion
- 25% = online

SMALL BUSINESS

- \$2.5 Trillion
- 1.4% = online



Fountain Inn

SC's Statewide Digital Marketplace

Hybrid Platform



Retail



Food



Service



WeShopSC uses a national platform to support small businesses and communities with:

- Free directory listings
- Marketplace for streamlined promotions
- Ecommerce
- Fulfillment options
- Digital gift card capabilities
- Reservation system

Commission Free
small business sales
channel

WeShopSC

Augment your brick and mortar
with digital discovery on
WeShopSC.

What it is ...

- Digital space to enhance and support the built environment
- Expanded marketing exposure and reach - accessible and open 24/7
- Tool to build community connection and commerce

What it is not ...

- Replacement for the built environment
- “Set it and forget it” tool
- A quick fix for poor business practices or management



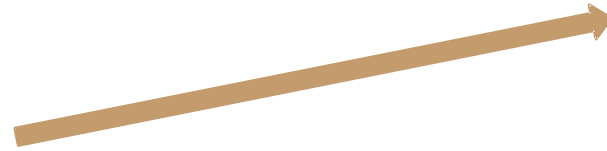


WeShopSC Data

Launched August 2023



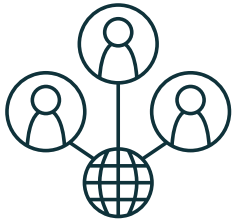
500+



10%

WeShopSC is their
only online presence

Business profiles across 50 cities



30+

Active Markets






3,000 - 5,000

Average Monthly Site Visitors

Build Your Free Online Profile

Showcase photos, videos, coming events, hours, testimonials, social accounts, and more

	 Profile Only Plan Free	 Gift Card Plan \$360 / year	 Full Store Plan \$600 / year
Store Discoverable on the Beyond Main Marketplace	✓	✓	✓
Store Profile <small>Display Hours, Photos, Videos, Coming Events, Testimonials, Social Accounts</small>	✓	✓	✓
Store Insights [Ⓜ] <small>Business Performance Analytics</small>	✓	✓	✓
Link to Your Website	✓	✓	✓
Sell Online Gift Cards to Your Store [Ⓜ] <small>Coming Soon - For Purchases In-store via QR Code</small>		✓	✓
Multiple Store Locations		✓	✓
eCommerce Insights [Ⓜ]		✓	✓
Sell Products Directly Online			✓
Sell Online Gift Cards for Beyond Main Purchases <small>Coming Soon - Redeemable in the Beyond Main Marketplace</small>			✓
Offer Item Discounts, Promo Codes, & Sales			✓
Dynamic Shipping Prices [Ⓜ]			✓
Faster Item Loading with Shopify Syncing			✓
Add Products Via a UPC lookup [Ⓜ]			✓
Book Appointments Directly on Beyond Main <small>Coming Soon - Option to link existing booking system</small>			✓



We Shop SC

Local Markets

The screenshot shows the We Shop SC website interface. At the top, the navigation menu includes 'Markets' (circled in red), 'Stores', 'Items', 'Gift Cards', and 'Why Join'. The 'Markets' section is active, displaying a list of local markets. The 'Main Street Hartsville' market is highlighted with a red arrow pointing to its logo. The page for 'Main Street Hartsville' includes a welcome message, a description of the community, and a list of participating businesses at the bottom.

WE SHOP SC **Markets** Stores Items Gift Cards Why Join **0** Bag **Join** **Sign In**

City of Inman
Inman, SC
Downtown Inman features a vibrant scene with historic buildings and charming streetscape. One of the highlights of downtown Inman is the Inman Harvest Day Festival, which takes place every year in downtown Inman.

Home Run Cafe **Gracie's Boutique** **SC Mercantile** **Pink Exterior**

Main Street Hartsville
Hartsville, SC
Welcome to Main Street Hartsville - the heart of the Hartsville community and your go-to destination for all things vibrant and exciting! Our organization is dedicated to supporting local businesses and fostering a sense of community through a wide array of placemaking efforts and small business initiatives.

With our historic buildings and charming streetscape, Downtown Hartsville is a place like no other. From our bustling farmer's market to our lively concerts and festivals, there's always something happening here. And with our unique shops and restaurants, visitors can indulge in a little retail therapy or satisfy their cravings for delicious cuisine.

But Main Street Hartsville is more than just a destination - it's a community. We're dedicated to bringing people together and fostering a sense of belonging, which is why we're always working to make our downtown area a more welcoming and inclusive space. With our community-focused events and initiatives, we strive to create a place where everyone feels at home.













Our team of marketing experts and community leaders is passionate about showcasing the best of Hartsville to the world. Through targeted marketing campaigns and strategic online initiatives, we help local businesses increase their visibility and attract more customers than ever before.













So whether you're here for a day or for a lifetime, we invite you to experience all that Main Street Hartsville has to offer. From our vibrant downtown scene to our unparalleled community spirit, we're confident that you'll fall in love with this special place - just like we have!

Brandon Price ... **Mighty Oak Ma...** **Purrs McBarkin'** **Vintage** **Define Wealth ...** **The Blind Pig** **The Key** **Wild Heart Bre...**

We Shop SC

Local Markets

	Uptown Greenwood Market: 11	28 Accounts		Main Street Hartsville Market: 12	8 Accounts
	Laurens Market: 13	28 Accounts		Clover Market: 15	7 Accounts
	Fountain Inn Market: 16	16 Accounts		Main Street Bennettsville Market: 17	11 Accounts
	Inman Market: 18	39 Accounts		Walterboro Market: 19	5 Accounts
	Beaufort Market: 20	4 Accounts		Camden Market: 21	26 Accounts
	Central Main Street Market: 22	3 Accounts		Cheraw Market: 23	5 Accounts

	Downtown Mullins Market: 24	9 Accounts		Newberry Market: 25	23 Accounts
	Kingstree Main Street Market: 26	7 Accounts		Lancaster Market: 27	2 Accounts
	Manning Market: 28	26 Accounts		Downtown North Augusta Market: 29	4 Accounts
	Dillon Market: 33	17 Accounts		Gaffney Market: 35	36 Accounts
	Spartanburg County Market: 42	23 Accounts		Charleston Market: 44	15 Accounts
	Charleston: West Ashley Market: 45	6 Accounts		Abbeville Market: 46	7 Accounts

We Shop SC

Local Markets

[Inman, SC](#) [We Shop SC Marketplace](#)

Get the Free App.

Events Calendar
Find Out What's Happening Around The City of Inman
[Learn More](#)

Scavenger Hunt
Explore Downtown Inman, Solve Clues and Win Cool Stuff!
[Learn More](#)

Contact Us
Have Questions? Let Us Know How We Can Assist You
[Learn More](#)

Get in Touch

Let us know how we can assist you.

NAME *
First Last

EMAIL *
Subject

MESSAGE *

[Submit](#)

CLICK ON WE SHOP SC LOGO FOR INFORMATION ABOUT OUR DOWNTOWN BUSINESSES

WE SHOP SC

[City of Charleston, SC](#) [We Shop SC Marketplace](#)

CHARLESTON SC

NEWS GOVERNMENT DEPARTMENTS RESIDENTS BUSINESS VISITORS ONLINE SERVICES HOW DO I...

Permit Center
Women & Minority Business Enterprise Office
Central Business District Improvement Commission
Central Business District Resources
King Street Profile
CBS Small Biz Resource Guide
Street Events
Down 2 Business Tour
Restaurant Advisory Group
WeShopSC
Food Truck Friday

Contact Us
Jeremy Coburn
Project Assistant
Email: [Jeremy.Coburn@cityofcharleston.com](#)
[More Information](#)

WE SHOP SC

Overview:

WeShopSC is a commission-free platform connecting small businesses with a centralized e-commerce community. It offers three avenues for businesses to connect, along with robust marketing resources to boost visibility and encourage shopper engagement. Please view our [Charleston Market Webinar](#) for more info!

Joining WeShopSC is simple and free for businesses of all types - retail, service, or food-based. With free and low-cost annual subscription packages, WeShopSC provides powerful commerce tools and integrations to boost online and in-store sales. Get started today at [WeShopSC.com!](#)

Join SC's Small Business Online Marketplace!

Features:

- Commission-free online selling opportunities
- No code, low-cost cloud-based software to power business operations and customer engagement
- Omnichannel fulfillment and inventory management
- Custom discount and promotion capabilities
- Digital gift card features
- Insights and analytics to steward success
- Big business know-how and technical tools designed to support small business
- Increase customer reach and online drive sales
- Drive sales online and foot traffic in-store
- Provide convenience to shop and get

Why WeShopSC?

The statewide WeShopSC platform is where all of SC's small businesses whether in rural Pauline or metro Greenville are celebrated. It meets small businesses exactly where they are - via free listing, statewide and/or local market gift card options, and full e-commerce helping to accelerate small business discovery. This space is for SC's small businesses to be the first thought before searching elsewhere!

Who is the Municipal Association and why did they create WeShopSC?

- The Pandemic shined a light on the challenges communities and small businesses face.
- Lack of online presence reinforced & intensified competitive disadvantages.
- The Municipal Association of SC wanted to remove barriers and reduce costs for small business owners and communities looking to start or expand their online presence.
- Grassroots economic development is a key aspect of one of the Municipal Association of SC's technical assistance programs, Main Street SC. Main Street SC staff serve as marketplace managers for this platform.

Start building your online shop today.
[WeShopSC.com](#)

Contact Us to set up a FREE profile on WeShopSC.com, SC's online community featuring South Carolina's Main Street communities and small businesses.

Bricks and Clicks

Top 4 Trends Influencing Unified Commerce



Online Research
Dominates

1



Rise of
“Click and Collect”

2



Social Media
Drives Traffic

3



Building Customer
Loyalty

4



1 Online Research Dominates



87%

of consumers research products online before making a purchase



73%

of shoppers use multiple channels (online and offline) before buying



78%

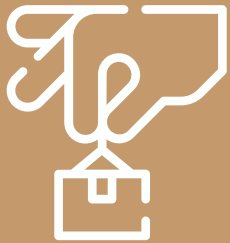
of local searches on mobile devices result in an offline purchase

Source: Invespero

Source: Think with Google



2 Rise of Click and Collect



53%

of online shoppers
have used click-and-
collect options.

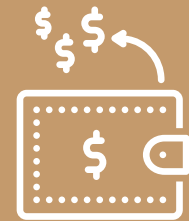
Source: Statista



70%

higher conversion rates
can result from click-
and-collect fulfillment.

Source: iVend Retail



20%

more is spent in-store
by customers who use
click-and-collect.

Source: Infosys



3

Social Media Drives Traffic



83%

of shoppers say social media influences their purchasing decisions.

Source: Sprout Social



71%

of small businesses acquire new customers through social media.

Source: Constant Contact



77%

higher return on investment is seen by businesses that use social media.

Source: Social Media Examiner



4 Building Customer Loyalty



73%

of customers say a positive in-store experience makes them more likely to shop online.

Source: Oracle Retail



5x

more likely to repurchase

3x

more money spent

Source: Bain & Company



70%

increase in purchase intent is associated with personalized experiences

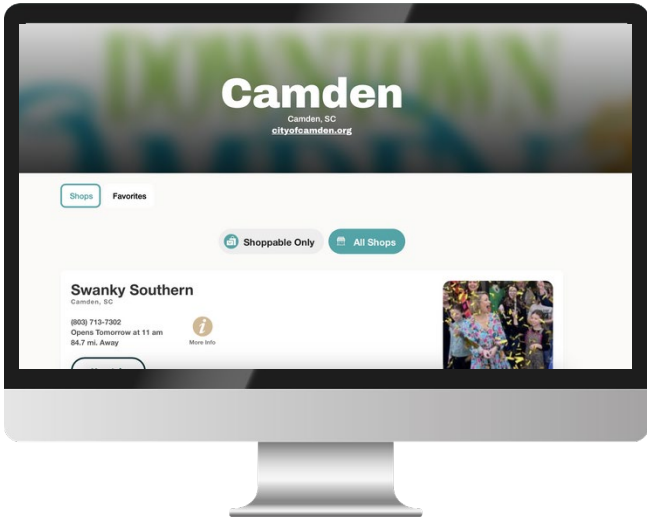
Source: McKinsey



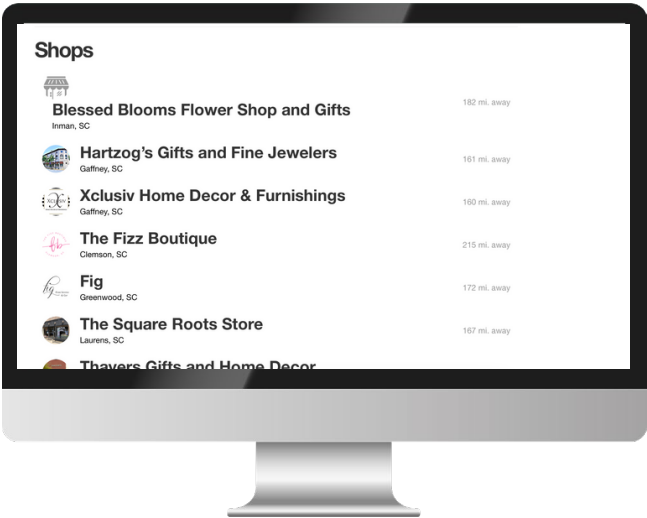
Discovery Tools

1

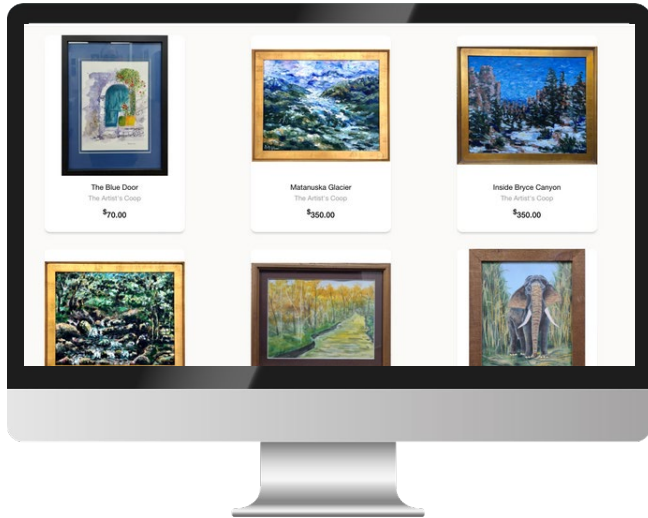
Shops near Camden 🔍



Gift Shops Nearby 🔍



Artwork 🔍





Fulfillment Tools

2

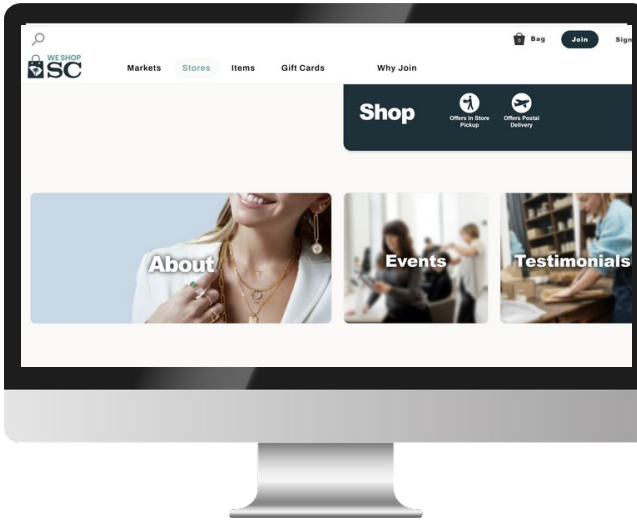
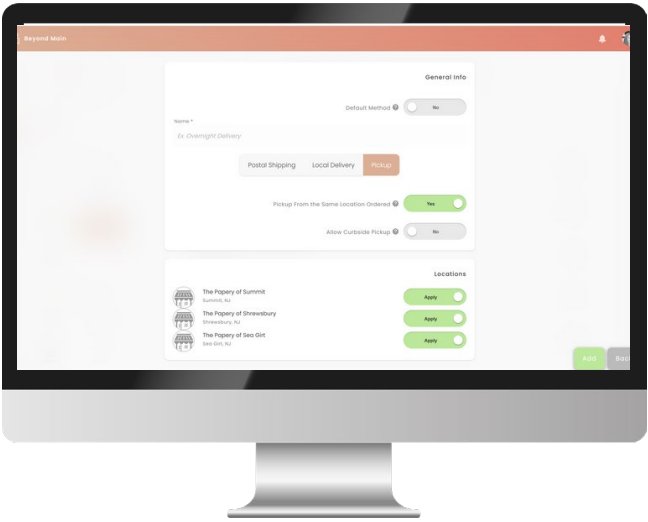
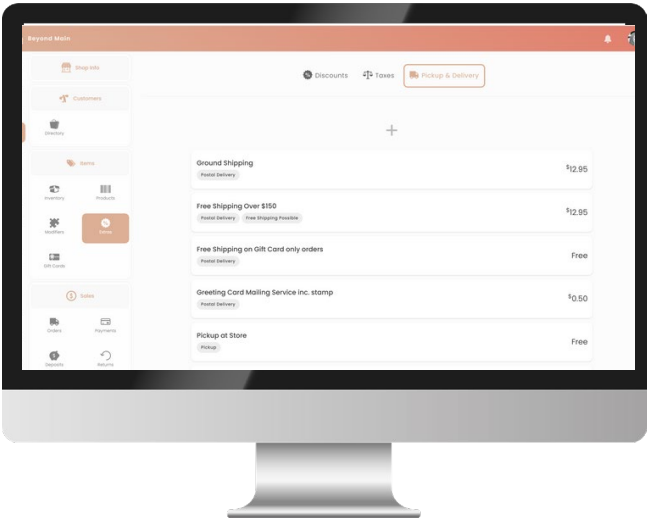
Buy Online Pick Up In Store



Local Delivery



Shipping





Marketing Tools

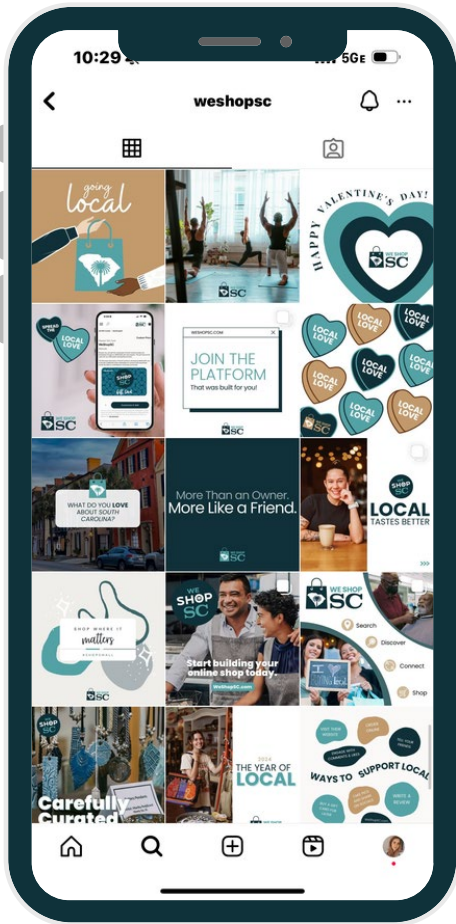
3

30-Day Launch Marketing Plan
Click on the button below to access a press release
[CLICK HERE](#)

Print Material
Click on the button below to access templates
K CARDS
FLYERS
STICKERS

Copy & Captions
Small Business Marketing Guide

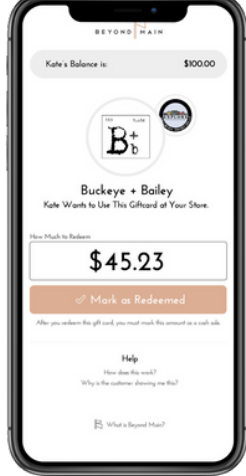
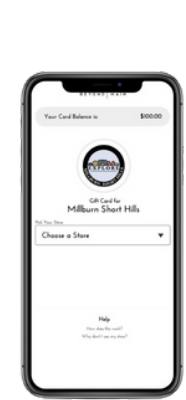
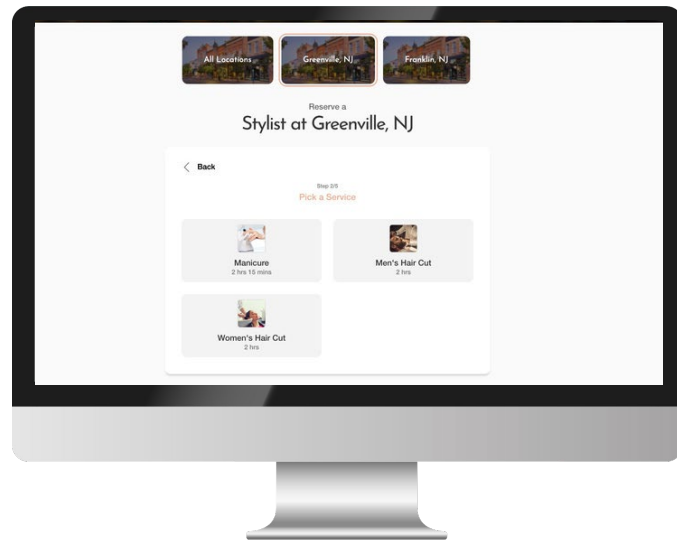
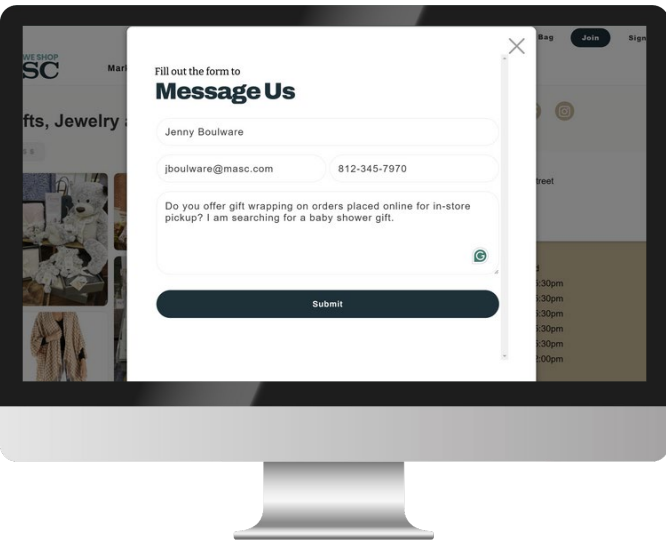
Social Media Templates
Click the buttons below to access templates
B2C TEMPLATES
B2B TEMPLATES





Customer Loyalty Tools

4



We Shop SC

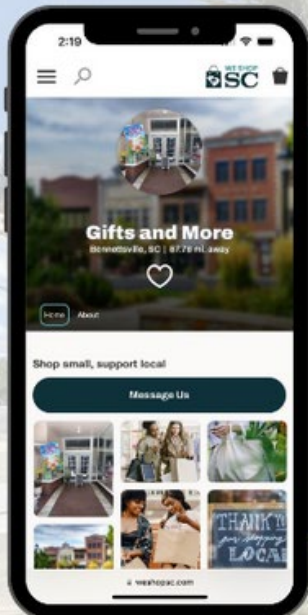
Actively &
Regularly
Message

Main Street Bennettsville
a day ago · 🌐

We're here to make local shopping easier and connect you to the businesses in our downtown and communities across the state. Join the movement on WeShopSC and embrace the convenience of supporting your favorite small businesses!

- 🛍️ Shoppers: Sign up for a FREE profile and shop local from the comfort of your home.
- 🏪 Businesses: Build your online shop and reach a wider audience.

Visit our Main Street Bennettsville Marketplace at <https://bit.ly/MSBWeShopSC>
#mainstreetbennettsville #shoplocal #WeShopSC



WE SHOP SC

VISIT OUR MARKET

[WESHOPSC.COM](https://weshopsc.com)


Search, discover, connect, and shop the downtowns of South Carolina.

MAIN STREET Bennettsville

👍❤️ 3 1 comment 2 shares

The Maker's Market, LLC
May 17 · 🌐

Love local? Check out weshopsc.com to find local shops, businesses & restaurants all across our lovely state.
We are proud to be apart of this effort to promote local small businesses.
#shoplocal #shopssmall #supportinglocal



FIND US
at
WESHOPSC.COM

SHOP LOCAL ONLINE

WE SHOP SC



Limitless Sneaker Shop



Limitless Sneakers, a small business based in South Carolina, joined the WeShopSC marketplace in September 2023. With just five products listed for buy online and pick up in-store options, they quickly gained traction. Within a few short months, their **online sales exceeded \$1,000**, showcasing the power of WeShopSC in connecting local businesses with customers statewide.

The Maker's Market

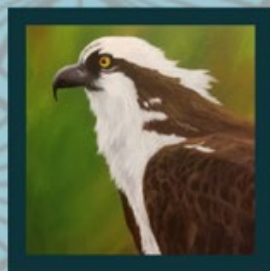
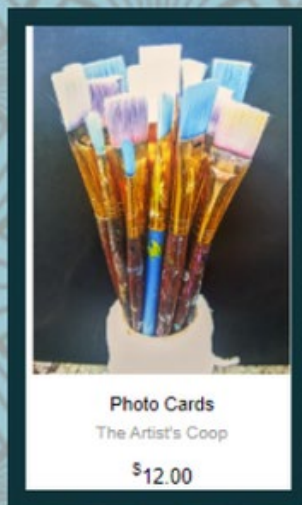
Maker's Market, a small boutique on the WeShopSC marketplace, participated in an onsite WeShopSC training to learn about technology and marketing tools for e-commerce. Upon launching her shop, she made a **sale within the first 24 hours!**



We Shop SC

Small Business
Highlight

Shop Drop



SUCCESS STORY

\$400 painting
purchased
IN STORE

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 it, click the "download" button to download your template.
- 05 Click the "share" button in the right corner to share your template.

- 06 Choose file type. PNG are best for social media and PDF for printing. Click "download" when done!

Social Media Templates



Website & Email Banners



Click the buttons below to access templates

- B2B BANNERS
- B2C BANNERS

B2B Social Media Captions

Encourage Business Sign Ups

(Town Name) is thrilled to be part of WeShopSC.com, South Carolina's only and largest collection of communities and small businesses. If you haven't already, create a free business profile with just a few clicks and join our vibrant online community!

Encourage Business Sign Ups

We are focused on two things:
• Creating opportunities for small businesses to expand, scale, and enter the digital marketplace without hurdles or headaches.
• Creating virtual shopping experiences for customers to shop small and sustainably, discover new products in their very own neighborhood, and support the people who walk down the same streets as they do.

If you want to bring your small business online and join the community of conscious shoppers who are passionate about shopping small, click the link to get started with just a few clicks.



BEST PRACTICES FOR Selling Online



Educate & Inspire

WeShopSC was designed with technology, so your business thrives online. It was designed for small business owners, so your business profile and online presence can be successful.

Educate & Inspire

Hello (Town Name) Small Business Owners,

Exciting news! The WeShopSC.com marketplace has launched! We're thrilled to provide small businesses like yours with a new online home to showcase your products and services. With just a few clicks, you can easily build your online shop and reach a wider audience. Join our thriving community and sign up (call to action)

30-Day Launch Marketing Plan

Click on the button below to access a press release template.

CLICK HERE



WeShopSC

What's Next



Marketing Initiatives

- WIS & ETV Ads
- WeShopSC FAQ Videos
- Trainings / Resource Tables
- Window Wraps
 - vacant storefronts



Programming Initiatives

- Square Integration
- SCRC grant-award e-commerce training
 - E-Commerce TA in 9 counties Fall 2024: Chesterfield, Clarendon, Colleton, Dillon, Laurens, Lee, Marion, Marlboro, Williamsburg







WeShopSC

Next Steps

1 Utilize WeShopSC resources and tools

2 Spread the word

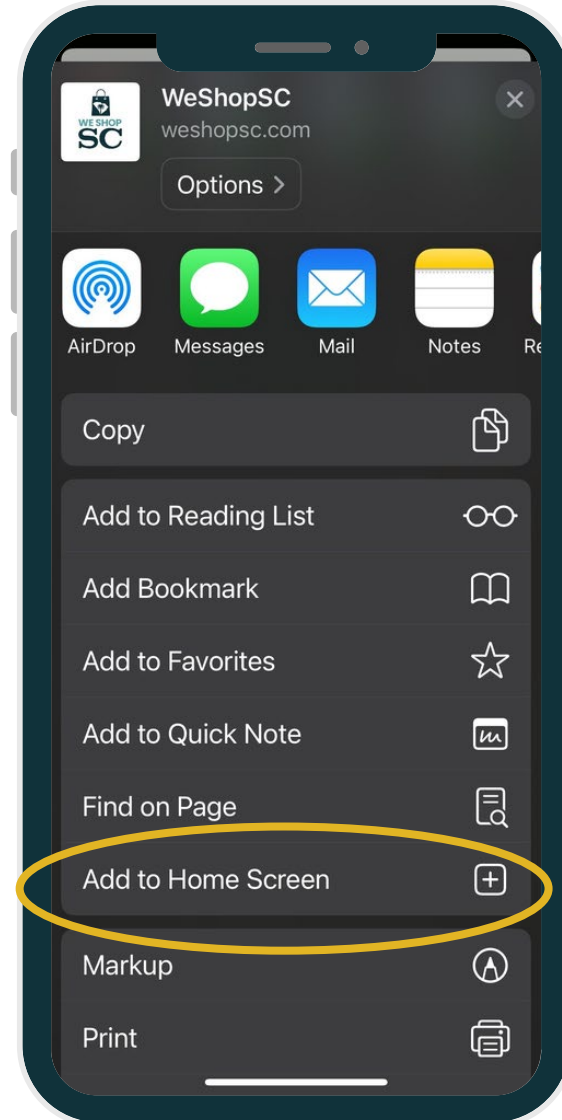
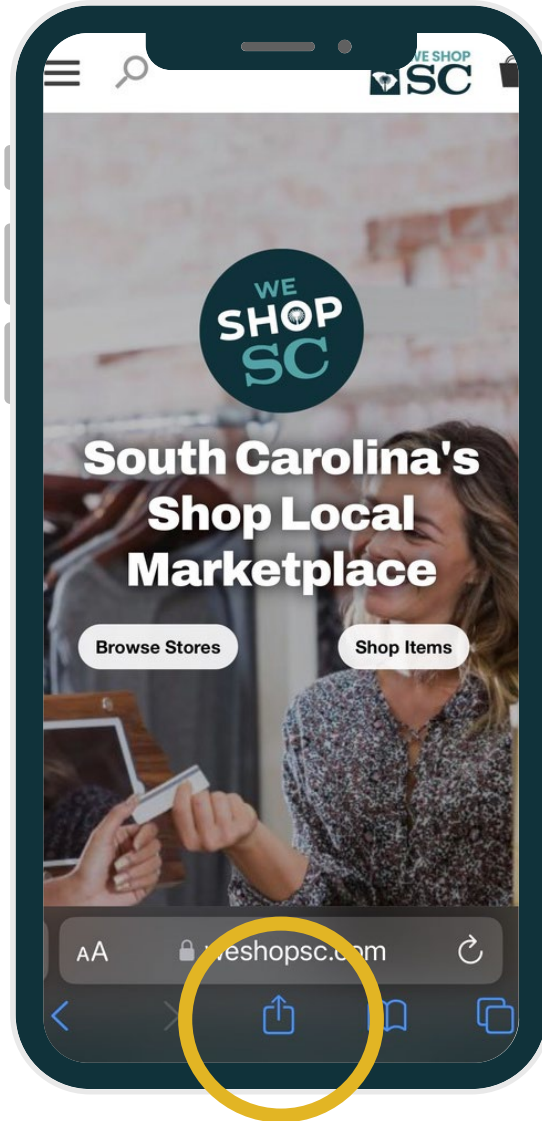
3 Sign up to shop

4 Follow   FB: weshopsc
INSTA: weshopsc



WeShopSC

Bookmark It!





Knowledge
and
Resource
Center

Jenny Boulware
jboulware@masc.sc



Jonathan Irick
jirick@masc.sc