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Empowering Your Locally Owned Small Business Community

WeShopSC.com – SC's Statewide Marketplace

2024 MASC Annual Meeting
Saturday, July 20

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MAIN STREET South Carolina

Do you ♥ supporting LOCAL?

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

Road Trip!!

Visitors







WE SHOP SC

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.




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

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

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

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

COMMUNITY TRANSFORMATION

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.

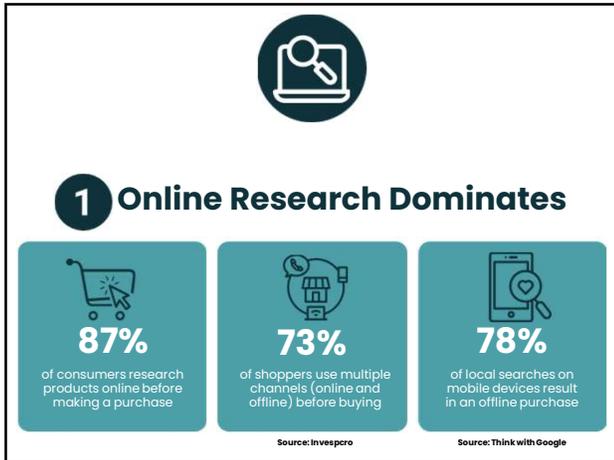
What it is ...

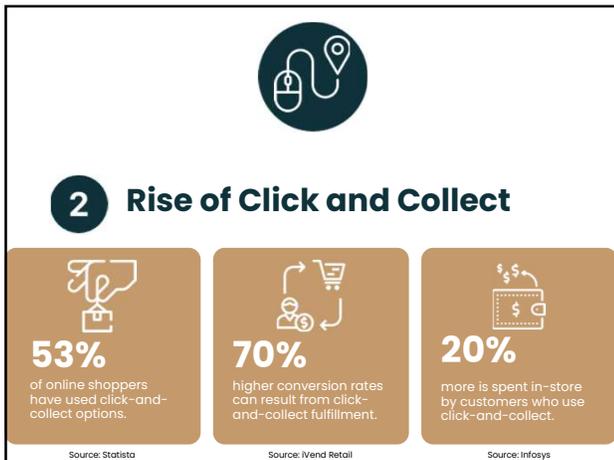
- Digital space to **enhance** and **support** the built environment
- **Expanded marketing exposure** and reach - accessible and open 24/7
- **Tool** to build community connection and commerce

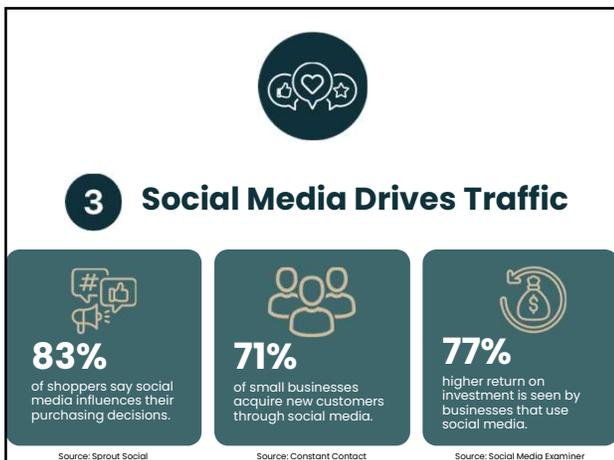
What it is not ...

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











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







WE SHOP SC

Marketing Tools

3

21-day Month Marketing Plan

Print Material

Copy & Captions

Social Media Templates

LOCAL MAGIC INSIDE WESHOPSC.COM

WE SHOP SC

Customer Loyalty Tools

4

Message Us

Stylar at Greenville, NC

Business - Mobile \$45.93

WeShopSC

Actively & Regularly Message

Main Street Bennettsville

The Maker's Market, LLC

VISIT OUR MARKET

WESHOPSC.COM

SEARCH, DISCOVER, CONNECT, AND SHOP THE DOWNSIDE OF SOUTH CAROLINA.

FIND US at WESHOPSC.COM

SHOP LOCAL ONLINE

WE SHOP SC

WeShopSC Knowledge & Resource Center

Knowledge and Resource Center

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

Window Wraps

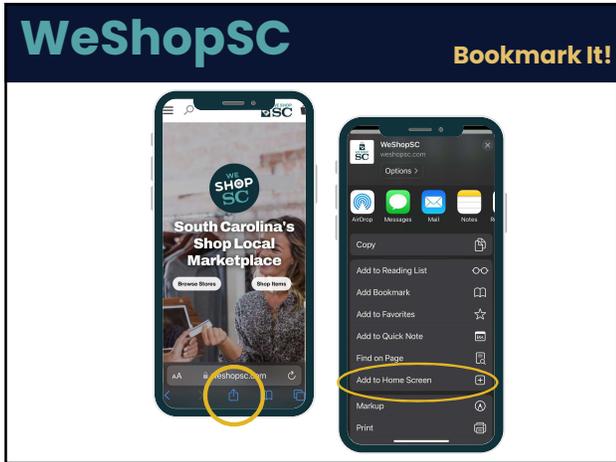
WIS / ETV Ads

Resource Tables

Partnerships

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 Q & A




Knowledge and Resource Center

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