

What type of products or offerings should I add to the marketplace?

Merchants



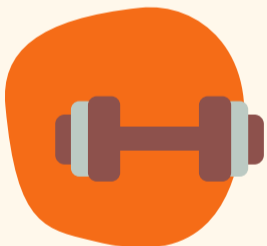
If you sell retail items, then simply upload a collection of items that offer a nice preview of your store. Think about what types of products consumers might be most interested in and feel the most comfortable purchasing online. And, of course, take into consideration the time of year and upload items that are seasonal.

Restaurants



If you sell gift certificates, definitely add them to the marketplace as people love to purchase those as gifts. You might also consider uploading any branded merchandise you have in stock as well as any proprietary packaged food products (ie: Billy's Bomb BBQ Sauce)

Fitness or Wellness Studios



Consider uploading specific class options (ie: vinyasa, hot yoga, spin class, 60 min barre, 30 min pilates) - whatever you offer in person or on your website can be added as an 'offering' or 'product' on the Marketplace. Gift certificates and branded merchandise are a great option as well.

Service-Based Businesses



Get creative! Consider your specialty or offering as though it were a 'product' and upload it to the site - even if that just directs people to your website. Think of it like an advertisement you might place online, with a photo, description, and a link to learn more. Gift certificates are also great to include!

How often should I update my offerings?

As often as you'd like! You have full control of your profile and offerings on the marketplace. We suggest removing a couple products and replacing with a few fresh items each month!