

# Take Your Business Online Affordably and Fast



Through a series of classroom sessions and in-person coaching, business owners build the digital infrastructure to:

- Make sure your business has a consistent, search friendly, digital footprint on the web and social media.
- Participate in meaningful ecommerce.
- Learn the skills and techniques to keep their digital presence up to date and relevant to new customers.

## Digital Footprint

### Facebook Make Over

- Updated Cover art
- Update information
- Google/Apple map listings

### Directory listings

- Specialty Directories
- Yelp
- Yahoo Local
- BBB

Training sessions to teach owners how to update their site and maintain their social status.

## Starter Website

### Three Page Starter WebSite

- Custom URL (www.yourname.com)
- Custom email (you@yourname.com)
- Customizing of template with business images, contact info and basic copy description.

Training sessions to teach owners how to update their site and maintain their social status.

## E-Commerce Store

### Five Product E-Commerce Store

- Web optimized product images.
- Product descriptions.
- Set up for commerce with services like (square, stripe and PayPal).

Training sessions to teach owners how to update their site and maintain their social status.

## Customer Acquisition

### Five Product E-Commerce Store

- Set of optimized web banners featuring product or service featured for sale on website.
- Monthly reports for review
- Monthly group review and strategy session.

Training sessions to teach owners how to update their site and maintain their social status.



# Take Your Business On Line Now. Pay Later.

Low interest WCEDC loans makes going digital affordable.

STEP 1

## Digital Footprint

### Facebook Make Over

- Updated Cover art
- Update information
- Google/Apple map listings

### Directory listings

- Specialty Directories
- Yelp
- Yahoo Local
- BBB

**\$750**

short term low interest loan

STEP 2

## Starter Website

### Three Page Starter WebSite

- Custom URL  
(www.yourname.com)
- Custom email  
(you@yourname.com)
- Customized template with business images, contact info and basic copy description.

**\$3200**

short term low interest loan

STEP 3

## E-Commerce Store

### Five Product E-Commerce Store

- Web optimized product images.
- Product descriptions.
- Set up for commerce with services like (square, stripe and PayPal).

**\$1850**

short term low interest loan

STEP 4

## Customer Acquisition

### Drive traffic to website

- Set web banners featuring products or services featured for sale on website.
- Monthly reports for review.
- Monthly review and strategy session.

**\$900**

short term low interest loan



# Digital Incubator Puts Your Business Online

Go beyond a website with the WCEDC's turnkey digital incubator program. A simple process puts your business online fast, connecting all the digital dots, attracting customers locally and growing sales online. Plus, a low interest WCEDC loan makes going digital affordable.

## Digital Footprint

1

### Facebook Make Over

- Updated Cover art
- Update information
- Google/Apple map listings

### Directory listings

- Specialty Directories
- Yelp
- Yahoo Local
- BBB

**\$750**

short term low interest loan

## Starter Website

2

### Three Page Starter WebSite

- Custom URL (www.yourname.com)
- Custom email (you@yourname.com)
- Customized template with business images, contact info and basic copy description.

**\$3200**

short term low interest loan

## E-Commerce Store

3

### Five Product E-Commerce Store

- Web optimized product images.
- Product descriptions.
- Set up for commerce with services like (square, stripe and PayPal).

**\$1850**

short term low interest loan

## Customer Acquisition

4

### Drive Traffic to Website

- Set web banners featuring products or services for sale on website.
- Monthly reports for review.
- Monthly review and strategy session.

**\$900**

short term low interest loan