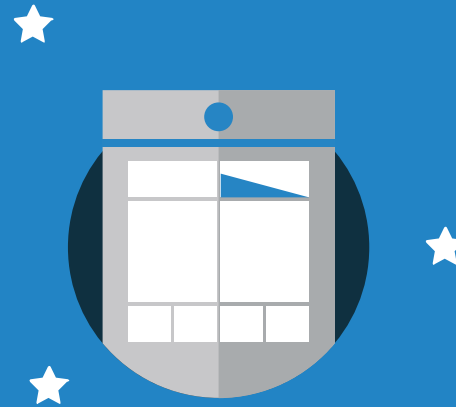




SHOPBRANTFORD.COM



**GET ONLINE. GET GROWING.**

# **A GUIDE TO ONLINE SUCCESS**

# JOIN THE SHOP LOCAL MOVEMENT

Our platform is built on the belief that if we all spend our money with local businesses, our economy will grow and prosper. This goes along with our mission; to remind people to support local and to make it easier to shop locally first, by putting all of the local products and services offered in one place.

We want local businesses like yours to thrive, and capture more local spending.

## How can we help?

### REACH NEW CUSTOMERS

They're already searching every day for businesses, products, and services. Get the right message to the right people – **24/7, 365 days a year.**

### SELL PRODUCTS ONLINE

Wouldn't that be cool? Give those online giants a run for their money... they need the exercise.

### ENHANCE YOUR SEO

Three words: Search Engine Optimization. Want to show up on the first page of a Google search? We'll help you!

### MANAGE MULTIPLE PLATFORMS

Sick of trying to keep Facebook, Twitter, and your website in-sync? You must be exhausted! It shouldn't be so complicated. Do it all from one platform.

# THINK OF US AS YOUR ONLINE SWISS ARMY KNIFE.



Get a profile page on the #shoplocal directory



Create an online catalog of products & services



Get found on Google



Send email newsletters and build your email list



Sell products & gift certificates online



Promote events, coupons, sales & deals



Collect community reviews



Schedule posts to Facebook & Twitter



Easily update your website

Do even more with your package and see how your profile changes:

- Add a link to your website and social media profiles
- Get featured in the directory
- Post photos, videos & create extra pages with more information
- Add a profile banner
- Access your up-to-the-minute traffic reports
- Collect Facebook likes
- And much more

# CREATE YOUR ONLINE CATALOG OR LAUNCH YOUR ONLINE STORE!

Ready to get your products online? Use our powerful platform and sell your items locally!

*Not quite ready to join the e-commerce world?*

Load up your products into an online catalog powered by our platform and start getting found in Google searches!

Help consumers find what they are looking for **24/7, 365 days a year.**

## AS EASY AS 1, 2, 3, 4!

1. Set-up your store
2. Load your products
3. Get your products into Google searches
4. Sell from our platform or your website\*

\* OPTIONAL

## SELLING SERVICES, NOT PRODUCTS?

Post your services, and take payments from your customers online through your profile!

You just need a PayPal account.

## MANAGE YOUR ONLINE PRESENCE FROM ONE PLACE.

Tired of updating Facebook, Twitter, and your website?

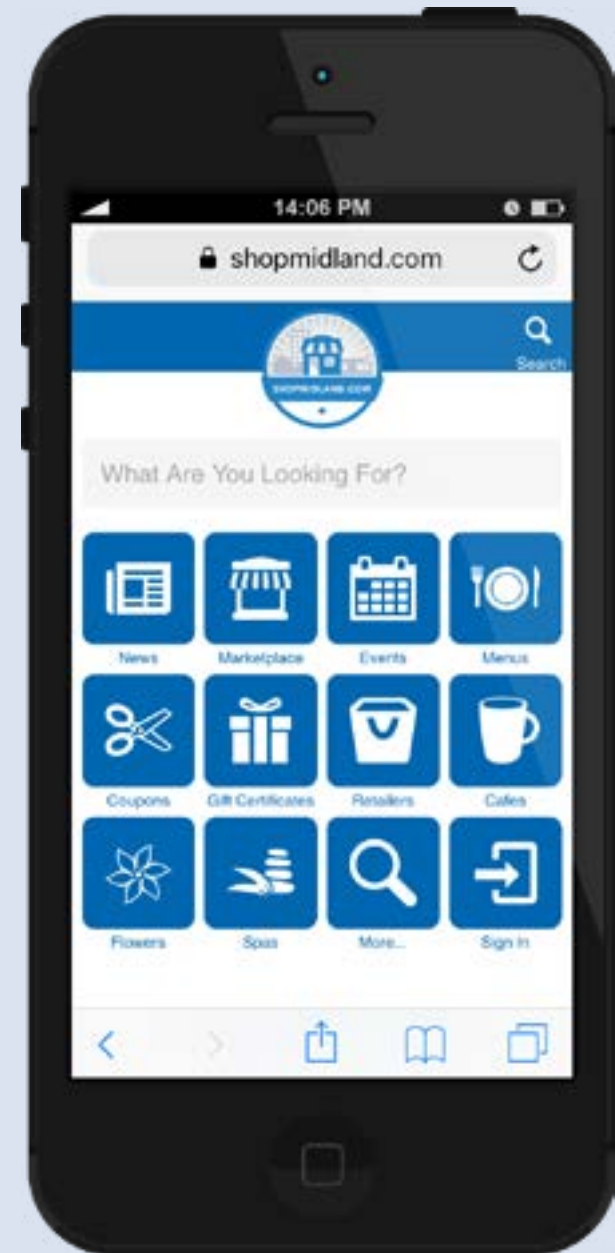
Do it all from one place with your profile.

Send and schedule social media updates to Facebook, Twitter, your website, and our Local Business News Feed, all from the same place.

## GO MOBILE!

Manage your profile from your smartphone.

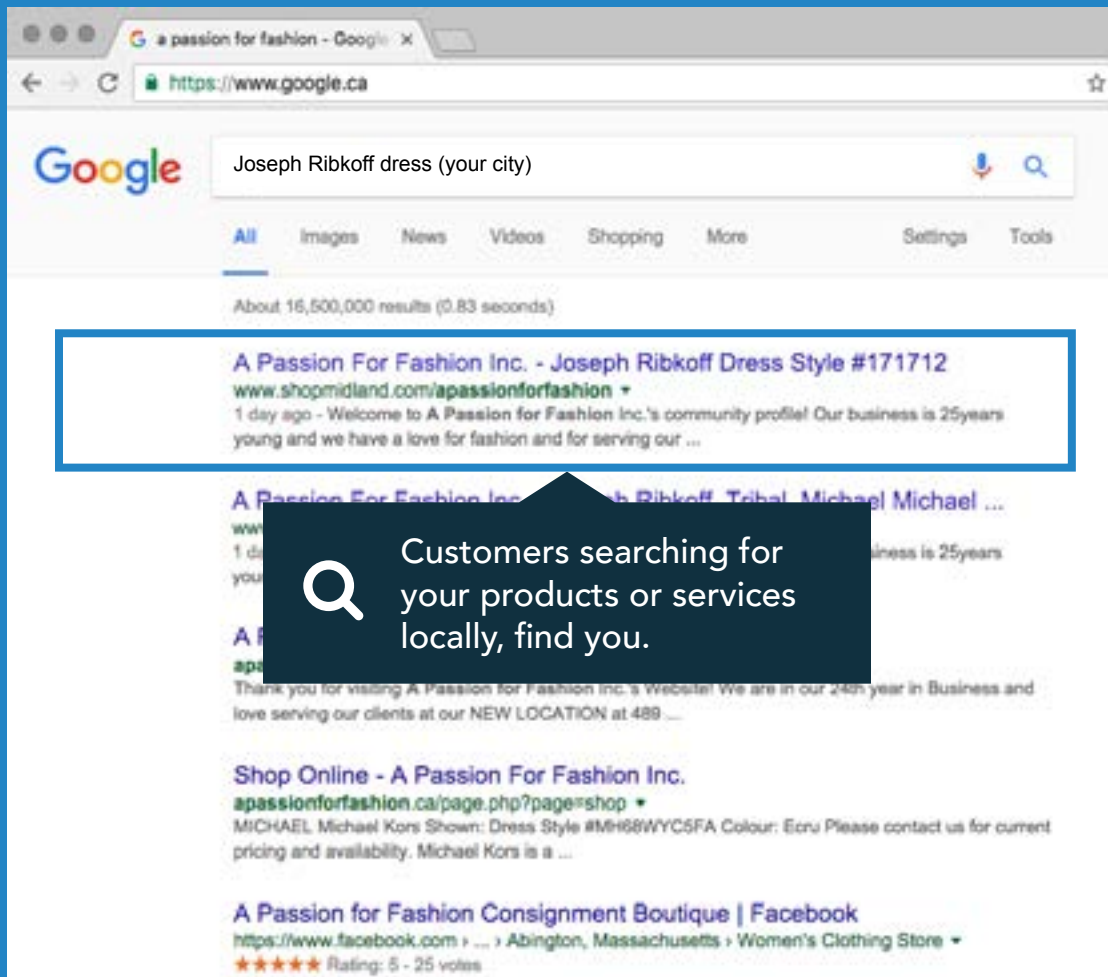
Connect with mobile consumers, get into mobile searches, and run your profile right from your smartphone.



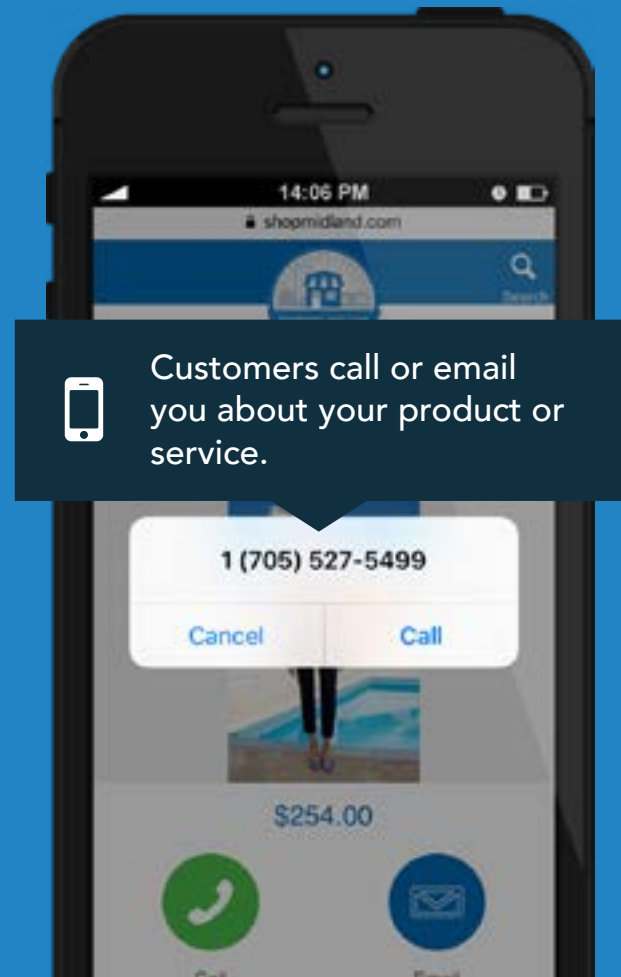
# GET FOUND ... GET CALLED

Product and Service pages on our site often rank higher than you would on your own site, due to the way we optimize your content and build links to our site.

This is what Google looks for when they determine who will show up first.

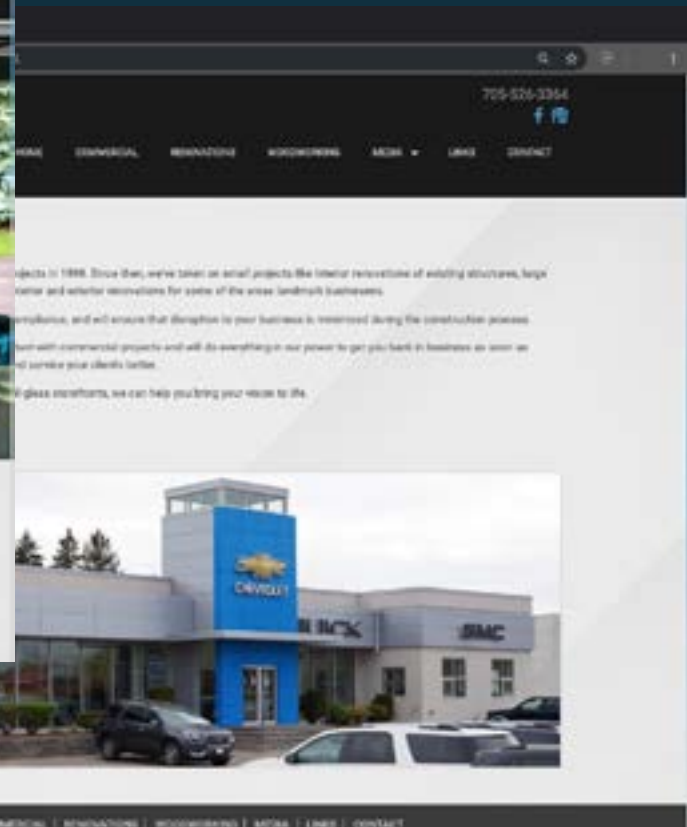
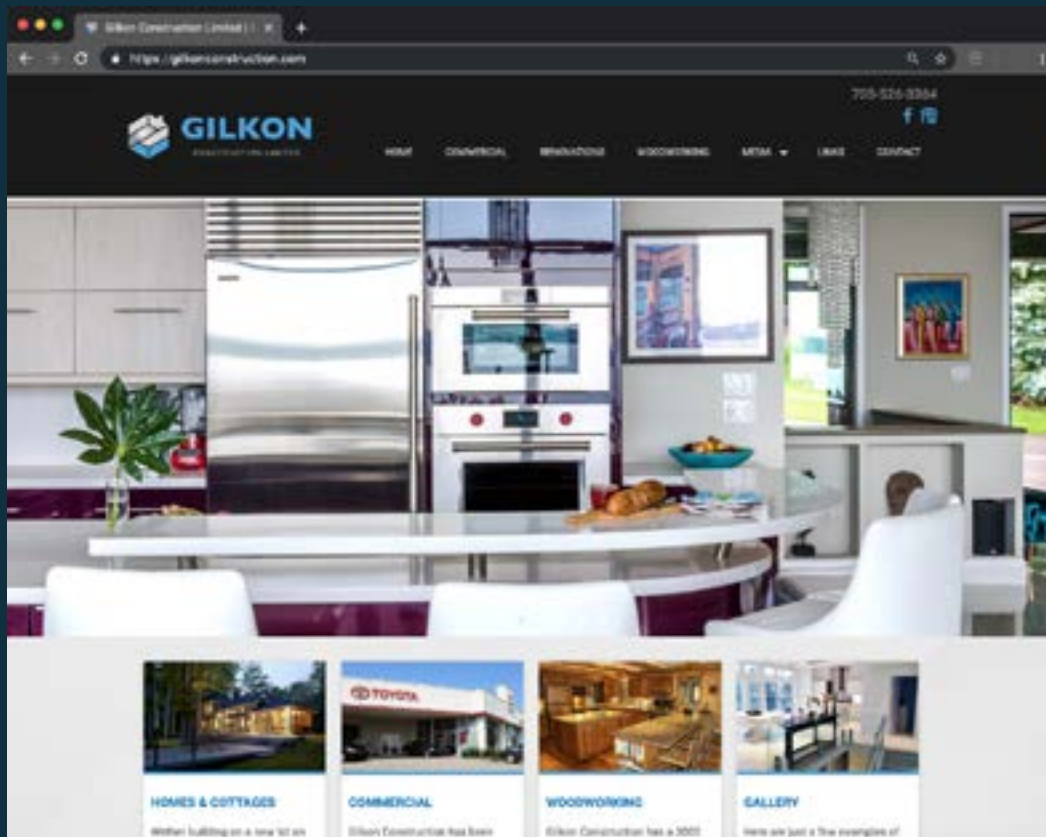


🔍 Customers searching for your products or services locally, find you.



# QUICKSITES & KICKSITES ... BEAUTIFUL CUSTOM WEBSITES YOU CAN UPDATE YOURSELF

Whether you need simple pages, striking galleries, a professional blog, or an online store, it's all included with your professional website.





# DO IT YOURSELF PACKAGES

Explore our DIY package options, and enhance your online presence with marketplace items, posts, social media tools, and more!

INTRO	VALUE	PLUS
<b>\$50</b> /month	<b>\$100</b> /month	<b>\$200</b> /month
1 Coupon	2 Coupons	10 Coupons
10 Marketplace Items	50 Marketplace Items	500 Marketplace Items
3 Directory Categories	5 Directory Categories	10 Directory Categories
10 Photo Uploads	100 Photo Uploads	500 Photo Uploads
2 Events	5 Events	50 Events
1 Video Upload	5 Video Uploads	25 Video Uploads
1 Webpage	5 Webpages	50 Webpages
	500 Newsletter Subscribers	5,000 Newsletter Subscribers

# DO IT YOURSELF PACKAGES: OVERVIEW

	INTRO	VALUE	PLUS
<b>EVERY PACKAGE INCLUDES</b>			
Professional Profile Setup	✓	✓	✓
Links to website and social media	✓	✓	✓
Profile Customization	✓	✓	✓
<b>ONLINE SALES / SEO BOOST</b>			
Marketplace Items	10	50	500
Directory Categories with Priority	3	5	10
Coupons	1	2	10
Gift Certificates	✓	✓	✓
<b>PUBLISHING</b>			
Social post scheduling and content sharing	✓	✓	✓
Event Calendar	2	5	50
Newsletter Subscribers		500	5,000
Web Pages	1	5	50
Menu Pages	2	5	10

# MANAGED PACKAGES

Let one of our dedicated Account Coordinators take care of social media updates, marketplace items, postings, and more to give you a fresh, consistent online presence.

BRONZE	SILVER	GOLD
<b>\$300</b> /month	<b>\$400</b> /month	<b>\$500</b> /month
1 Hour/Month Account Coordination	2 Hours/Month Account Coordination	3 Hours/Month Account Coordination
1,000 Marketplace Items	2,000 Marketplace Items	Unlimited Marketplace Items
11 Directory Categories	12 Directory Categories	13 Directory Categories
100 Events	500 Events	Unlimited Events
100 Video Uploads	500 Video Uploads	Unlimited Video Uploads
100 Webpages	500 Webpages	Unlimited Webpages
10,000 Newsletter Subscribers	50,000 Newsletter Subscribers	Unlimited Newsletter Subscribers

# MANAGED PACKAGES: OVERVIEW

	BRONZE	SILVER	GOLD
<b>ACCOUNT COORDINATOR</b>			
	1 Hour/Month	2 Hours/Month	3 Hours/Month
<b>EVERY PACKAGE INCLUDES</b>			
Professional Profile Setup	✓	✓	✓
Links to website and social media	✓	✓	✓
Profile Customization	✓	✓	✓
<b>ONLINE SALES / SEO BOOST</b>			
Marketplace Items	1,000	2,000	Unlimited
Directory Categories with Priority	11	12	13
Coupons	50	500	Unlimited
Gift Certificates	✓	✓	✓
<b>PUBLISHING</b>			
Social post scheduling and content sharing	✓	✓	✓
Event Calendar	100	500	Unlimited
Newsletter Subscribers	10,000	50,000	Unlimited
Web Pages	100	500	Unlimited
Menu Pages	100	500	Unlimited

**HAVE QUESTIONS?**

**READY TO UPGRADE YOUR PROFILE?**

**CONTACT US AT [INFO@SHOPBRANTFORD.COM](mailto:INFO@SHOPBRANTFORD.COM)**