



DMS shopHERE

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Get your business online, for free.

The COVID-19 crisis has highlighted the importance of bricks and mortar stores having an online presence to sell goods and services.

Digital Main Street's (DMS) **shopHERE** program aims to help small independent businesses that currently do not have resources to build an online store. As a participating business you will get 17+ hours of hands-on support and digital training **at no cost**.

CHOICE OF
CUSTOM
WEBSITE
TEMPLATE

HANDS-ON
SUPPORT
DURING
SETUP

FREE
DIGITAL
MARKETING
TRAINING

ACCESS TO
FREE TOOLS
AND AD
CREDITS



 **shopify**











Business Criteria:

- Have fewer than 10 employees (or fewer than 25 if cafe, restaurant or bar)
- Not be a corporate chain or franchise
- Businesses can be based on main street, in industrial areas, or home-based, but must be a registered business

For more Information: Kathy @ 780-632-6064
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HOW THE PROGRAM WORKS



Step One Businesses Sign-Up

Eligible businesses sign-up, are approved, and then select a website template to submit the information they want to see on their online store.

Step Two Set-Up Support

Each business is assigned to a student who walks them through the process of developing their online store.

Step Three Online Store Development

Once all the details are collected, the student constructs the online store. When completed, the online store is sent to the business for review, requested changes are implemented, and the store is then ready for launch.

Step Four Launching Online Store

With a new online store in hand, each business receives onboarding support from their assigned student to get their store launched. This includes adding inventory, setting up payment options, educating on shipping, lessons in digital marketing, and tips and tricks to get the most out of their online store.



Step Five Ongoing Support

After the site is launched, participating businesses can book follow-up time with their assigned student to help them deal with any issues or improvements they would like to pursue.



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