



River District Association E-Commerce Renovation Program

Program Information

Today more than ever, consumers are spending time online surfing, shopping, working, and playing. Local businesses with a strong online presence are at an advantage to compete in this new marketplace that we are learning how to navigate each day.

E-Commerce can take many forms, from offering items for sale directly on your website, gift cards, online ordering with either shipping or in-person pick-up, gift cards, online scheduling, and more. Almost all types of business can take advantage of the opportunity to give your customers many options to support you now and in the future.

RDA, in partnership with Letterpress Communications, Rivertown, and Business Cannon, is excited to offer a new suite of workshops to help businesses build, improve, or add on to your website presence in order to help support your revenue streams and introduce new customers to your business.

There are several options to choose from:

- **For Businesses that need a Website and E-Commerce:** This is a 5 week course (once per week) that includes 4 website classes online with a final class in-person, the e-commerce add on, a mini marketing plan, the first year of hosting, domain and maintenance (please note this would be an ongoing annual cost of approximately \$600 for the business after first year), a photography session to show you how to take nice product photographs with a smartphone, and a one-hour photo shoot, producing roughly 40-60 images your business will own and can use on site. **Class begins on May 26.**
- **For Businesses with a Website that needs E-Commerce only:** Workshop to add on E-Commerce to your website, with the option to add a photo shoot or photo class
- **For Businesses that want to Audit their Current Website:** Individual website audit (looking at analytics, SEO/Google Ad Words recommendations, branding, marketing strategies and front-end user experience), One-on-one results finding session and recommendations for edits/adjustments to site, and 2 hours of technical assistance or one-on-one training as needed (Search Engine Optimization, Google Analytics connect, website design edits, etc.)

The advantage of taking a workshop and building your site is full control over your website and the ability to edit, update, and manage your listing as needed without additional expenses of an outside service.

Applications open on Tuesday, May 12 and close on Wednesday, May 20; applications are accepted on a first-come, first-served basis until funding is expended. There are a minimum number of participants required for the workshop. Applications will be accepted via email, Diana@Riverdistrictassociation.com. If you have any questions, please do not hesitate to contact us at 352-895-8898.