

Get Online. Get Growing.

A GUIDE TO ONLINE SUCCESS

with ShopGeorgetown.ca

Join the Shop Local Movement

ShopGeorgetown.ca is built on the belief that if we all spend our money with local businesses our economy will grow and prosper. Our mission is 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, on ShopGeorgetown.ca.

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

Upgrade 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 ShopGeorgetown.ca 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 ShopGeorgetown.ca 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.

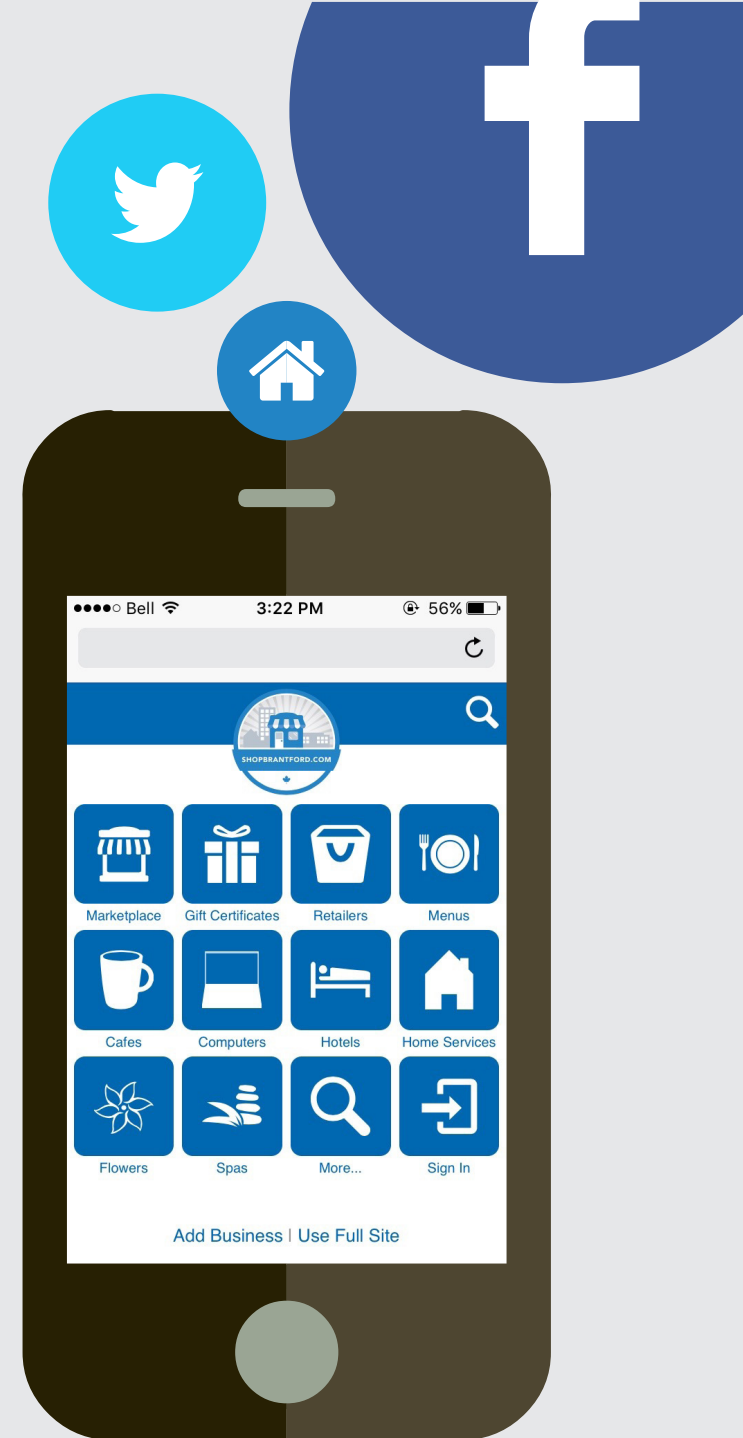
Manage your online presence from one place.

Tired of updating Facebook, Twitter and your website? Do it all from one place with your ShopGeorgetown.ca profile.

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

Get on the app!

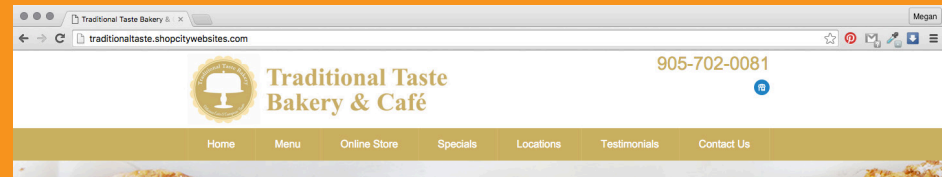
Manage your profile from your smartphone. Connect with mobile consumers, get into mobile searches, and run your profile right from your smartphone.



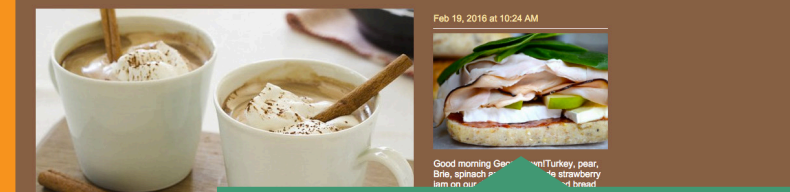
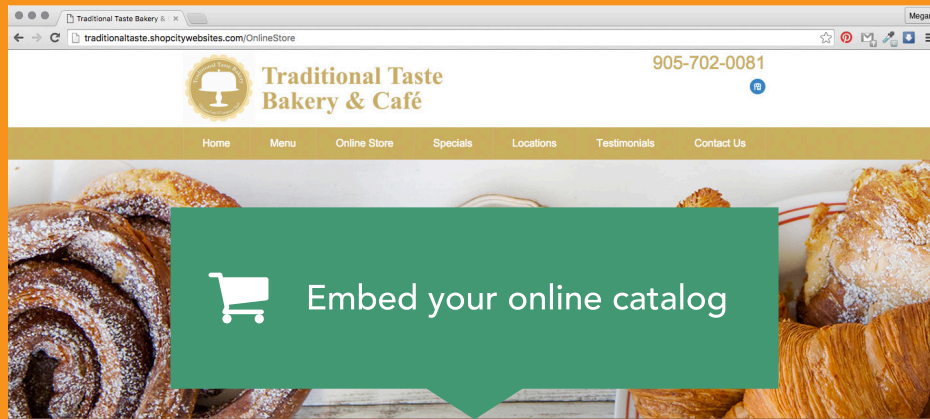
Quicksites ... Beautiful websites you can update yourself

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

Home Page



Products Page



| | | | | |
|-----------------------------|--------------------------------|-------------------------------|------------------------------|-----------------|
| Search | | | | |
| View All | All About Chanel Birthday Cake | All About Coach Birthday Cake | Baby Blocks Baby Shower Cake | Baby's hang out |
| Anniversary Cakes | | | | |
| Baby Shower Cakes | | | | |
| Baptism Cakes | | | | |
| Birthday Cakes | | | | |
| Cafe | | | | |
| Celebration Cakes | | | | |
| Deli & Sandwiches | | | | |
| Engagement Shower Cakes | | | | |
| European Concoctes | | | | |
| Pastries & Baked Goods | | | | |
| Platter Cupcakes | | | | |
| Religious Cakes | | | | |
| Specialty Cakes | | | | |
| Wedding Cakes | | | | |
| Backyardigans Birthday Cake | Bakery Fresh Breads and Buns | Bakery Fresh Cakes | Bakery Fresh Pastries | |

Packages & Pricing

A quick overview of the packages we offer. More details on the options and features of our **DIY packages** on the next page.

FREE

NO CHARGE

***UNMANAGED**

INTRO

\$30/MONTH

***DIY**

VALUE

\$50/MONTH

***DIY**

ADVANCED

\$100/MONTH

***DIY**

PLUS

\$150/MONTH

***DIY**

BRONZE

\$200/MONTH

***MANAGED**

SILVER

\$300/MONTH

***MANAGED**

GOLD

\$400/MONTH

***MANAGED**

| | FREE No Charge | INTRO \$30 / month | VALUE \$50 / month | ADVANCED \$100 / month | PLUS \$150 / month |
|----------------------------|-------------------|-----------------------|-----------------------|---------------------------|-----------------------|
| Mobile Optimized | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo & Description | ✓ | ✓ | ✓ | ✓ | ✓ |
| Reviews | ✓ | ✓ | ✓ | ✓ | ✓ |
| Post to Facebook & Twitter | ✓ | ✓ | ✓ | ✓ | ✓ |
| eGift Certificates | 5% fee | 5% fee | 5% fee | 5% fee | 5% fee |
| Directory Categories | 2 | 3 | 5 | 8 | 10 |
| Priority Placement | × | 7th | 6th | 5th | 4th |
| Marketplace Items | × | 5 | 10 | 25 | 50 |
| Link to your Website | × | ✓ | ✓ | ✓ | ✓ |
| Collect Facebook Likes | × | ✓ | ✓ | ✓ | ✓ |
| Professional Setup | × | ✓ | ✓ | ✓ | ✓ |
| Traffic Reports | × | ✓ | ✓ | ✓ | ✓ |
| Profile Banner | × | ✓ DIY | ✓ DIY | ✓ | ✓ |
| Photo Gallery | × | 5 | 10 | 20 | 200 |
| Videos | × | × | 5 | 10 | 50 |
| Menu Pages | × | 4 | 5 | 10 | Unlimited |
| Coupons | × | 1 | 2 | 10 | Unlimited |
| Event Calendar | × | × | 5 | 20 | Unlimited |
| Web Pages | × | × | 5 | 20 | Unlimited |
| Press Releases | × | × | Internal | Media | Media |
| Newsletter Subscribers | × | × | 500 | 1000 | Unlimited |
| Social Post Scheduler | × | × | ✓ | ✓ | ✓ |
| Top-Level Exposure | × | × | × | ✓ | ✓ |
| Personal Account Manager | × | × | × | × | × |

Managed Packages

We know you're busy! Have an experienced account manager look after your profile. Drive more revenue through increased local awareness for your products and services. You'll get a dedicated account manager who will help you maximize your exposure and your results online.

























Together with our expert content team, your account manager will create content that Google and your customers will love. We can also help you develop a professional social media presence that will get people talking.

Check out our managed packages.

ACCOUNT MANAGERS CAN:

- Schedule your social media
- Update your online store or catalog
- Create email newsletters
- Integrate tools into your website
- Create coupons or event listings
- Much more



-  Personal Account Manager
-  Mobile Optimized
-  Logo & Description
-  Reviews
-  Post to Facebook & Twitter
-  eGift Certificates
-  Directory Categories
-  Priority Placement
-  Marketplace Items
-  Link to your Website
-  Collect Facebook Likes
-  Professional Setup
-  Traffic Reports
-  Profile Banner
-  Photo Gallery
-  Videos
-  Menu Pages
-  Coupons
-  Event Calendar
-  Web Pages
-  Press Releases
-  Newsletter Subscribers
-  Social Post Scheduler
-  Top-Level Exposure

BRONZE
\$200 / month

Up to 1 hour



5% fee

11

3rd

50



200

50

Unlimited

Unlimited

Unlimited

Unlimited

Media

Unlimited



SILVER
\$300 / month

Up to 2 hours



5% fee

12

2nd

75



1000

200

Unlimited

Unlimited

Unlimited

Unlimited

Media

Unlimited



GOLD
\$400 / month

Up to 3 hours



5% fee

13

1st

100



Unlimited

Unlimited

Unlimited

Unlimited

Unlimited

Unlimited

Media

Unlimited



Have Questions?
Ready to upgrade your
profile?

CONTACT US.

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