



Presented by the Valley Sierra SBDC
and the City of Turlock

E-COMMERCE FOR SMALL BUSINESSES

A THREE PART WORKSHOP SERIES



Session 1: APRIL 10TH
Session 2: APRIL 24TH
Session 3: MAY 8TH



All Sessions: 10AM-11:30AM



Location for All Sessions:
Turlock City Hall
156 S. Broadway, Turlock, CA

Session 1: Intro to E-commerce

APRIL 10th 10:00am - 11:30am

- Understanding the E-commerce Landscape
- E-commerce Platforms and Technologies



REGISTER: bit.ly/turlockecommerce1

Session 2: Get Your Business Ready to Sell Online

APRIL 24th 10:00am - 11:30am

- Developing an E-commerce Strategy
- Building Your Online Store



REGISTER: bit.ly/turlockecommerce2

Session 3: Dive into the Digital Marketplace

MAY 8th 10:00am - 11:30am

- Leveraging Online Marketing Channels
- Managing Customer Relationships and Feedback



REGISTER: bit.ly/turlockecommerce3



Instructed by

Kathryn Kim Ramos

SBDC Advisor and Digital
Marketing Consultant



THE VALLEY SIERRA SMALL BUSINESS DEVELOPMENT CENTER IS FUNDED IN PART THROUGH A SUBCONTRACT BETWEEN OPPORTUNITY STANISLAUS AND THE UNIVERSITY OF CALIFORNIA, MERCED UNDER THE CURRENT COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION. FUNDED IN PART THROUGH A GRANT WITH THE CALIFORNIA OFFICE OF THE SMALL BUSINESS ADVOCATE (CALOSBA). ALL OPINIONS, CONCLUSIONS, AND/OR RECOMMENDATIONS EXPRESSED HEREIN ARE THOSE OF THE AUTHOR(S) AND DO NOT NECESSARILY REFLECT THE VIEW OF THE CALIFORNIA OFFICE OF THE SMALL BUSINESS ADVOCATE (CALOSBA). REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES OR LIMITED ENGLISH PROFICIENCY WILL BE MADE IF REQUESTED AT LEAST TWO WEEKS IN ADVANCE. FUNDED IN PART THROUGH A GRANT WITH THE GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT. CONTACT INFO@VALLEYSIERRASBDC.COM

