

Get Online. Get Growing.

A GUIDE TO ONLINE SUCCESS

with ShopLondon.ca

Join the Shop Local Movement

ShopLondon.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 ShopLondon.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 ShopLondon.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 ShopLondon.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.

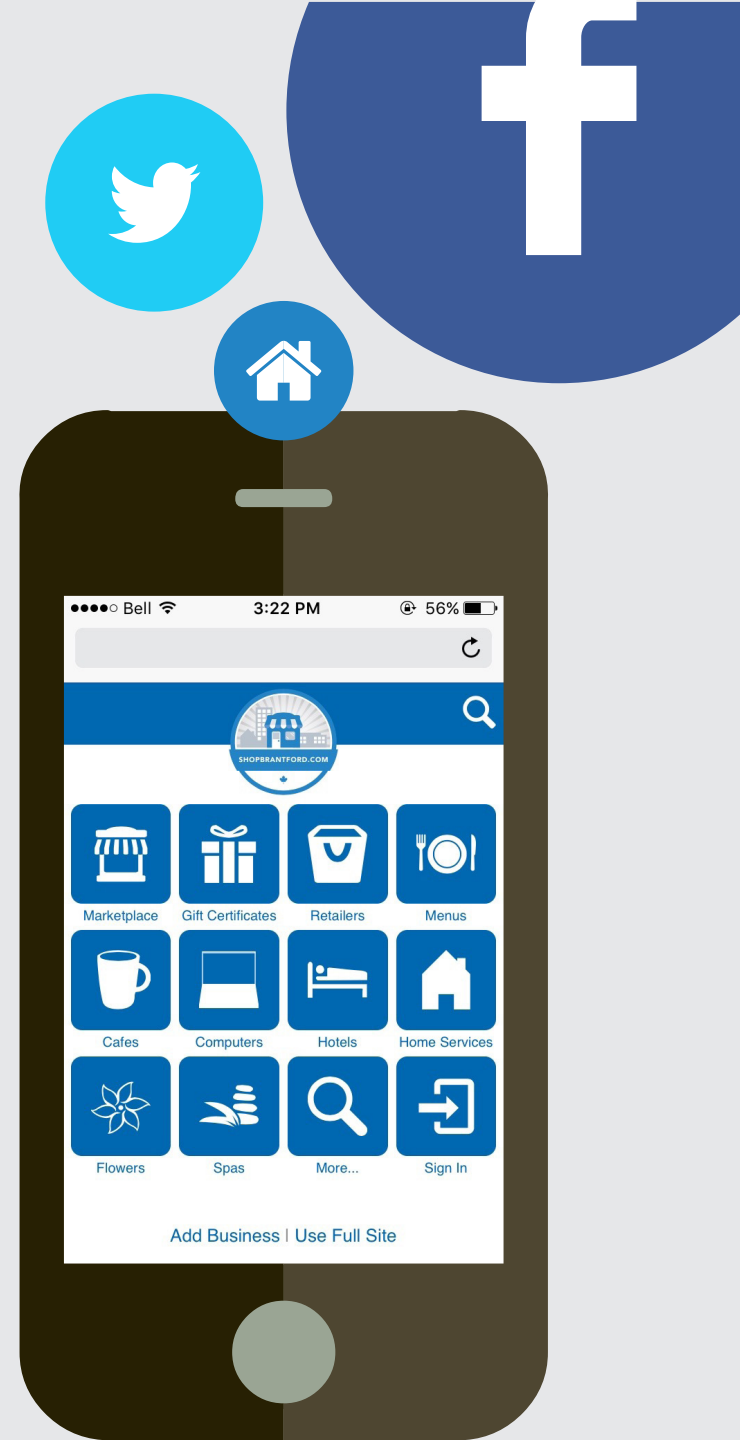
Manage your online presence from one place.

Tired of updating Facebook, Twitter and your website? Do it all from one place with your ShopLondon.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!

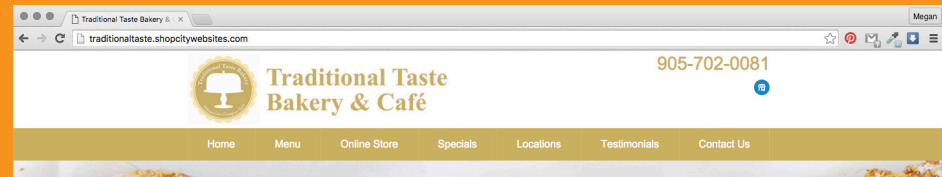
Manage your profile from your smartphone. Connect with mobile consumers, get into mobile searches, and run your profile right from your smartphone.



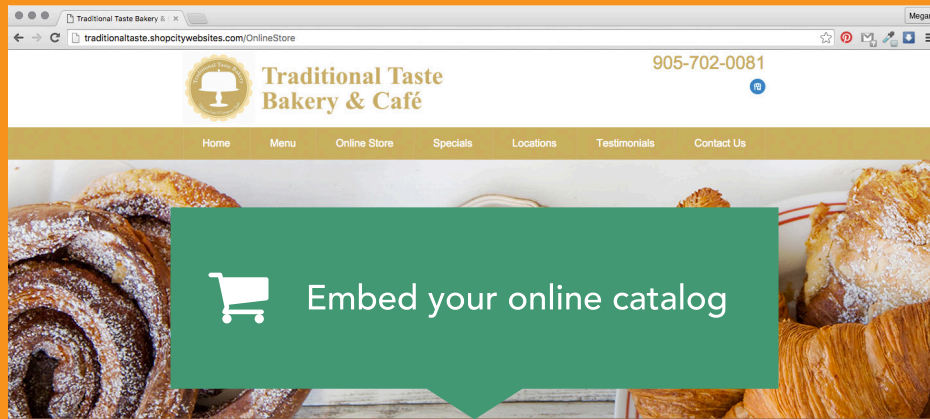
Quicksites ... Beautiful websites you can update yourself

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

Home Page



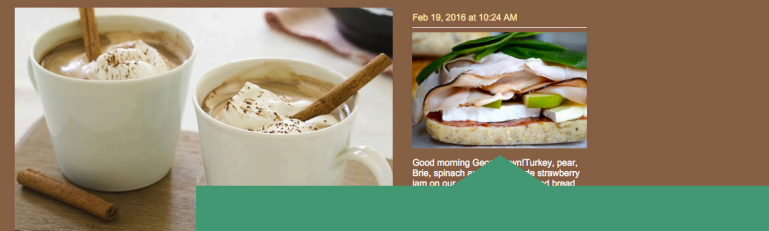
Products Page



Embed your online catalog



Collect online reviews from your customers on your website, or your profile.



News Feed updates when you schedule social media.

Welcome to Tradit
& Café

Delicious Eats and European Tre
Traditional Taste Bakery & Café has be
Hills community for over 10 years.

We specialize in custom cakes for Birthdays, Religious Events, Weddings, Divorce Parties and Retirements. Our cakes are made from scratch by our bakers and cake decorators who have over 60 years of combined baking experience. Choose from a list of favorite flavors or custom create your own.

Good morning Georgetown! Our lunch special today are: Fanciest! Taste Frenchy - this classic Portuguese

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

Next Page: Managed Options



BRONZE	
\$200 / month	
Up to 1 hour	
Personal Account Manager	✓
Mobile Optimized	✓
Logo & Description	✓
Reviews	✓
Post to Facebook & Twitter	✓
eGift Certificates	2% fee
Directory Categories	11
Priority Placement	3rd
Marketplace Items	50
Link to your Website	✓
Collect Facebook Likes	✓
Professional Setup	✓
Traffic Reports	✓
Profile Banner	✓
Photo Gallery	200
Videos	50
Menu Pages	✓
Coupons	✓
Event Calendar	✓

-  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.

Rick Kloss

ShopLondon.ca

519-280-5499 • Cell

1-888-430-7467 • Toll-Free

rick@shoplondon.ca

