



# Site Success Plan

When	Process	Action Items
After Contract Signing	Announce the New Shop Where I Live Platform to Businesses and Community Partners	<ul style="list-style-type: none"> <li>Send the intro email to area businesses               <ul style="list-style-type: none"> <li>Attach the "Platform Benefits" flyer</li> <li>Attach "Prepare to Sell Online" flyer</li> </ul> </li> <li>Gather a list of interested businesses to prioritize when the site goes live</li> <li>Utilize partners to help spread the word.</li> </ul>
Once Website is Ready	Help Businesses Register to Sell & Provide Training Opportunities	<ul style="list-style-type: none"> <li>Send out the "Time to Register" email to businesses</li> <li>Schedule a training webinar within the first week &amp; invite businesses to attend and learn and ask questions</li> <li>Schedule a press release date to work towards promoting the site</li> </ul>
On-Going	Make a Staple Piece of Your Efforts	<ul style="list-style-type: none"> <li>Link to platform on your website</li> <li>Share the platform on social media</li> <li>Include it in your regular communications</li> <li>Discuss the site at business and community meetings</li> <li>Integrate into existing "shop local" initiatives</li> </ul>
On-Going to Businesses	Regularly Share the Platform with New and Existing Businesses	<ul style="list-style-type: none"> <li>Encourage new and existing businesses to join the platform</li> <li>Add Shop Where I Live into regular processes and communications to businesses</li> <li>Add to your member benefits and promote to new members as part of the value proposition</li> </ul>
On-Going to Community	Promote the Site to the Community	<ul style="list-style-type: none"> <li>Send out a press release about the new site</li> <li>Hold a ribbon cutting for the website</li> <li>Share on social media &amp; communications</li> <li>Utilize the platform for your own e-commerce products and promotions</li> <li>Share with stakeholders, encourage partnerships and site sponsorships</li> </ul>