



ECOMMERCE
SALES AND
MARKETING
WORKSHOP

Strategic Uses of Social Media Tools to Sell Your Product(s) and Market Your Business!

September 29-30, 2015
DTCC – Terry Campus (Dover)
Room 400 B,
Corporate Training Center





The use of eCommerce and digital technologies are essential New Economy strategies! They are geographically unconstrained forms of business which generally have a low cost of entry. eCommerce is not only a necessary business tool for entrepreneurs and small businesses in general, but it also offers unique opportunities for entrepreneurs working in small towns and rural areas. Unfortunately, the knowledge, skills and experience needed for setting up and operating eCommerce businesses and using the various social media tools effectively are not inherent to many small business owners.

This course will assist participants in establishing their eCommerce business or supplementing their current sales practices of their existing small business with digital technology-based support. The course is for entrepreneurs, innovators, and small business owners (including non-profits) looking to start or expand a business selling products and/or services via the Internet, including those seeking to locate in Delaware's downtown business districts. Upon completion of the course, participants will be aware of various considerations required for successful Internet sales and marketing, and they will be able to plan for, and estimate the cost of, the equipment, software, physical facilities, as well as consulting and/or support services necessary in order to start and run their eCommerce business. They will also be more aware of the critical digital technology tools and strategies required to "scale" their business.

This training will offer a comprehensive array of eCommerce topic areas for recent and advanced users of technology tools and social media, including:

How to Get Started Selling Online

Web Design/Development Considerations

Website Optimization

Leveraging the Internet for Growth

Social Media Tactics

Related Legal Matters

Building Your Online Reputation

Technology Tools Necessary to Scale Your Business in a Digital Economy

Alternative and Traditional Funding Solutions for Small Business Owners

Vital Technology Tools and Software Solutions

A cadre of topic experts and practitioners* will be engaged in teaching and sharing their strategies. Speakers include:

Ken Anderson	Demetrius Pinder
Ken Grant	Alec Shekar
Whitney Hoffman	Bradford Wason
Darnyelle Jervey	Mark Weidel
Diane Laird	Mark Wise
Brooke Miles	Joe Zilcosky

* NOTE: Topic areas and speakers may vary slightly from the above list.

Application deadline is Noon Friday, September 18, 2015

See actual application for submission instructions.

NOTE:

You will receive an email confirmation within 24 hours of submitting your application on-line (or on the next business day).

If you do not receive a confirmation, or if you have questions or concerns, contact:

Elaine Tull at 302-739-4271; Email- Elaine.Tull@state.de.us or

Ken Anderson at 302-577-8477 Email- Kenneth.R.Anderson@state.de.us

CLASS SIZE IS LIMITED

The eCommerce training initiative is sponsored by USDA Rural Development, Downtown Delaware, and the Delaware ETC. Downtown Delaware and the Delaware ETC are programs of the Delaware Economic Development Office (DEDO).

eCommerce Training Schedule

The eCommerce training encompasses a two day course of training that will provide sufficient background for entrepreneurs, innovators and small business owners to learn the components of establishing and operating an eCommerce business in which they can learn to increase the use of the Internet for marketing and sales of their business services and products.

The eCommerce training initiative will take place at DTCC – Terry Campus on September 29-30 (Tuesday, Wednesday) from 8:30 AM - 4 PM daily. For a detailed agenda, see Pages 9 and 10 . Lunch will be provided each day. Maximum class size is sixty.

Participants

- eCommerce Training is for beginning and advanced entrepreneurs, innovators, and small business owners that desire to start or expand a business selling products and/or services via the Internet. Most of the eCommerce participants will have an existing Delaware-based business and are looking to enhance their business use of social media tools.
- Participants should already know basic business fundamentals – such as how to prepare a business plan, how to legally establish a business, how to fund their business, etc.—as these topics will not be covered in great detail in this training. (It is recommended that participants avail themselves of the cadre of DEDO’s statewide small business resource partners to assist with business-related fundamentals prior to or concurrent with participation in this training initiative. DEDO-funded Kauffman FastTrac training, currently being delivered by the Delaware Technical Community College, is an example of other resources.)
- This is not a course in website design, but several speakers will present on some of the important considerations of the development of an effective website.
- A basic familiarity with personal computers and the Internet is a pre-requisite for this training. However, participants do not need to have experience in computer programming or website design, per se.
- Daily training will not require the use of a laptop; however participants may opt to bring a laptop. The space where the training will be conducted allows for limited access to the Internet.
- Beginners and advanced users of social media tools will benefit from the course.
- There will be no monetary cost to participants for the training. However, to be considered for the training, applicants will be required to successfully complete and submit the Application by the deadline. In addition, priority for selection will be given to those applicants who can commit to attending both days of training. Upon successfully completing the training, participants will receive a Certificate of Completion.

Speaker Biographies

Ken Anderson

Director, Entrepreneurial & Small Business Support (DEDO)

Owner, ShoeModelz, LLC

Mr. Ken Anderson is currently the Director, Entrepreneurial and Small Business Support for the Delaware Economic Development Office (DEDO), Delaware Economic Development Office, an executive state agency, responsible for entrepreneurialism and small business support for the State of Delaware. Since January 2012, Ken has also served as the Chair of the Governor's Supplier Diversity Council, (GSDC), charged with implementation of the Governor's initiatives centered on support for small businesses, including minority, women, veterans and individual business owners with DisAbilities in State procurements. As Chair of the GSDC, Ken oversaw the process that led to the recently signed Executive Order No. 44, which include the new Small Business Focus Program.

Additionally, Ken brought DEDO's successful Kauffman FastTrac Entrepreneurial Training to Delaware and now manages the DEDO funded Kauffman FastTrac training currently being delivered by the Delaware Technical Community College.

Ken launched and has served as Chair of the Governor's Entrepreneurial Business Conferences, the Delaware Small Business Summit for Minority and Women Owned Businesses, and the Base Realignment and Closure or BRAC Conferences. Ken also manages the Delaware Emerging Technology Center (DE ETC), a virtual incubator which has sponsored numerous programs including the ETC Boot Camp and Business Plan Competitions, the ETC Secrets of Success Seminars, and co-sponsors the Downtown Delaware initiatives such as the three day eCommerce training.

Ken launched his latest online ecommerce project ShoeModelz in October 2014.

Ken Grant

Marketing Director, iChromatography

Designated Po-Stirrer, Epic Marketing

Ken Grant wears several hats – from Marketing Director for the only U.S.-based manufacturer of analytical lab supplies, to advocate for social media use by businesses and non-profits, to award-winning Bollywood Dancer. Ken has worked in media, politics, and marketing in Delaware for more than 20 years. He has spoken before audiences throughout the state about social media and best business practices.

Ken is currently focusing on exploring the global marketplace and social media in the Middle East, Brazil, India, and China.

WARNING: By being in the same room with Ken Grant, your image may be posted on Facebook, Twitter, Google+, flickr, Instagram, foursquare, Pinterest, Orkut, Picasa, and/or Chines Weibo. Anyone in the Witness Protection Program should be prepared to cover their face.

Whitney Hoffman
Owner, Hoffman Digital Media LLC (A Delaware LLC)

Whitney Hoffman, best known for her involvement in podcasting and digital media, has an undergraduate degree in developmental biology from the University of Pennsylvania and a law degree from the Dickinson School of Law, part of Penn State. Whitney is passionate about education; she has presented on many education-related topics, including “Making Your Message Stick- for Educators” and “Education 2.0 - How New Media is Changing Education”.

Whitney has also presented on how to make your presentations more effective, on why community building is vital to all of your new media/online project success, and other digital media/social media topics. These have included presentations at Web2Open on the New FCC Guidelines - what they mean to you; the Social Media Plus conference on Social Media 101 - Strategies for Your Business; and a variety of social media and business topics for AGS University, the New Castle County Chamber of Commerce, and the Delaware Governor’s Entrepreneurial Business Conference.

For the past several years, Whitney’s consulting business, Hoffman Digital Media, has been involved in helping B to B and B to C businesses understand the social media space and how to use the tools available to enhance their marketing and communication with customers of all sizes.

Darnyelle A. Jervey, MBA
Business Optimization Strategist, Incredible One Enterprises, LLC

As the CEO of Incredible One Enterprises, LLC, Darnyelle A. Jervey, MBA has successfully helped uncompromising entrepreneurs and business owners experience financial and spiritual abundance in their lives because of their businesses. In fact, in the last twelve months her private clients have earned in excess of six million dollars leveraging her strategies. She is a leading business optimization strategist who helps business owners maximize profits by mastering brand messaging, marketing, sales and operations while making a worldwide impact.

Jervey is an award-winning coach, consultant and strategist whose work has been featured in Essence, Success, Black Enterprise and O Magazines. She is a best-selling author with 7 books to her credit, including her latest projects Burn the Box: 7 Breakthrough Strategies For Standing Up, Stepping In and Igniting Success and Market Like a R.O.C.K. Star. In 2012, she was named Coach of the Year by Stiletto Woman Media and in 2013, she was recognized as a Small Business Champion by Influencer Magazine.

Diane Laird
State Coordinator, Downtown Delaware
Owner, Simple Joys LLC

Diane Laird is the State Coordinator for Downtown Delaware, where she coordinates and conducts technical services to seven designated Main Street towns and twelve Commercial District Affiliate communities while providing support to downtown entrepreneurs and small business owners. Diane serves as Co-Chair of the National Main Street Center Executive Committee, often co-leads educational sessions at the annual National Main Streets Conferences, and has co-authored several articles for Main Street Now. She is the initiator of Project Pop Up in Delaware, a statewide initiative that simultaneously engages entrepreneurs and reduces downtown vacancy. Diane has garnered nearly half a million dollars in USDA grants to support rural community development and has been awarded the “Delaware Award for Excellence and Commitment in State Service” for Innovative Ideas in Entrepreneurial Development for Downtown Delaware. Ms. Laird has worked with the Delaware Economic Development Office since 1998.

As an artist, Diane Laird is also owner of Simple Joys LLC, where she creates pen/ink/water-color images, and often paints “plein air” with a focus on downtown subject matter. (SimpleJoysLLC.com) Previous to her work in downtown revitalization, Diane worked for 15 years as an NCIDQ-certified Interior Designer, and taught for nine years at the College of New Jersey. In addition to painting, she enjoys spending her free time in Rock Hall, MD.

Brooke Miles
President, Delaware ShoutOut

Brooke Miles is known around town for her mad writing skills and social media prowess. She founded Delaware ShoutOut, a social media ghostwriting and training firm, to help organizations use the power of social media to build their brand in Delaware. Services include social media setup and training packages, ghostwriting, and consultation. Brooke especially loves teaching clients how to save time while running an amazingly effective social media program.

As a three-time Ambassador of the Year for the New Castle County Chamber of Commerce – and as a member of the Delaware State Chamber, Delaware Small Business Chamber, and Middletown Area Chamber of Commerce – Brooke is devoted to businesses in the First State. Follow @DEShoutOut, and connect with Brooke on LinkedIn!

Demetrius Pinder, M.B.A.
Owner and Project Manager of Nuts and Bolts Web Design, LLC

NABWD.com provides Web Design & Development and IT support to Small Businesses and Non - profits. Demetrius is also a Computer Support Specialist at the University of Delaware and a Web Consultant at Delaware State University (UCEDIT).

Alec Shekhar
President, GainWebsite.com

Mr. Alec Shekhar is the founder and owner of GainWebsite.com, which offers a one-stop shop for Website Design, Search Engine Optimization (SEO), PPC and FaceBook advertising. Founded in 2010, GainWebsite.com helps new and existing businesses gain an online presence, get ranked higher in Google search results, and increase online sales.

Prior to starting GainWebsite.com, Alec worked for several fortune 500 companies, where he ran teams that were responsible for online marketing. His main impetus for founding GainWebsite.com was to offer small businesses a level playing field with larger corporations when it comes to their online marketing. Alec has a degree in Mechanical Engineering and an MBA. He lives with his wife and two children in Hockessin, Delaware.

Bradford Wason
Visual Design Manager, Zappos.com

Brad is currently the Creative Director for DMG Marketing. He has extensive experience working with small start-ups, non-profits and Fortune 500's in product & strategic development, branding, and production. Prior to joining DMG, Brad was the founder of 23rd & 5th, a boutique brand development shop, and was an adjunct professor for the University of Delaware, and Delaware College of Art & Design.

With over nine years of teaching experience, Brad has taught a wide variety of courses in concept development, visual communication, branding, digital design & typography. He has a degree in Digital Media Design from Wilmington University, and Associates Degree in Fine Art from DCAD. Outside of the office, Brad enjoys cycling; hiking with his two dogs, craft beer, traveling, letterpress and great coffee.

Bradford recently relocated to Las Vegas, Nevada to accept a new position as the Visual Design Manager for Zappos.com.

Mark Weidel
General Manager, DBC Interactive and Steinman Marketing Solutions

An unabashed 'radio junkie,' Mark was on the air at age 15 and has been involved in media for over 40 years. After graduation from Syracuse and a brief flirtation with on air work, Mark has been in sales and management; for DBC and as a sales manager and Director of Sports Marketing for CBS Radio. In 2002 he was tasked with starting an internet division for Delmarva Broadcasting and has been General Manager of DBCi ever since.

DBC Interactive is the digital division of Delmarva Broadcasting Company, along with SMS, digital arm of corporate parent LNP Media in Lancaster, PA. They are dedicated to exploring new and innovative ways to use emerging technologies for the benefit of our clients and audiences. We partner with forward-thinking organizations to develop successful uses of the Internet to meet their marketing goals. We identify online opportunities, attract viewers to our radio station sites, develop non-media sites and create multi-media campaigns for our clients utilizing on-air, print, online and mobile marketing.

DBC Interactive also provides a growing suite of digital services to SMB's in our marketing areas, allowing them to take advantage of leading edge digital marketing solutions from a trusted source and remove the doubt and insecurity that many SMB's face when trying to make sense of the myriad interactive options available to them.

Web site creation services, mobile web, mobile texting and promotion, reputation management, targeted display ad campaigns, location-based advertising, online promotions and email marketing are just a few examples of currently available solutions for local businesses

Mark Wise

Founder and Owner, Netforce Performance Marketing

Mark Wise lives with his family in Wilmington, Delaware. Mark has an extensive background in direct response and lead generation systems. Mark identifies and shares the real problems that organizations face in an ever changing marketplace, and he trains, coaches, and develops the practical and tactical strategies that businesses need to overcome them. With an in-depth understanding of reputation marketing and creating a 5-star reputation culture, Mark founded Netforce Performance Marketing, LLC which specializes in helping companies create online marketing strategies and techniques to grow their customer base. He understands that a company's reputation is at the core of an effective marketing plan. Mark is passionate about helping companies implement solutions that help solve problems and create socially responsible behavior. Mark's true passion is to see those companies that he works with to become the market leaders in their respective industries.

Joe Zilcosky

Business Development Leader for Kent County, Delaware Economic Development Office

Mr. Joe Zilcosky is currently the Business Development Leader for Kent County at the Delaware Economic Development Office, an executive state agency. He is responsible for all state business retention and expansion efforts in Kent County. Mr. Zilcosky works with local manufacturers to in-source jobs back to the U.S., export their products and streamline the governments' bureaucratic structures. Additionally, he helps businesses secure loans and grants. In the last year, he has helped over half dozen small businesses get SSBCI (State Small Business Credit Initiative) participation loans. He is part of the consortium that started "Kent Is Open For Business" and the "Kent Economic Summit".

Previously, Mr. Zilcosky was the Emerging Technology Specialist at DEDO. As Emerging Technology Specialist, he aided entrepreneurs in all aspects of starting a business from Business Plan writing to financing and networking. He built out a Service Provider Network that gets entrepreneurs and small businesses discounted or Pro Bono services from local companies. He sat on the board of the Private Investor Forum that helps select entrepreneurs for the Angel Venture Fair and was one of the founders of Consortium of Delaware Entrepreneurs (CODE).

Prior to DEDO, Mr. Zilcosky started two businesses, was the second employee at one start up and worked at First USA Bank in Partnership Marketing. Mr. Zilcosky has an Economics degree from Columbia University.



DAY 1: Tuesday, September 29

DTCC – Terry Campus (Dover)
Room 400 B, Corporate Training Center

8:30 – 8:55	Continental Breakfast	
8:55 – 9:00	Program commences	Ken Anderson, Director, Entrepreneurial and Small Business Support, DE Economic Development Office
9:00 - 9:10	Welcome to eCommerce training	Bernice Whaley, Director, Delaware Economic Development Office
9:10 - 9:15	Campus welcome	Lisa Strusowski, Director Workforce Development and Community Education, Delaware Tech Terry Campus
9:15 – 9:30	Welcome from Downtown Delaware Review of DEDO Events for 2015	Diane Laird, Statewide Coordinator, Downtown Delaware, Delaware Economic Development Office
9:30 – 10:30	Beyond an Online Presence: How to Develop a Systemic Approach to Transitioning a Contact into a New Business Contact	Daryelle Jervey, CEO, IncredibleOneEnterprises.com
10:30 – 10:45	Break	
10:45 – 11:45	Become a Facebook Marketing Ninja (Without Breaking a Sweat!)	Brooke Miles, President, Delaware ShoutOut
11:45 – 1:00	Lunch	
1:00 – 2:15	Strategies for Protecting Your Online Reputation	Mark Wise, Owner, Netforce Performance Marketing
2:15 – 2:30	Break	
2:30 – 3:15	eCommerce and Legal Matters: Copyright Infringement, Sales, Taxes, Bookkeeping, Emerging Legal Issues	Whitney Hoffman, Owner, Hoffman Digital Media LLC (A Delaware LLC)
3:15 – 4:00	The Digital Future Is On Your PHONE!- Mobile Marketing Tactics For Your Business	Mark Weidel, General Manager- DBC Interactive, Steinman Marketing Solutions
4:15	Class Adjourns	



DAY 2: Wednesday, September 30

DTCC – Terry Campus (Dover)
Room 400 B, Corporate Training Center

8:30 – 8:50	Continental Breakfast	
8:50 - 9:00	Participant's Shameless Self- Promotion	Participant's Shameless Self-Promotion
9:00 – 10:15	Rank Higher on Google- Get More Leads. SEO tips you can implement today.	Alec Shekhar, Owner, Gainwebsite.com
10:15 – 10:30	Break	
10:30 – 11:30	Loans, Grants, Free Money (?), and How the Government Can Help Your Business	Joe Zilcosky, Kent County Market Leader, Delaware Economic Development Office
11:30 - 11:45	Participant's Shameless Self-Promotion	Participant's Shameless Self-Promotion
11:45-1:00	Lunch	
1:00-2:00	How Do I Set Up Shop, Online?	Demetrius Pinder, Owner, Nuts and Bolts Design
2:00 - 2:15	Break	
2:15 - 3:00	Designing Experiences and Engaging Customers	Bradford Wason, Visual Design Manager, Zappos.com
3:00 – 3:45	How I Got Schooled by the Minister of Health in Dubai- Learning to Use the Tools Your Customers Use to Communicate	Ken Grant, Marketing Director, iChromatography, Designated Pot-Stirrer, Epic Marketing
3:45- 4:00	Certificates/Adjournment	



Strategic Uses of Social Media Tools to Sell Your Product(s) and Market Your Business!

Application and attachments must be submitted in one of the following three ways:

1. Complete form and submit on-line (preferred method)
2. Download and complete form, scan or convert to pdf and email as an attachment to: Elaine.Tull@state.de.us
3. Download and complete form, print and fax to 302-736-9143

You will receive a confirmation within approximately 24 hours of submission (business days only). If you do not receive confirmation, contact Elaine Tull at Elaine.Tull@state.de.us or call 302-739-4271.

Application deadline is Noon, Friday, September 18, 2015

For questions contact:

Elaine Tull,

Business Development Specialist, Delaware Economic Development Office

(302) 739-4271

Elaine.Tull@state.de.us

or

Ken Anderson, Director,

Entrepreneurial and Small Business Support, Delaware Economic

(302) 577-8477

Kenneth.R.Anderson@state.de.us

Name			Name of Business
Address			Apt/Suite/Unit Number
Town or City	State	Zip	Telephone
Email address			Web address <i>(Please note that this is not a course in website design.)</i>
Is your business Delaware-based (licensed and practicing primarily in Delaware)? <input type="checkbox"/> yes <input type="checkbox"/> no			
Are you: Women-owned? <input type="checkbox"/> yes <input type="checkbox"/> no Minority-owned? <input type="checkbox"/> yes <input type="checkbox"/> no Veteran-owned? <input type="checkbox"/> yes <input type="checkbox"/> no Service-Disabled Veteran-owned? <input type="checkbox"/> yes <input type="checkbox"/> no Individual Business Owner with DisAbilities? <input type="checkbox"/> yes <input type="checkbox"/> no			
Is your business currently certified as woman/minority-owned in the State of Delaware? <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> I am not sure			
Does your business have 20 or less employees? <input type="checkbox"/> yes <input type="checkbox"/> no			
Does your business have products and/or services that you believe can be marketed and/or sold on the Internet? <input type="checkbox"/> yes <input type="checkbox"/> no			
<i>Briefly describe the primary products/services of your business below:</i>			
Do you currently have a <u>written</u> business plan for your business or proposed business? <input type="checkbox"/> yes <input type="checkbox"/> no			
<i>Please attach a ONE PAGE overview of your business with this application.</i>			
Do you have a basic familiarity with personal computers and the Internet? <input type="checkbox"/> yes <input type="checkbox"/> no			
Does your business currently utilize the Internet? <input type="checkbox"/> yes <input type="checkbox"/> no			
Are you committed to attend both days of training (September 29-30, 2015)? <input type="checkbox"/> yes <input type="checkbox"/> no			
Provide several sentences to describe the goals you hope to achieve in enrolling in the eCommerce training:			
Please note if there is anything that you would like to see addressed during this training that is not already on the Agenda:			