

Presented by:
CA SBDC and CalOSBA as part of [Get Digital CA!](#)

Digital Bootcamp

Expand Your Online Presence

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A four-part series to expand your online presence by launching and growing your online e-commerce store. Business owners will develop skills to reach larger audiences online while building and expanding a robust e-commerce portal for their business.



Your Website

What you need to build your e-commerce website, from securing your domain name to the content on your site.



Driving Traffic

How you can advertise your online business through different social media platforms, emails, and advertising.



Marketplaces

How to know which platforms work best to sell your products. Choosing your marketplaces with pricing considerations.



Scalability

Tracking outcomes and ensuring ROI. Packing and shipping solutions, KPIs for future growth and sustainability.

