

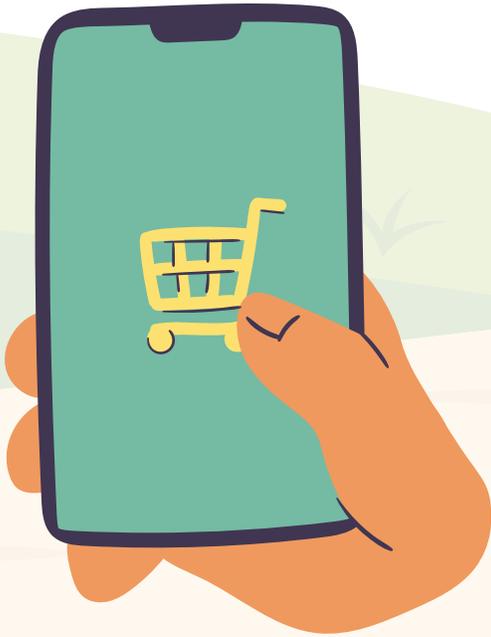
Selling Products Online: Setting Your Rural Business Up for Success

Hosted By:  northern tier
regional planning
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Selling products online can help rural businesses reach new customers, but success starts with the right foundation. This webinar guides rural small business owners through the key planning steps needed before selling on Facebook, a website, or online marketplaces.

Here's What You'll Learn

- How to determine if your business is ready to sell online and what planning is required
- Identifying your target customer and choosing the right online sales platforms
- Building a strong online storefront with effective product photos and descriptions
- Marketing essentials to drive traffic and build customer loyalty
- Avoiding common pitfalls and measuring success so you can adapt and grow



EVENT DETAILS:

 **Thursday, February 12th**
 **Virtual**
 **12:00pm - 1:00pm**

REGISTER HERE:

<https://pasbdc.ecenterdirect.com/events/33248>

PRESENTERS:

Gretchen Kukuchka

University of Scranton SBDC Business Consultant

Jacqueline Escobar

Wilkes University SBDC Business Consultant

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Small Business Development Center
The University of Scranton
Helping businesses start, grow, and prosper.

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