

## Who is Digital Main Street?

Digital Main Street offers programs and services to help main street businesses achieve digital transformation. The program is built around an online learning platform, structured training programs, and the Digital Service Squad. Services are now offered across Ontario.

## What is ShopHERE?

ShopHERE is a program within Digital Main Street that provides independent small businesses and artists with free 1:1 support building, managing and marketing an online store. The program is quick, easy and no-cost. Participants also receive benefits and training.

## How It Works

2 - 6 weeks

### PARTICIPANT SIGN UP & APPROVAL

### ONLINE STORE REVIEW & LAUNCH



## What are the program benefits?

The ShopHERE program helps you get online easily to reach local and global customers.

- Instead of paying agencies or struggling for months, participants can get online in a matter of days
- Participants receive 1:1 support from a dedicated E-Commerce Coordinator
- Support includes training in digital marketing, shipping and inventory management
- Gain [free access to benefits](#) and tools from partners

## Who is eligible?

- Small businesses under 10 FT employees including commercial and home-based businesses
- Restaurants and bars under 25 FT employees
- Service-based businesses
- Artists and musicians

To be eligible, businesses and artists must be based in Ontario, registered, and not part of a corporate chain. They do not need to have a commercial address.

## Graduate Success Stories



"The ShopHERE program has been vital to our business during the COVID-19 crisis, allowing us to quickly pivot from our brick and mortar storefront to being fully online, while offering curbside pick-up and free local delivery."

— [Little Chief & Co.](#) in Saint Catharines



"It was great because you actually have an e-commerce consultant at your finger tips to fine tune your website. Going online is definitely the way of the future."

— [PLENTEA](#) in Toronto



"This program has been indispensable in understanding the possibilities of promoting my business online! I am fortunate to have this program to aid with navigating the online world."

— [Green Cabin Pottery](#) in Wawa



"I was able to launch a proper website and I received so much help in terms of customizing it... My E-Commerce Coordinator guided me through every step. It took my business from IRL to URL! "

— [Face Yoga Lab](#) in Toronto



"This program is a godsend for small businesses and artists! Having an online store made it easy for me to stay connected with my clients all over the world. It was a great learning experience—organized and informative."

— [Inamullumani Jewelry](#) in Toronto



"Without this program, I would never have been able to afford to have it professionally done! I had all my needs met on one platform! My E-Commerce Coordinator was able to research and find the perfect apps for my wholesale accounts. The time I will save is just mind blowing!"

— [Opeongo Soaps](#) in Eganville

[Click here to learn more](#)