

eCommerce Expansion Program Course Offerings

CORE

**Build a Smart Online Marketing Strategy
What is SEO? Website Analytics Simplified
(including Google Analytics)**

How To Win at Social Media

Step Up Your Marketing: Sales Funnels 101

How to Use Email Marketing to Your Advantage

Online Brand Reputation (Google Business Profile)

Build a WordPress Website

How to Accept Payments Online

Overview of Online Marketplaces

Intro to Selling on Etsy

Open an Amazon Store

Connecting with Customers through Storytelling

Create Your Most Profitable Marketing Strategy

Profiting with Partnership Marketing

Content Creation for Newbies

**The Power of Short Video in Social Media
Marketing**

YouTube Marketing: A Beginner's Guide

TikTok for Business

The Power of eNewsletter in eCommerce

Build Your Blog Today

A Beginner's Guide to Google Analytics

Fiverr Business: How to Use Freelance Services

How Buyer Personas Can Help Increase Sales

Facebook Ads for Beginners

Instagram for Small Business



Additional Resources - SBA Resource Partners

SBA New Jersey District Office (973)645-2423 www.sba.gov/offices/district/nj/newark

Women's Business Centers (WBCs)

WCEC www.wcecnj.org

LAEDA www.laedawbc.com

SCORE www.score.org

NJ Small Business Development Center (SBDC) www.njsbdc.com

Veterans Business Outreach Centers (VBOC) www.vboc.org

APEX Accelerators (fka PTACs)

NJIT www.njit.edu/ptac

Union County Economic Development Corporation www.ucedc.com/ptac



Additional Resources

NJ Business Action Center, 1-800-JERSEY-7 nj.gov/state/bac

NJ Dept. of Labor (609)633-6400

NJ Dept. of Taxation www.njtaxation.org (609)292-6400

NJ Division of Revenue www.state.nj.us/treasury/revenue (609)292-9292

NJ Business & Industry Association (NJBIA) <https://njbia.org/>

IRS 1(800)829-1040 www.irs.gov

Franchising, Frannet, www.frannet.com

Exporting, www.export.gov www.trade.gov/cs

Manufacturing, New Jersey Technology and Manufacturing Association, www.njtma.com

Non-profit, New Jersey Center for Nonprofits www.njnonprofits.org

Additional Resources

NJAWBO, New Jersey Association of Women Business Owners www.njawbo.org

NJEDA, New Jersey Economic Development Authority www.njeda.com

GNEC, Greater Newark Enterprises Corporation, www.gnecorp.org

Gearhart Law, Patent, Trademark and Copyright Lawyers www.gearhartlaw.com

Brown Rudnick LLP, Tax, Patents & Intellectual Property, Government Contracts, etc. www.brownrudnick.com

Non-profit, ProBono Partnership, business & transactional legal help www.probonopartner.org

1 Million Cups, Union County www.1millioncups.com/union

HUBZone certification sba.gov/federal-contracting/contracting-assistance-programs/hubzone-program

WOSB Resources

Why certify? <https://www.sba.gov/brand/assets/sba/resource-partners/WOSB-WhyCertify-508.pdf>

Are you WOSB ready? <https://www.sba.gov/brand/assets/sba/resource-partners/wosb-certification-factsheet-508.pdf>

Steps to prepare <https://wosb.certify.sba.gov/prepare/>

