



• [HTTP://SHOPLOCALWA.COM](http://shoplocalwa.com) •

An Ignite Washington initiative



WHY PARTICIPATE IN IGNITE WASHINGTON PROGRAM?

If you were to ask a local citizen "How much of what you spend online is local?" They say "Zero". Here is the size of the problem we are dealing with!

- Over 65% of local small business do not accept payments online and are unable to take advantage of digital solutions to grow their business.
- On the other hand, 56% of US adults are shopping online and e-commerce grows by an estimated \$25 billion year after year.
- In the US, XP is the third most used operating system, limiting browser performance and adoption of digital commerce and cloud-based solutions.
- 82% of small business owners have said their main source of new leads is referrals, yet they are unable to keep pace with technology that would boost social visibility, create more leads, and allow consumers to easily find them.

The predictable future is that small businesses will continue to be overwhelmed by the fast pace of the digital commerce and struggle to make ends meet, while our citizens continue pouring dollars without any transparency to local impact.



Ignite Washington, a program designed to create new jobs by infuse dollars into the local economy through digital commerce. We are bringing together a diverse set of thought leaders, centers of influence, and industry decision-makers to design, collaborate and invest in a digital transformation plan for our local businesses.

As a recognized small business, being a part of this experience will

enable you to:

- Gain access to new business opportunities
- Adopt a turn-key digital solution to attract customers and generate new sales
- Gain access to relevant and credible business ideas and relationships

We look forward to working with you!
Chaitra Vedullapalli and Shirley Eclipse

SHOPLOCALWA.COM :

The place to shop local businesses online in Washington



The Place to Shop
Local Business
Online in
Washington

VISIT: SHOPLOCALWA.COM

An Ignite Washington initiative: Welcome!
Here at Washington's Local Marketplace you
can easily invest your dollars by shopping local
with Washington's businesses and help us
create new jobs!

Just imagine your community without the charm of local brands and businesses. Painful right?

Just think about it: Local businesses hire local talent, create new jobs and support other local businesses.

What can you do to help?

Shop local. It's that easy! Shopping local really matters. Not only will you help ensure that your favorite small businesses flourish, you'll also be helping to create new jobs in your community.

Now you can invest in your local economy and create new jobs by shopping local online. Best part, you can do while couch surfing. Yep! You got that right.

WASHINGTON BUSINESS CO-OP ECOMMERCE ADVERTISING SOLUTION

Meylah has partnered with KIRO-TV, International Media Partners, Microsoft and Comcast to launch Ignite Washington, a local program with a mission to create 1000 new jobs by 2018 in Washington by infusing money into local economy through online commerce. The partnership has resulted in creating a co-op marketing solution for small business where they have access to the following impression and traffic. Every business who are investing in co-op marketing program will realize benefits on a yearly basis:

- Get Seen: Increase your digital exposure of your product or service with features on KIROTV.com, Magazine online advertising, eMail marketing and social media platforms. Over 100K combined readers and a reach over 500K digitally.
 - KIROTV.COM = 250K impressions + sponsored Link
- Increase your brand identity by using Ignite Washington tags on your website and marketing materials
- Sponsored posts on Facebook, SHOPLOCALWA.com, KIRO-TV, MEYLAH.com
- Help with event sponsorship exclusive or partnered giveaways via our contest platform
- Discounts on KIRO-TV, Comcast Services, Microsoft Products and others
- Networking with members and partners, increasing your exposure as a WA business owner
- Discounted rates for participating in events and impressive summits

Meylah is the driving force behind the ecommerce success of over 5000 local business online across the US. Meylah is actively helping businesses to attract new customers and sales through turnkey online commerce through all inclusive marketing on a small business budget.

- **All Inclusive ecommerce advertising:** Reach consumers with local advertising via all digital media channels
- **Affordable pricing:** Providing advertising solutions that is easy on your wallet
- **Turnkey digital ecommerce solutions:** Easy and effective digital solutions that is helping you attract new customers and generate new sales.

We are offering 3 advertising solutions at introductory prices

- Digital - Premium advertising package:
 - \$5000/Year + 10% of each sale
- Digital - Saver advertising package
 - \$3000/Year + 10% of each sale
- Digital – Self Service advertising package
 - \$2000/Year + 10% of each sale

Benefits at each level

	Premium Local Advertising Package	Saver Local Advertising Package	Self Service Advertising Package
eCommerce Store Onboarding + 10 products listing	Yes	Yes	Self Service. How To Guide Provided
Automatic listing on BING Place (29M impression)	Yes	Yes	No
Social Media Advertising (Google Plus, Facebook, Twitter)	6X/year	3X/Year	No
Ongoing ecommerce Consultation	Yes. Quarterly Checkin	Yes. 6 month Checkin	Yes. Once a Year Checkin
Shop Washington Featured Product on Email Campaigns*	8 weeks	4 weeks	1 week
eCoupon Listings	2 per month (valued at \$100/year)	1 per month (Valued at \$50/year)	N/A Pay per use: \$2/month per ecoupon listing
Display AD on Marketplace*	6X/year	4X/year	1X/year
Featured Product on Marketplace*	6X/year	4X/year	1X/year
Digital Advertising on KIRO-TV	250K impressions + Sponsored link	100K impressions + Sponsored link	
Special Offers	<ul style="list-style-type: none"> • Microsoft • Snap Retail • Made In America • Special KIRO-TV rates 	<ul style="list-style-type: none"> • Microsoft • Snap Retail • Made In America • Special KIRO-TV rates 	<ul style="list-style-type: none"> • Microsoft • Snap Retail • Made In America • Special KIRO-TV rates
Online contests (participation + email generation)	2X Participation	1X participation	No
Trainings and Networking	4 Tickets Included	2 Tickets Included	1 Ticket Included
Ignite Washington Member Pricing	\$5000/Year + 10% of each sale	\$3000/Year + 10% of each sale	\$2000/year + 10% of each sale

Dedicated Magazine, TV, Cable, Newspaper, Digital Advertising for your brand	Contact Shirley Eclipse	Contact Shirley Eclipse	Contact Shirley Eclipse
Total Retail Pricing	\$7300 + 10% of each sale	\$5380 + 10% of each sale	\$2800 + 10% of each sale (minimum 1 year membership)

WHO QUALIFIES FOR THIS PROGRAM?

Shoplocalwa.com is designed to create a digital ecosystem of Washington businesses that can found easily. Our mission is to infuse 10million into local economy and create >1000 new jobs through online commerce in 3 years.

If you are a local brand or business (service provider, manufacturer, distributor, supplier, retail store, online retailer, etc) located in the Washington who would like to get digital exposure and/or sell your products and/or services in Shoplocalwa.com, this program is designed to help you achieve your goals.

We are looking for local brands and businesses who carry the following products/services in these categories.

- Auto
- Accessories
- Beauty
- Clothes
- Specialty Foods
- Gadgets
- Home Décor
- Jewelry
- Pets
- Sports and Leisure
- Restaurants
- Services
- Others

TOP 7 REASONS WHY WE MUST IMPLEMENT SHOPLOCALWA.COM?

1. Several studies have shown that when you buy from a locally-owned businesses rather than a national chain, significantly more of your money is used to make purchases from other local businesses, service providers, and farms -- continuing to strengthen the economic base of the community. [.shoplocalwa](#)
2. Local shops often stock a high percentage of local sourced goods which do not require long car & bus journeys, helping reduce our global footprint.[.shoplocalwa](#)
3. Small businesses donate more than twice as much per sales dollar to local non-profits, events, and teams compared to big businesses. [.shoplocalwa](#)
4. Local businesses employ more people directly per dollar of revenue and are the customers of local printers, accountants, wholesalers, farms, attorneys, etc. - expanding opportunities for local entrepreneurs. [.shoplocalwa](#)

5. More efficient land use and more central locations mean local businesses put less demand on our roads, sewers, and safety services. They also generate more tax revenue per sales dollar. The bottom line: a greater percentage of local independent businesses keeps your taxes lower. #shoplocalwa
6. A wide variety of independent businesses, each serving their customers' tastes, creates greater overall choice for all of us! .#shoplocalwa
7. Keep unique! Independent shops create distinctive shopping experiences and stock different products. #shoplocalwa

HOW TO GET STARTED?

- Complete your business profile page
- Once approved, select your pricing and payment model
- Account manager will be assigned to you to get started

HOW TO CONTACT US?

- Reach out to Chaitra Vedullapalli at chai@meylah.com for any questions