



Check out these TOP NOTCH

Shop Shaker Listings—

Simply Delicious Pies

Juma Gallery

Master Marr's Taekwon-do

Sweet Melissa

Qdoba

How to **MAXIMIZE** Your **SHOP SHAKER** Account

- **SIGN UP to create your customizable listing.** Fill in all of the blanks, even if you are a home based business. You may choose whether or not your location is visible to the public. (One account per business please.)
- **Remember your user name and password.**
- **Upload up to three PHOTOS** To make best use of this opportunity, include your company logo, photo view of your storefront and a picture of a signature product.
- **Describe your business fully and with passion in the ABOUT section.**
- **Link** to your company's social media pages (Facebook, Twitter, etc.) and website.
- **List your HOURS of operation** (for example: Saturday 10:00 am-6:30 pm).
- **Add a PROMOTION** and update it from time to time. If you are having a sale or better yet, want to provide an exclusive Shop Shaker deal, post it in the promotions section. These now appear on the home page AND on district pages!
- **Most importantly be SOCIAL, promote the promotion!** Use your existing social media and company website to link to www.Shop-Shaker.com. Send an email to communications@shakeronline.com, so that the City's Communications and Marketing Department can post your promotion on the Shop Shaker Facebook page as well.
- **Place a Shop Shaker window cling on your door and make the postcards available to your customers.** Promote your listing to your customers, tell them to check your listing regularly for special deals (and be sure to switch them up from time to time).

Q U E S T I O N S ?

Contact Katharyne Starinsky, City of Shaker Heights, Economic Development Specialist
216-491-1335, Katharyne.Starinsky@shakeronline.com