Business Strategies for an Evolving Future
Small Business Assistance Team
Aug 5th, 2020
The streaming text link will be posted in the “Featured” feed - https://tcc.1capapp.com/event/gov2/

This webinar offers live captioning and subtitles in English, Spanish, Chinese (Traditional & Hong Kong S.A.R.), Arabic, French, and Vietnamese

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To request a transcript, please email smallbusiness@gov.texas.gov at the conclusion of the event
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• We will open the live feed for questions shortly
• You can submit questions in the live Q&A feed, **BUT**……
• Watch the “Featured” or “Published” live Q&A feed
• Check if your question has already been asked
• “Like” the questions you would like answered
• Questions with the most “likes” will be prioritized

• Unfortunately we will not get to all questions…
1. Some small businesses may be wondering how to best use the digital tools available to them. How does Facebook help small businesses become more efficient online?

2. Because of COVID 19, many small businesses have had to completely change their way of operating. What solutions does Facebook have to support this transition?
3. There are many online ecommerce platforms so how does a small business choose the best one for them? What is unique or special about eBay, from a small business point of view?
# What to look for in your ecommerce partner

<table>
<thead>
<tr>
<th>PARTNERSHIP</th>
<th>REACH</th>
<th>FLEXIBILITY</th>
<th>PRICING</th>
<th>TOOLS</th>
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</thead>
<tbody>
<tr>
<td>• We don’t compete with our sellers; we win when they win</td>
<td>• 180M+ active buyers in 190 markets</td>
<td>• Free and accessible for businesses of all types and sizes</td>
<td>• Fair fees</td>
<td>• Tools to help reach and ship worldwide</td>
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<tr>
<td>• Clear policies and fair enforcement</td>
<td>• Unmatched variety in products – from new to vintage, commodity to luxury</td>
<td>• Opportunity to grow at your own pace on your own terms</td>
<td>• Transparent pricing structures</td>
<td>• Powerful analytics and marketing tools</td>
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<tr>
<td>• Seller protections</td>
<td></td>
<td></td>
<td>• Optional fees for enhanced features and promotion</td>
<td>• Logistics tools integration</td>
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4. eBay has many programs and tools to help small businesses make the most of the platform. Can you talk about the ones that are most helpful to a small businesses new to ecommerce?
How to get started on eBay

Small Business Central
Find all you need to launch and grow your eBay business

eBay Seller School
Learn at your own pace, anytime, anywhere for free

Community
Share selling tips, get support, and make friends
5. If I bring my employees back, but have to lay them off again, do they have to file a new claim? Will my business be charged for benefits?

6. The SBA has given additional funding to help SBDCs better serve the small business community. Tell us about the new services the SBDC COVID 19 Recovery Accelerator offers?
Our vision for this program is to help small businesses through Relief, Rebooting, Recovery and Resiliency during and after the COVID-19 pandemic.
Supports a 79-county SBDC Network covering the following areas:

- San Antonio
- Alpine
- Austin
- Corpus Christi
- Eagle Pass
- El Paso
- Laredo
- Rio Grande Valley
- San Angelo
- Victoria
Services provided include training and business advising to small businesses on:

- Employer Resources
- Cybersecurity
- Workplace Safety

- Funding
  - Paycheck Protection Program (PPP) loans
  - SBA Economic Injury Disaster Loans (EIDL)
  - SBA and non-SBA loan programs
The Governor’s Small Business Assistance Contacts & Resources

Connect with us:

gov.texas.gov/business

• Governor’s Small Business Assistance Team
  • Kelly Spillane, Small Business Advocate
  • Jarvis Brewer, Business Assistance Specialist
  • Sam Schornack, Business Assistance Specialist

• Governor's Small Business COVID-19
  gov.texas.gov/business/page/coronavirus

• Event Calendar:  gov.texas.gov/business/events

• Request a webinar transcript from
  smallbusiness@gov.texas.gov
Contact Information & Resources

From our Panelists

• Facebook Small Business Hub: https://www.facebook.com/business/resource

• Facebook Blueprint (free online marketing courses): https://www.facebook.com/business/learn

• Facebook Business Help Center: https://www.facebook.com/business/help

• UTSA SBDC COVID Business Recovery Center businessrecovery@utsa.edu (210) 458-2272

• eBay small business welcome site: http://www.ebay.com/smallbusiness

• eBay Seller School (free e-learning resources): http://sellerschool.ebay.com

• Texas Workforce Commission (TWC) https://www.twc.texas.gov/businesses
  email: employerinfo@twc.state.tx.us
  (800) 832-9394 (option 4) or (512) 463-2826