



OFFICE OF THE GOVERNOR



ECONOMIC DEVELOPMENT & TOURISM

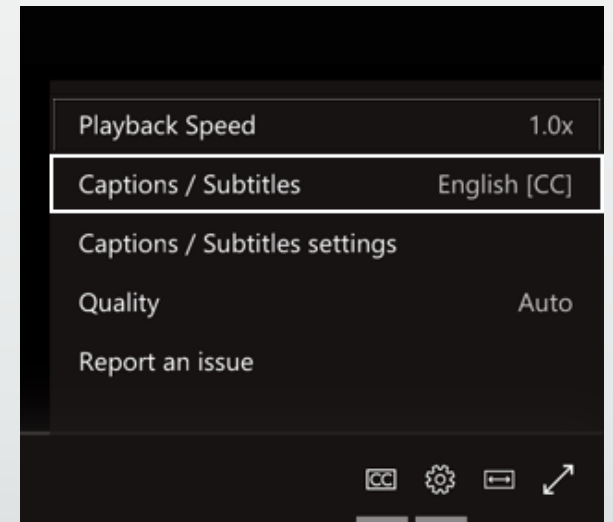
Business Strategies in an Evolving Future: Optimizing Online Marketing & Selling

Small Business Assistance Team

October 28, 2020

ACCOMMODATIONS NOTICE

- 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
- To turn on live captions and subtitles, select **Captions/Subtitles On**  in your video controls
- To change the caption language, select **Settings**  > **Captions / Subtitles**, and choose your language
- **Transcripts are available within 48 hours from our events page at** <https://gov.texas.gov/business/page/small-business-events>



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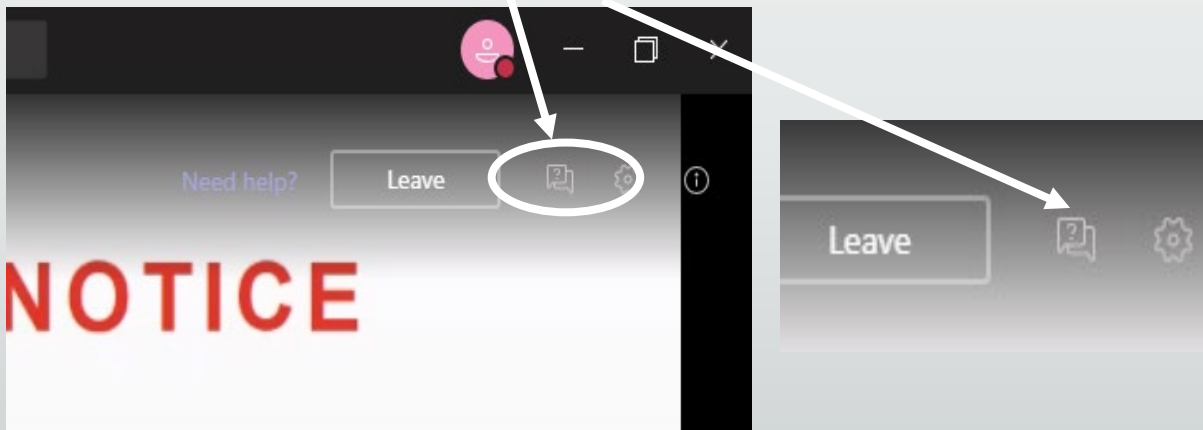


What Do You Think?

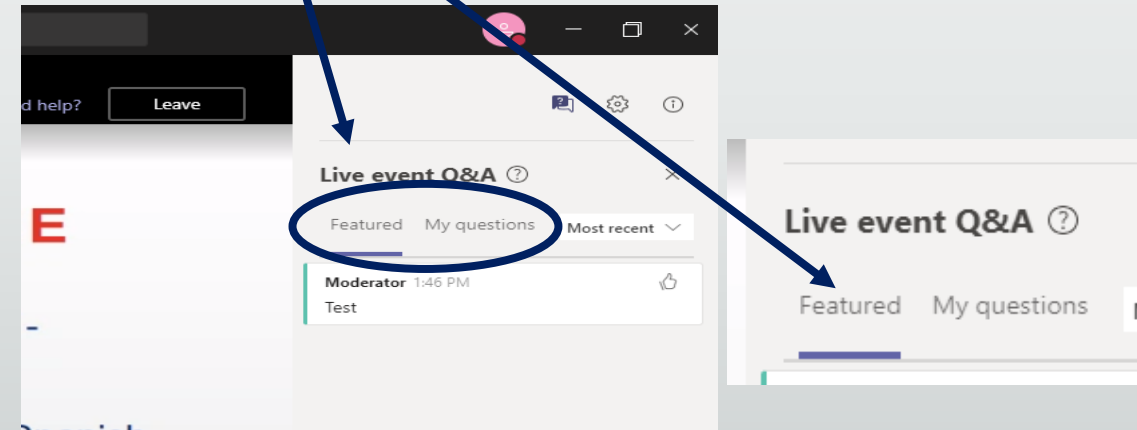
Please like one of these statements, in the Featured Feed:

I want to sell online
OR
I already sell online

Live Q&A Feed (upper right of screen):



“Featured” Feed Tab:





Adriana Cruz

Executive Director
Economic Development & Tourism
Office of the Governor



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What Do You Think?

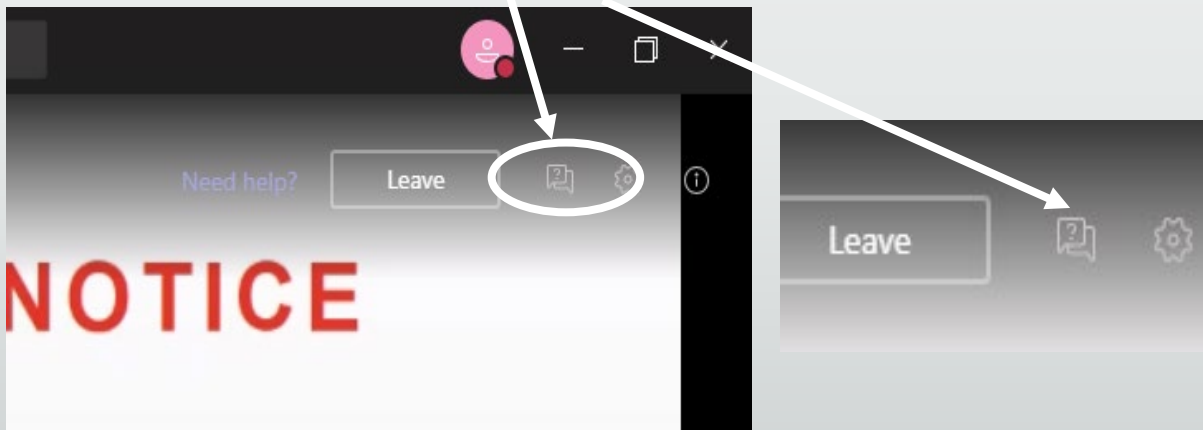
Please like one of these statements, in the Featured Feed:

I want to learn how to use social media to promote my business

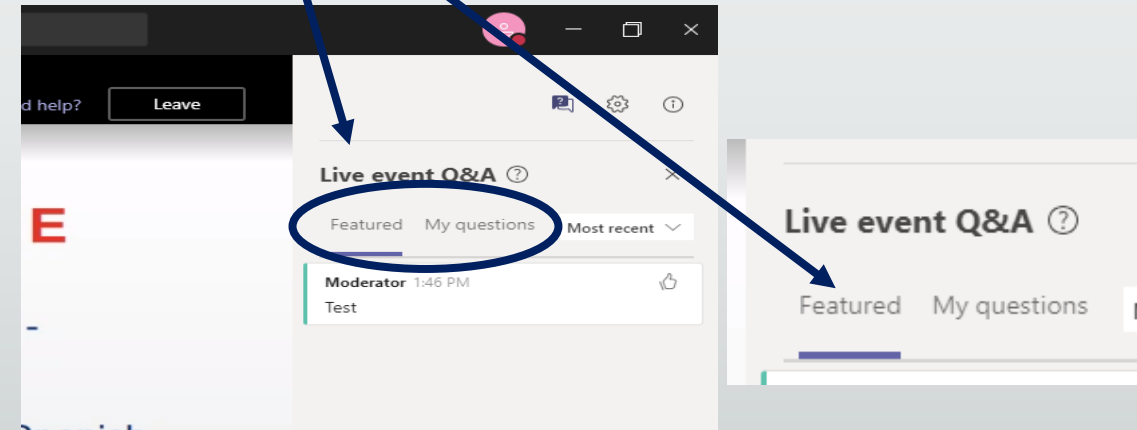
OR

I already use social media to promote my business

Live Q&A Feed (upper right of screen):



“Featured” Feed Tab:





PANELISTS



Diana Doukas

Manager Economic Impact & US Policy
Facebook/Instagram



Lois Rouder

Senior Business Development Manager
Amazon Business

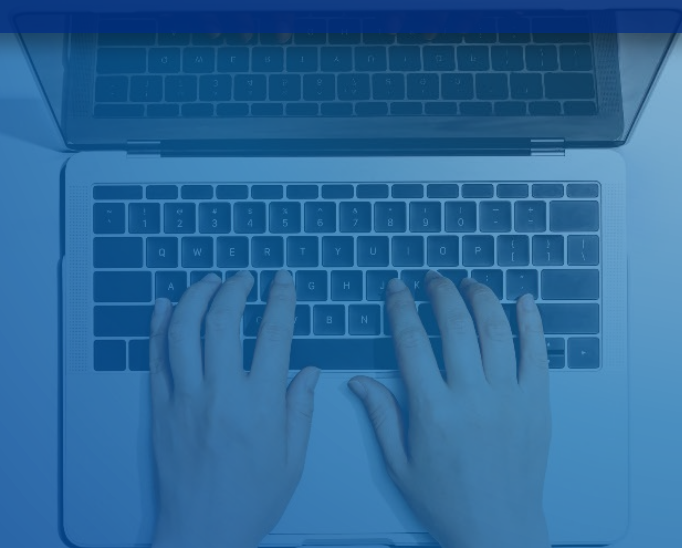


Jessica Garcia

Tax Compliance Specialist
Texas Comptroller of Public Accounts



PANEL QUESTIONS





F.A.Q.s – Facebook/Instagram:

1. Facebook has a big focus on small business. Tell us about your new programs and where businesses can find useful resources on line to help them optimize Facebook....
2. Tell us about Facebook's ecommerce services and how it is differs from other platforms and why a small business might choose it....
3. Instagram is a very innovative platform and can be really powerful as a brand building tool for businesses. Can you share with us key online resources to help companies make the most what it offers?



F.A.Q.s - Amazon:

4. Can you tell us about some useful tools & resources that small business can use to optimize Amazon for their businesses?
5. Tell us how *Amazon for Business* is changing how businesses sell to other businesses...



Amazon Resources:

- <https://www.amazon.com/buildyourbusiness>
 - Merch by Amazon
 - Amazon Handmade
 - Amazon App Store
 - Kindle Direct Publishing
- Affiliate
 - Amazon Influencer
 - AWS Marketplace
 - Prime Video Direct
- Amazon Flex
 - Delivery Service Partner
 - Alexa Skills
 - Twitch
- Sign up for additional Webinars: <https://www.amazon.com/smallbusinessacademy>
- Get Certified: NMSDC, State Certifications, Quality Certifications : <https://nmsdc.org/mbes/>
- Send questions or ask for help registering for a Seller Account: B2BSLCSales@amazon.com

LIVE Q&A NOW OPEN



Live Q&A - Please ask questions.....

- The live Q&A feed is now open...
- 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 may not get to all questions...



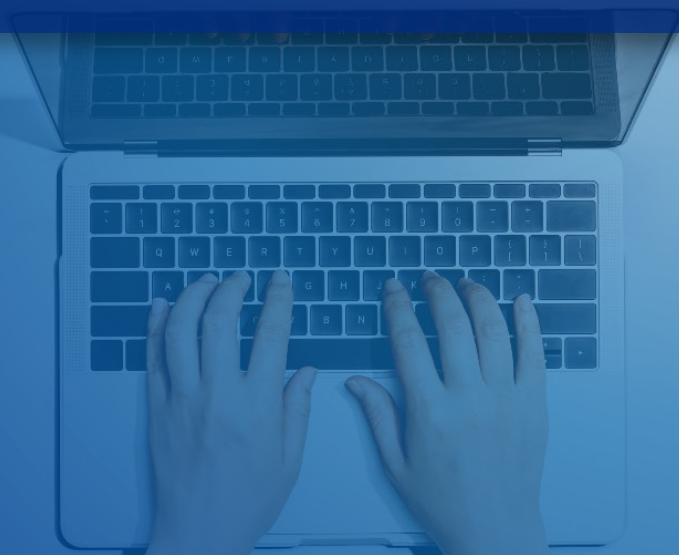
F.A.Q.s - Texas Comptroller of Public Accounts:

LIVE Q&A NOW OPEN

6. When am I responsible for reporting sales taxes that my business incurs?
7. How can a marketplace provider certify that it will collect and remit tax for third-party sellers? Is a special form required?
8. If I live in Texas and sell only through a ***certified*** marketplace, do I need a sales tax permit?



LIVE QUESTIONS & ANSWERS





Contact Information & Resources

The Governor's Small Business Assistance Contacts & Resources

Connect with us:

gov.texas.gov/business



- **Governor's Small Business Assistance Team** (smallbusiness@gov.texas.gov)
 - Kelly Spillane, Small Business Advocate
 - Jarvis Brewer, Business Assistance Specialist
 - Sam Schornack, Business Assistance Specialist
- **OOG Guide to Starting a Business**
https://gov.texas.gov/uploads/files/business/2019_Governors_Small_Business_Online_Handbook_.pdf
- **Business Permits Office & Guide**
<https://gov.texas.gov/business/page/business-permits-office>
- **Governor's Small Business COVID-19** gov.texas.gov/business/page/coronavirus
- **Governor's Small Business Webinar series** <https://youtu.be/erCDS5Lswh8>
- **Transcripts are available within 48 hours from our events page at**
<https://gov.texas.gov/business/page/small-business-events>
- **Event Calendar:** gov.texas.gov/business/events



Contact Information & Resources

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>

Amazon – [Seller University](#)

Register for a new Selling Account: B2BSLCSales@amazon.com

Amazon Service Questions: <https://go.amazonhomeservices.com>

Texas Comptroller: <https://comptroller.texas.gov>.

Local Sales and Use Tax Collection – *A Guide for Sellers*: <https://comptroller.texas.gov/taxes/publications/94-105.pdf>

Engaged in Business link: <https://comptroller.texas.gov/taxes/publications/94-108.php>

Marketplace Providers and Marketplace Sellers: <https://comptroller.texas.gov/taxes/sales/marketplace-providers-sellers.php>

UT San Antonio SBDC COBRA (COVID Business Recovery Center)

This new center can help small businesses, statewide: businessrecovery@utsa.edu / (210) 458-2272

THANK YOU



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