



CommonGoods Toolkit
commongoods.pa.gov

Intro

PA small businesses are resilient.

Their response to difficult pandemic conditions, workforce challenges, supply chain disruptions, and climate change proves it.

The Commonwealth of PA wants to support their resilience. One way is to help small businesses create more growth and have greater flexibility through e-commerce. And for a lot of good reasons.

- E-commerce has been growing fast for many years, and the pandemic accelerated its growth rate.
- Consumer shopping trends continue to shift toward buying goods online.
- Businesses with online sales are better positioned to handle adverse conditions. Having multiple revenue sources can help businesses stay stable, even under stress.

Looking at consumer trends, the Commonwealth of PA has created a resiliency strategy that includes multiple initiatives to expand e-commerce opportunities for our small businesses.

As part of this strategy, we've created CommonGoods, an online e-commerce directory that connects PA small businesses with consumers, especially those who want to shop local.

Our goal with all our e-commerce initiatives is to support our small businesses throughout their journey. Whether they are new to e-commerce or simply looking to grow their online sales, we want to help.

Thank you for getting the word out and helping PA support our small businesses.



TALKING POINTS

**CommonGoods has a lot of good news to share with
PA small businesses, communities and consumers.
Each group has its own distinct point of view and needs,
so each group has its own key messages.**

SMALL BUSINESSES:

The more small businesses that join our online e-commerce directory the better. For everyone. CommonGoods will expand markets, grow sales, increase sustainability, and help PA local shops and stores thrive.

E-commerce is good for small businesses.

- E-commerce is very, very good for business. From April to June 2021, e-commerce sales in the US surpassed \$222B. What's more, 86.2% of millennials shop online.
- E-commerce may be even better for small businesses, especially since 70% of consumers support local businesses by shopping online.

Introducing CommonGoods. A new website that offers big benefits for PA small businesses.

- CommonGoods makes it easy for consumers to find and support local PA businesses while shopping online. It connects shoppers to PA business websites or e-commerce sites such as Amazon, Etsy, eBay, and others through its online directory.
- Shoppers can search for small businesses by product type, location, and diversity of ownership.
- CommonGoods is a great opportunity to tap into the “buy local” movement. Business listings are free. To learn more, visit commongoods.pa.gov.

CommonGoods is part of a greater e-commerce initiative from the [PA Business One-Stop Shop](#)

- PA Business One-Stop Shop connects and guides businesses through all stages of development — from planning and startup to operating and expanding.
- To help PA small businesses establish and improve their online presence and sales, the PA Business One-Stop Shop offers e-commerce education, training, and best practices.
- To provide e-commerce training, support, and counseling services, the PA Business One-Stop Shop works with the PA Small Business Development Center (SBDC) network.



COMMUNITIES:

Spread the good news about CommonGoods with chambers of commerce, networking groups, PA small businesses, and neighbors. Share the many ways shopping local benefits our communities.

CommonGoods means good things for our communities.

- When local businesses in your community thrive, so do their employees and families. Your community becomes stronger and more sustainable.
- Small businesses are part of the fabric of our communities. They shape our culture, are a source of pride and local identity, and create a sense of place. They're one of the best parts of working and living in Pennsylvania.
- 99.6% of all businesses in PA are small businesses. They employ 2.5 million Pennsylvanians.
- For every \$100 spent at a small business, \$48 goes back into the local economy. If that same \$100 is spent at a big box store or national retailer, only \$14 makes it back to our local economy.



CONSUMERS:

To get shoppers excited about buying local via CommonGoods, the messaging is more focused on consumer benefits. And driving traffic to commongoods.pa.gov.

CommonGoods. All the good stuff is here.

- The CommonGoods website is the easiest, simplest, and most comprehensive way to shop local PA businesses and stores. Anywhere. Anytime.
- When you shop PA, you support PA. Visit commongoods.pa.gov to find all the local goodness.
- Want to shop local? CommonGoods is an easy-to-use online e-commerce directory that makes it a cinch to find new products and sellers, and connect with local faves.
- You can search PA small businesses by product type, location, and diversity of ownership.



COMMONGOODS FAQs

The following FAQs include details about CommonGoods, the purpose of the directory and expected benefits, and the connection to broader efforts to build small businesses' resilience.

FAQs

Q. What is CommonGoods?

A. CommonGoods is an online e-commerce directory featuring PA small businesses selling goods online. Visiting commongoods.pa.gov is an easy way for shoppers to buy local.

Q. Who is behind CommonGoods?

A. CommonGoods is part of an e-commerce initiative from the PA Business One-Stop Shop, the go-to resource for planning, registering, operating, and growing a business in Pennsylvania.

Q. How does PA Business One-Stop Shop support local e-commerce?

A. To help our small businesses establish and improve their online presence and sales, the One-Stop Shop offers e-commerce education, training, and best practices. As well as support and counseling from the PA Small Business Development Centers (SBDC).

Q. What are the advantages for businesses participating in CommonGoods?

A. Eligible businesses signing up for CommonGoods get a free business listing in the directory. This listing will link directly to their website or e-commerce sites, such as Amazon, Esty, and eBay.

It's a great way to tap into the buy local movement, build traffic, and increase online sales.

Q. What will shoppers find when they go to commongoods.pa.gov?

A. Shoppers will find a robust directory of PA small businesses selling goods online. This directory is easy to navigate and allows shoppers to search for small businesses by product type, location, and diversity of ownership.

Q. My store doesn't offer online shopping. Can I still participate?

A. No, you must offer online shopping to be included in the CommonGoods directory.

If you're not selling online but want to do so, know that the PA Business One-Stop Shop is here to help every step of the way. For details on our e-commerce initiatives, education, resources, and more, visit business.pa.gov.



NEWSLETTER

Use the following text to recruit businesses to sign up for their free business listing on CommonGoods.

BROADEN MARKETS. INCREASE ONLINE SALES. IMPROVE PROFITS.

Introducing CommonGoods. An e-commerce initiative with all the good stuff.

Pennsylvanians want to shop local to support neighborhood businesses and strengthen their communities. But until now, it's been hard for customers to find local businesses that are selling online. That's why we created CommonGoods. It's an online e-commerce directory that makes it easy for shoppers to find new PA products and sellers, and connect with local faves.

Get your free business listing on CommonGoods. Put your business in front of customers who want to shop online and local. Business listings are free. For details, visit commongoods.pa.gov.

Not online yet? The PA Business One-Stop Shop can help. If you don't have an online store but are interested in starting one, turn to the One-Stop Shop. This state office provides connections to e-commerce resources, counseling, training, and more at business.pa.gov.



SOCIAL MEDIA

Share the good news about CommonGoods on your social channels. Make sure to consider the best places to reach the right audience.

Social Copy

PA Small Businesses:

(Post Copy)

Introducing CommonGoods. An online directory that makes it easier for your business to get in front of PA shoppers who want to join the shop local movement while shopping online. Listings are free. For details, visit commongoods.pa.gov.

PA Communities:

(Post Copy)

Want to help strengthen your local businesses? Let them know about CommonGoods. It's an e-commerce initiative that makes it easier for consumers to find, browse, and shop PA online stores. For details, visit commongoods.pa.gov.

PA Shoppers:

(Post Copy)

From fashion to foods, tech toys to teacups, you'll find the best products and PA stores at CommonGoods. It's a great way to join the shop local movement while shopping online. Browse commongoods.pa.gov today.

Hashtags

#PACommonGoods

#CommonGoodsPA

#ShopLocal

#ShopPA

#BuyPA

#PASmallBiz

#TheGoodStuff

Social images

