



# SUSSEX

COUNTY | DELAWARE

Todd F. Lawson  
Sussex County Administrator





# Investment in Healthcare



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**Business Expansion**



# Business Expansion



# Public-Private Partnership

# Attracting Businesses

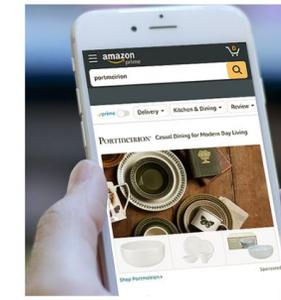
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# On-line Sales

- PRODUCT OPTIMIZATION
- ADVERTISING
- LISTING MANAGEMENT
- LOGISTICS
- GET IN TOUCH



## HEADLINE SEARCH AD

Carefully planned ad campaigns allow your products to be seen before the thousands of other listings you compete with. By aggressively promoting your products, we are able to feature your listings above the others, even when your product is newer, less known, or doesn't appear high on organic search results.

Left: A headline search ad for Portmeirion shows when searching the brand on Amazon mobile. When a customer clicks the brand name, they will be directed to the Brand Store.

## BRAND STORES

Brand Stores are a way to categorize your products into collections. When a customer is viewing one of your listings, they can click your brand name and will be directed to your Brand Store. From there, they will find things like lifestyle images, videos, shoppable images, and of course, your products.



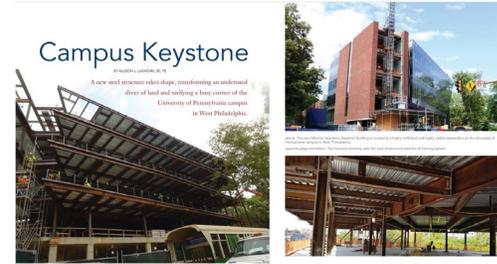
## VIDEO ADS

Slide 1: Video Ads are a way to show the



# Small Business & Entrepreneurs





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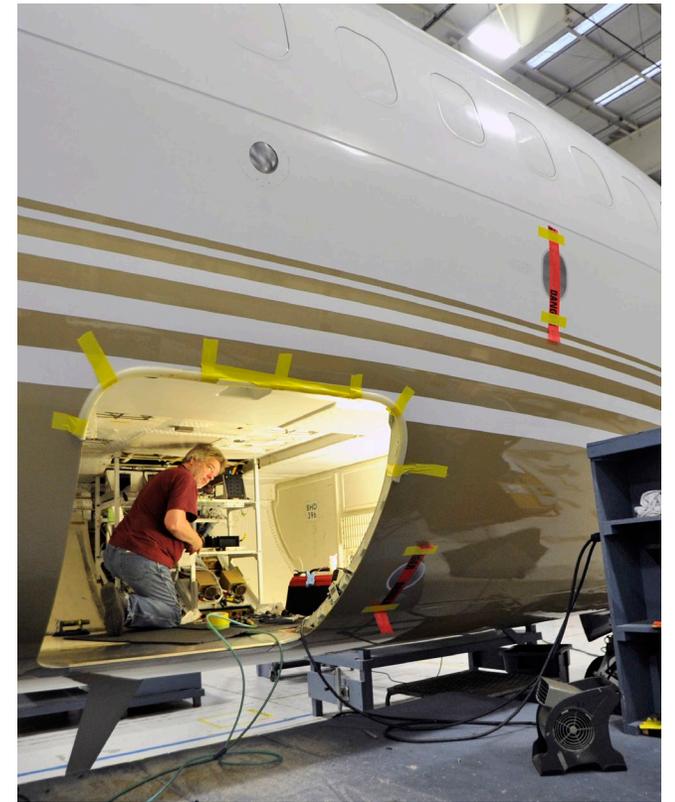


Kroger Walmart GIANT STOP&SHOP Giant Baker's CityMarket



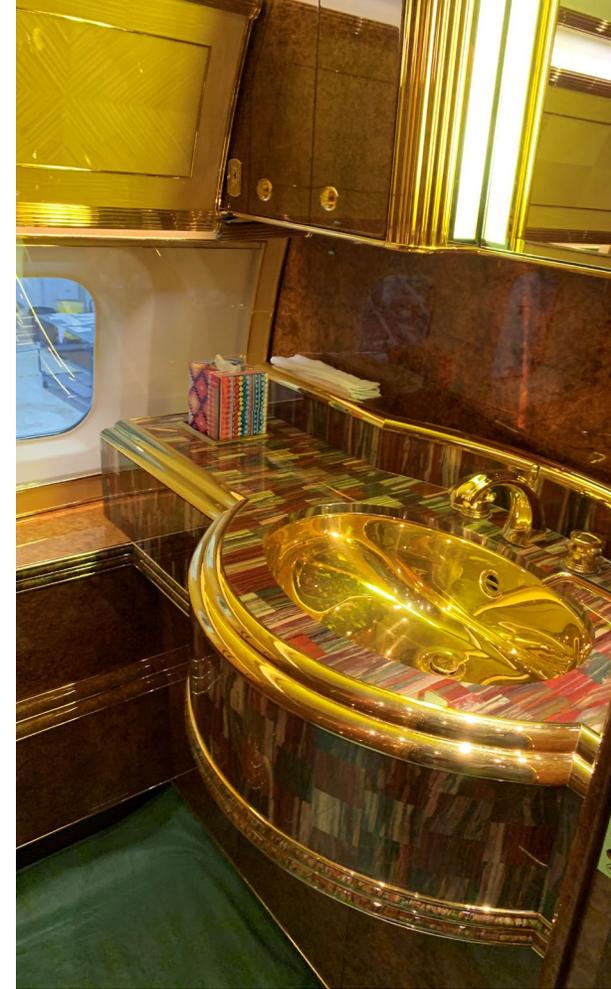
# Small Business & Entrepreneurs

# Reaching New Heights





Reaching New Heights



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