



# Oifig Fiontair Áitiúil

## Local Enterprise Office



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### SOCIAL MEDIA



### DIGITAL MARKETING



### ECOMMERCE



# ONLINE TRADING VOUCHERS

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## ONLINE TRADING VOUCHERS



## WHAT IS IT?

To support small Irish businesses to enhance their online trading presence **ONLINE TRADING VOUCHERS** to the value of €2500 are now available through a unique pilot programme under the National Digital Strategy funded through the Department of Communications, Energy and Natural Resources and delivered through the Local Enterprise Office.

**Applications are now being accepted in the Pilot Regions of:**  
Dublin City & County/ Cork City & County /Kerry/ Louth/ Sligo/ Waterford.

## WHO IS ELIGIBLE?

The vouchers are targeted at businesses that have a limited online trading presence; less than 10 employees; turnover less than €2million; applicants must be registered and trading for minimum of 12 months and the business must be located in one of the pilot areas under this phase of the scheme.

Note ineligible projects include those with charitable status, commercial semi-state companies, "not for profit" organisations, trade associations and company representation bodies such as Chambers of Commerce.

## Vouchers can be used for?

The Online Trading Vouchers can be used for the development or upgrade of an e-commerce website such as implementing online payments or booking systems. Other usage includes; purchase of Internet related software, online advertising, development of an app, implementation of a digital marketing strategy, consultation with ICT experts for early stage adopters of online strategy, training/skills development specifically to establish and manage an online trading activity.

## Vouchers cannot be used for

- **Development of brochure websites**
- **Purchase of non-internet related software**
- **Anything other than online trading related activity**

## How to apply?

In order to make an application you must attend one of the information seminars which will provide all the details as to how to apply but also how to best use and gain value from the voucher to support your online trading proposition.

For further information visit your Local Enterprise Office  
[www.localenterprise.ie](http://www.localenterprise.ie)



E-COMMERCE



DIGITAL MARKETING

APP DEVELOPMENT

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Roinn Cumarsáide, Fuinnimh agus Acmhainní Nádúrtha  
Department of Communications, Energy and Natural Resources

