

ChiliFries.com Aims to Turn Small Businesses Into E-Commerce Juggernauts

Free Online Resource Teaches E-Commerce, SEO, Social Media Marketing and More to Help Business Owners Promote and Grow their Businesses Online

Austin, TX – (June 30, 2011) If you're a small business owner, it's hard enough being your own CEO, CFO and CTO, without having to take on the role of Internet Marketing Manager too. But new web resource [ChiliFries](#), launching today, makes it easy for busy business owners to learn how to promote their company online.

ChiliFries is the latest innovation from the team behind [BigCommerce](#) - the fastest growing ecommerce marketing platform in the world, with over 15,000 clients. This free, user-friendly content website was designed to be the ultimate "how-to" resource for small businesses that want to learn about internet marketing and ecommerce. ChiliFries offers easy-to-understand articles, courses and content on e-commerce, social media marketing, search engine optimization, website conversion, and other affordable online marketing tactics entrepreneurs can use to help increase revenues and grow their business.

"It's hard for small business owners to get the information they need to understand ecommerce, social media and effective web marketing," said Jeffrey Gray, marketing director of BigCommerce. "Drawing on a combined 20+ years of experience building successful online businesses, we created ChiliFries to be a complete resource people can come back to every day to continue learning and get the confidence they need to eventually take their business online, whether launching an online store, newsletter, website or blog."

ChiliFries covers topics like how to sell online, social media marketing on Facebook, how to grow your fanbase on Twitter, and everything else companies need to add a successful online component to their business. Unlike other sites that serve up an overload of hard to follow information and opinion, ChiliFries is more education based, delivering a how-to approach that even the most technologically unsavvy can understand and implement. Also, the site specifically targets small businesses, aiming to be an all-encompassing internet marketing and e-commerce community. To that end, the site will feature a daily summary of news items that are of interest to the small business world and soon a forum for sharing ideas and strategies.

"Many business owners know they need to be selling online because there is so much money and opportunity there for them, but they don't know where to start," said Stacey Lee, editor of the ChiliFries website. "We know what works and what doesn't work because we've been there. Instead of trying to figure it out on their own, others can read the how-to articles on ChiliFries and quickly achieve their desired results, skipping much of the trial and error."

Small business owners can access ChiliFries' free content directly on its website, via e-mail digests, and through postings on Twitter and Facebook. In upcoming months, the site will be launching e-mail courses,

webinars and podcasts. Users that sign up now will get pre-release notification as curriculum becomes available, ensuring they are first to receive it.

For more information, please visit www.chilifries.com.

About ChiliFries.com

ChiliFries.com is the ultimate internet marketing and e-commerce information resource, teaching small business owners the strategies and tactics they need to successfully launch and promote an online store to thousands of people using affordable marketing tools and methods.

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