

# From Beads to Business: How Google's Online Tools are Helping Mohawk Beads Reach New Customers

## Challenge

Cheyenne Staats of Bear Clan of the Kanyen'kehaka (Mohawk) Nation, Six Nations of the Grand River Territory is a self-taught artist who transformed her passion for beadwork into a thriving e-commerce business. Through Mohawk Beads, Cheyenne is dedicated to selling beading supplies, hosting beading classes, and creating custom beadwork while connecting with Haudenosaunee culture through her art. However, Cheyenne's business was primarily limited to her local community of friends and family and she sought to expand her business. As a small business owner, juggling multiple responsibilities, Cheyenne needed support so she could focus her energy on creating the custom beadwork that powered her business.

## Solution & Partner

Since 2021, in partnership with Digital Main Street, the shopHERE powered by Google program has helped Ontario-based small business owners and artists – like Cheyenne – receive personalized, free of charge training that's designed to help them build an online store and grow their digital presence. Through the shopHERE program, Cheyenne received personalized training that helped her build an online site, learned best practices on how to manage and advertise it, and received support to set up her Google Business Profile to reach a new wave of customers.

## Impact

Since working with the shopHERE program, building a website and implementing a Google Business Profile, Mohawk Beads has reached new customers and experienced an impressive x10 growth in revenue within the first three months of going live. With the shopHERE powered by Google program helping Cheyenne kickstart her online presence, Mohawk Beads has been able to reach new customers, strengthen its brand awareness and stay competitive. Now, Cheyenne can invest her time where it's needed most and on what brings her the most joy; creating custom beadwork and connecting with her Haudenosaunee culture.



"With the help of the shopHERE powered by Google program, I was able to build a website, set up a Google Business Profile, reach new customers, build my brand, and grow my business. It was a game-changer for a small business like me."

Cheyenne Staats  
Founder & Owner of Mohawk Beads

