

# South Grenville Digital Main Street - TWPEC



## Digital Main Street Grants and Services

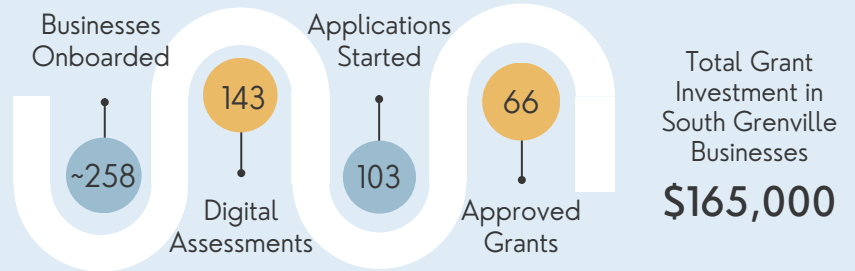
### Digital Transformation Grant Program - Since Inception

Provided up to \$2,500 for eligible brick-and-mortar small businesses to assist with digital improvements.

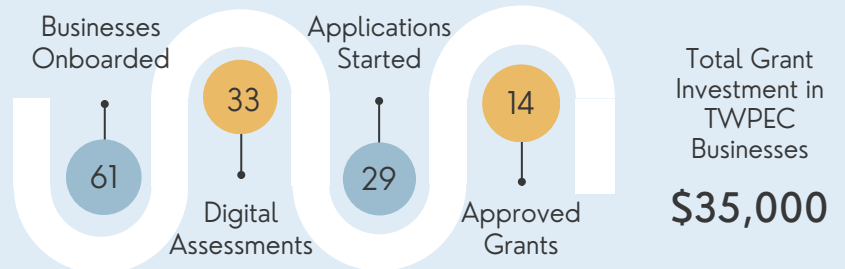
In TWPEC

- 61 unique businesses on-boarded to Digital Main Street
- 33 digital assessments completed
- 29 applications started
  - completed/not completed/denied
- 14 approved grants
  - Spencerville: 10
  - Johnstown: 2
  - Cardinal: 2
- \$35,000 invested in TWPEC for digital improvements

### South Grenville



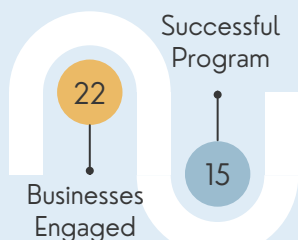
### Edwardsburgh Cardinal



### South Grenville



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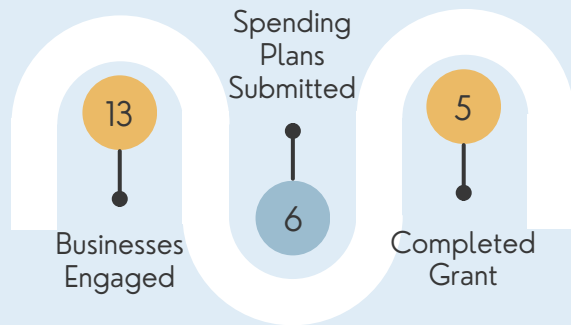
### ShopHere - Since Inception

One-on-one support for small businesses (home-based or brick-and-mortar) to build a free website or offer support with their current e-commerce website.

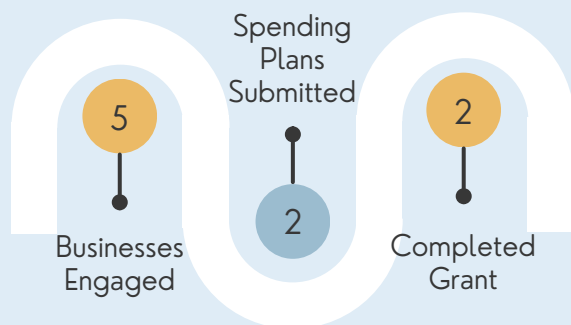
In TWPEC

- 22 businesses participated in the program
- 15 businesses successfully completed the program
- 11 websites built

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## CDAP - Since Inception

Provides \$2,400 to small businesses to assist in implementing or improving their e-commerce strategy - Started in 2022

In TWPEC

- 5 business applied for the grant
- 2 have submitted their spending plan for approval
- 2 businesses have completed the program

## Additional Services Offered from the South Grenville DSS

### Digital Support

Hands-on local consulting for small businesses through SGDSS.

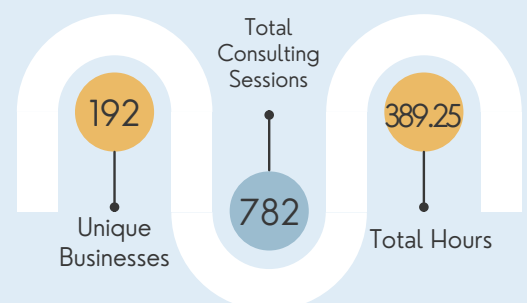
In TWPEC

- Unique businesses to receive digital support: 45
  - 15 from Cardinal
  - 7 from Johnstown
  - 23 from Spencerville
- Total consulting sessions: 199
- One-on-one digital consulting hours completed in TWPEC: 108.75

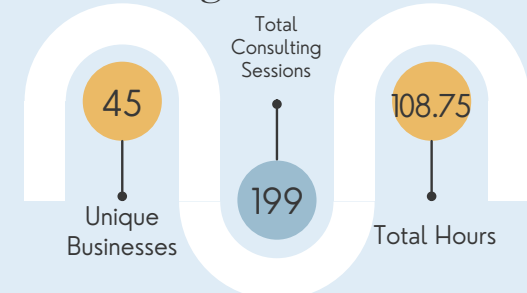
DSS Resources offered

- 12 webinars/information session completed for local business owners
- Podcasts for local business owners
- Digital Service Squad Menu

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## DIGITAL SERVICE SQUAD MENU

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*Menu*

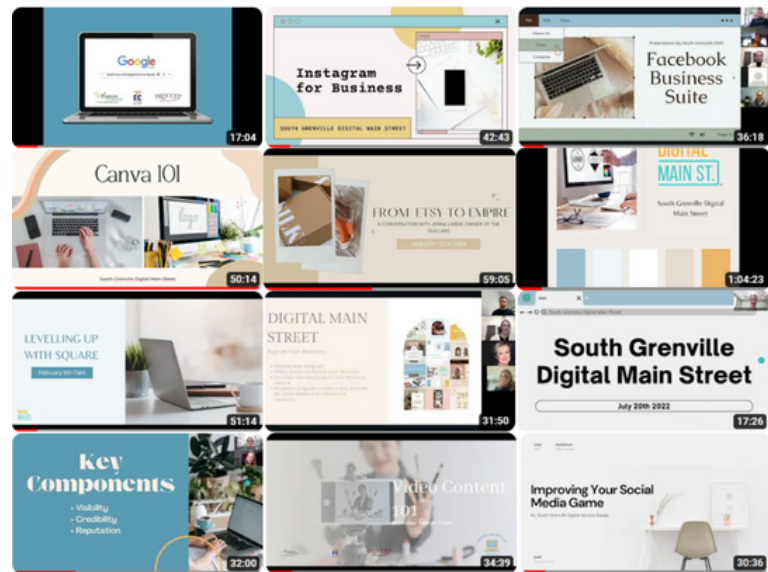


**SOUTH GRENVILLE**  
DIGITAL MAIN STREET

<p><b>- Digital Audits -</b></p> <p><b>Social Media Audit</b> <i>Free</i> We take a deep dive into your social media pages and see what you're doing well and what to improve on</p> <p><b>Website Audit</b> <i>Free</i> We look into the design and structure of your website and provide recommendations to improve on</p> <p><b>- Grant Program Help -</b></p> <p><b>DTG Application Help</b> <i>Free</i> Help with the onboarding process and creating your Digital Transformation Plan</p> <p><b>CDAP Application Help</b> <i>Free</i> Help with the onboarding process to get you set up with an e-commerce advisor</p>	<p><b>- Social Media -</b></p> <p><b>Creating Social Media Pages</b> <i>Free</i> Walkthrough the steps on setting up a business page on any Social Media Platform</p> <p><b>Posting to Social Media</b> <i>Free</i> Training on how to post to social media and tips for creating content</p> <p><b>Social Media Advertising</b> <i>Free</i> Training on how to boost posts on social media and create regional targeted ads</p> <p><b>Creating a Social Media Strategy</b> <i>Free</i> Training on how to create and implement a social media strategy for your small business</p>	<p><b>- Online Presence -</b></p> <p><b>Google Business Profile</b> <i>Free</i> Help with creating a Google Business Profile for your business</p> <p><b>360 Photo</b> <i>Free</i> Get a 360 degree photo taken of the inside of your store for potential customers to interact with on your Google Business Profile</p> <p><b>SEO</b> <i>Free</i> Training on SEO practices and analyze your current SEO</p> <p><b>Digital Marketing</b> <i>Free</i> Assist with Digital Marketing Initiatives including Social Media Advertising, Google Ad's, and tips and tricks for advertising</p>
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If you are interested in ordering any of these services contact Taylor at [dms@prescott.ca](mailto:dms@prescott.ca)!

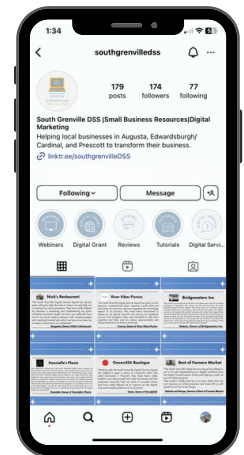
## WEBINAR SERIES



[SGDSS YouTube Page](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8)

## SOCIAL MEDIA

<p style="text-align: center;"><b><u>Facebook</u></b></p> <ul style="list-style-type: none"> <li>107 followers</li> <li>12,998 views</li> </ul> <p style="text-align: center; font-size: 1.2em;"><b>@SouthGrenvilleDSS</b></p>	<p style="text-align: center;"><b><u>Instagram</u></b></p> <ul style="list-style-type: none"> <li>175 followers</li> <li>888 views</li> <li>179 posts</li> </ul>	<p style="text-align: center;"><b><u>YouTube</u></b></p> <ul style="list-style-type: none"> <li>16 subscribers</li> <li>19 videos</li> <li>526 views</li> </ul>
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## TESTIMONIALS - EDWARDSBURGH CARDINAL



**Bridgewaters Inn**

"We cannot say enough about the level of professionalism and the excellent proficiency in regards to the service we have received from the South Grenville Digital Service Squad. They have been an amazing support through this process, in providing us with all of the information and support we very much needed. We couldn't have done this without their support, they have been absolutely fantastic. We are still in the process of developing our system, however we can see that the benefits of this wonderful opportunity will be so very powerful to our business. We just could not have done this without their initial kind and professional approach and knowledge. Thank you so very much South Grenville Digital Service Squad!"

**-Robert, Owner of Bridgewaters Inn**



**The Odd Spot**

"With the support of South Grenville Digital Main Street, we were able to purchase accessories needed for our Point-of-Sale system to easily add products to our website for online sales. In addition, we were able to activate our social media campaign to grow our audience and followers in hope to engage with loyal customers. We have also integrated a loyalty program with the ease of our POS system and website!"

**- Marquis, Owner of The Odd Spot**



**Nicky's Place**

Nicky's Place was able to implement a new Point-of-Sale system for their business with the DTG 3.0 Grant. The South Grenville DSS provided assistance and guidance to assist them as they found their perfect POS system. We were also able to assist them with the set-up and installation of their system.

"Love our new POS system! Working with Digital Main Street has been a pleasure! So looking forward to what the POS system has to offer for my business with tracking sales and inventory. Thank you Digital Main Street!"

**- Nichole, Owner of Nicky's Place**

# UPCOMING 3 MONTHS: APRIL - JUNE

- Continue assisting businesses with improving their online presence, social media/website development supports
  - Offering more hands on support than previously allowed due to program restrictions
- River Route Marketing campaign highlighting destination businesses along the route
- Provide Community Marketing Supports - content creation (business/tourism), social media material development/posting, website content, business communications
- Provide businesses with surveys on the support they have received from the Digital Service Squad

## Future Businesses Supported

In TWPEC

- Estimated businesses to be contacted to offer support: 20
- Estimated new businesses working with: 5
- Estimated businesses to receive ongoing support: 8

## Edwardsburgh Cardinal

