

SOUTH GRENVILLE DIGITAL SERVICE
SQUAD

Digital Main Street

DIGITAL
MAIN ST.

SOUTH GRENVILLE DIGITAL MAIN STREET



TWP
EC
ca



Presentation Outline

DIGITAL
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- Digital Main Street Background
- Program Streams
 - Digital Transformation Grant/Digital Service Squad
 - Future Proof
 - ShopHere
- Edwardsburgh/Cardinal Success Story
 - Madmacs Furniture and Antiques - Cardinal
- Other Activities
 - Why-to Webinars
 - Think Local. Act Digital. Podcast
 - Business Resource Library

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What is Digital Main Street?

- Started in 2016 as a program in Toronto.
- Expanded to BIAs across the province.
- In 2020, additional Federal and Provincial funding allowed municipalities with and without a BIA presence to receive funding.
- In South Grenville, the three municipalities partnered along with the Downtown Prescott BIA to receive Digital Main Street funding.



Digital Transformation Grant

- Small, independent businesses that were zoned consistently with your municipality's commercial core were eligible to apply.
- Businesses wishing to apply were required to complete a "Digital Assessment", undertake digital training, and complete a "Digital Transformation Plan".
- Businesses received grant of \$2500 to assist with their plan implementation.

Digital Service Squad

- Funded direct support to businesses.
- Assist, advise, and direct businesses towards solutions that meet their needs.
- Encourage digital adoption where beneficial for the business.
- Additionally advise businesses of other available business supports.
- Assist businesses with the implementation and marketing of their new digital capabilities.



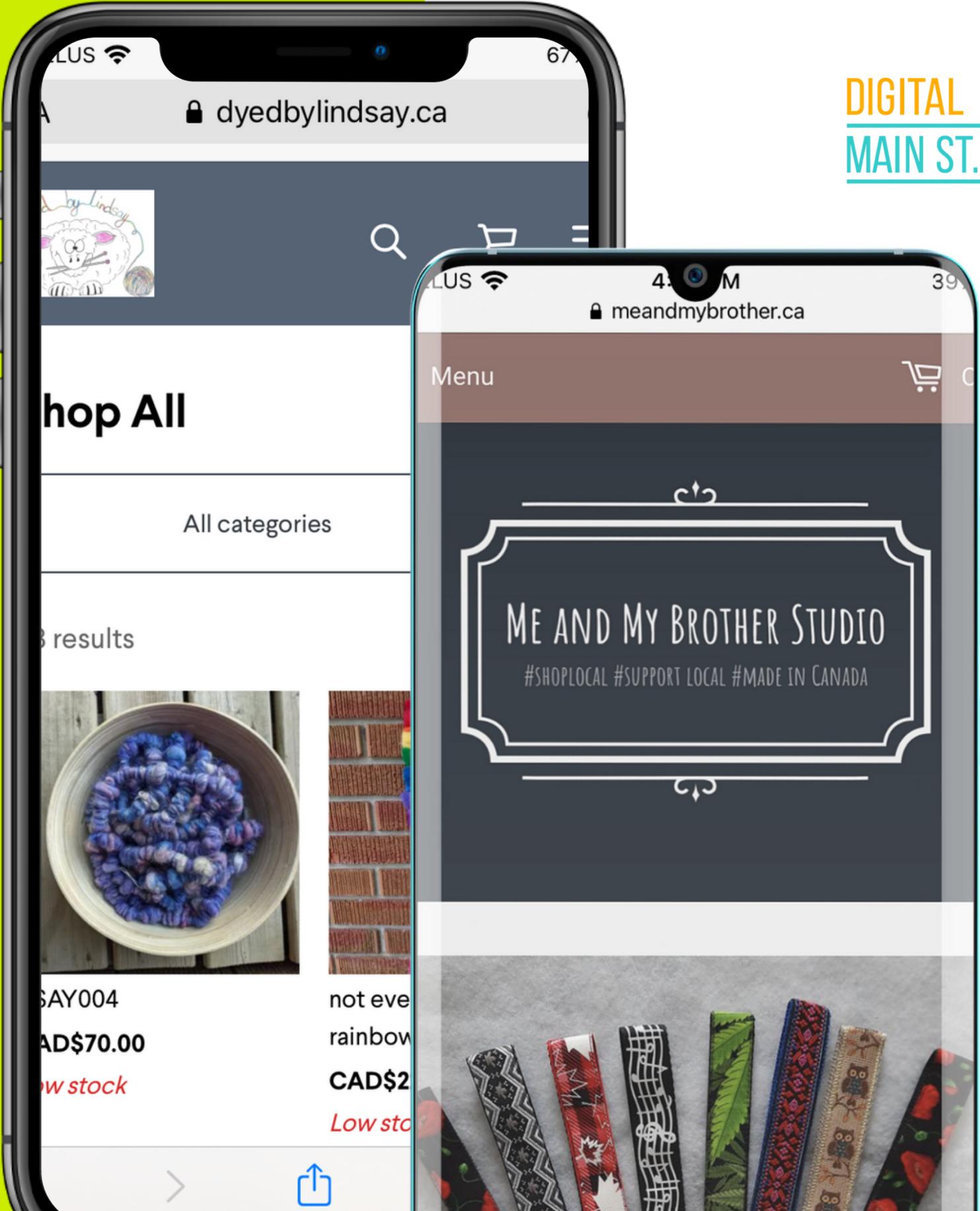
Future Proof

- Businesses are assigned a dedicated "Transformation Team."
- Works with business to develop new digital tools, branding and strategy.
- Assists businesses with "hands-on" implementation support.
- Trains businesses to continue implementation after Future Proof program.
- Leaves tailored guides and instructions for use by business in the future.

ShopHere

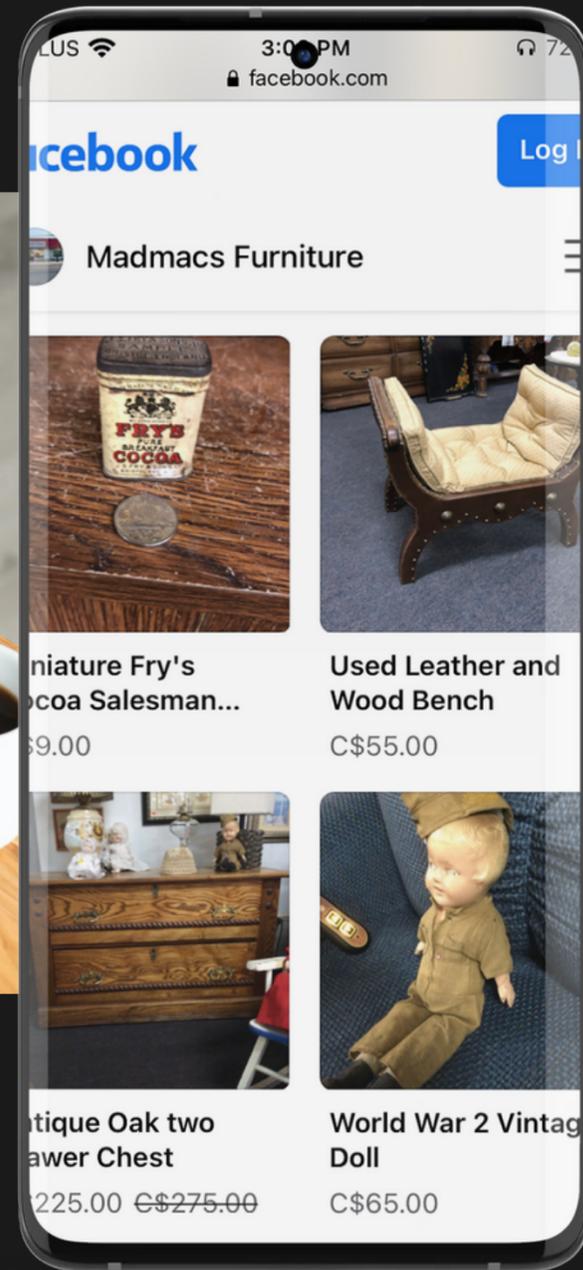
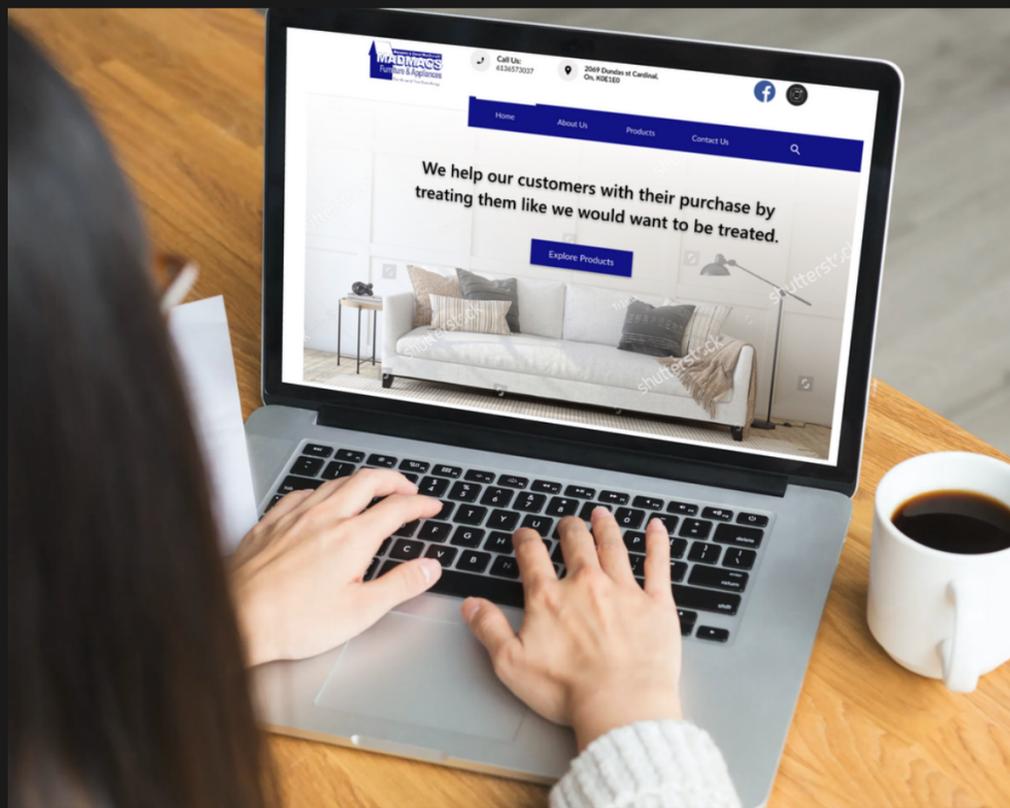
Access to support to develop a free e-Commerce Website.

- Businesses are assigned an e-Commerce Coordinator
- Coordinator provides one-on-one support to create a new website
- Business received trial period plus marketing credits.



Success Story

MadMacs Furniture and Antiques



- Developing a new website with auction capability (DTG)
- Invested in hardware to manage inventory and marketing efforts (DTG)
- Developed new social media channels for marketing and social engagement (DSS)
- Developed a Facebook Shop to drive new sales (DSS)

Why-to Webinars

Think Local. Act Digital.

Featured Businesses

Dental Hygiene on Location
Holly Patenaude, Owner



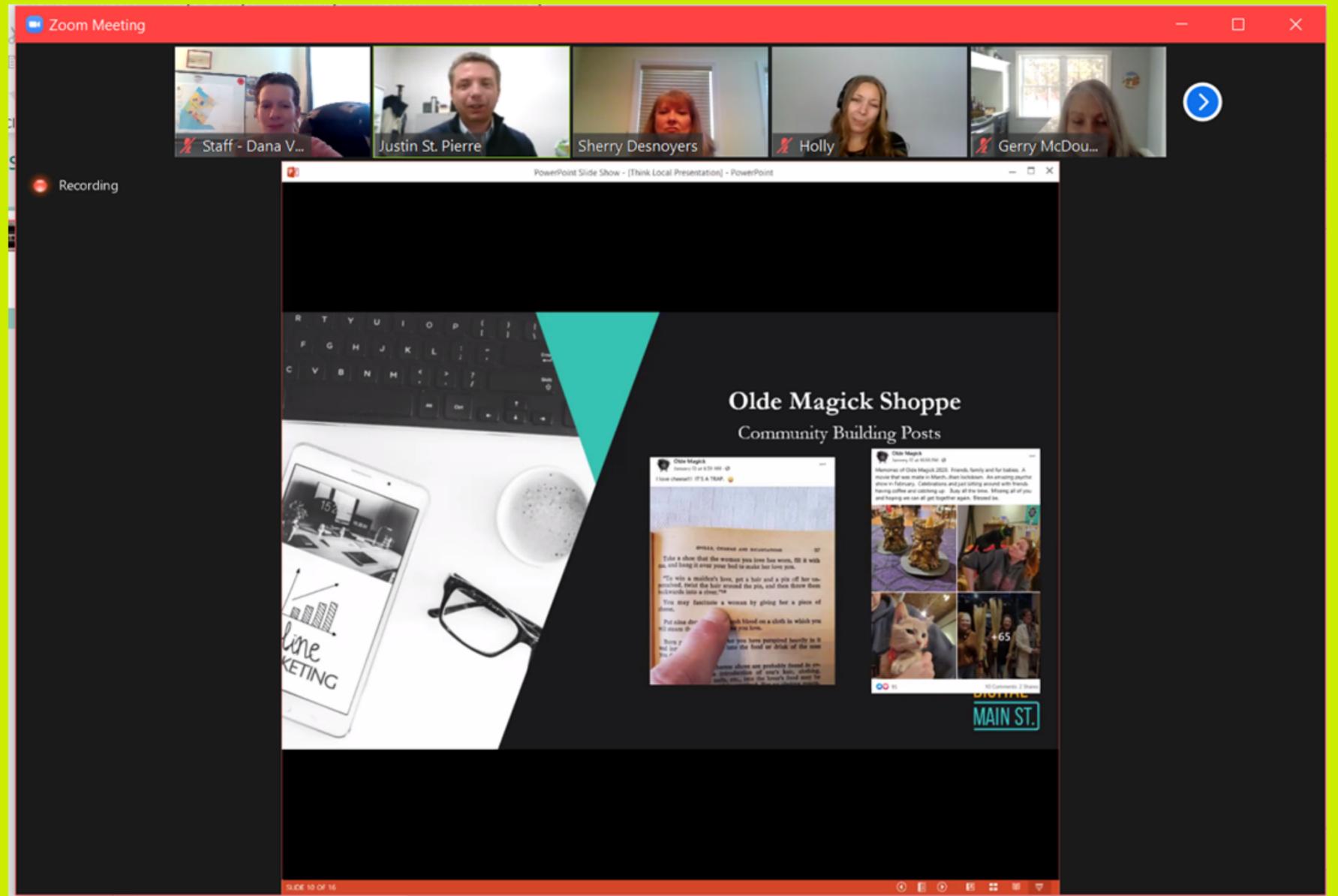
facebook.com/DentalHygieneonLocation
dentalhygieneonlocation.com

Olde Magick Shoppe
Sherry Desnoyers, Owner



facebook.com/OldeMagick
oldemagick-shoppe.myshopify.com

January 21st
2 p.m.
Register Now



Think Local. Act Digital. Podcast



Think Local. Act Digital.

A Truly Digital Main Street: Michelle Peters of Watergirl Quilt Co.

Share



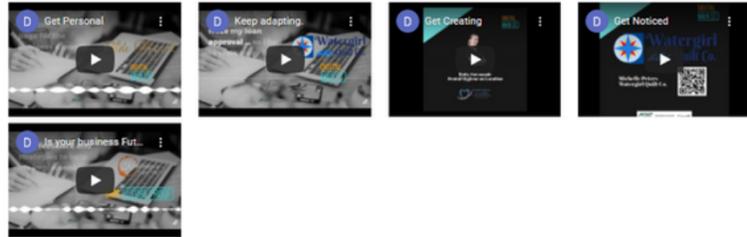
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- ▶ A Truly Digital Main Street: Michelle Peters of Watergirl Quilt Co. 21:29
- ▶ Is your Business Future Proof?: Nicole Hudson from Katarina's Coffee Shop 10:41
- ▶ Think Local. Act Digital: Two Local Businesses Discuss Social Media. 37:52

Digital and Business Resources

Business Resources

Why-to Tidbit Videos



Digital Resources (External Links)

- [Creating a Business Facebook Page](#)
- [Creating Instagram for Business](#)
- [Getting Started in e-Commerce](#)
- [Setting up your Google My Business](#)
- [Using Email Marketing](#)
- [Google and Online Ads](#)
- [Content Marketing](#)

Digital Webinars (External Links)

- [Launch Lab Webinars](#)
- [Invest Ottawa Webinars](#)
- [Digital Main Street Webinars](#)
- [BDC Webinars](#)

Digital Business Support (External Links)

- [Digital Main Street](#)
- [Launch Lab DMS](#)

Digital Resource and Planning Documents

- [Digital Transformation Plan Template \(.pdf\)](#)
- [Digital Marketing Plan Template \(.pdf\)](#)
- [Weekly Content Strategy and Calendar Template \(.pdf\)](#)

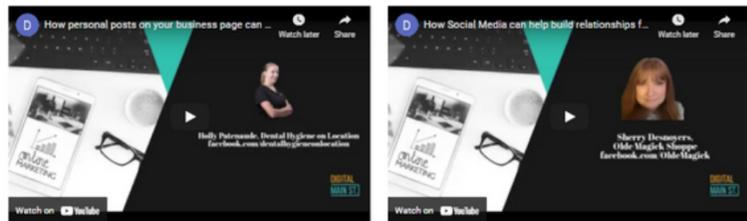
Business Planning Documents

- [Quick Business Plan \(.pdf\)](#)
 - [What is a Mission Statement? \(External Link\)](#)
- [Quick Marketing Plan \(.pdf\)](#)
 - [What is a Unique Value Proposition? \(External Link\)](#)
 - [What is your Vision? \(External Link\)](#)
- [BDC Business Plan Package \(.zip\)](#)
- [BDC Marketing Plan \(.doc\)](#)

Business Resources (External Links)

- [Grenville Community Futures Development Corp.](#)
- [Leeds-Grenville Small Business Enterprise Centre](#)
- [Launch Lab](#)
- [Business Development Bank of Canada](#)
- [Export Development Canada](#)

Local Webinar Highlight Videos



Digital Main Street How-to Videos

SEO Optimization



Digital Resources (External Links)

- [Creating a Business Facebook Page](#)
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