



Digital Façade Program

The COVID-19 pandemic has shown the importance for local businesses to have a strong on-line presence. A strong on-line presence along with an on-line market can allow local businesses to sell to people from home in the area and outside the area. For many small business owners, this is not an area of strength. This program from McCook Economic Development Corporation will provide up to a \$2,500 match to help businesses upgrade their digital presence. The program is meant to be a partnership to provide guidance and financial assistance to help businesses increase their in-store revenue and potentially on-line revenue to create employment. Applicants will be reviewed by a committee before being approved and all expenses will be reimbursed with proof of purchase.

Requirements

- Must have a bricks and mortar location
- Complete the pre-requirement checklist
- Business located within the McCook area

Options

There are two different options to apply to this program. Option 1 is a complete eCommerce solution, while option 2 aids in digital marketing.

Option 1: Eligible Expenses/Expectations (match up to \$3,500 in expenses)

- Purchasing and setting up an integrated point of sale system.
- Creation on an on-line shop
- Figuring out packaging and shipping solutions
- Digital Marketing
 - Webpage
 - Google My Business
 - Free social media
 - Paid social media
 - Paid search
 - E-mail capture/marketing
 - Text capture/marketing
 - Digital content creation (video/image/copy)

Option 2: Digital Marketing - Eligible Expenses (matches up to \$1,500 in expenses)

- Webpage
- Google My Business
- Free social media
- Paid social media
- Paid search
- E-mail capture/marketing
- Text capture/marketing
- Digital content creation (video/image/copy)

Business must commit to

Under Option #1

- Developing an e-mail platform
- Setting up a Facebook and Google Ads Account
- Having an Active Social Media Presence
- Setting up a website that has the following
 - E-commerce capability
 - Landing page that captures email and/or cell phone #s

Under Option #2

- Setting up a Facebook and Google Ads Account
- Having an Active Social Media Presence

Preferences will be given to the following businesses:

- Independent Retail/Food Establishment
- Businesses with employees
- Ability to sell a product or service outside of the McCook trade area
- Businesses looking at option number 1
- Current profitable businesses
- Businesses that have started to develop a partial on-line presence
- Businesses that collect McCook sales tax

Qualified Expenses that are reimbursed:

- Website Creation/Upgrade
- Digital Marketing Campaign
- Digital Marketing/Selling/Shipping Consulting
- Point of Sale upgrade/transition
- E-mail marketing subscription (MailChimp, etc.)
- Digital Content Creation (video/photography/copy)

Process:

1. Complete Application
2. Complete Pre-Requirements
3. Submit application
4. Review with digital façade committee
5. Consultation with digital façade committee
6. Match is awarded at receipts for reimbursement submitted

Pre-Requirements:

1. Must have Google My Business listing with updated information
2. Must complete digital marketing question sheet
3. Must meet with MEDC Executive Director to show business tax returns and have initial conversation on goals.

Resources:

<https://trendjackers.com/how-to-maximise-your-online-presence-as-a-small-business/>

<https://ducttapemarketing.com/revamping-small-business-online-presence/>

<https://marketinginsidergroup.com/strategy/5-best-tactics-quickly-boosting-digital-presence-business/>

Digital Façade Application

Applicant: _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Phone: _____ **E-mail:** _____

Brief description of project:

Total Estimated Cost of Project: _____

Projected Start Date: _____ **Completion Date:** _____

Budget Source and Use of Funds:

Work Element	Business investment	Façade Match	Total
Web			
Social Media Marketing/Paid Search			
Content Creation			
Point of Sale Upgrade			
Software Subscription			
Other:			
Other:			
Total:			

Signature: _____ **Date:** _____

MEDC Office Use Only

Activity	Date
Application Received	
Initial Meeting with Executive Director – Proof of profit	
Application referred to committee	
Applicant meeting with committee	
Approval or Denial	
Applicant informed	
Final payout	

Digital Marketing Questionnaire

1. What is unique about the products and services you sell?

2. Is your goal to set up an integrated eCommerce platform (option 1) or improve your digital marketing (option 2)?

3. What are you currently doing to promote your business digitally with web, social media, e-mail, video, pictures, on-line shopping, etc.?

4. What has worked? What has not?

5. What is your ideal target market with eCommerce?

6. What new markets would eCommerce open to you?

7. What other markets would digital marketing improve for you?

8. A general marketing funnel has the following steps: Create Awareness, Generate Interest, Create Desire, Act. What do you want to accomplish with each of the following:
 - a. Web Homepage
 - b. Web product/service page
 - c. Other web opportunities (newsletter sign up, social media follow, free consultation, in depth information, videos, handouts)
 - d. Social Media
 - e. E-mail marketing
 - f. Paid search
 - g. On-line shopping

9. Who is your ideal customer?

10. What areas do you feel confident with digital marketing?

11. What areas do you need help?

12. What goals do you have for improving your digital presence (i.e. increase in revenue, increase in newsletter subscribers, gather mailing addresses, increase in # of sales, increase in shop from home sales, increase in out of area sales, increase in bricks and mortar sales)?

13. What is your average monthly marketing expense?

14. What % of that would you be willing to invest in digital marketing?

15. What are you interested in doing to boost your digital presence?
 - a. Create on-line Point of Sale system
 - b. Create/Update webpage
 - c. Social Media creation/expansion/campaign
 - d. Prep work to sell and ship on-line sales
 - e. Create an e-mail marketing campaign
 - f. Start/expand e-newsletter
 - g. Create content (photo, audio, video)