



Digital Facade Program

The COVID-19 pandemic has shown the importance for local businesses to have a strong online presence. A strong online presence along with an online market can allow local businesses to sell to people from home in the area and outside the area. This program from Arapahoe Economic Development will provide up to a \$3,000 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 online 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

- Complete the pre-requirement checklist
- Be a business located within the Arapahoe area

Options

There are three different options to apply to this program. Option 1 is a complete eCommerce solution, Option 2 aids in digital marketing, and Option 3 is available to businesses without a physical location.

Option 1: Eligible Expenses/Expectations (match up to \$3,000 in expenses)

Must have a bricks and mortar location

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

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

Must have a bricks and mortar location

- Webpage
- Free social media
- Paid social media
- Paid search
- Email capture/marketing
- Text capture/marketing
- Digital content creation (video/image/copy)

Option 3: Business without a physical location (match up to \$500)

- Webpage
- Free social media
- Paid social media
- Paid search
- Email capture/marketing
- Text capture/marketing
- Digital content creation (video/image/copy)

Pre-Requirements:

1. Must have Google My Business and Google Maps listing with updated information
2. Must complete digital marketing question sheet
3. Must meet with Arapahoe's Community and Business Development Director to have initial conversation on goals

Under Option #1, businesses must commit to:

- Developing an email platform
- Setting up a Facebook Account
- Having an Active Social Media Presence
- Updating website information often
- Setting up a website that has the following
 - Ecommerce capability
 - Landing page that captures email and/or cell phone #s

Under Option #2, businesses must commit to:

- Setting up a Facebook Account
- Having an Active Social Media Presence
- Updating website information often

Under Option #3, businesses must commit to:

- Setting up a website
- Setting up a Facebook Account
- Updating website information often
- 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 Arapahoe trade area
- Businesses looking at option number 1
- Current profitable businesses
- Businesses that have started to develop a partial online presence
- Businesses that collect Arapahoe sales tax

Qualified Expenses that are reimbursed:

- Website Creation/Upgrade
- Digital Marketing Campaign
- Digital Marketing/Selling/Shipping Consulting
- Point of Sale upgrade/transition
- Email marketing subscription (MailChimp, etc.)
- Digital Content Creation (video/photography/copy)
- Web design and marketing trainings/workshops

Process:

1. Complete Application
2. Complete Pre-Requirements
3. Submit application
4. Consultation with Community and Business Development Director
5. Review of application by economic development committee
6. Approval by City Council
7. Match is awarded at receipts for reimbursement submitted

Digital Facade Application

Business Name and Applicant Name: _____

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

Phone: _____ **Email:** _____

Brief description of project:

Total Estimated Cost of Project: _____

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

Budget Source and Use of Funds:

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

Signature: _____ **Date:** _____

Office Use Only

Activity	Date
Application Received	
Initial Meeting with Community and Business Development Director	
Application Referred to committee	
Approval or Denial Recommendation to Council	
Applicant Informed	
Final Payout	

Arapahoe 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, email, video, pictures, online 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. Email marketing
 - F. Paid search

G. Online 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 number of sales, increase in shop from home sales, increase in out of area sales, increase in bricks and mortar sales)? Be specific.
13. How will you know that you have been successful in this process?
14. What is your average monthly marketing expense?
15. What dollar amount would you be willing to invest in digital marketing?
16. What are you interested in doing to boost your digital presence?
 - Create online Point of Sale system
 - Create/Update webpage
 - Social media creation/expansion/campaign
 - Sell and ship online sales
 - Create an email marketing campaign
 - Start/expand e-newsletter
 - Create content (photo, audio, video)

Resources to Use

Website Creation

Rural Designs by Jillian Wenburg- <https://www.ruraldesigns.com>

Rural Website Design, LLC- <https://www.ruralwebsitedesign.com>

Create Your Own Website

If you are looking to create your own website, there are a number of options that make it easy. You can choose the theme, look, and content. On the ecommerce options, you can safely sell your products online. Some options include:

- Squarespace - <https://www.squarespace.com/>
- Wix - <https://www.wix.com/>
- WordPress - <https://wordpress.com/>
- Shopify - <https://www.shopify.com/>

Digital Marketing Consultation and Support

Grow Nebraska- <https://www.grownebraska.org>

Urbane Digital Consulting- <https://www.urbanedigital.com>

Creating Marketing Material

Canva - <https://www.canva.com/>

Stencil- <https://www.getstencil.com>

Visme- <https://www.visme.co>

Other 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/>