

DIGITAL MAIN ST.



Digital statistics show...

56 cents on every dollar spent on IN-STORE purchases are influenced by the use of digital platforms

Consumers

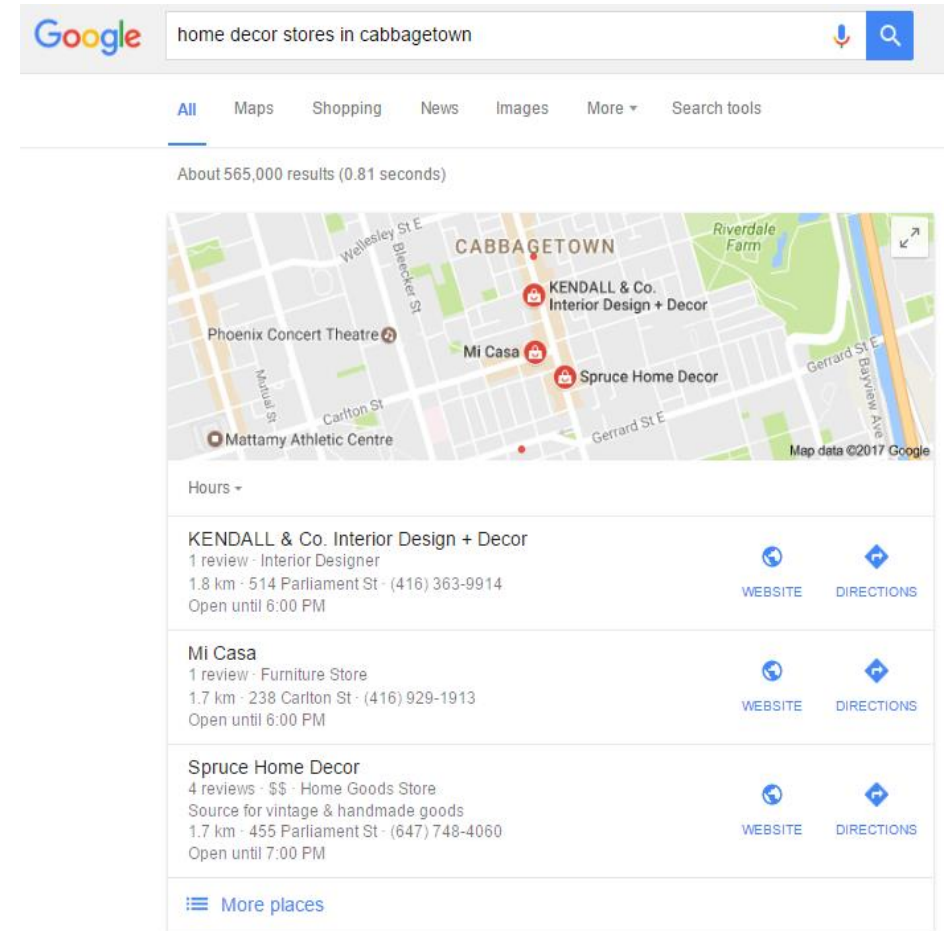
Trends are not aligned

Retailers

Only 6% of the retail economy in Canada is online and only 41% of Canadian small businesses have a website

No longer a question of “If”

- 85% of buyers are interested in doing prior research online before going in-store. (Yellow Pages, 2016)
- 50% of consumers who searched online using their smartphone visited a store within a day. (searchengineland.com)



WHAT BUSINESSES ARE SAYING



“I think it’s important that every store has an online presence even if you don’t sell online... just show your products off, take pictures, put them up every day”

Janet Wright, Floor Play Socks

DMS: Adopting Digital

DMS

Search

SIGN UP / LOG IN

VENDOR DIRECTORY NEWS EVENTS TOOLS FAQ

Helping Main Street Go Digital

A free digital "how to" guide to help you grow your business.

HERE IS HOW IT WORKS

- 1 Complete the free digital onboarding
- 2 Receive a personalized to-do list with recommendations on how to reach your goals
- 3 Access a list of digital product and service providers who are offering exclusive discounts

SIGN UP

Digital Main Street is supported by

Google Mastercard ROGERS shopify YellowPages

- Digital Main Street (DMS) is designed to help main street small businesses grow by adopting digital tools and technologies.
- Originally launched in June 2016 in Toronto by TABIA to engage main street businesses in Toronto's 82 BIAs.
- Results over first 2 years of delivery:
 - > 6,000 businesses engaged through the program.
 - > 2,500 businesses supported through one-on-one support.
 - > 2,200 businesses engaged in training sessions.

DMS - Vision

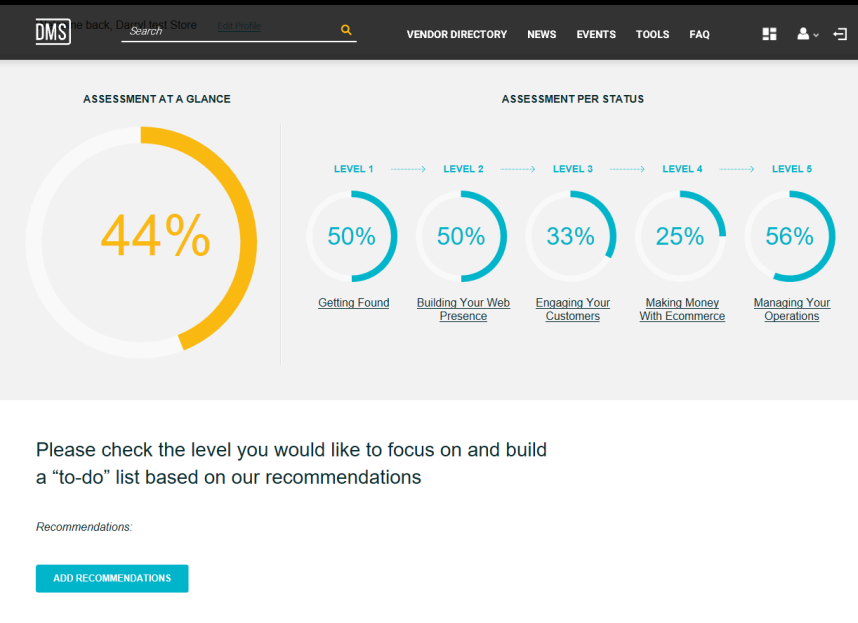


1. Support the digital transformation of independent main street businesses.
2. Create connected cities where main street businesses have a high-level of digital adoption.
3. Support vibrant neighbourhoods with a high quality of life because of their vibrant and thriving main streets.
4. Empower main street business owners to become smart consumers.
5. Provide businesses with the knowledge and guidance they need to make the online decision, find the right partners, make the right hires and manage the project successfully.

DMS Expansion

- Even if a business doesn't feel the need to be selling online or if selling online doesn't fit their business, they still need to be able to be FOUND online.
- The DMS expansion aims to help main street businesses in the Province accomplish this through:
 - A web platform that provides small business access to basic digital services (e.g. digital assessment, vetted lists of vendors).
 - Digital training (online and in-person) focused on specific digital technologies or strategies (e.g. email marketing, social media, e-commerce and website development).
 - A service squad program to provide one-on-one assistance to small businesses in any region of Ontario.
 - \$2,500 in grants to support strategic technology adoption.

Web Platform



Please check the level you would like to focus on and build a "to-do" list based on our recommendations

News Tags to follow:

CANADA POST, ECOMMERCE, DIGITAL MARKETING, MICROSOFT, ROGERS, BUSINESS OPERATIONS, MARKETING, SHIPPING, NEWS, SMALL BUSINESS, GOOGLE, SOCIAL MEDIA, ADVERTISING, SUPPORT, RETAIL, PRODUCTIVITY TOOLS, SELLING ONLINE, TECHNOLOGY, ANALYTICS, BIA

EVENTS

Web Presence Boot Camp - Webinar

Mon., March 05 9:00 am - 10:00 am

Bitmaker General Assembly: Intro to Data Analytics

Tue., February 27 6:30 pm - 8:30 pm

SOCIAL MEDIA CRASH COURSE with The Startup Coach

Tue., February 27 6:00 pm - 9:00 pm

MORE EVENTS

NEWS

Wired Canadians... why businesses must change to meet expectations

February 22, 2018

TECH TRENDS FOR BUSINESS IN 2018

February 07, 2018

Great Canadian Success Stories

January 29, 2018

BUSINESS OPERATIONS, MICROSOFT

PRODUCTIVITY TOOLS

CASE STUDIES

Irish Design House brings old country artisanal wares to Toronto

January 25, 2018

Why On the Other Hand leans heavily on authenticity with its social strategy

December 15, 2017

Kanga Pies uses digital to get customers through the door and keep them coming back

November 07, 2017

MORE CASE STUDIES

Once a main street business completes the online Digital Assessment the Web Platform provides:

- A baseline and digital benchmarking report, while providing a digital transformation roadmap.
- Makes smart recommendations and matches the needs of the businesses to vetted and reviewed technology providers.
- Distributes curated content and case studies/best practices to help businesses accomplish their goals.

Web Platform – Across Ontario



ONTARIO

- Businesses across Ontario will be able to take a digital assessment and receive a customized list of recommendations.
- The platform will make smart recommendations based on your businesses needs, and connect you to **local vendors** that operate in this space so you can engage with them if you choose to.
- Municipalities will have a custom administrator level dashboard, allowing them to work with and see all relevant business data in their region.

Group Support – Digital Training



- Range of training programs for main street businesses
- Covers digital marketing, ecommerce, social media, website development, etc.
- Delivered in-person and online

One-On-One Support



- A fractional workforce that assists main street businesses with basic digital adoption
- Comprised of a mix of students and full-time digital experts
- Assist in completing Digital Assessments, Google My Business setup, etc.

Digital Training – Across Ontario



ONTARIO

- Will be running in person and online training sessions across the Province
- Covers digital marketing, ecommerce, social media, website development, etc.

Digital Transformation Grant Program



ONTARIO

Overall, the objectives of the Digital Main Street – Digital Transformation Grant program are to:

- Provide main street business owners a comprehensive plan to guide their digital transformation
- Provide main street businesses with the digital literacy skills they need to execute their digital transformation either through a do-it-yourself approach and/or being a smart consumer when purchasing these services

Digital Transformation Grant Program



ONTARIO

The Grant Process will be as follows:

- Business must meet all eligibility criteria,
- Based on their digital assessment, businesses will submit a Digital Transformation Plan (DTP), identifying the objectives, tactics, budget, and milestones for their plan,
- Businesses must complete the online training program,
- Once approved, they will be eligible to receive a \$2,500 grant to implement their DTP within their business.

Eligible Costs

Digital Marketing

- Hire a consultant/agency/ person to execute digital marketing strategy

Website

- Redesign or improvement of existing website
- Development of new website

Software

- Various software products including but not limited to: graphic design, security, financial, social media
- For full list visit www.digitalmainstreet.ca/ontario

Digital Training

- Hire a consultant/agency/ person to execute digital marketing strategy

Hardware

- Must be hardware deemed absolutely necessary
- e.g. new POS systems

Digital Transformation Grant Program

Ineligible Costs

- Unnecessary or excessive equipment (or upgrading equipment you already have), as well as repair of existing equipment
- Personal Salary
- Repayment of other loans
- Past Debts
- Anything deemed unnecessary

Digital Service Squad Grant Program



ONTARIO

- Is a program funded by the Province of Ontario in partnership with OBIAA, focused on creating a Service Squad program that provides one-on-one assistance to small businesses in any region of Ontario
- This program will provide grant funding and resources to:
 - Provide local municipalities, BIAs and Chambers of Commerce with the guidance and tools necessary to create a Digital Service Squad in their local areas
 - Provide Grant funding to aid in the hiring and implementation of Digital Service Squad members across Ontario
 - Access to Digital Main Street staff to aid in the implementation and deployment of a Digital Service Squad
 - Digital Main Street Playbook providing tools needed to utilize the platform

Digital Transformation Grant Program

Eligible Costs per \$10,000 grant

Equipment

Equipment limited to \$1,200

- Chromebook or equivalent to a maximum of \$350.00
- 360-degree camera kit (approx. \$600.00)
 - Ricoh Theta S 360 Degree Camera or equivalent (up to \$500.00)
 - Anker Batter Pack or equivalent (up to \$50.00)
 - Tripod or equivalent (up to \$40.00)
- Mobile Hot Spot or equivalent (up to a maximum of \$200.00) – monthly service costs not included

Print Marketing

- Limited to \$300 and can include anything promoting the service locally (postcards, flyers, etc.)

Salary / Wages

- Costs for digital squad members up to \$8,500:
 - Covers the salary of a Digital Service Squad Grant team member for the length of their agreement
 - This can be a total of up to \$8,500 per \$10,000 grant, but all remaining funds must be attributed to the Digital Service Squad salary

Digital Service Squad Grant Program

Ineligible Costs

- Unnecessary or excessive equipment (repair of existing equipment)
- Personal Salary (administrative costs to write the grant and administer the funds)
- Repayment of other loans
- Past Debts
- Software
- Anything deemed unnecessary

Stay in Touch

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Instagram @digitalmainstreet

A partnership between:

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 **ROGERS**

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