



Denison Development Alliance E-commerce Accelerator Incentive

A new program encouraging Denison businesses to improve their digital presence and their ability to meet the increasing demand for online shopping, contactless transactions and delivery, and enhance their digital marketing and promotion.

IDENTIFY PARTNERS

Denison business owners and consultants



OFFER SUPPORT

Consultant helps establish or enhance website/ e-commerce / online marketing



INCREASE PROMOTION

Internet capability to show products/services with contactless sales, delivery, AND digital advertising to grow your business.

Business representatives, who may choose to work with consultants to help guide the process, will prepare for e-commerce integration and promotion. They may adopt a user-friendly website, gain e-commerce functionality, identify equipment or software needs, streamline their fulfillment process, and establish a basic digital marketing and promotion plan.



E-commerce decisions are big decisions. You may engage one or more consultants of your choice to tap into their expertise. Your business will benefit from having an e-commerce friendly website, transaction-enabled social media accounts, defining a marketing strategy that measures your growth, and determining a reasonable budget for advertising.



The promotion of your enhanced business will incorporate additional advertising which could include new platforms and new advertising channels. Increased sales will likely require improved ways to manage inventory, process sales and fulfill orders. Between your business vision and experience, your consultants' expertise, and the incentive to magnify your investment of time and money, your business could be stronger than ever.



Online Shopping

Research shows more vibrant digital businesses in a community leads to higher median incomes and stronger communities. "New research, based on data from 20 million websites, found that these small-scale entrepreneurs generate significant spillover benefits to their communities." *Tiny Digital Businesses Play Key Role in Local Economies - NYTimes.com April 7, 2020.* "These small web businesses can be an important buffer for individuals and local communities facing economic challenges," said Marcela Escobari, an economic development expert and a senior fellow at the Brookings Institution, who was not involved in the new study.

A new incentive program to encourage Denison businesses to set themselves up for success in the new contactless, online environment through the expansion of business enterprise and marketing.

Level 1 LAUNCH E-COMMERCE

Definitions:

“Preparation” is everything it takes to prepare for, build, and/or improve your E-Commerce and digital presence, including marketing strategy and ad creation.

“Promotion” is all funding that is spent directly on clickable ad placement - advertising that brings customers to your website.

Businesses who are successful in growing their customer base and sales have a set of basic marketing essentials in place. LAUNCH e-commerce improvements include, but are not limited to:

- Simple, easy to identify logo or wordmark
- A user-friendly website that clearly shows the product or services and pricing (restaurants include basic menu)
 - Securing great photography to showcase your product or creating a place to easily photograph your product
 - Setting up or adding to E-commerce option(s) that allow for contactless, secure online transactions/payment. This could be a plug-in, in-house app creation, or 3rd party portal.
 - If appropriate, having an online reservation or registration system
- Equipment and/or software to facilitate inventory tracking and smooth shipping or delivery, and order tracking
- Social media accounts that support your business image (choose the platforms that are most appropriate for your business)
- Claimed your online ID through Google My Business, Google Places, and other significant portals, ensuring that your listing is accurate and complete
- Establish a Grayson Small Business Development Center (SBDC) relationship where an advisor can help with business planning, budgeting, target market identification, and more.
- Participate in at least three free training webinars on relevant topics to marketing, fulfillment, social media, etc.
- Marketing plan or outline to build basic awareness, and a promotion budget.

Working with a consultant, you can address the items that will have an immediate impact and decide what is necessary to compete in the online, contactless environment. The goal is to act quickly and make an impact on day one.

Level 1 PROGRAM BUDGET: DDA will provide a 75/25 percent match. For example: DDA will fund up to \$6000* (75% match) + Business funds up to \$2000 (25%) on an \$8000 total project. Businesses are eligible for one level of funding (\$6000 max) per incentive cycle.

**DDA grant requires funding to be toward PREPARATION (\$6000) and PROMOTION (\$2000).*

Level 2 AMPLIFY E-COMMERCE

Once your E-commerce capability is in place, it is time to ‘amplify’ your operations and expand your business enterprise and digital advertising. After launching e-commerce it will be time to set goals that boost your online business strategy. Perhaps you need upgraded software/hardware or service efficiencies. This level focuses on your Marketing Plan and Promotional Budget to be aggressive in reaching new customers. You and your consultant(s) can dream big and share the plans and logistics. We’d be proud to partner with you to keep *Moving Forward*.

Level 2 PROGRAM BUDGET: DDA will provide a 75/25 percent match. For example: DDA will fund up to \$6000* (75% match) + Business funds up to \$2000 (25%) on an \$8000 total project. Businesses are eligible for one level of funding (\$6000 max) per incentive cycle.

**DDA grant requires funding to be toward PREPARATION (\$2000) and PROMOTION (\$6000).*

The bottom line: This is YOUR program. You will make the decisions and direct the work. DDA’s goal is to improve your access to a pool of resources. DDA is committing funds toward those resources so Denison businesses can quickly adapt and compete during this unexpected change in routine and the future economy.