Clearwater Economic Development Office – 522 Main St. – Clearwater, Nebraska 68726 – P: 402-485-2101

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 online market can allow local businesses to sell to people from home in Clearwater and outside the area. For many small business owners, this is not an area of strength. This program from the Clearwater Economic Development Office will provide up to a $750 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 as well as on-line revenue and potentially create additional employment. Applicants will be reviewed by a committee before being approved and expenses reimbursed with proof of purchase.

Requirements:

- Must have a brick and mortar location
- Completed pre-requirement checklist
- Business located within Clearwater Village Limits

Eligible Expenses:

- Website Creation or Upgrade
- Purchase and implementation of integrated point of sale system
- Creation of on-line shop
- Digital Marketing
    - Webpage
    - Google My Business
    - Free or Paid Social Media
    - E-mail Capture Marketing
    - Text Capture Marketing
    - Digital Content

Businesses must commit to a minimum of two of the following:

- Developing an email platform
- Setting up a Facebook or Google Ads Account
- Having an Active Social Media Presence
- Setting up a Website that has the following:
    - E-Commerce Capability
    - Landing Page that Captures E-Mail or Cell Phone (text) Number

Preferences will be given to the following businesses:

- Independent Retail/Food Establishments
- Businesses with Employees
- Ability to Sell Products/Services Outside Clearwater Area
- Current Profitable Businesses
- Businesses that have started to develop a partial on-line presence

Process:

1. Complete Application
2. Complete Pre-Requirements
3. Submit Application
4. Review with Digital Façade Committee

Pre-Requirements:

1. Must have Google My Business listing with updated information
2. Completed digital marketing question sheet
3. Meet with CEDO 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: _____

Phone: _____ Email: _____

Brief description of project: _____

_____

_____

_____

Total Estimated Project Cost: $ _____

Project Start Date: _____ Completion Date: _____

Budget Source and Use of Funds:

Work Element	Business Investment	Façade Match	Total
Website			
Social Media Marketing			
Content Creation			
Point of Sale Upgrade			
Software Subscription			
Other:			
Other:			
Total:			

Signature: _____ Date: _____

CEDO Office Use Only

Activity	Date
Application Received	
Initial Meeting Date, 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. What are you currently doing to promote your business digitally with web, social media with web, social media, e-mail, video, pictures, on-line shopping, etc.?

3. What has worked? What has not?

4. What is your ideal target market with eCommerce?

5. What new markets would eCommerce open to you?

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

7. 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:

    - Web Homepage

    - Web products/service page

    - Other web opportunities (newsletter sign up, social media following, free consultation, in depth information, videos, handouts)

    - Social Media

    - E-mail marketing

- On-line shopping

8. Who is your ideal customer?

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

10. What areas do you need help?

11. What goals do you have for improving your digital presence (i.e. increase in revenue, increase in newsletter subscribers, gathering email addresses, increase is number of sales, increase in shop from home sales, increase in out of area sales, increase in bricks and mortar sales)?

12. What is your average monthly marketing expense?

13. What percentage of that would you be willing to invest in digital marketing?

14. What are you interested in doing to boost your digital presence?

_____ Create on-line Point of Sale system

_____ Create/Update Webpage

_____ Social Media creation/expansion/campaign

_____ Prep work to sell and ship on-line sales

_____ Create an email marketing campaign

_____ Start/Expand newsletter

_____ Create Content (photos, audio, video)