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Neligh Economic Development Office – 105 E 2<sup>nd</sup> St. – Neligh, Nebraska 68756 – p: 402-887-4447

### **Digital Façade Program**

The COVID-19 pandemic showed the importance of having a strong online presence for local businesses. A strong online presence and digital marketing can allow businesses to sell to people from home in Neligh and outside the area. For many small business owners, this is not an area of strength. This Neligh Economic Development Office program will provide up to a \$1,000 match to help businesses update their digital presence. The program is intended to be a partnership to provide guidance and financial assistance to help businesses increase their in-store and online revenue and potentially create additional employment. A committee will review applicants before approval and reimburse expenses with proof of purchase and payment.

#### **Requirements:**

- Must have a brick-and-mortar location
- Complete pre-requirement checklist
- Businesses located within city limits

#### **Eligible Expenses:**

- Website creation or upgrade
- Purchase and implementation of integrated point-of-sale system
- Creation of an online retail sales outlet
- Digital Marketing
  - Webpage
  - Google My Business
  - Free or paid social media marketing
  - Email capture marketing
  - Text capture marketing
  - Digital content

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

- Develop an email platform
- Set up a Facebook or Google Ads account
- Active social media presence
- Set up or update the website that has the following requirements
  - E-Commerce capability
  - Landing page that captures email or cell phone (text) number

**Preferences will be given to the following businesses:**

- Independent retail and food establishments
- Businesses with employees
- Ability to sell products and services outside the Neligh area
- Current profitable business
- Businesses that have started to develop an online presence

**Pre-Requirements:**

1. Must have a Google My Business listing with current information
2. Completed digital marketing questionnaire
3. Meet with NEDO staff to provide proof of profit and initial goals conversation

**Process:**

1. Complete application
2. Complete pre-requirements
3. Submit application
4. Review with the Digital Façade committee
5. City Council approval

**Terms:**

- The work proposed by the applicant shall be accompanied by at least one bid from an outside source to verify the costs are within reasonable parameters.
- The business must maintain a brick-and-mortar location within the city limits for at least five years after completion. If the business closes during the five-year grant period, repayment will become due for the remainder.
- Businesses sold or transitioned during the five-year grant forgiveness period will be subject to a prorated repayment of the grant award.

**Resources:**

<https://ducttapemarketing.com/online-presence/>

**Digital Façade Grant Application**

Applicant: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Brief description of the project: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Estimated Project Cost: \$ \_\_\_\_\_

Project Start Date: \_\_\_\_\_ Completion Date: \_\_\_\_\_

Budget Source and Use of Funds:

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

NEDO Office Use Only:

Activity	Date
Application Received	
Initial Meeting Date, Proof of Profit	
Application referred to committee	
Application meeting with committee	
Approval or denial	
Applicant informed	
Final payout	
Check Number and Issue Date	

## 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 your website, social media, email, video, pictures, online 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:
  - Website
  - Website products/service page
  - Other website opportunities (newsletter, social media following, free consultation, in-depth information, videos, handouts)
  - Social Media
  - Email Marketing
  - Online 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 are your goals for improving your digital presence (i.e., increase in revenue, increase newsletter subscribers, email address capturing, increase number of sales, increase out-of-area sales, increase in-person sales)?

12. What is your average monthly marketing expense?

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

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

\_\_\_\_\_ Create an online point-of-sale system

\_\_\_\_\_ Create or update website

\_\_\_\_\_ Social Media creation or expansion campaign

\_\_\_\_\_ Prep work to sell and ship online sales

\_\_\_\_\_ Create email marketing campaign

\_\_\_\_\_ Start or expand a newsletter

\_\_\_\_\_ Create content (photos, audio, video)