

# Digital Services Menu

Leeds & Grenville Free Digital Services for Businesses

*\$4900 Grants - available for a limited time only!*

Two Grants are better than one. You may qualify for both.

1. *\$2500 Digital Transformation Grant:* is a snap. Our Digital Specialist can assist you through the entire process
2. *\$2400 Canadian Digital Adoption Grant:* new in 2022, apply online <https://digitalmainstreet.ca/cdap-signup/>  
Added bonus: you will better understand multiple digital options available as a business owner and keep pace with your peers who have transformed and grown

*"Across the board, it has transformed our business overnight."*

*- Kevin Quinlan and Tamara Phillips, Westport Brewing Company*

## Starters

### Digital Sample Platter

Have a chat with our Specialist and peel back layers of confusion with better digital understanding. Discover the best options for your business in a one-on-one session.

### Google My Business-Google Business Profile

Increase the volume of visitors to your website and your shop. Get assistance with both recovering and creating a new account.

## Content Creation

### Content Creation Strategy

Scheduling and executing your content pays off, freeing you up to do other things that matter. Let us help you plan!

### Creating Written Content

Content is King and you are the expert in your domain. Explore ways to structure your content. Not a writer? Find resources that can support you along your journey.

### Creating Video Content

Explore the many ways to dabble in video. Our Specialist is well versed in creating on-the-fly shorts and branded clips that tell your story.

### Introduction to Canva

Consolidate all of your visual branding right here in one platform. Once you become familiar, you can cut out the middleman from your creative budget.

### Email Marketing with Mailchimp

Still considered the gold standard tool, get acquainted with this all-in-one email marketing platform that helps you manage and talk to your clients and customers.

### Photography Basics

Find out how image quality impacts the way your business is perceived and create a unique space to feature your products and services.

## Social Media

### Just Getting Started

The Digital Specialist will help you easily understand which platform may be best for you. Learn practical ways to build your business credibility.

### Optimize Existing Accounts

Gain confidence in knowing the power of Groups, Pages, Live Videos, Business Suites, Ads, Communities, Events, Maps, Profiles, Stories and so much more.

### Intro to Video for Social Media

Find your angle. Properly prepare for a video shoot and pick up how to edit and have fun with it right on mobile devices! Learn the importance of 360° shots.

### Using Content Scheduling Apps

Determine whether you should Tweet, Post, Zoom, Blast, Send, Receive and more after a casual conversation with the Specialist.

## Website

### Audit My Website

Let us deliver a complete overview of your site, it's performance and recommend efficient ways to improve what you already have.

### E-Commerce Consult

Considering an online shop? Soak up our knowledge about e-commerce. There are *free* programs available to set up your online shop. Let our Specialist guide you to these resources.

### Brand Development

Business identity is not just a logo. It's a combination of visual and ethical commitments. Construct a plan to solidify promises to your clients and use tools that make it easy.

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## Specials

### 1. Lite Combo Platter

Includes the following:

- One-on-one Q&A discovery session with the Digital Specialist
- Take-home Website and Social Media Audit report
- Follow-up session with Specialist to review recommendations

### 2. Full House Specialty

Assists you through the 3 pillars of the program:

- Support you with your Digital Transformation Grant (DTG) application
- Introduce you to the free ShopHERE online shop development program for your store
- Participate in 1-on-1 sessions with our Specialist covering Page 1 topics of interest

## Details

All offerings are completely free.

First-come first-served bookings available offering times that are convenient for your busy schedule.

## Not on the Menu?

Let's get creative!  
The Digital Specialist can help  
with your unique requests.

[For more information visit our Digital Services Web page](#)

or contact

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