



Digital Service Squad: A Free Resource for Your Business

You could grow your business by joining Digital Main Street

The Digital Service Squad (DSS) is a **free** digital resource to help you grow your business by adopting and implementing digital tools and technologies. We received a grant from the Province of Ontario's Digital Main Street Initiative and the Ontario BIA Association to set up a Digital Service Squad, and we're thrilled to offer this **free** resource to your business.

A DSS consists of highly trained digital marketing specialists that go to Ontario main street small businesses like yours to help them enhance their digital tools and online presence. A DSS can show you how to build a basic web presence or how to improve your existing presence through tools such as Google My Business or social media. A DSS can also help you set up an online store with a free trial of Shopify, the leading tool for building ecommerce sites. In addition, Digital Service Squads provide advice and recommendations to streamline your fundamental business operations (including back office processes) and can help you find local digital vendors for potential projects.

How Does It Work?

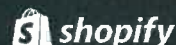
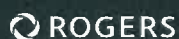
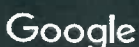
We will be coming around to introduce our DSS to local businesses and to provide their contact info. Please use this opportunity to book your introductory one-on-one meeting with a DSS member. Some common tasks accomplished on the first visit may include:

1. Completing the Digital Main Street registration and free online assessment.
2. Reviewing the assessment recommendations and building a wish list of priority items that you want to work on.
3. Completing an audit of your digital presence and various digital properties (website, social media, etc.)
4. Reviewing your Google My Business (GMB) profile and taking a 360-degree photo to add to your GMB profile

Depending on demand, you may book additional sessions with the DSS to work on your digital transformation based on the recommendations on your wish list.

To learn more about Digital Main Street, please visit digitalmainstreet.ca/ontario

Digital Main Street is supported by:



GROW YOUR BUSINESS ONLINE

WHAT IS DMS

Digital Main Street is a free program and service that helps businesses achieve digital transformation.

The program is built around an online learning platform and structured training programs.

HOW IT WORKS

With the **Ontario Business Improvement Area Association** and through partnerships with the **Almaguin Highlands Chamber of Commerce** and **Almaguin Community Economic Development** this program was made possible.

Using digital tools and technology a Digital Service Squad Member will work one-on-one with businesses to provide the list of services below and more at **no cost!**

SERVICE	DMS COST	VALUE
Helping you activate easy-to-use tools such as Google My Business	FREE	\$100*
Build a basic website or enhance your existing site	FREE	\$1,000+
Implement or enhance social media accounts/profiles	FREE	\$500*
Explore e-commerce platforms like Shopify	FREE	\$500*
Capture images of your business using a 360 degree and DSLR camera	FREE	\$500*

*Costs are estimated based on current market values

Digital Service Squad Member and will be coming through your area soon, make sure you take advantage of this opportunity. If you would like to schedule a convenient time for a DSS to drop by your business, please email marketing@investalmaguin.ca or phone **705-783-8862**.