

# Backgrounder

Brief your local businesses on the Digital Economy Program with the program backgrounder.

## About Digital Economy Program

The Digital Economy Program (DEP) meets local small businesses where they're at to advance them in the digital economy with free help. Whether they're just starting to move from bricks and mortar to clicks and mortar or need better analytics for their online marketing outreach, there is help available.

This program, a partnership between Business Link and Digital Main Street, will help small businesses in Alberta undergo digital transformations and adopt eCommerce best practices to help their business not only survive, but also thrive.

### **The program can help your business:**

- Improve your ability to reach customers
- Increase sales
- Elevate your business' eCommerce presence

### **About Business Link**

<https://businesslink.ca/>

Business Link's team of experts provide personalized support for small business owners and entrepreneurs starting or growing their business. They provide 1-on-1 coaching and advice, market research, access to experts, training, education sessions, and specialized support for Indigenous and immigrant entrepreneurs. Business Link is passionate about providing support services that will build business success in Alberta.

### **About TABIA**

<http://www.toronto-bia.com/>

The Toronto Association of Business Improvement Areas (TABIA) is a non-profit umbrella organization working with the 84 Business Improvement Areas within

the City of Toronto, who in turn represent more than 70,000 business and property owners.

### **About Digital Main Street**

<https://digitalmainstreet.ca/>

Digital Main Street is a program that helps main street businesses achieve digital transformation. The program is built around an online learning platform, structured training programs, and our Digital Service Squad, a team of street-level team members who help main street businesses grow and manage their operations through technology.

Digital Main Street was created by the Toronto Association on Business Improvement Areas (TABIA) with direct support from the City of Toronto. DMS is also supported by a group of strategic business partners, including Google, Mastercard, Shopify, Microsoft, Facebook, Intuit QuickBooks, Square, and Yellow Pages.

**To learn more about the Digital Economy Program, visit:**

<https://dep.businesslink.ca>