

Email Copy

Send an email to your local business owners introducing the Digital Economy Program with an email copy template and images.

Email subject:

Digital Economy Program NOW Available in Alberta

Suggested email copy:

Dear {first name}:

Our [organization] is thrilled to let you know that applications are now being accepted for the new Digital Economy Program in Alberta.

The Digital Economy Program 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

To be eligible:

- You have a business registered in Alberta (Indigenous owned businesses that are not registered in Alberta may still be eligible, please contact the DEP Program Coordinator directly)



Digital Economy Program

- You have 0-49 employees
- You are not a non-profit, charitable trust, or franchise business

The Digital Economy Program consists of two program opportunities:

ShopHERE powered by Google

Get help creating and customizing your online store. You'll be trained on how to manage and market your online store and will be provided with the support that you need to make your online shop successful. Access free 1-on-1 support to build and launch your store and more.

What does the program do?

- Creates and configures your online store
- Trains you on how to manage it
- Collaborates to get the store live
- Helps with marketing the store

What are the program benefits?

- Free 90 day trial of Shopify
- Ad credits including \$50 for Facebook (while available)
- Free .CA domain registration (while available)

Businesses can register for ShopHERE powered by Google here:
www.digitalmainstreet.ca/shophere-ab

Digital Service Squad (DSS)

The DSS is focused on providing 1-on-1 assistance and digital services to small businesses in any region of Alberta. The DSS will be available through local business support providers.

What does the program do?

- 1-on-1 digital transformation support
- Social media strategy
- Show you how to build a basic website
- Google My Business set up support
- Search Engine Optimization (SEO) support



**Digital
Economy
Program**

- Help set up a POS solution
- Create customer databases
- Streamline business processes with digital tools

Businesses can register for the DSS program here:
<https://digitalmainstreet.ca/business-account/registration/>

In addition to, you can also access a digital vendor directory, additional online training, free trials and discounts, interesting articles, how-to tips, and much more.

Learn more about the Digital Economy Program here:
<https://dep.businesslink.ca>