



What Is a Digital Service Squad and What Do They Do?

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. Now, thanks to renewed funding of the Digital Main Street Ontario Grants Program (OPG) by the Ontario's Ministry of Economic Development, Job Creation and Trade in partnership with TABIA and OBIAA, we are thrilled to offer this free resource to your business.

DSS members are trained specialists that go to brick-and-mortar small businesses, like yours, to help them adopt innovative technologies and embrace digital marketing. A DSS member can show you how to build a basic website or how to improve your existing online presence through tools such as Google Business Profile and social media. Squad members can also help you optimize your website for search, setup a POS solution, and create customer databases. 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.

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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:

- Completing the Digital Main Street registration and free online assessment
- Reviewing the assessment recommendations and starting a Digital Transformation Plan needed to apply for a \$2,500 Digital Transformation Grant
- Completing an audit of your digital presence and various digital properties (website, social media, etc.)
- Reviewing your Google Business Profile (GBP) and taking a 360-degree photo to add to your GBP

Depending on demand, you may book additional sessions with the DSS to work on your overall digital transformation or specific assessment recommendations.

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

