

DIGITAL STARTUP PROGRAM



STARTUP

The strategy of branding you have should be consistent because it leads to a strong brand equi

Team-up } Research —> Ideas —> Brainstorm —> Strateg
Teamwork } * Analysis * Vision

DIGITAL STARTUP PROGRAM FAQ'S

What is the Hamilton Digital Startup Program?

The Hamilton Digital Startup Program is designed for those start-up's and existing businesses that have little to no digital presence. The program assists with the creation of a simple, easy-to-use website, landing page, or events page utilizing the free Google Sites platform as well as with the creation of social media profiles, social posts, local business directory listings, content strategy, and more!

What are the requirements of the participating businesses?

Businesses are required to create a free Digital Main Street account and complete the free digital assessment. Businesses are also required to participate in a free digital content strategy planning session. Participating in the digital content strategy planning session will help bring clarity to your social and general content strategy, hone in your businesses voice and message, help create content pillars that your business can use to create content around for years to come and helps your business build authority in the niche it serves.

What is the time commitment for a business?

Businesses are expected to commit 3-5 hours (over multiple consultations) of their time in order to complete the digital assessment, digital content strategy, and general consultations.

How/where are consultations held?

Consultations can be held online via Zoom or in-person at the Hamilton Business Centre, 71 Main Street W (City Hall), 1st floor.

How long does it take to have everything built?

Depending on the assistance required and number of clients we are serving at any one-time, websites, social media profiles, and directory listings can be created in 2-3 weeks time (completion time may vary).

Is the website free?

Yes. Our websites, landing pages, and events pages are built and hosted at zero cost through the Google Sites platform. Plus, since Google Sites doesn't have pricing tiers, you get all its features for free. All that is required is a free Google account. All participants in the program will get a new Google account created for them as part of the initial start-up. Custom domain names are not included. Any new website will be created with a Google subdomain. Existing domain names cannot be transferred over, but new custom domain names can be purchased through Google for a low yearly fee if you choose.

Learn more about Google sites by visiting https://domains.google/intl/en_ca/get-started/website-design/google-sites/.

Does the website offer e-commerce?

No. The Google Sites platform does not have e-commerce capabilities, rather it's best suited for simple informational websites and those just getting started online. If you are selling products or services online, we recommend visiting the Digital Main Street ShopHERE powered by Google Program. <https://programs.digitalmainstreet.ca/shophere-signup>

What social media platforms can be setup?

During our consultations we will discuss and explore your ideal audience and determine the best platforms for you to participate on. The most common platforms are Facebook, Instagram, Twitter, and TikTok.

Will you create content for me to post on social media?

Yes. 3-5 pieces of content will be created that you can use to post on social media. Social media content will be created once a digital content strategy has been completed.

What are local business directory listing?

A local business directory is a website that features listings for businesses in a certain town, industry, or niche. Listings usually include basic information, like the business name, phone number, physical address, and website address. Local business directory listing can help with your local SEO, help your business appear in Google searches more prominently, and lead to more website and business inquiries. Typical local business directories are Yellow Pages, Yelp, Google Business Profile, Foursquare, BBB, 411, Factual, and more!

Have questions?

Email digitalmainstreet@hamilton.ca or connect with a Hamilton Digital Service Squad member directly by visiting <https://investinhamilton.ca/hamilton-business-centre/digital-main-street/>.

