

Digital Transformation Plan

To complete the form, **DOWNLOAD** and **SAVE** it to your computer, then type in the requested information in the fields below. For additional information, please refer to the Digital Transformation Grant Guidelines and FAQs.

ALL QUESTIONS MUST BE ANSWERED. If the response is not applicable, please write “n/a”.

GENERAL INFORMATION:

Business Name <i>(Legal registered name if incorporated)</i>	Inspire Yoga Studio
Business Operations Address	246 Main Street Hamilton, ON. L8N 4H2
County/Municipality	Canada
Contact Name:	Maria Zen
Telephone: (xxx) xxx-xxxx	905-567-0123
Email	zen@inspireyoga.com

BUSINESS INFORMATION:

What year was your business established in Ontario (YYYY)?	2018
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Section 1 – About Your Business

This section is designed to help us gain an understanding of your business.

Provide a brief description of your business and the products and/or services it offers.
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Inspire Yoga Studio located in Stoney Creek, offers beginner to advanced classes in many styles of yoga asana, meditation, pilates, and reformer classes. Inspire Yoga provides over 70 classes per week with some of Hamilton’s most experienced yoga instructors and workshops.

Section 2 – Digital Audit

The goal of this program is to help companies quickly adopt digital tools and innovations. This section is designed to provide a comprehensive understanding of the project and its benefits to the business. What are your current digital strengths and weaknesses? *Please refer to your Digital Assessment*

Strengths	Weaknesses
<p>MindBody –CRM platform designed for yoga studios has been integrated for online booking</p> <p>Good rankings on various Google pages</p> <p>A detailed quarterly marketing plan including digital strategies</p>	<p>Insufficient current photos and videos to use</p> <p>Manual systems for responding to email</p> <p>Broken links and minimal back links</p> <p>High bounce rate</p> <p>Low web traffic</p>

Section 3 – Business Goals and Objectives

Based on your Digital Assessment and your business goals, what objectives do you hope to accomplish by successfully completing your Digital Transformation Plan?

- Increase online sales? Y/N
 - Will you implement an e-commerce site? Y/N
- Increase website traffic? Y/N
- Increase in-store sales? Y/N
- Increase social media activity and engagement? Y/N
 - Will you hire a Social Media/Marketing Vendor? Y/N
- Increase email mailing list? Y/N
- Improve back office administration? Y/N
 - Will you implement new software systems? Y/N
 - Will you implement a POS system? Y/N
- Increase staff? Y/N
- Other – please describe:

Section 4 – Digital Budget

Digital Marketing	
Choose any of the following: <i>(note: owner or staff salaries may not be included)</i>	
Description	Project Cost (do not include HST)
Hiring a consultant/agency/person:	
<ul style="list-style-type: none"> • To develop and executive Digital Marketing initiatives (Social media Expert) <li style="margin-left: 20px;"><i>-Social media ad campaigns</i> <li style="margin-left: 20px;"><i>-Email marketing</i> <li style="margin-left: 20px;"><i>-Content calendar for social media</i> <li style="margin-left: 20px;"><i>-Link/integrate social media & website</i> 	1500
<ul style="list-style-type: none"> • Photography for use in marketing campaign 	200
<ul style="list-style-type: none"> • Videographer for video for marketing campaign 	500
Monthly social/digital media advertising	300
Search Engine Marketing (SEM)	
Other: (please specify)	
Website	
Choose any of the following: <i>(note: Domain registration and hosting is not an eligible cost)</i>	
Description	Project Cost (do not include HST)
Re-design or improvement of existing website <i>-fix broken links</i> <i>-SEO improvements</i>	Listed in price above
Development of new website	
Making website ecommerce-enabled	

Photography / videography costs for production of photos / video	
**NOTE: Website hosting and domain name registration costs are not eligible costs	
Other: (please specify)	
Software	
Choose any of the following: <i>(note: Microsoft Office is not eligible cost)</i>	
Description	Project Cost (do not include HST)
Graphic design software	
Productivity software (LastPass, Hootsuite, Dropbox)	
Social Media software (Hootsuite, Buffer, etc.)	100
Back-office software (Quickbooks, Sage, etc.)	
POS software	
Other: (please specify)	
Digital Training	
Specify the type of training	
Description	Project Cost (do not include HST)
Ongoing digital training (in-person or online)	
**Please specify:	
Hardware	
Choose Any – Must be Deemed Necessary	

<i>(note: may not exceed \$1,000 / replacement/upgrade computers, smartphones and printers are not eligible hardware costs)</i>	
Description	Project Cost (do not include HST)
POS Hardware	
Laptop, iPad, Tablet	
Must specify what the hardware will be used for:	
Total <i>Project Cost may exceed (Net of HST) Contribution Amount of \$2,500</i>	\$ 2500

Part 7: Action plan

Based on your objective and the digital tactics you have learned about through the Digital Main Street training videos, for each objective please provide:

- the actual tactics
- who will complete each action
- when you anticipate completing each objective

These dates can extend beyond the project deadline.

Objective	Action/Tactic	Who	By When
<i>Eg: Sell 10% more online by attracting more customers to the website</i>	<ul style="list-style-type: none"> • Evaluate website • Identify SEO improvements • Link/integrate ecommerce 	<i>Jack Owner</i> <i>ABC Company</i>	<i>August 20th/21</i> <i>Sept 30th/21</i>
Attract 6 new clients per month between November and February= 24 new clients through social media ad campaigns	-evaluate social media -identify improvements -set target audience -create social media ad campaigns -launch ad campaigns	-Maria (owner) & Daisy Digital Company	Aug 2021 Sept 2021
Increase use of MindBody CRM to automate emails to clients reducing	-increase use of MindBody CRM to automate emails to clients -convert from manual email to MB -test Hootsuite and evaluate	-Maria (owner) & Daisy Digital Company	Sept 2021

weekly labour by 5-7 hours and explore potential to increase capacity using Hootsuite			
Increase traffic and CTR on website to increase awareness and competitive position measured in SEO clicks, bounce rate, average visit duration, search traffic and direct traffic	<ul style="list-style-type: none"> -Evaluate websites -Identify SEO improvements - Link/integrate all social media channels/ website 	<ul style="list-style-type: none"> -Maria (owner) & Daisy Digital Company 	Oct 2021
Increase membership renewals and conversions by 10% by January 2021 by increasing communication via MindBody and Mail Chimp and increasing loyalty offers for existing clients	<ul style="list-style-type: none"> -Increase email + newsletters using automation -Add incentives for renewal 	<ul style="list-style-type: none"> -Maria (owner) & Daisy Digital Company 	Sept 2021
Support above objectives by adding more visuals (photo and video) on more channels (website, Fb, Instagram) that illustrate company's unique value	<ul style="list-style-type: none"> -Engage photographer & videographer and organize shoot -Create professional photos & videos -Reactivate Facebook page -Use Hootsuite to manage -Plan/organize forward postings 	<ul style="list-style-type: none"> -Maria (owner) -Local photographer/videographer (TBD) 	Aug 2021

proposition and new location			
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Part 8: Measurement and Milestones

For each objective you listed in Part 7, set a measurable milestone that you can track as you move forward with your Digital Transformation Plan.

Which KPIs (Key Performance Indicators) will tell you how your plan is doing? At which points will you review your measurement data and make a course correction, if needed?

*For your application, you **do not** need to fill in the far-right column. However, this plan is your living document to help you track your progress, add new objectives or actions, and note when you've successfully reached a milestone or if you need to take make a correction and do something differently.*

Objective	KPI to watch for	Milestone to reach	Review date	Milestone target date	Milestone reached (or correction made)
<i>eg. Sell 10% more online</i>	<i>Increase in web traffic from SEO</i>	<i>30% increase in web traffic coming from Google search</i>	<i>Nov 31, 2021</i>	<i>Jan 15, 2022</i>	
Attract 6 new clients per month between November and February= 24 new clients through social media ad campaigns	Increase in monthly customer growth	+6 clients per month	Monthly	Jan 2022	
Reducing weekly labour by 5-7 hours and test software to	Reduced hours	20 hours labour reduced per month	Monthly	Dec 2021	

increase social media capacity					
Increase traffic and and CTR on website to increase awareness and competitive position	Increase in web traffic from SEO and social media campaigns	20% increase in web traffic	Sept 2021	Jan 2022	
Increase membership renewals and conversions by 10% by January 2021 by increasing communication via MindBody and MailChimp and increasing loyalty offers for existing clients	Increase in monthly renewals	10% increase in membership renewals	Monthly	Jan 2022	
Support above objectives by adding more visuals (photo and video) on more	Increase in engaging content being posted to social media pages & web	5 New visuals Created per week -5 New visuals uploaded per week	Weekly	Aug 2021	

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channels (website, FB, Instagram) that illustrate company's unique value proposition and new location					
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