

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>	Joel's Antique Shop
Business Operations Address	34 Park Street Ancaster, ON. L8G 5H9
County/Municipality	Canada
Contact Name:	Joel Doe
Telephone: (xxx) xxx-xxxx	289-746-2222
Email	contact@joelsantiqueshop.ca

BUSINESS INFORMATION:

What year was your business established in Ontario (YYYY)?	2000
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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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A hugely diverse antique market in Ancaster offering quality studio pottery, antique furniture, vintage jewelry, china, handmade artisan farmhouse wares and various collectables. Joel's Antique Shop is a family run business that has been operating for over 20 years and will continue to provide treasure hunters with unique antique and vintage pieces.

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>Google My Business updated- good standing on web search & reviews</p> <p>Quick email response</p> <p>We have an Etsy & Ebay account to sell products online</p>	<p>We need to advertise online to boost posts of our products to increase foot traffic and online sales</p> <p>Need an updated website- we do not have a proper sitemap, SEO, online shopping feature linked to Etsy & Ebay to attract customers and online sales</p> <p>No knowledge of how to work with our website- need to be taught how to drag & drop images</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) 	
<ul style="list-style-type: none"> Photography for use in marketing campaign 	
<ul style="list-style-type: none"> Videographer for video for marketing campaign 	
Monthly social/digital media advertising <i>100 per month for 3 months</i>	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>-Change colour-scheme to branded colours</i> <i>-SEO</i> <i>-More written content</i> <i>-Site Map</i> <i>-More visuals</i> <i>-Link to buy products</i> <i>-Link to social media accounts</i>	2,200

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.)	
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: <i>Digital Main Street Videos for free training/resources</i> <i>Digital Service Squad teaching me how to use social media channels (Instagram & Facebook)</i> <i>Tutorial on how to post images/text on website</i>	0

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>
Sell 15% more products online	-Evaluate website -Create a page for featured antiques for online purchase -Upload images of products online -Link/integrate Etsy page for online sales -Boost posts through social media advertising our online store	Joel (owner) Local Web Developer (TBD)	Sept 2021

Increase in web traffic by 50% through the redevelopment of our website	-Evaluate website -Identify SEO & improvements to our content -Integrate a sitemap for easy navigation -Link social media sites	Joel (owner) Local Web Developer (TBD)	Sept 2021
20% increase in in-store sales	-Evaluate current use of Facebook -Create an Instagram Page -Come up with a social media strategy -Post engaging content regularly to leverage foot traffic from online to in-store	Joel (owner), staff, local DSS member	Aug 2021

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>	
Sell 15% more products online	Increase in online sales	15% increase in online sales by integrating online buying options and social media advertising	Monthly	Jan 2022	

Increase in web traffic by 50% through the redevelopment of our website	Increase in web traffic	50% increase in web traffic through redevelopment of website	Monthly	Dec 2021	
20% increase in in-store sales	Increase in sales	20% increase in in-store sales through the development of engaging content of our antiques on social media to drive traffic to our storefront	Monthly	Jan 2022	