

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>	MAPLE BOUTIQUE
Business Operations Address	123 Maple Avenue Hamilton, ON. L8P 3G2
County/Municipality	Canada
Contact Name:	Danielle Lyn
Telephone: (xxx) xxx-xxxx	905-555-1234
Email	dlyn@mapleboutique.ca

BUSINESS INFORMATION:

What year was your business established in Ontario (YYYY)?	2015
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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.

Located in the heart of downtown Hamilton, Maple Boutique provides handcrafted items and clothing for women of all sizes. Our staff and products are dedicated to creating an inviting shopping atmosphere filled with chic fashion for every sense of style. Since our opening in 2015, Maple Boutique has also been focused on providing the highest quality sustainable products and materials around.

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>-Maple Boutique has a website and social media presence across Facebook, Instagram & Twitter</p> <p>-Google My business profile is claimed, optimized and updated regularly</p> <p>-Able to track sales and inventory through POS system integration</p>	<p>-0% on making money with e-commerce, do not have online store set up, website outdated</p> <p>-33% on engaging customers- no email marketing campaigns in place</p> <p>-Posts on social media are inconsistent and not engaging to target customers</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: Y/N

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) <p>-Create 3 email marketing campaigns on free MailChimp account -Integrate shop feature on Instagram -Schedule engaging daily posts on social media platforms with call to action- driving customers to website & online store - Subscribe button on website to collect emails for campaigns -Develop & execute social media contest campaign to increase followers -Identify and employ SEO improvements</p>	1500
<ul style="list-style-type: none"> Photography for use in marketing campaign 	300
<ul style="list-style-type: none"> Videographer for video for marketing campaign 	
Monthly social/digital media advertising	200
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	400
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
Eg: Sell 10% more online by attracting	<ul style="list-style-type: none"> • Evaluate website • Identify SEO improvements 	Jack Owner	August 20 th /21

more customers to the website	<ul style="list-style-type: none"> Link/integrate ecommerce 	ABC Company	Sept 30 th /21
Sell 10% more online by attracting new customers to online store	<ul style="list-style-type: none"> -Evaluate website -Link/integrate ecommerce -Integrate shop feature on Instagram -Develop social media ads & content promoting online store -Develop email marketing campaign promoting online store & specials, "subscribe button" 	<ul style="list-style-type: none"> -Danielle (owner) - _____ company OR "TBD" 	<ul style="list-style-type: none"> Aug 2021 Sept 2021
Increase social media followers 10/month through engaging content	<ul style="list-style-type: none"> -Evaluate social media accounts -Identify improvements -Arrange/complete photoshoot for product stock photos -Schedule & produce engaging posts on all channels 	<ul style="list-style-type: none"> -Danielle (owner) - _____ company OR "TBD" 	<ul style="list-style-type: none"> 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 10% more online by attracting	Increase in sales from social media	10% increase in online	Monthly	December 2021	

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new customers to online store	marketing	sales/month			
Increase social media followers 10/month through engaging content	-Increase social media posts -Increase in followers	10 new customers a month	Monthly	January 2022	