



LOCAL SMALL BUSINESS COVID-19 RECOVERY INITIATIVE

Small Business Application DIGITAL MARKETING ASSISTANCE

Initiative Summary:

Objective--To assist local, brick & mortar businesses in bettering their digital marketing efforts as a part of their COVID-19 recovery process.

This will be accomplished through a time and materials contract between Southeast ISBDC (and our host: Purdue University); our local small business client; and a digital marketing company.

Qualifications:

1. Business must have been registered with the Indiana Secretary of State, and be in good standing, by January 1, 2020.
2. Business headquarters must be located in one of the following counties: Bartholomew, Clark, Dearborn, Decatur, Floyd, Franklin, Harrison, Jackson, Jefferson, Jennings, Ohio, Ripley, Scott, Switzerland.
3. Business must fit within the SBA's definition of a small business in their respective industry.
4. Business must be an active client of the Southeast Indiana Small Business Development Center. (One can become an active client by completing a required SBA Questionnaire (Form 641) and have at least 1 formal meeting with a Southeast ISBDC Advisor.
5. Business must be able to show a negative impact to their business operations and revenue due to COVID-19.
6. Business must agree to participate in continued counseling and data collection with the Southeast ISBDC for a minimum of 1 year following the completion of the initiative.
7. Business must not currently be using a marketing service to assist in their marketing efforts.
8. Business owner must commit to an on-going marketing effort after the completion of the initiative.

Initiative Process:

1. Small Business Owner completes application for digital marketing assistance, meets with Southeast ISBDC, application is reviewed for approval.
2. Upon approval, Southeast ISBDC Regional Director or Business Advisor will contact an approved Digital Marketing vendor to discuss basic client needs and exchange information.
3. Client will meet with their assigned Digital Marketing vendor for initial consult and planning.
4. Digital Marketing vendor will submit a detailed quote to the Southeast ISBDC Regional Director for proposed services provided for the client for up to 3 months.
5. Digital Marketing vendor will provide approved services for the client and submit progress invoices—beginning, middle, and end.

Applicant Information:

Business Name: _____

Name of Main Contact: _____

Job Title: _____

Business Address: _____

City, State ZIP: _____

Phone: _____

Email: _____

Website: _____

Date Business was established with Sec of State: _____

Number of employees: _____

2019 Gross Revenue: _____

2020 YTD Gross Revenue: _____

How was your business impacted by COVID-19?

(Please include narrative and data/financial impact.)

If you have a website, what platform is it on? (*WordPress, Wix, SquareSpace, GoDaddy, Shopify, etc.*)

Who currently maintains and updates your website and/or social media?

How much money did you spend on marketing in 2019 and YTD 2020?

What Social Media platforms does your business have accounts? (*Facebook, Instagram, etc*)

Provide a brief summary of your current marketing efforts over the last year:

What are your long-term goals for your business?

What impact do you believe digital marketing assistance will have on the overall success of your business?

Do you agree to participate in continued counseling and data collection with the Southeast ISBDC for a minimum of 1 year following the completion of the initiative? YES NO

Do you agree to commit to continuing an organized, planned marketing strategy at the end of the initiative? YES NO

Signature: _____

Date: _____