

# Digital Marketing Grant for Atkinson Businesses



## DIGITAL MARKETING



### Program Guidelines

Apply for up to **\$1,000** for digital development / improvements for businesses operating from a storefront or fixed location in Atkinson, NE.

Grant funds may be used for:

- ▶ Creating or upgrading your website
- ▶ Purchase of eCommerce software
- ▶ Purchase of POS software
- ▶ Advertising/branding/marketing (social media, radio, newspaper, T.V., etc.)
- ▶ Professional photography, Graphic Design Software, connectivity tools
- ▶ Google ads, FaceBook ads,
- ▶ Social media training

Applications for this grant will be reviewed by the Atkinson LB840 Loan Board and approved by the City Board.

Use of grant funds will determine whether the grant will be reimbursed to the business or paid directly to the service provider. Paid invoices will need to be provided for proof of purchase.

Please return your application in a SEALED envelope to protect your confidential information. Completed applications can be placed in the city's drop box at 104 S. Main St. or call Atkinson Economic Development Director Amanda Sindelar to make arrangements at 402-925-5313.

# Atkinson Digital Marketing Grant Application

Applicant's Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: Atkinson State: NE ZIP: 68713 Phone Number: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Requested Grant Amount: \$ \_\_\_\_\_

(\*\*Please include with this application, any quotes or cost estimates of your proposed project.\*\*)

What is your business' current level of digital presence (website, eCommerce, Facebook page, etc.)?

How will you use this grant to improve your business' digital presence?

How will you measure the success of the digital improvement?

What has held you back from making digital improvements before now?

\_\_\_\_\_  
SIGNATURE OF APPLICANT

\_\_\_\_\_  
DATE