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# Introductory letter

Modern Elegant Designs

Dear Bobbie,

This proposal summarizes our recommendations for the engagement of Modern Elegant Designs with the Digital Main Street, Future Proof Transformation Team at Invest Ottawa.

For Modern Elegant Designs, we’re proposing a digital transformation strategy including:

1. Improve brand awareness: revised digital marketing and content strategy
2. Increase sales: SEO research, marketing ad “how-to” guides for current and new services
3. Maintaining Brand Identity: Website improvements revised Brand Style Guide

These areas of focus will support the development of your digital presence, driving the promotion of products offered and improving the reachability of the company to customers/clients through social media and other web platforms. All are designed to help you generate new business online.

We’re excited about the opportunity to work together.

Sincerely,

DMS Project Lead

Laura Bacic

[lbacic@investottawa.ca](mailto:lbacic@investottawa.ca)

# Program overview

## About Digital Main Street

Digital Main Street offers programs and services to help brick and mortar businesses achieve digital transformation. The organization was created by the Toronto Association of Business Improvement Areas (TABIA) with direct support from the City of Toronto. The organization now offers services across Ontario.

## What is Future Proof?

Digital Main Street Future Proof at Invest Ottawa is a program aimed at supporting small businesses through the development of scalable, innovative solutions. Through a series of three programs:

• The Community Collaboration Program

• The Digital Main Street Lab

• Transformation Teams

The program supports small businesses by developing and implementing a deep digital transformation plan. The program is in partnership with Invest Ottawa, Communitech, and NORCAT.

## Transformation Teams

The Transformation Teams will provide specialized and in-depth digital transformation services and support that help existing main street firms adapt to changes in their respective sector. Transformation Teams will consist of an interdisciplinary team of marketing professionals, web designers and creators that will offer tailor-made plans for digital transformation and give each business owner the tools needed to maintain their online presence. The goal is to assist businesses with identifying new markets, pivoting their business model, and developing and implementing a deep digital transformation plan.

[should we mention students here?]

# Statement of Work

**Project Duration: 2 weeks**

**Start Date: Tuesday, December 1st 2020**

**End Date: Wednesday, December 15th 2020**

### 

### Project Goals/Objectives:

#### Strategy:

#### Improve brand awareness: revised digital marketing and content strategy

1. Increase sales: SEO research, marketing ad “how-to” guides for current and new services
2. Maintaining Brand Image: Website improvements revised Brand Style Guide

#### Website:

1. **Analysis and updates for the current website**

* UI/UX analysis
* Function test and analysis
* SSL Security test
* Website updates/recommendations e.g. CTA, Pre-consult questions, party-in-box, social media links etc.

#### Social Media:

1. **Pinterest “How-to” guide**- Best Practices and overview of platform functions  
   - Pinterest Business Profile: backlinking Pinterest posts to website/blog
2. **Instagram Best Practices Guide/Suggestions**

- Include optimal times to post, unique and generic hashtags to use

- Marketing campaign suggestions: Influencer Marketing Guide, Instagram Reels Guide

1. **Content Management System Guide**  
   - How to choose the platform that is best for your business (Hootsuite, etc.)

#### SEO/Copywriting:

1. **Keyword Research**  
   - Optimize Instagram captions, bios, hashtags, website descriptions, meta links based on industry trending words   
   - Edit all website, and social media copy to ensure professionalism and clarity of brand’s services
2. **Analytics and Insights**   
   - Overview of which metrics to analyze for *Google Analytics*, *Google My Business*

#### Graphic Design:

1. **Brand Style Guide:**  
   -logo, colour scheme, mission, vision statements and fonts that client can refer to for future practices  
   - party in a box flyer suggestion

### Transformation Team Members:

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Email** |
| Laura Bacic | Digital Marketing Lead | [lbacic@investottawa.ca](mailto:lbacic@investottawa.ca) |
| Tanya Sinha | Copywriter/ Project coordinator | [tanya.sinha@digitalmainstreet.ca](mailto:tanya.sinha@digitalmainstreet.ca) |
| Rupal Patel | UX/UI Designer | rupal.patel@digitalmainstreet.ca |
| Kimlin Moy | Digital Marketer | [kimlin.moy@digitalmainstreet.ca](mailto:kimlin.moy@digitalmainstreet.ca) |
| Xu Jiang | Web Developer | Xu.Jiang@digitalmainstreet.ca |
| Lovepreet Kaur Gill | Graphic Designer | lovepreet.gill@digitalmainstreet.ca |

# Requirements from Owner (If/Where Applicable)

* Service details  
  - package or single service details (party in a box)  
  -details of virtual consultation sessions  
  - pricing options, contact information, zoom details
* Social media:  
  - links to Instagram, Pinterest, and Facebook profiles
* Website:  
  -access for Squarespace website (.ca)
* Consumer profile description  
  -a description of your primary and or ideal client
* Branding assets:  
   - Brand logo working file, logos in vector and/or .png/.jpeg formats,   
   - Mission and vision statement  
   - Service description and brand story

## Time Commitment & Hours to Reach You:

By working with the Transition Team, you are agreeing to a time commitment of at least 1 hour/week to work alongside our team.

Please be advised that due to the high interest in this program, and the limited number of digital squads we have to service clients, we will be operating based on 24-hour response windows via email, if we fail to reach you for follow-up after this timeframe and do not receive a response for further collaboration from you, we will be moving onto a new project and your business will return to our queue for future consideration.

Please select the best days/times for the designated contact from the transformation team to reach you for project related items:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Office Hours (9AM-5PM)** | **Available All Day** | **Not Available All Day** |
| **Monday** |  |  |  |
| **Tuesday** |  |  |  |
| **Wednesday** |  |  |  |
| **Thursday** |  |  |  |
| **Friday** |  |  |  |

# Terms and Conditions

* This agreement covers services delivered by the transformation team. Any additional costs for digital advertising (where applicable) are the responsibility of the business owner.
* Transformation teams are required to work remotely for the project’s duration.

If this proposal is acceptable, please sign and return. We look forward to a successful partnership in helping to support your business.

|  |  |  |
| --- | --- | --- |
|  |  |  |
| **Bobbie Lamour-Milord, Modern Elegant Designs** |  | **Date** |
|  |  |  |
| **Laura Bacic, Digital Lead, Digital Main Street** |  | **Date** |