



DIGITAL MARKETING



GRANT

Grant Application Guidelines

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

Use of grant funds can be used for such things as:

- ▶ 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
- ▶ Google Ads
- ▶ Social media training

Applications for this grant will be reviewed by the O'Neill LB840 Finance Committee.

Use of grant funds approved will determine whether the grant will be reimbursed to the business or paid directly to the service provider.

For more information, call Holt County Economic Development at (402) 336-1504 or email info@growtholt.com.

Return completed applications to info@growtholt.com or Holt County Economic Development, 330 E. Hancock St., PO Box 543, O'Neill, NE 68763.

Digital Marketing Grant Application

Applicant's Name: _____

Email Address: _____

Mailing Address: _____

City: O'Neill State: NE ZIP: 68763 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, Facebook, eCommerce, etc.)?

What will you use this grant for?

How will you measure the success of the digital improvement?

What has held you back from making the digital improvement before now?

SIGNATURE OF APPLICANT

DATE

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