

Digital Marketing Grant for O'Neill 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 O'Neill, 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 O'Neill LB840 Finance Committee and approved by the City Council.

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.

For more information call Holt County Economic Development at (402) 336-1504. Or download your application by visiting GrowHolt.com and click on Local Incentives.

Please email completed applications to darby@GrowHolt.com. Or mail apps to: P.O. Box 543, O'Neill, NE 58763

O'Neill Digital Marketing Grant Application

Applicant 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? (Check all that apply.)

Website

Facebook

Instagram

Twitter

eCommerce

Online Ads (Google, Facebook, Radio Station or Newspaper Website, etc.)

Other

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

Please email completed application to darby@GrowHolt.com, or mail to HCED, PO Box 543, O'Neill, NE 68763