

DIGITAL MAIN ST.





Toronto



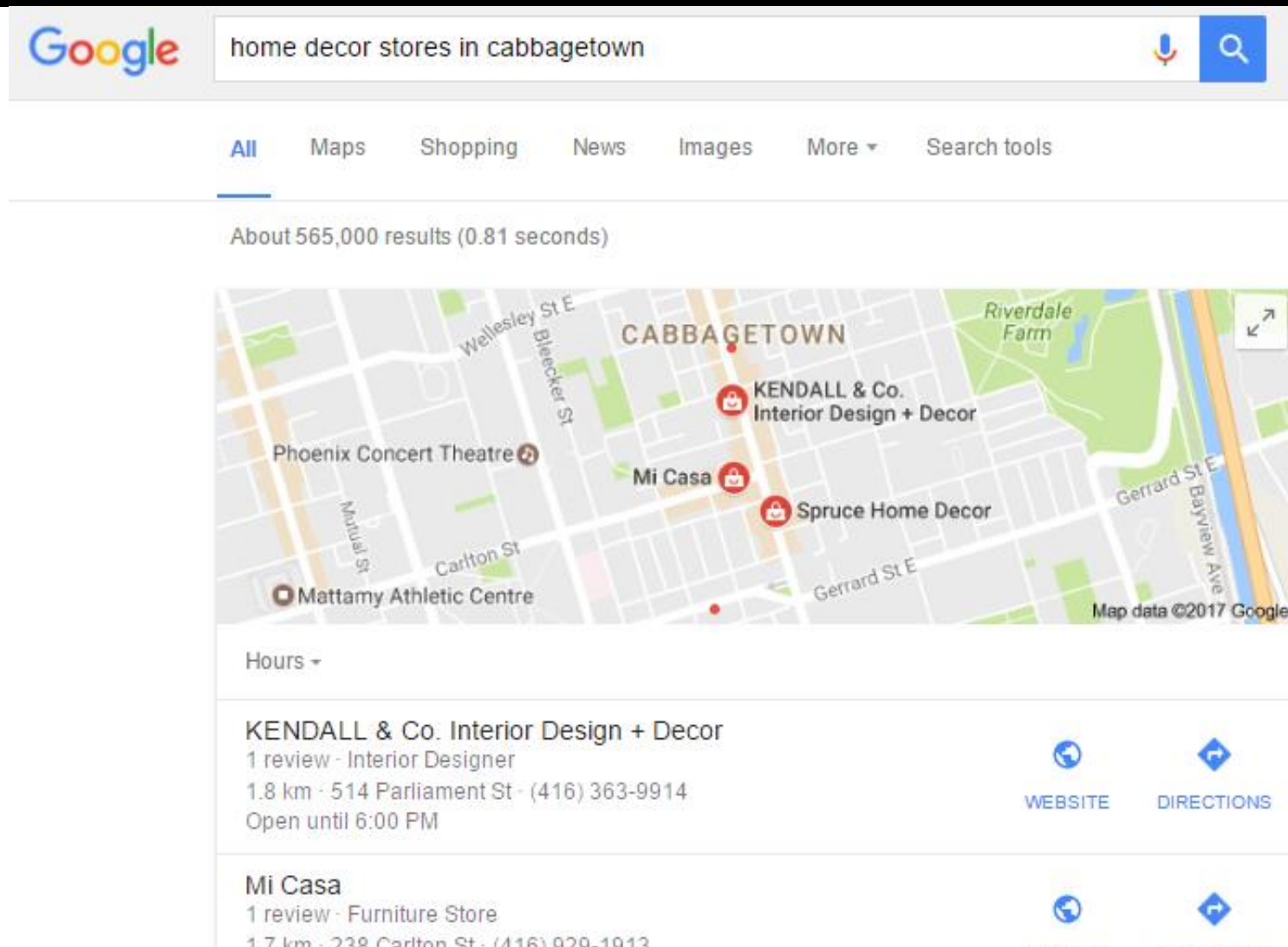
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With Support From our Partners



No Longer a Question of “If”

- 85% of buyers are interested in doing prior research online before going in-store. (Yellow Pages, 2016)
- 50% of consumers who searched online using their smartphone visited a store within a day. (searchengineland.com)



WHAT BUSINESSES ARE SAYING

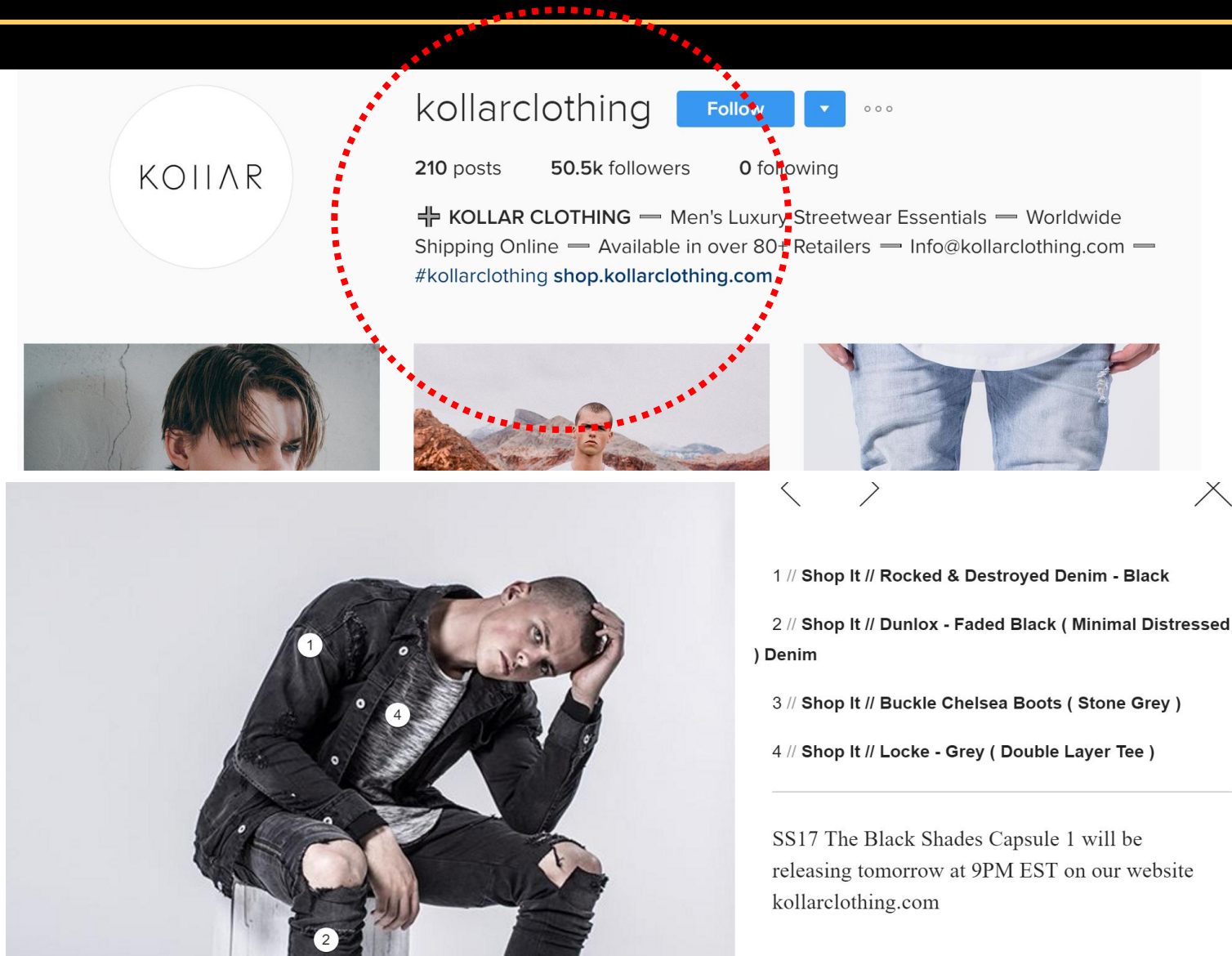
"I think it's important that every store has an online presence even if you don't sell online... just show your products off, take pictures, put them up every day"

Janet Wright, Floor Play Socks



The Customer Experience Trumps All

- Consumers demand a seamless, personalized experience that meets their needs.
- They want to be able to browse and buy what they want, how they want, and when they want. (Deloitte, "Consumer Evolution, 2015)



WHAT BUSINESSES ARE SAYING

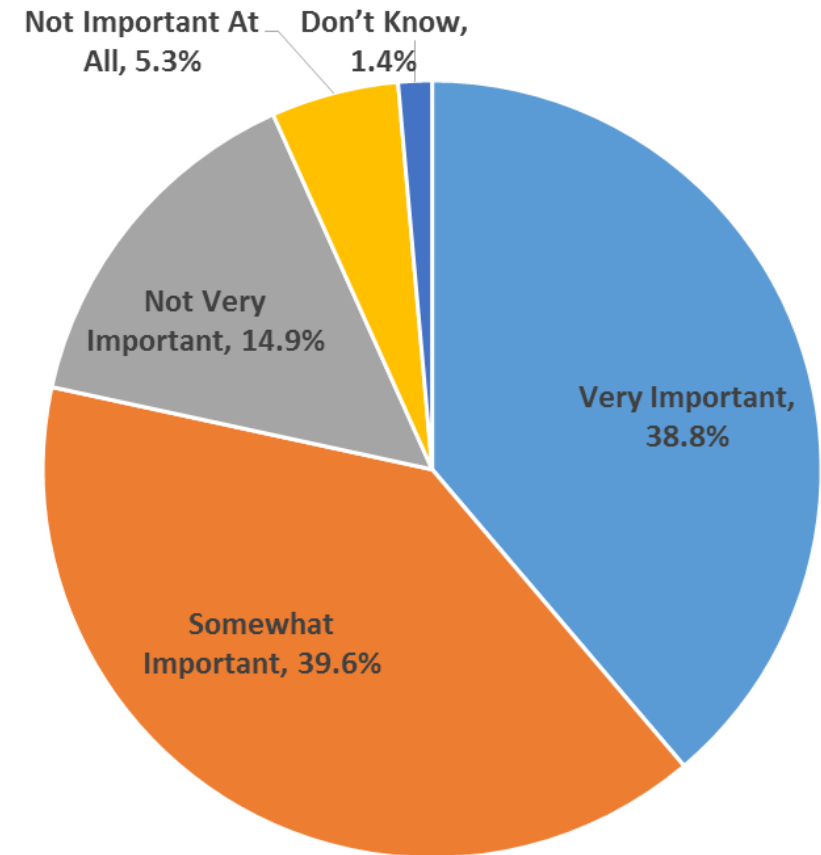
“Now they browse online – they check out your social media, they check out your newsletter – we’re able to reach them in their home or office, wherever they are, 24 hours a day.”

*Laura-Jean Bernhaddon,
Fresh Collective*



Crossing the Digital Divide

- Small businesses in Canada understand that digital technologies are important to their business.
- However, they face barriers to entry:
 - Capacity / Where to Start
 - Time
 - Resources
 - Trust



Source: CFIB "Crossing the Digital Divide, Feb 2017



Helping You Grow

Digital Main Street

Supports the growth of Toronto's Main Street Businesses by making the adoption of digital tools and technologies easy.

What is Digital Main Street?

Digital Main Street Website

Free Digital Roadmap for businesses, access to vetted vendors,
deals & discounts

Digital Service Squad

Helping businesses get started

DMS Academy

Workshops for businesses

DMS Highlights

- Launched in June 2016
- Over 2,100 business on-board the platform
- Digital Service Squad have visited over 1,600 businesses in 14 BIAs
- Hosted 14 workshops with over 1,200 businesses in attendance
- Helped businesses start their digital journey



DMS by the numbers

- Since launch in 2016.....
 - Over 5000 hours spent working directly with main street businesses
 - Over 800 social media accounts activated or improved
 - Over 500 Google My Business accounts claimed or improved
 - Over 400 websites optimized or created (SEO, best practices, content, etc)
 - Helped over 50 businesses implement ecommerce
 - Hosted over 200 businesses in hands on ecommerce workshops throughout the city

DMS beyond the numbers

- Empowering business owners to think digital and understand the importance of adopting technology and tools for their business
- Ensuring they are smart purchasers in this day and age



Not only Retail....

- DMS has worked with: retail shops, professional services, personal services, health clinics, law offices, real estate offices, debt consultants and restaurants to name a few
- Helped over 50 restaurants either get their menu online, or create simple websites allowing them to promote themselves



Digital Main Street x Eglinton LRT

If you build it, they will come..... eventually

- Change does not happen overnight
- Businesses need to prepare for construction projects and ensure their business is set up for success
- Need to look at all available channels and how you are going to reach your customers and allow people to find you when they are looking

DIGITAL
MAIN ST.

Best Deli Sandwich in the City



Best Deli Sandwich in the City

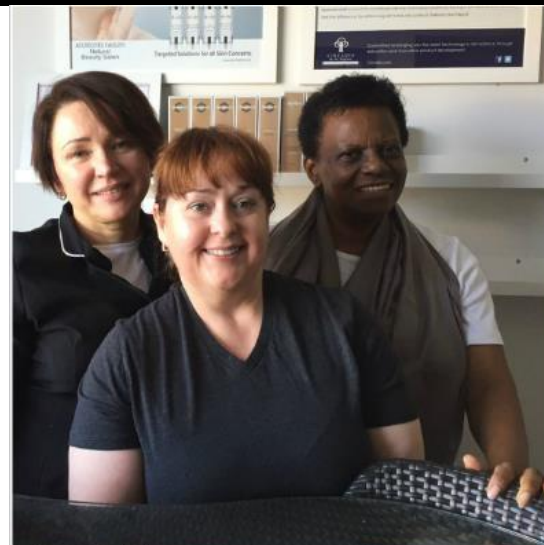


Moral of the story...

- Even if you don't feel the need to be selling online or if selling online doesn't fit your business, you still need to be able to be FOUND online.
- Simple tools available to help increase your web presence that you can implement yourself:
 - Google My Business
 - Online directories, Yellow Pages Net Sync
 - Social Media to engage with customers and the community

Digital Main Street x Eglinton LRT

- Digital Main Street partnered with Metrolinx to provide help and support to businesses along the Eglinton Corridor in Toronto
- Worked with over 100 businesses along Eglinton



Digital Main Street x Eglinton LRT

STIMODA

- Worked with Stimoda to build a brand new Shopify store
- Built in Facebook Sales Channels for one step checkout
- Implemented paid social media strategy for Facebook and Instagram



Digital Main Street x Eglinton LRT

VICTORY MENSWEAR

- Worked with Victory Menswear to build a brand new website (with the goal of going ecommerce early 2018)
- Optimized social media channels and taught importance of posting regularly and engaging with clients
- Created and optimized Google My Business Page so customers could find him



Digital Main Street x Eglinton LRT

PETITE ALTERNATIVE

- Worked with Petite Alternative to rebuild Shopify website and increase the UX
- Built in Facebook Sales Channels for one step checkout
- Taught best SEO practices, and started a blog



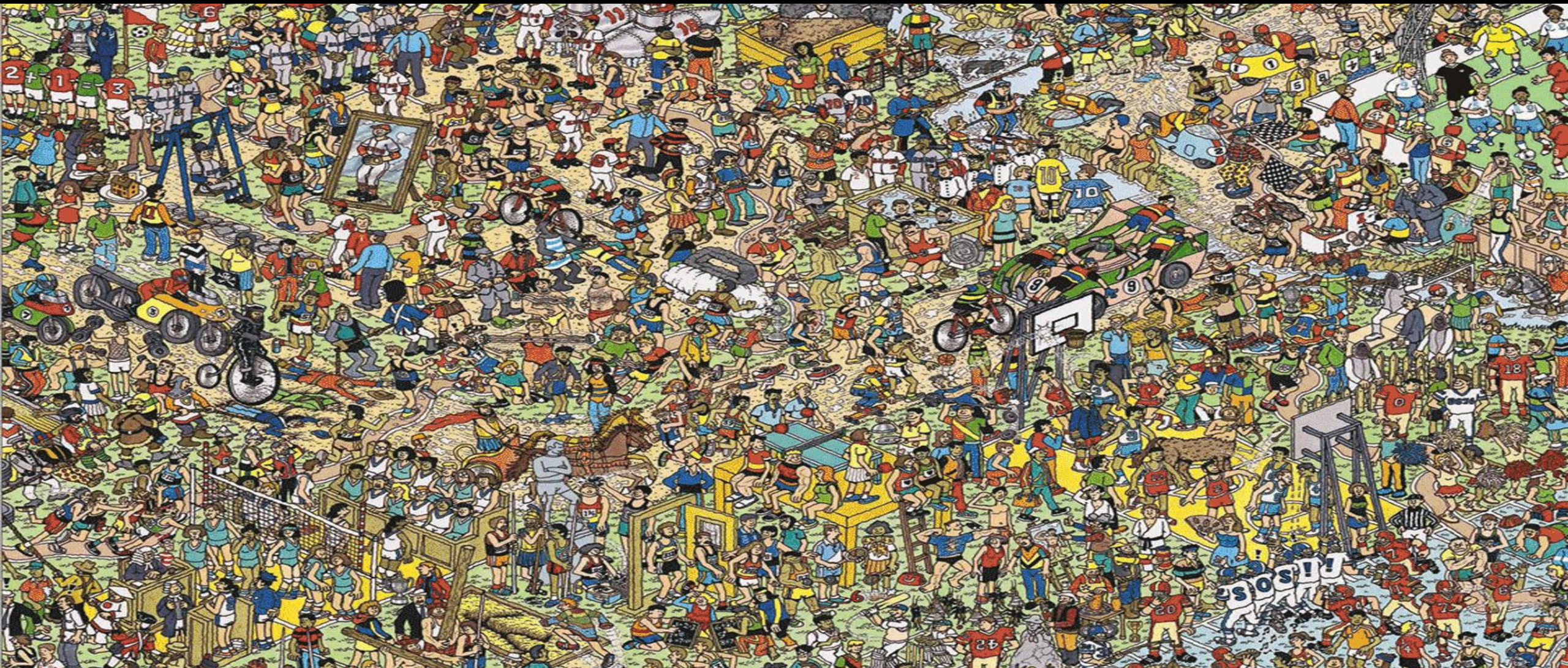
Digital Main Street x Eglinton LRT

V's CARIBBEAN

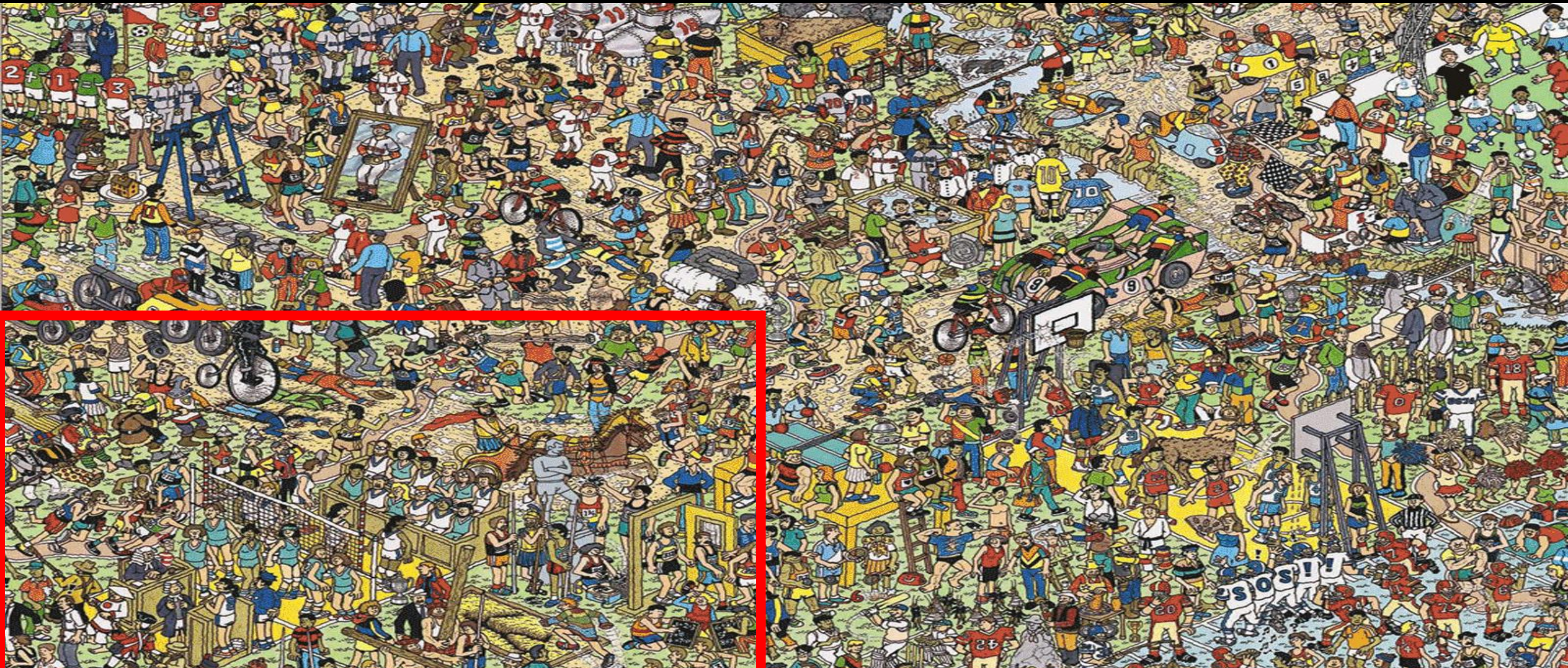
- Helped to optimize social presence
- Currently building ecommerce website to sell merchandise
- Helped edit and create new digital logo



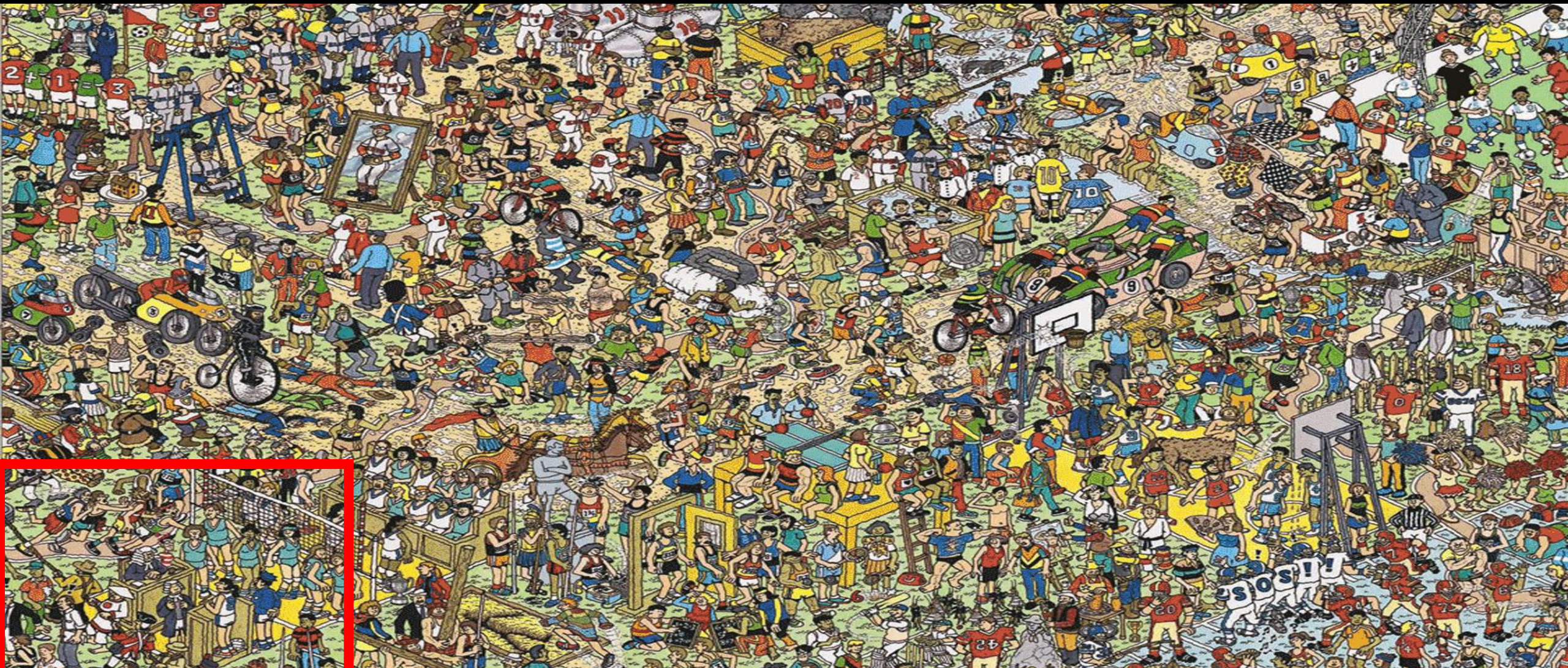
To wrap it up...



To wrap it up...



To wrap it up...



To wrap it up...



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