



DIGITAL READINESS CHECKLIST

✔ Brand Your Business

A strong and consistent visual identity is crucial to the success of a small business. Sidney businesses receive exclusive rates with Billie Design Co, a local Brand Studio dedicated to helping small businesses find their identity and grow online. Email shannon@sidneybia.ca to register.

✔ Create a Website

It is important to have strong customer-focused marketing strategies to reach your audience and turn them into loyal customers.

✔ Get on Google Search & Maps

Showing up when customers are searching online is more important than ever. Ensure customers can find accurate, updated information about your local business on Google Search and Google Maps, no matter which device they use.

✔ Create a Facebook Account

Facebook is an excellent free marketing tool to engage with regular customers while continuing to attract new people to your business.

✔ Register for Instagram

Instagram is one of the most popular social media platforms, with nearly 112.5 million users in 2020. From gathering insights to selling products, Instagram keeps rolling out tools to help business owners succeed on the photo-sharing social media platform.

✔ Sign-up for Social Media Management Partnership

Sidney businesses receive exclusive discounted rates for the Social Media Management services of 365 Day Media. Email shannon@sidneybia.ca to register.

✔ Partner with a Local Photographer to Capture Content

Consistently beautiful photography creates brand trust and recognition. Email shannon@sidneybia.ca to receive discounted rates on local photography services.

✔ Create a Digital Advertisement

Reach new customers and grow your business with Google, Facebook and Instagram Ads.

✔ Follow & Engage with Your Neighbouring Businesses Online

Join the Sidney Business Community Group Chat on Facebook and follow @exploresidney on all platforms.

70%

Over 70% of consumers use Google Search before they make a purchase

70%

70% of consumers agree that they expect all businesses, including small businesses, to have a website

90%

90% of social media users have already connected with a brand or business through their chosen platform

Questions?

Check out sidneybia.ca for resources or email shannon@sidneybia.ca