

If they're going to weather the pandemic, Northeast Pennsylvania businesses need access to help so that they can pivot with a stronger focus on virtual commerce. We are pleased to present **Get Connected**, a program administered by NEPA Alliance.

Our team determines eligibility and connects awarded businesses with one of our partnering agencies that can best meet their needs:

BlackOut Design 

coalcreative

DESIGN | **DONE RIGHT**

ELIGIBILITY REQUIREMENTS:

Fewer than 100 employees
Licensed appropriately
In business at least since 2018
Ability to provide assets including photos, logos, pricing, product specs, menus, sales information, etc. within 10 business days
Ability to respond to requests within 3 business days



Lackawanna County

Commissioners

Jerry Notarianni • Debi Domenick, Esq. • Chris Chermak

Get Connected is seeded with Pennsylvania Department of Community & Economic Development Engage! Program funds and continued with funds from the Lackawanna County American Rescue Plan Act Program.

WHAT THE BUSINESS OWNERS WE'VE HELPED ARE SAYING:

"The Get Connected grant through NEPA Alliance was a godsend. Our company sustained heavy losses since March 2020 and marketing funding was not an option. The new websites allow our customers to find us easier, search better from their phone and book trips when people get back to traveling again. Thank you to Design Done Right and NEPA Alliance for helping my two small businesses as we prepare for a future post-pandemic."

Aaron Sepkowski, Pocono Transportation

"The business has done well with its new website. My adult classes are fully booked with a waiting list. I have brought on two teachers for our kid's classes, made major equipment purchases, and I am currently training an apprentice. This pandemic has been challenging, but we continue to make strides towards positive improvement in the face of those challenges."

Eileen Keats, Peaceful Potter

"On one hand, we were just trying to survive. We thought, 'Our prayers are answered.' The grant was perfect; it gave us hope. We're still moving forward despite what seemed to be a major setback."

Janine Evanish, Heaven & Earth Gift Shop

"Uptick in sales, phone calls and emails. I am fortunate to have been selected for the program. The team at Coal Creative was very knowledgeable and extremely helpful with my concerns and requests."

Robert Thomas, Tsunami Self Defense

GET CONNECTED

Helping Businesses In Need Develop E-Commerce Platforms



An Initiative by:

Northeastern Pennsylvania Alliance

NEPA 

LEARN MORE:

NEPA-Alliance.org/GetConnected

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The program starts with a Kickoff & Discovery phase to identify existing marketing activities, digital assets and staff training needs. If applicable, we'll also review existing order fulfillment systems. We offer the following three packages:



1 WEBSITE PACKAGE

For businesses that currently do not leverage a web presence, a web development partner will work to design, develop and deploy up to 5 pages of a web foundation. This package is a best fit for businesses looking to create their first website or enhance their existing website.

- Design and development of a 3- to 5-page website
- Hosting & URL configuration
- If applicable, documentation for the content management system
- Optional social media integration, email signups and contact form
- Creation of info@ email address
- SSL certificate and URL if needed
(no fees for the first year)

2 SOCIAL PACKAGE

Geared toward businesses that underutilize social media channels, with possible focus on Facebook, Instagram, and LinkedIn. This package best fits businesses looking to amplify their offerings across social media.

- Configure identified social profiles
- 90 Day editorial calendar
- Information on paid promotion best practices and growing social audience
- Training on social media usage — basic how-to guidance and documentation
- Best-practices outline for content types and publishing techniques



3 E-COMMERCE PACKAGE

With a focus on online transactions, this option allows businesses that may already do some digital marketing to take their business to the next level by selling directly to consumers through an e-commerce platform.

- Register and configure all web requirements
- Cart design, configuration / deployment:
 - Shopping website designed and configured
 - Population of up to 20 product SKUs
 - Cart fees: \$40 per month with no contract
 - Credit card processing: e-commerce platform provides credit card processing at 2.9% + 30¢ per order
- Testing, handoff and training
- Monthly check-in and coaching for 90 days

Interested businesses can review full eligibility requirements and apply at NEPA-Alliance.org/GetConnected