



Media Release

October 27, 2020

Federal funding supports additional cohorts for digital marketing training

The hands-on and in-depth digital marketing training program developed by local partners has received additional funding for two more intakes. With support from the Government of Canada, the program will be able to educate and assist businesses in the Grande Prairie area impacted by COVID-19 to develop and execute their own digital marketing strategies.

Earlier this year, Community Futures Grande Prairie and Region (CFGPR) partnered with the City of Grande Prairie, County of Grande Prairie, Grande Prairie & District Chamber of Commerce and nine10 to develop and deliver a Digital Marketing Training program, thanks to funding support from the two municipalities. The program equips businesses with knowledge and practical training in digital content strategy, web design tools, e-commerce, social media, and search engine optimization.

There proved to be high demand for the program as there was an overwhelming response when applications opened for the first cohort. Ten businesses were accepted into the first cohort this fall and represent various sectors, including accounting, mechanical repair, retail, personal care services, recreation and specialty food.

“The training provided so far has given our organization tremendous insight on the value of increasing our brand awareness and generating leads which are essential tools for any successful business,” commented Tanis Loshney of Canlift Crane, who is currently enrolled in the first cohort of the Digital Marketing Training.

With support from the Government of Canada’s Regional Relief and Recovery Fund, which is administered in Alberta by Western Economic Diversification Canada (WD), CFGPR is pleased to announce a second intake to the Digital Marketing Training program. Funding from WD will enable an additional 20 businesses and up to 40 people access to the program through early 2021.

“I’ve heard firsthand from many small businesses about the challenges they’re facing because of COVID-19. My message to them is clear: the Government of Canada is working to ensure you have the support needed to not just survive, but thrive,” said the Honourable Mélanie Joly, Minister of Economic Development and Official Languages, and Minister responsible for Western Economic Diversification Canada. “This collaboration between Community Futures Grande Prairie & Region and Western Economic Diversification Canada will help business owners in northwest Alberta gain the knowledge, skills and ability to navigate an evolving digital landscape and adapt to changing customer demands.”

Due to the experiential and hands on format of the training, space is limited. Applications for the program open today, October 27, and will be accepted until November 6. Successful applicants will be notified by November 13 with digital onboarding beginning at the end of November. COVID-19 risk mitigation and physical distancing measures will be acknowledged during in-person training with a contingency plan in place for a digital delivery model.

For program details and eligibility or to apply, visit grandeprairiechamber.com/covid-19-business-resiliency/

About the Program

The purpose of the program is to equip local businesses with the skills and knowledge to grow their business utilizing the latest digital marketing tools. The areas of focus are digital content strategy, branding & visual identity, web design tools and applications, social media, search engine marketing and websites & e-commerce. Once complete, businesses will come out of the workshop with the knowledge to grow their social



following, enhance their visual brand, run effective marketing campaigns, and setup a powerful website. While the value of the program is estimated at \$4,000 per business, thanks to the partnership and municipal and federal funding, businesses have access to the program for \$250.

About the Business Resiliency Taskforce

The City of Grande Prairie, County of Grande Prairie and Grande Prairie & District Chamber of Commerce launched the Business Resiliency Taskforce in response to supporting businesses throughout the COVID-19 pandemic. The co-ordinated regional response is aimed at business and economic recovery and introduces new initiatives as needs emerge.

About nine10 Inc.

Founded in 2006, nine10 Incorporated is an award-winning digital marketing agency, fully owned and operated in Grande Prairie.

About Community Futures Grande Prairie & Region

The Community Futures Grande Prairie office is a community driven, non-profit organization staffed by business professionals and guided by a volunteer Board of Directors. They provide a wide range of small business services and business management tools for people wanting to start, expand, franchise or sell a business as well as run a number of specialized business programs, business events and actively work with community and business leaders to foster rural economic growth.

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