

City of Greenville

Small Business Application: Match & Market Program 2024

Enhance Your Business with the Match and Market Program!

Is your small business seeking to boost its online presence? Join the Match and Market Program, where ECU students specializing in marketing will collaborate with you to elevate your social media strategy. This innovative initiative not only provides tailored marketing assistance at no cost but also fosters community engagement and supports local economic growth. Don't miss this opportunity to enhance your business's visibility and connect with talented students eager to make a meaningful impact. Apply today and take your marketing efforts to the next level with the Match and Market Program!

Main Deliverables of the Program

- Creation of an online marketing plan for the assigned business.
- Creation of social media strategy for at least 2 digital platforms.
- Creation of social media content.
- Creation of social media schedule with content topics.
- Creation of a user manual for online marketing that business owners can follow post-program completion.
- Improved overall online presence of the business.

Business Information:

- Business Name: _____
- Business Owner: _____
- Primary Contact Person: _____
- Title: _____
- Email Address: _____
- Phone Number: _____
- Business Address: _____
- Website (if applicable): _____
- Social Media Handles (if applicable): _____

Business Description:

- Briefly describe your business, its products/services, and target audience:

Current Marketing Efforts:

- How are you currently marketing your business?

Areas Needing Assistance:

- Please outline specific areas where you require marketing assistance (e.g., social media strategy, content creation):

Expectations:

- What outcomes do you hope to achieve by participating in the Match and Market Program? (200 words max)

Commitment:

- Are you able to commit to actively engage with an ECU student for the program duration (October 3rd, October 7th to December 13th, 2024)?

- a) Yes
- b) No

- Do you have any scheduling conflicts or specific availability considerations during this period? If yes, please specify:

Signature:

- By signing below, I acknowledge that I understand the commitment required for participation in the Match and Market Program and confirm that the information provided in this application is accurate to the best of my knowledge.

Signature: _____ Date: _____

Submission Instructions: Please submit your completed application form to businessdevelopment@greenvillenc.gov by September 20, 2024. Submissions are also accepted in-person at Municipal Building located at 201 W 5th St. For any questions regarding the application process or program details, please contact the Business Development Division, City of Greenville at businessdevelopment@greenvillenc.gov or 252-329-4508.
