NEWFRONTIER

New Jersey Small Business e-Commerce Support Program

NEWFRONTIER STOREFRONT

NJ EDA ECONOMIC DEVELOPMENT AUTHORITY

March 12th, 2024

Today's Headlines:

- **The NJEDA is sponsoring free websites and website upgrades for small "storefront" businesses in New Jersey**
  - Restaurants, Retail Shops, Personal Care

- **We would love to help bring this initiative to your small businesses!**

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Tonight's Agenda

- About the NJEDA program
- About New Frontier StoreFront
- How we can help
- How the program works
- How to sign up!

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About the Program

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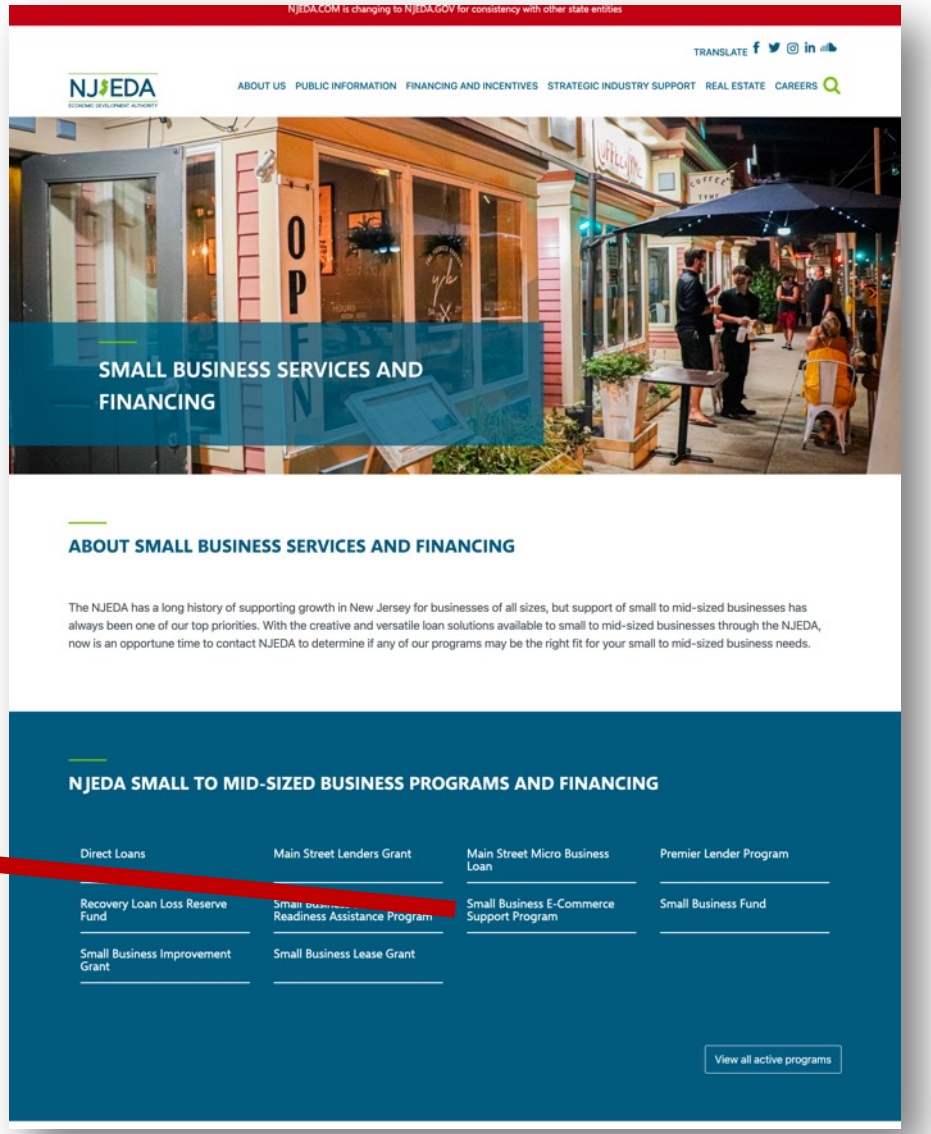
Program Details

New Jersey Small Business e-Commerce Support Program

- Can be found at NJEDA.gov under “Small Business Services and Financing”

Small Business E-Commerce Support Program



Program Details

Provides digital marketing support to “Storefront” Businesses

- Restaurants
- Retail Shops
- Personal Care

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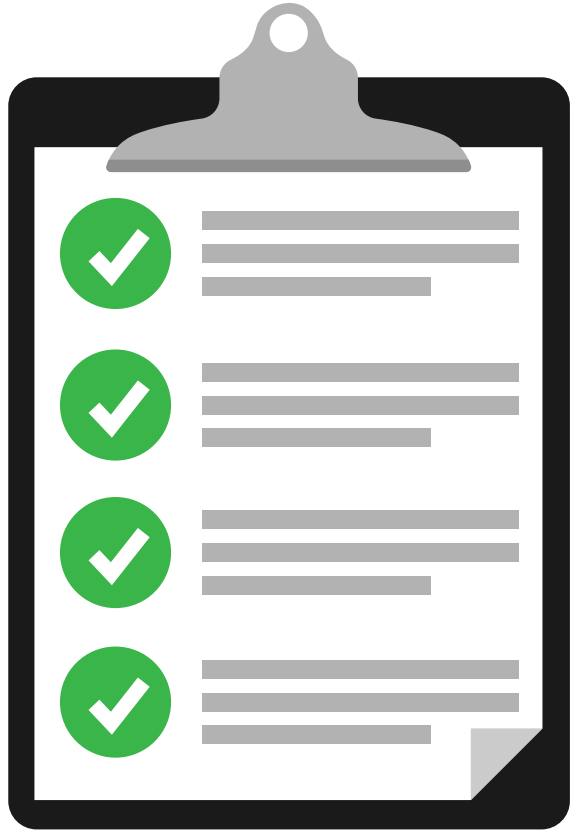
Eligibility

- **Businesses must meet the following requirements:**
  - Restaurant, Retail Store, Personal Care Business
  - Situated in a commercial location with a physical store front in New Jersey
  - Currently registered to do business in New Jersey
  - Small business as defined by the US Small Business Association (SBA)
  - Able to provide a current NJ Business Assistance or Incentive Clearance Certificate



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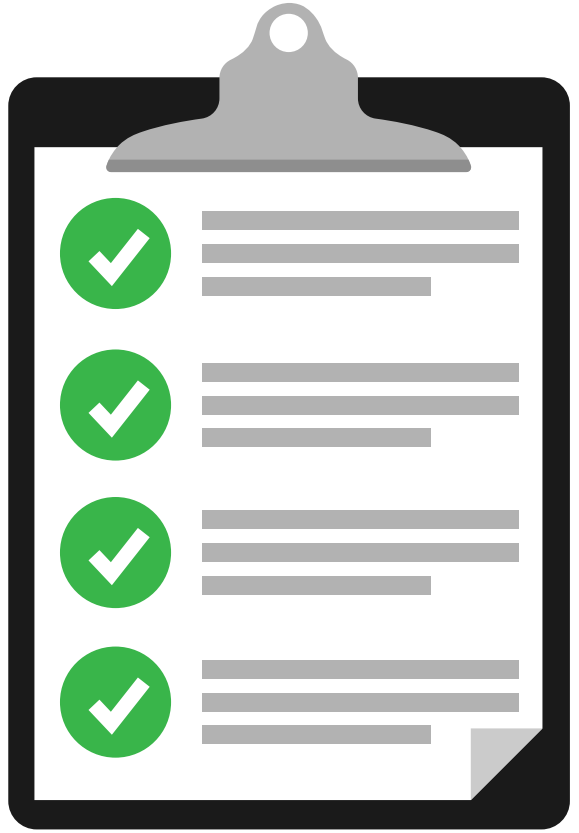
Eligibility

- **Not eligible:**
  - Cannabis / Marijuana (there are other NJEDA programs for this sector)
  - Businesses that haven't opened yet
  - Businesses that can't produce a tax clearance certificate



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“What’s the Catch”?

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The Answer:

There’s no catch!
(seriously)

All costs are covered by the State of New Jersey, including initial associated costs (e.g., setup, first month of subscription, etc)

About Us

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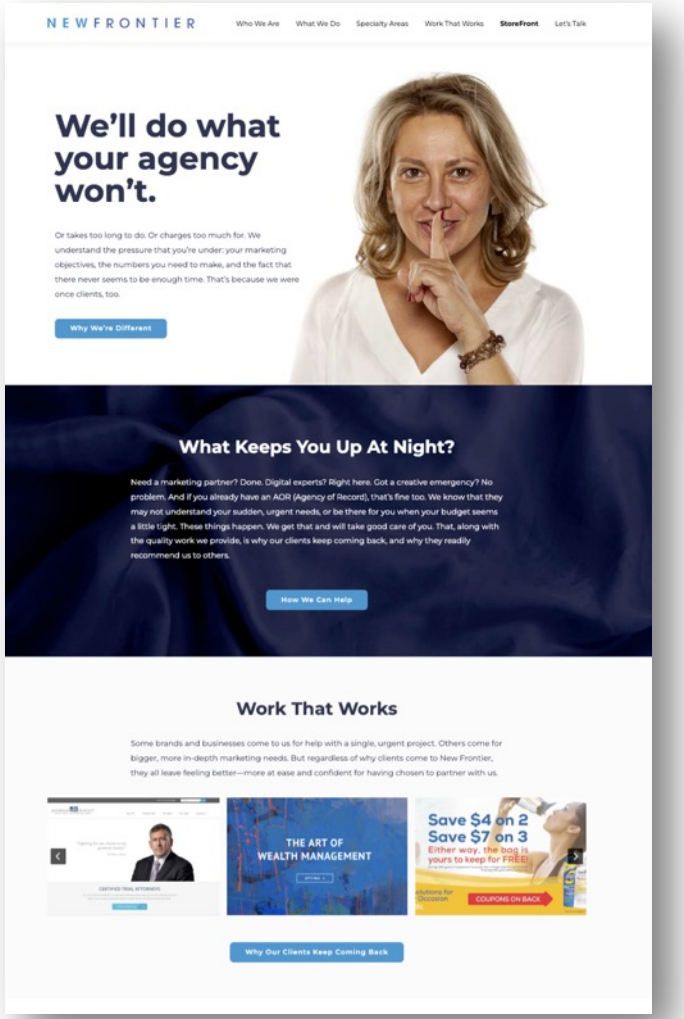
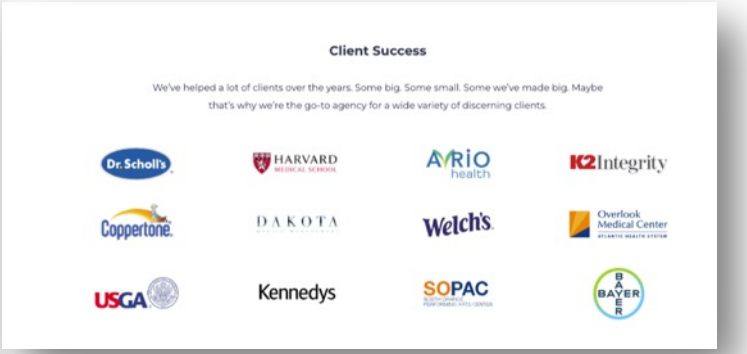
About New Frontier

- **Full-Service Agency based in Downtown Millburn**
- **Founded in 2012**
- **Specialize in Advertising, Branding, Web Design**
- **“Big Agency Creative Resources in an Accessible Package”**



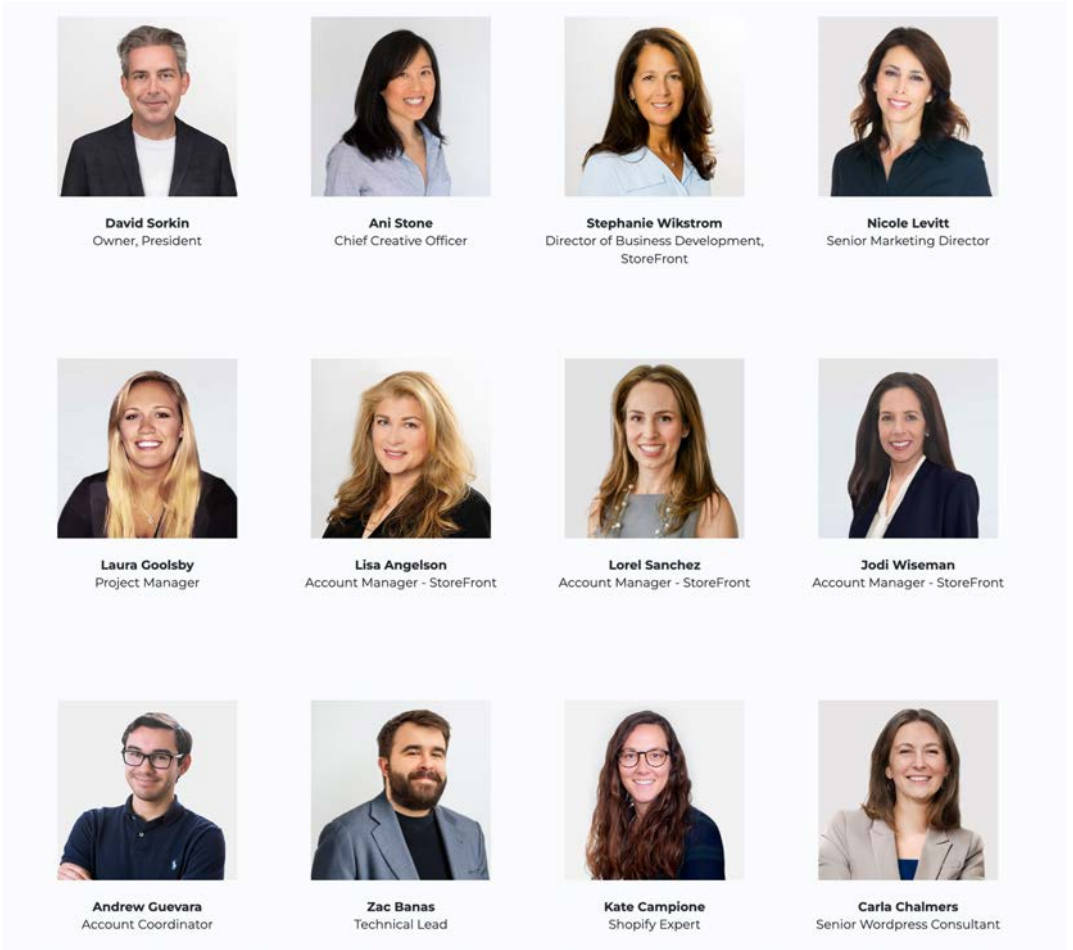


NJEDA Partnership

- **We've partnered with the NJEDA to help execute this program and bring websites to small businesses like yours**
  - We work with you to create your new website
  - The NJEDA covers all associated costs

The StoreFront Team

- Senior Staff
- Experienced
- Small Business Awareness
- Technical Expertise
- Full Client Support



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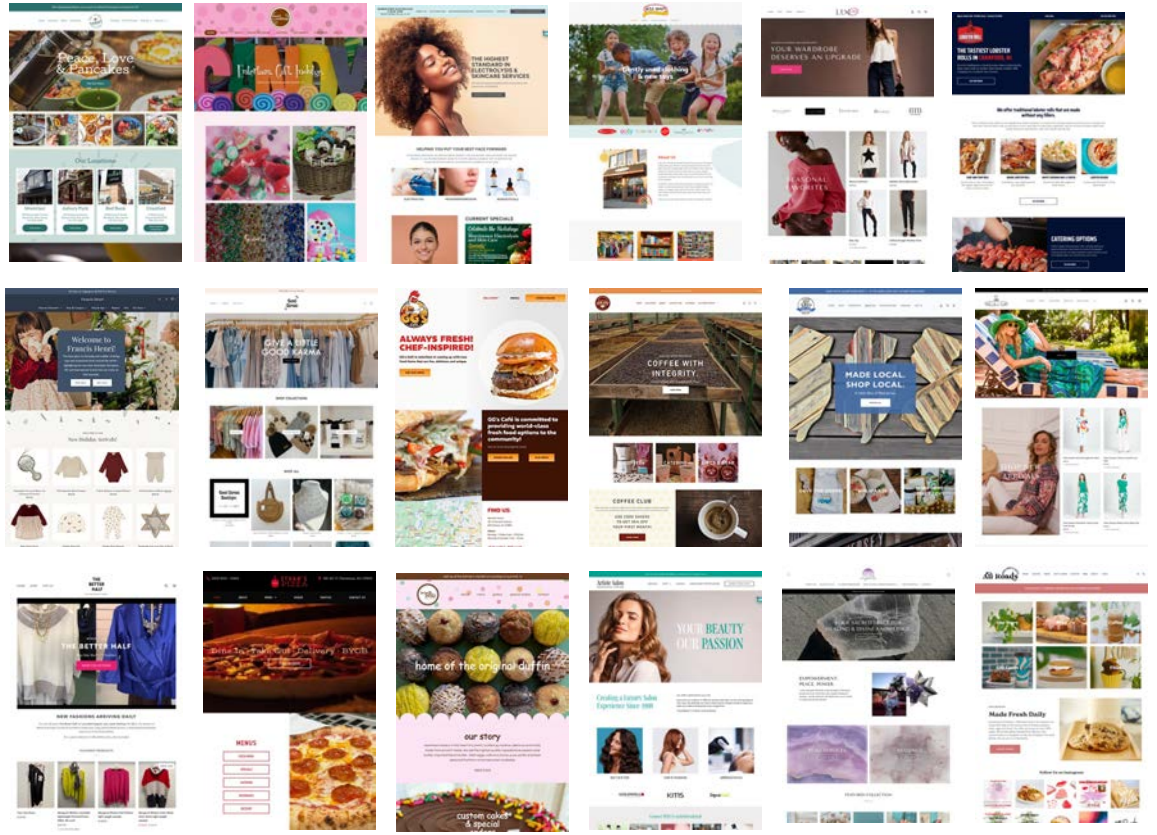
Our Work

- **60+ sites launched since July 1st**
- **Sites built on WordPress and Shopify**
- **See our latest work on Instagram @nfstorefront**



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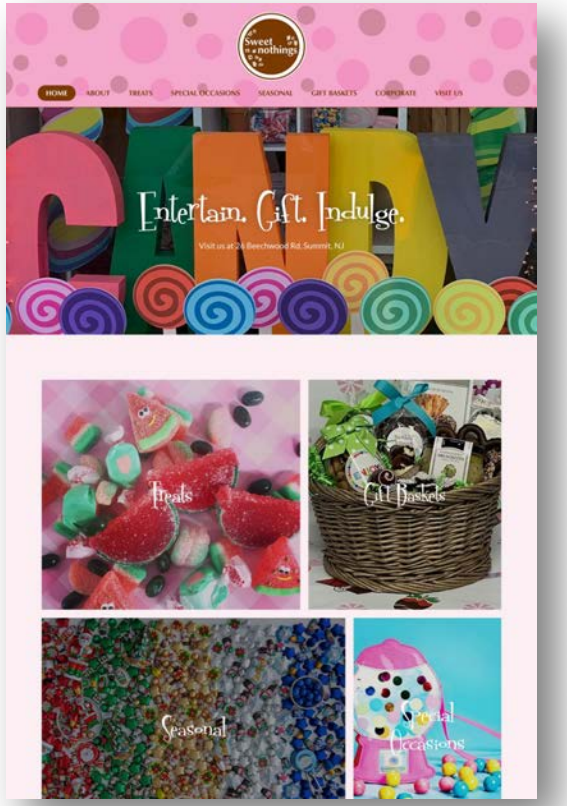
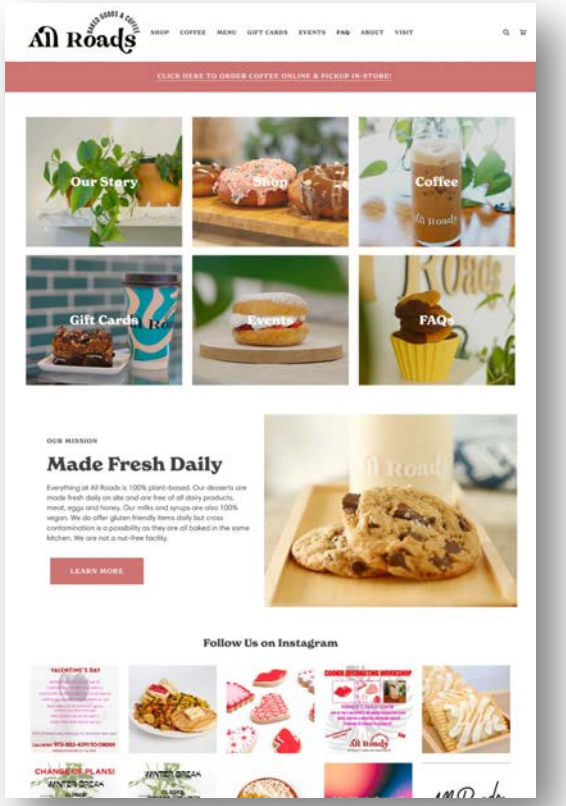
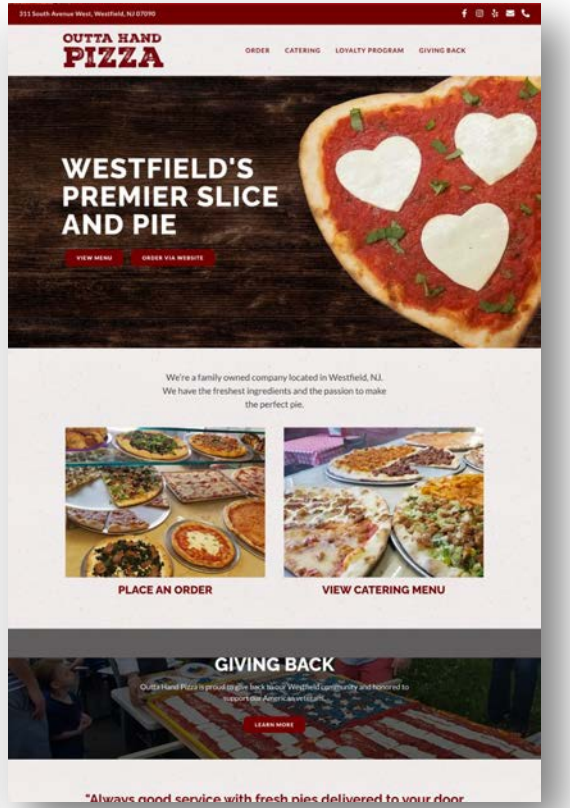
Restaurants







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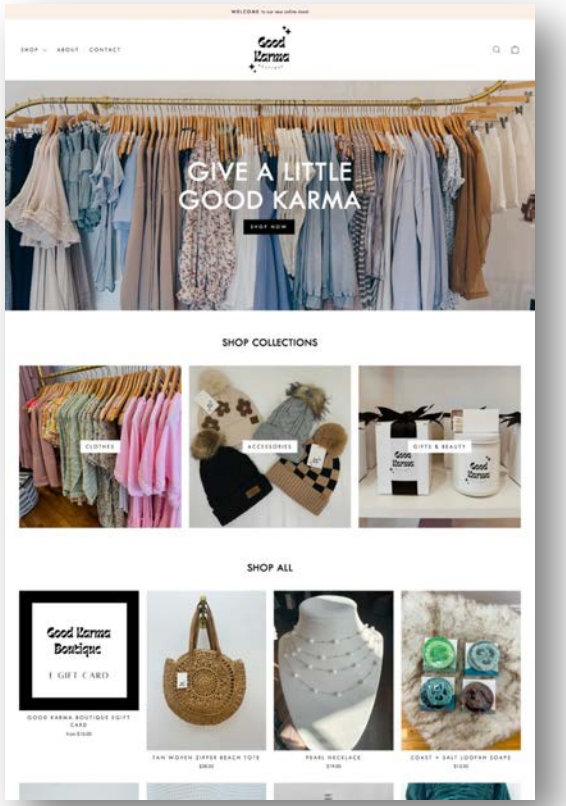
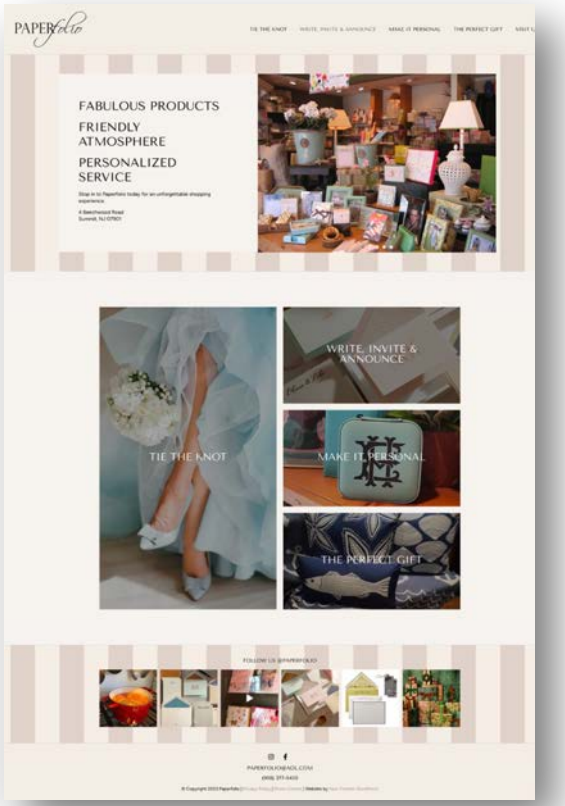
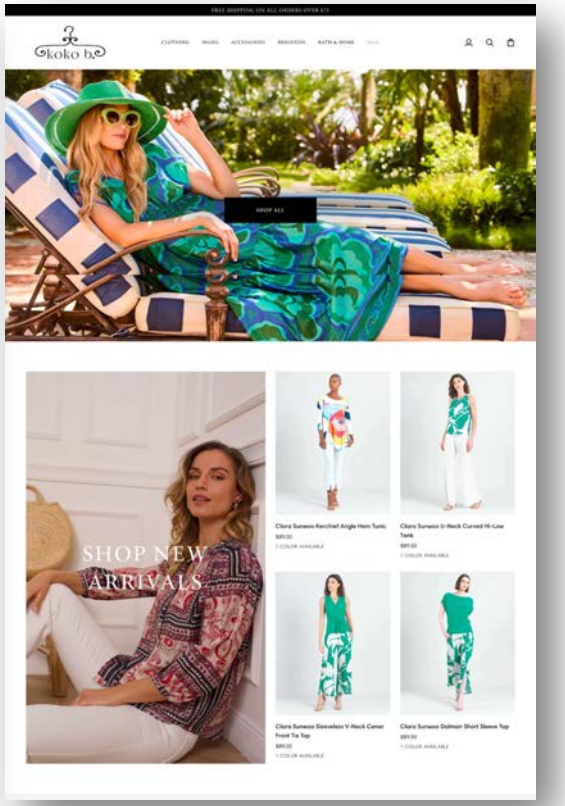
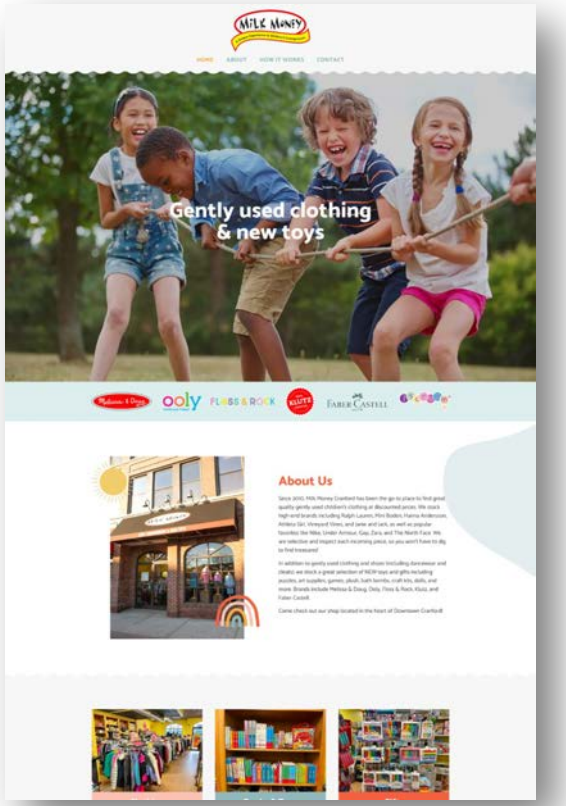
Retail









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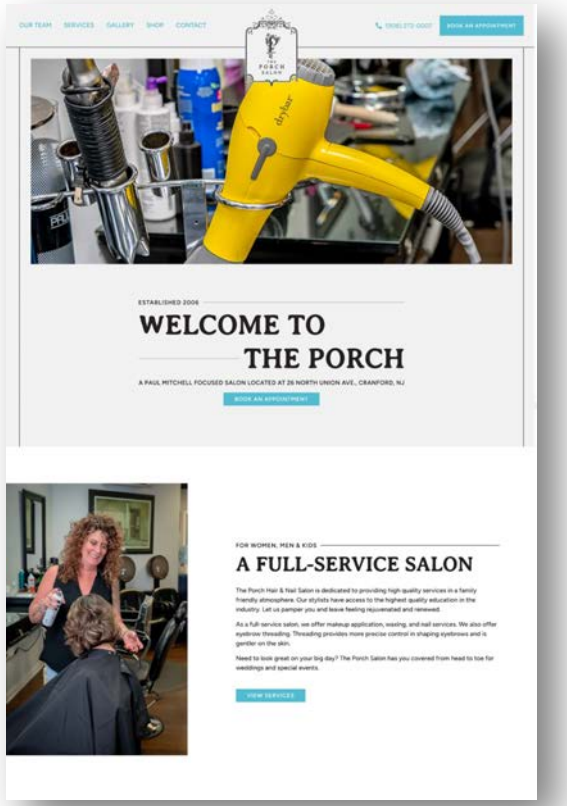
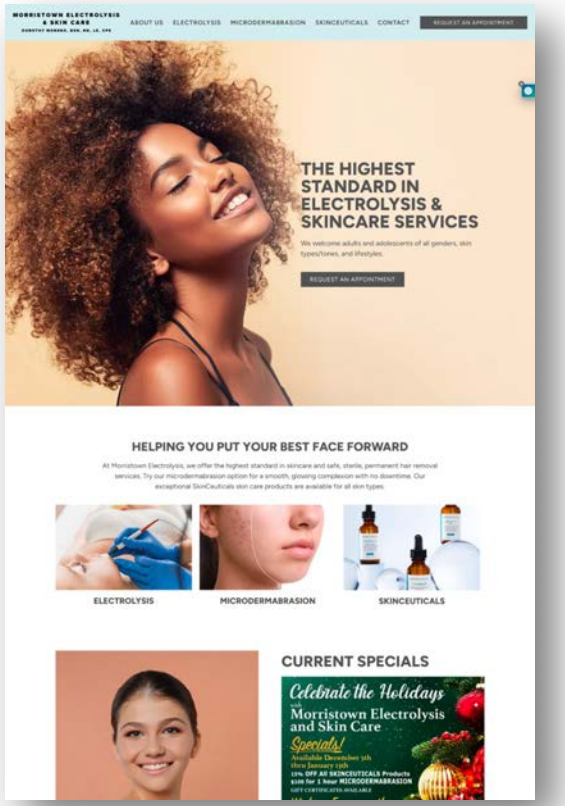
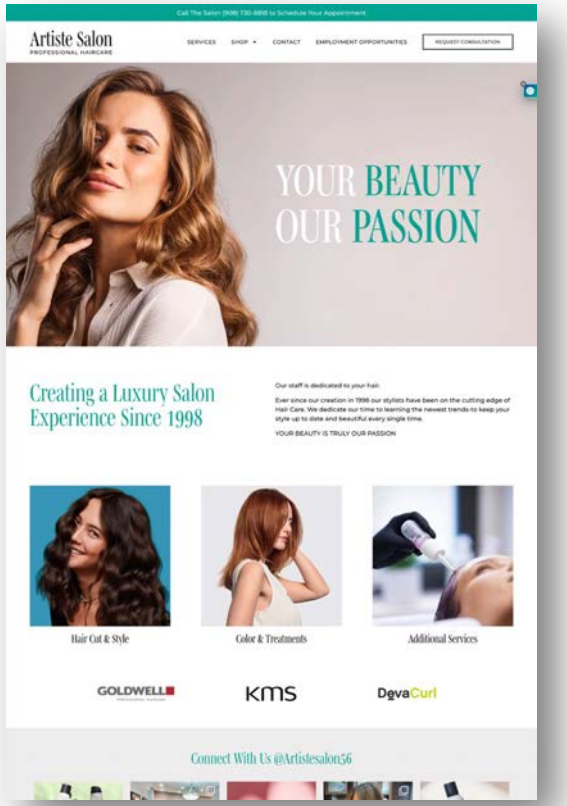
Personal Care







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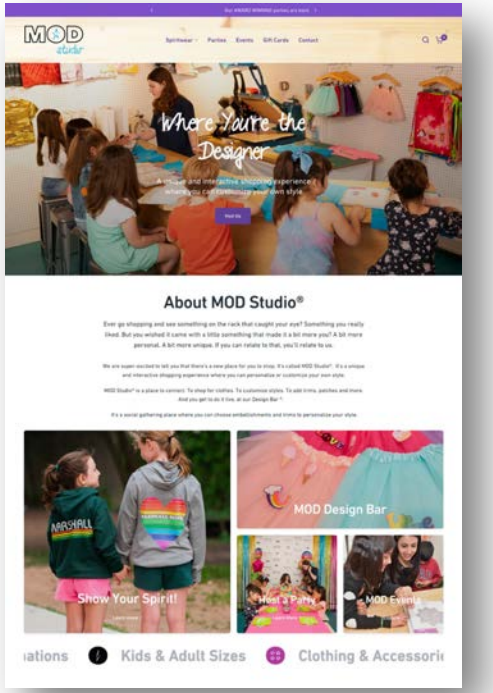
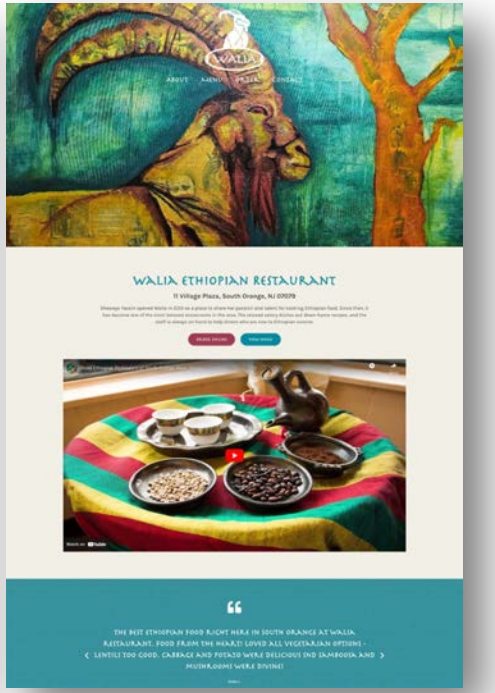
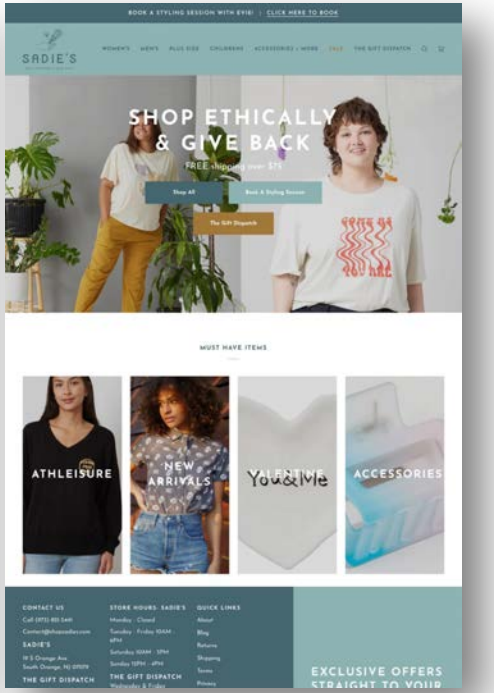
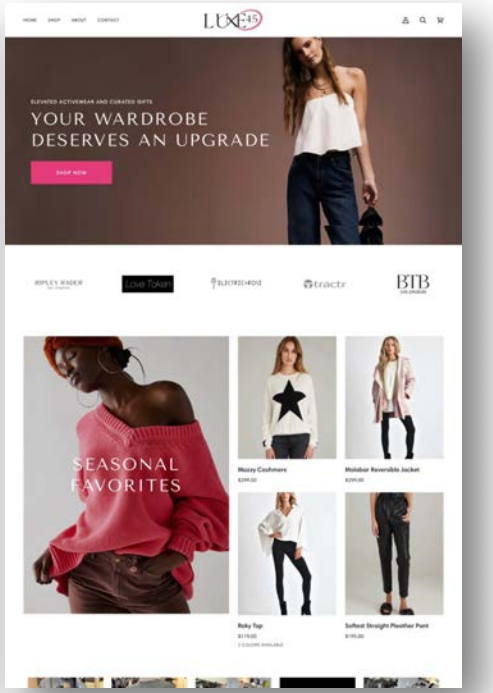
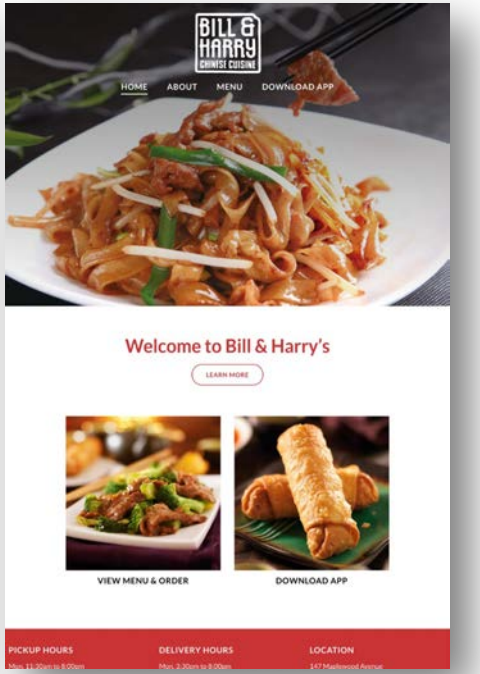
South Orange / Maplewood











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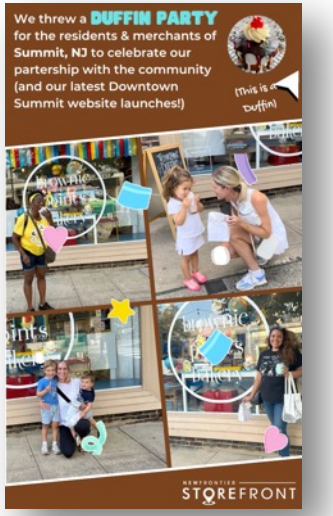
Community Focus

- **We give back to the community with <u>every initiative</u>**
- **Dozens of nonprofits / local charitable organizations supported throughout NJ**
- **Try to support launches with fun, local initiatives that support the town and community**



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How The Program Can Help You

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Top 5 Reasons You May Need a New Website

- **You don’t have a website**
- **You have a website, but you don’t own it!**
  - Slice, Yelp, Menufy, etc….
- **You have a website, but it’s broken**
- **You have a website, and it’s not set up properly for SEO**
  - Site tagging
  - Expired Security Certificate
  - Not linked to Google Business
  - Old Shopify Theme
- **You just want a design refresh**

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How the Process Works

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Step 1: Intake Form

- **First step as required by NJEDA**
- **Form available at newfrontier.com/storefront**
  - Basic info about business

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Step 2: Meeting / Assessment

- **We contact you immediately after intake form is submitted**

- **1:1 Meeting is scheduled ASAP**
  - Virtual or On-Site
  - Discuss basic requirements
  - Information gathered for proposal / funding request

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Sample “Assessment” Questions

- **Do you have / need ordering platforms / POS integration?**
  - E.g., Slice, Toast, DoorDash
  - Some clients want to stay with what they have, some want new ones
- **WordPress or Shopify?**
  - Shopify for e-commerce, WordPress for restaurants and personal care
  - NJEDA pays for WordPress hosting/ Shopify costs if new to platform
- **What types of functionality are you looking to include?**
  - Contact forms? Social Media feed? Popup Windows? Email marketing?
- **Is there a proper Google Business setup?**
  - Google Business Page? Google Analytics? Is site search-optimized?

These are NOT creative questions…these are to help shape the proposal and the funding request

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Step 3: Paperwork and Submission

- **Agency prepares proposal / funding request**
  - Client needs to sign/approve
- **Client gathers Tax Clearance Info**
  - Business Tax Clearance Certificate
  - First page of most recent federal tax return
  - If new business, then certificate of formation and gross receipts to date
  - Info available at newfrontier.com/taxforms
- **All paperwork submitted to NJEDA for Approval**

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Step 4: The Fun Part

- **Agency Account Executive Contacts Client**
  - Welcome Kit
  - Creative Brief
  - Details and Deadlines
- **Creative Process / Launch**
  - Designs shared and approved
  - Site developed on staging server for review
  - Launch / training / follow-up
- **Anticipated timing: 6-8 weeks from project approval**

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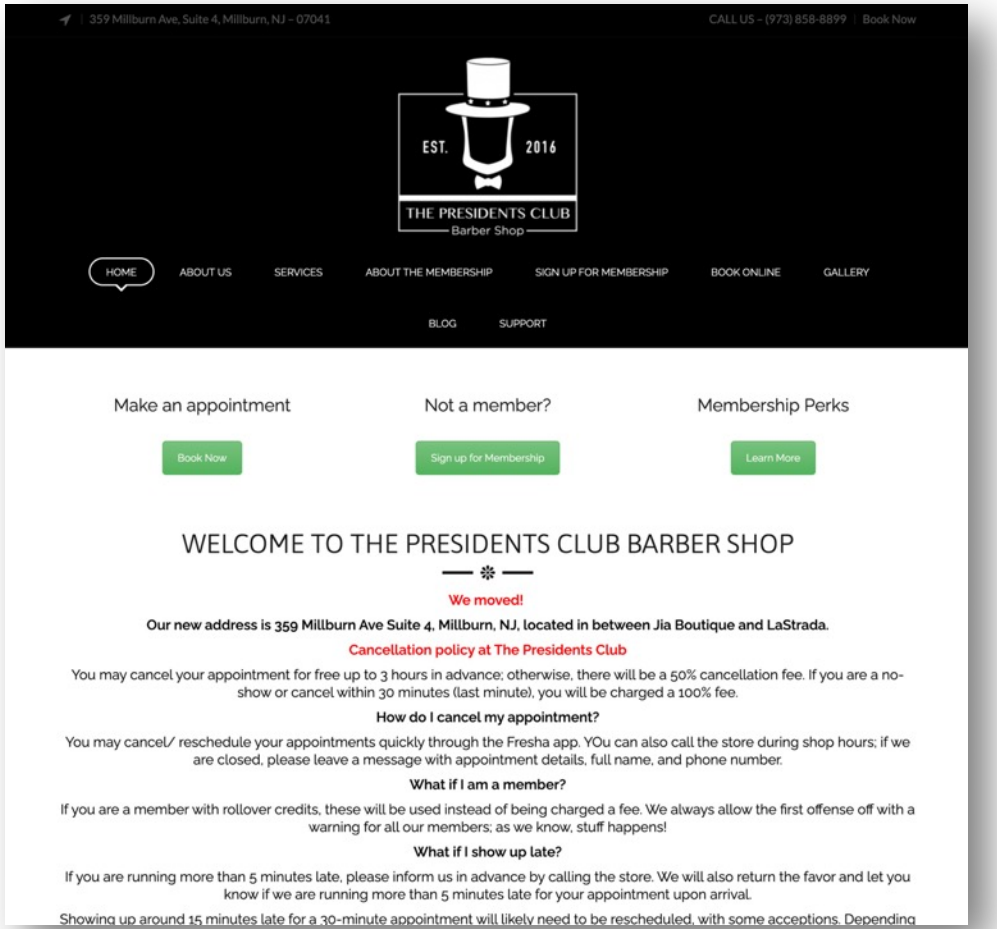
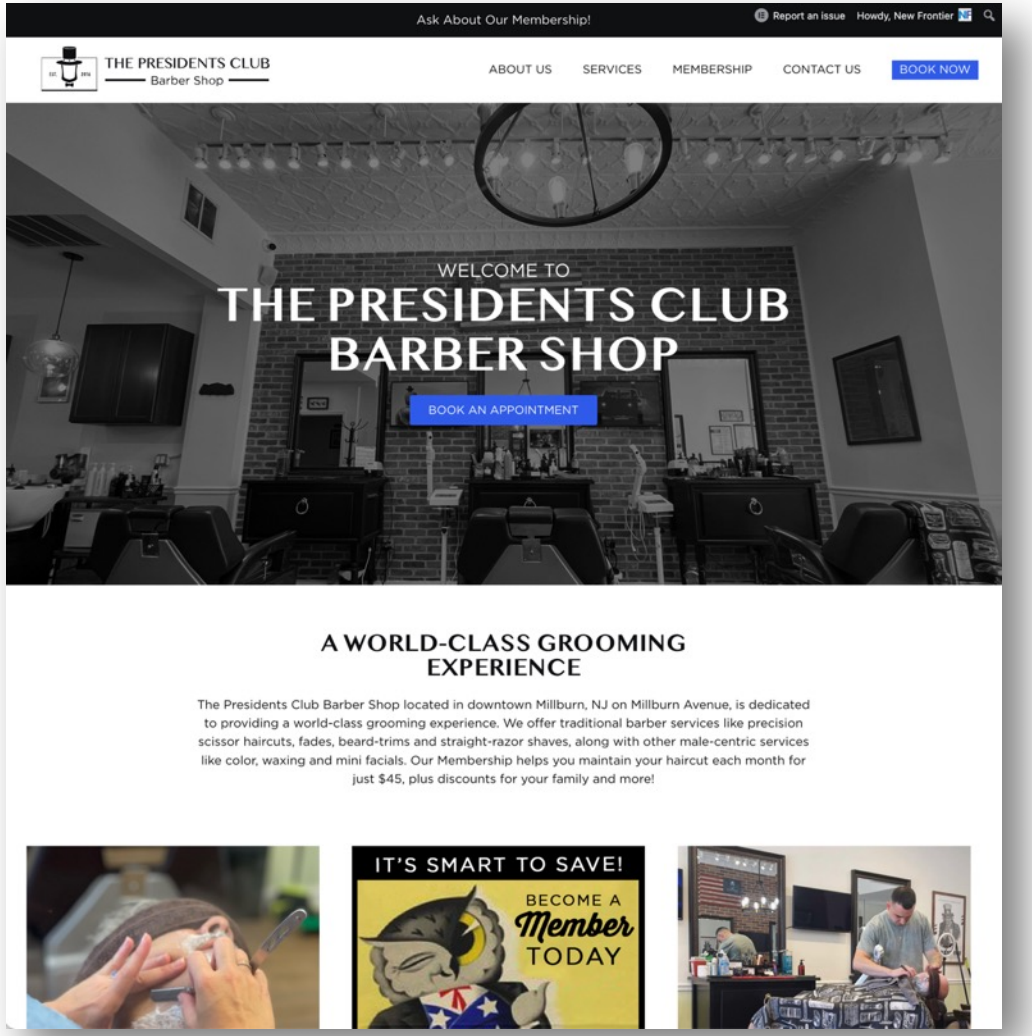
Before and After





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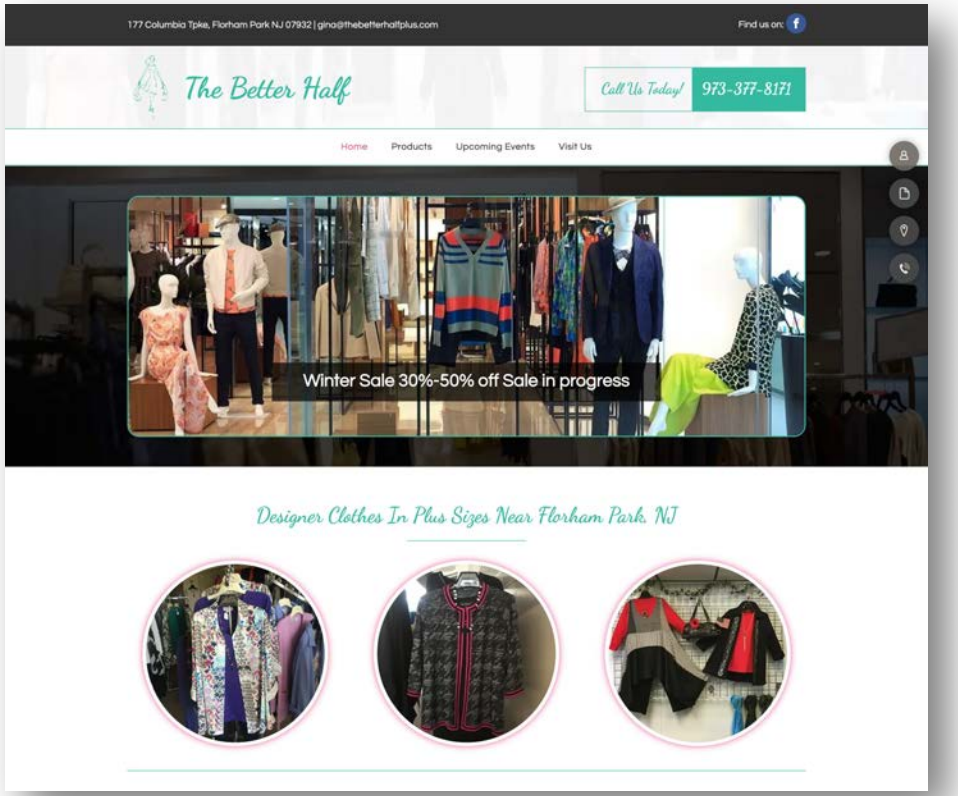

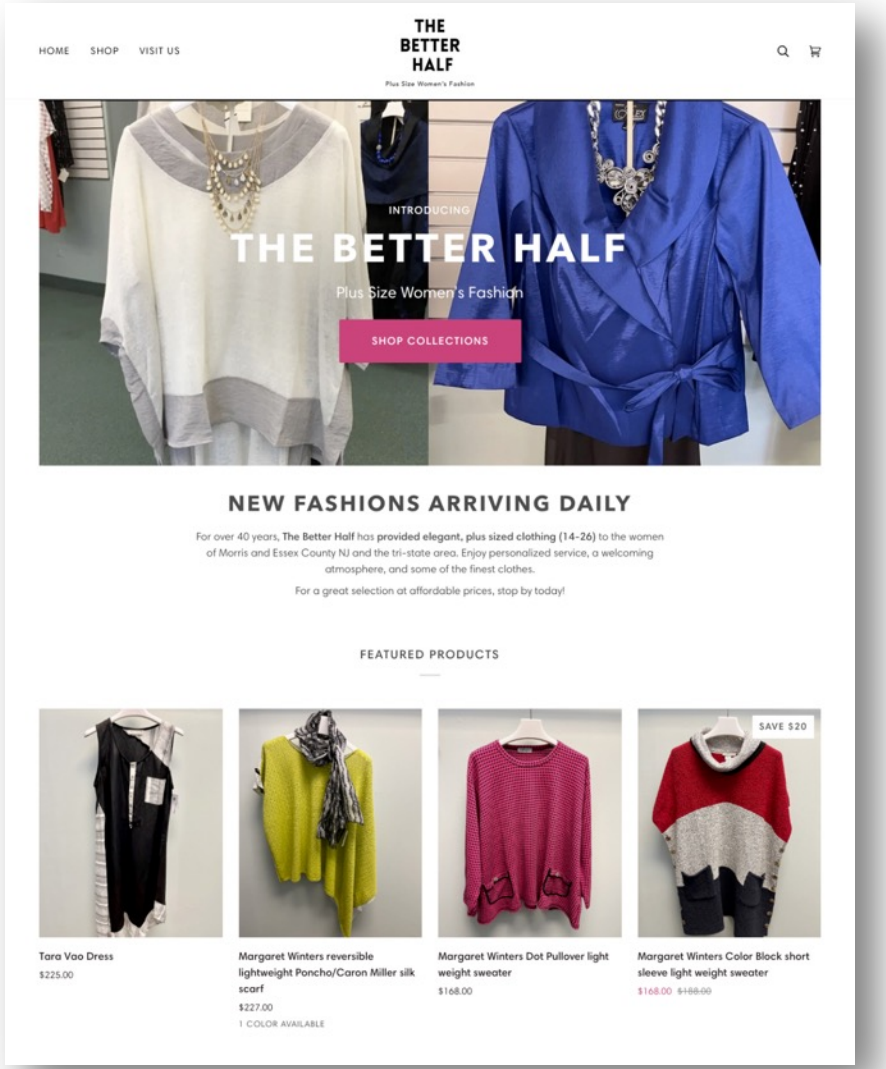

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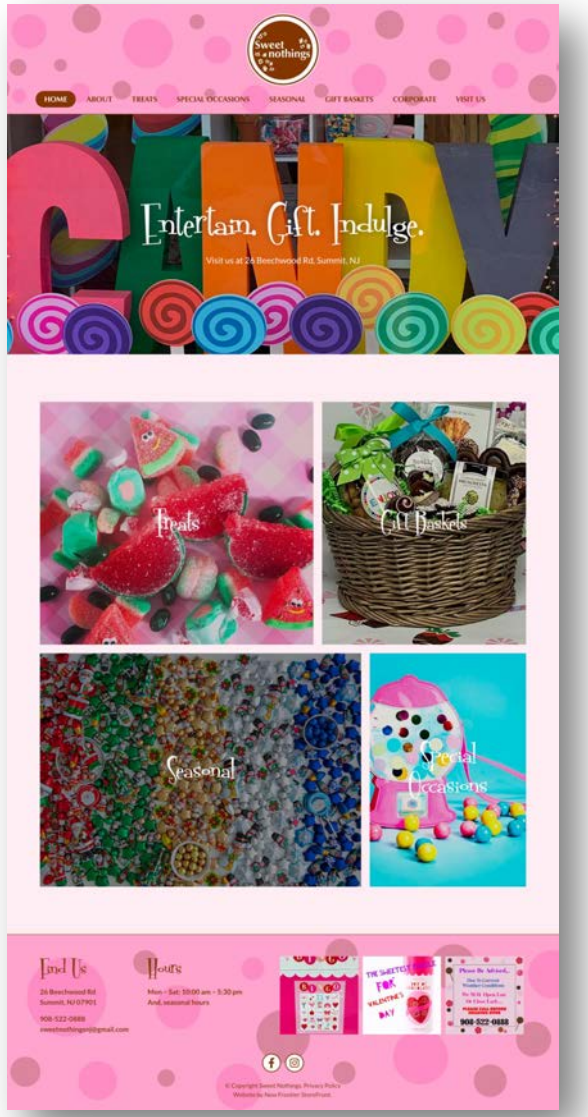

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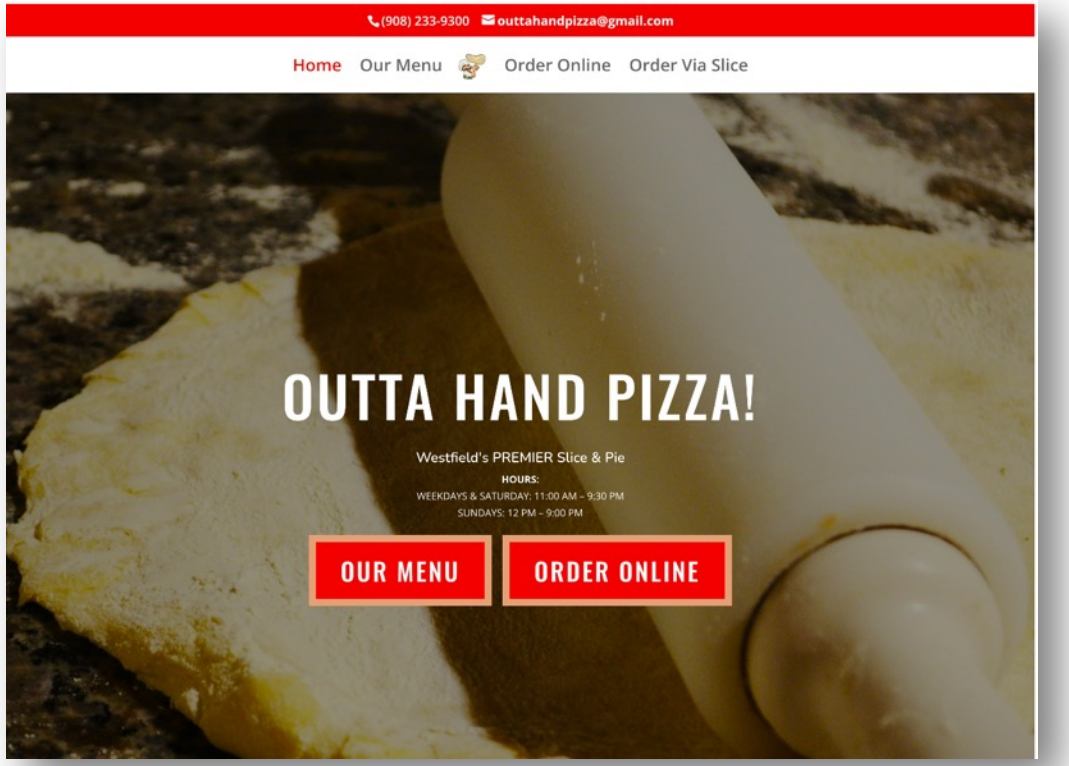

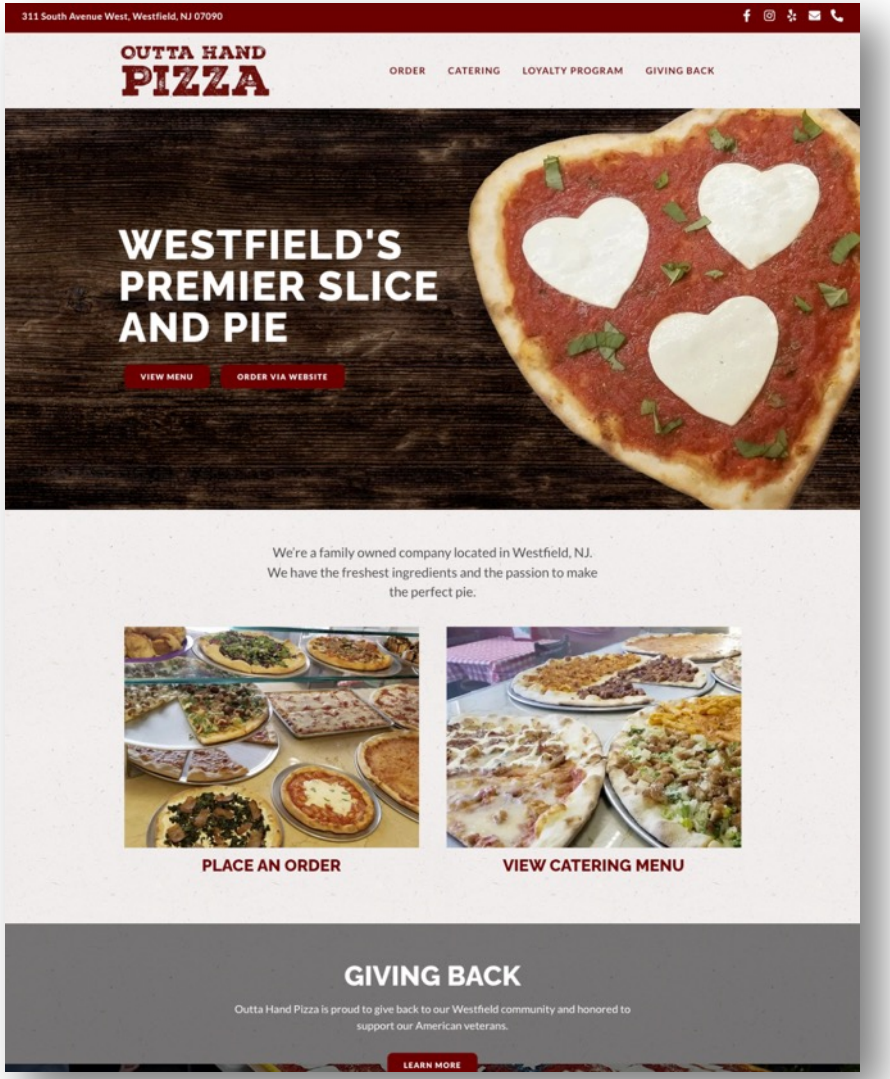

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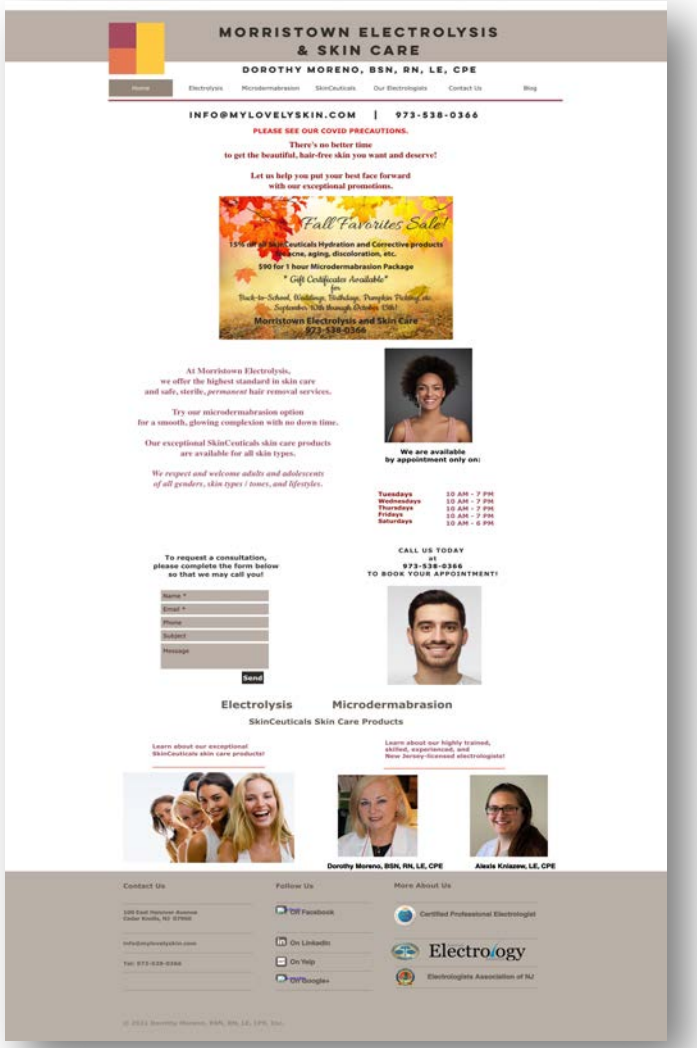

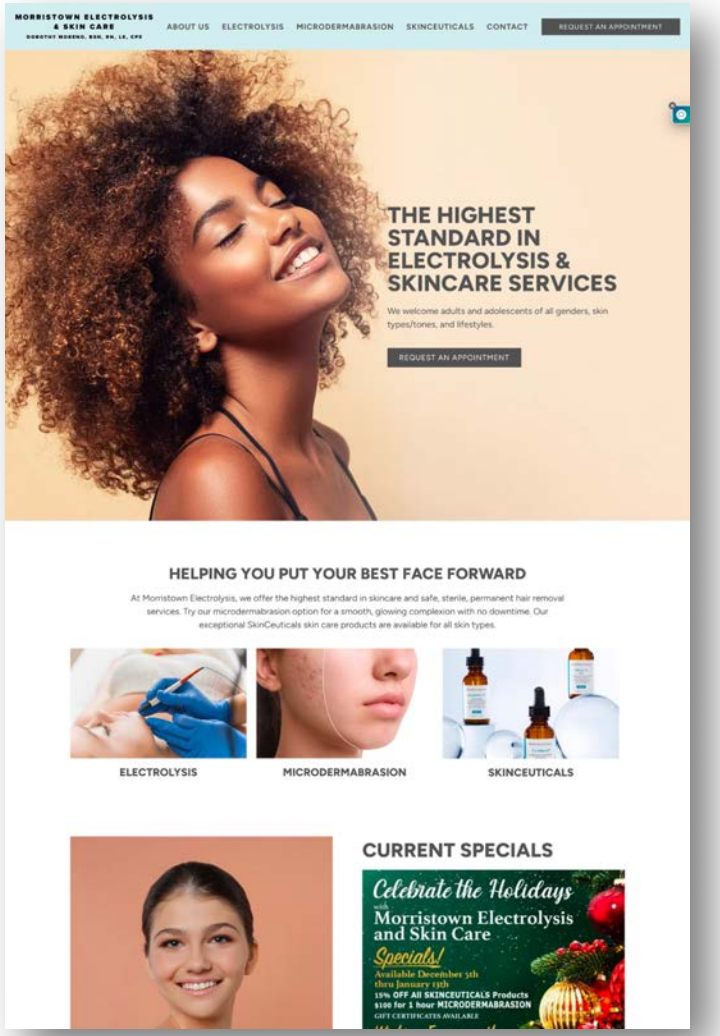

How to Get Started

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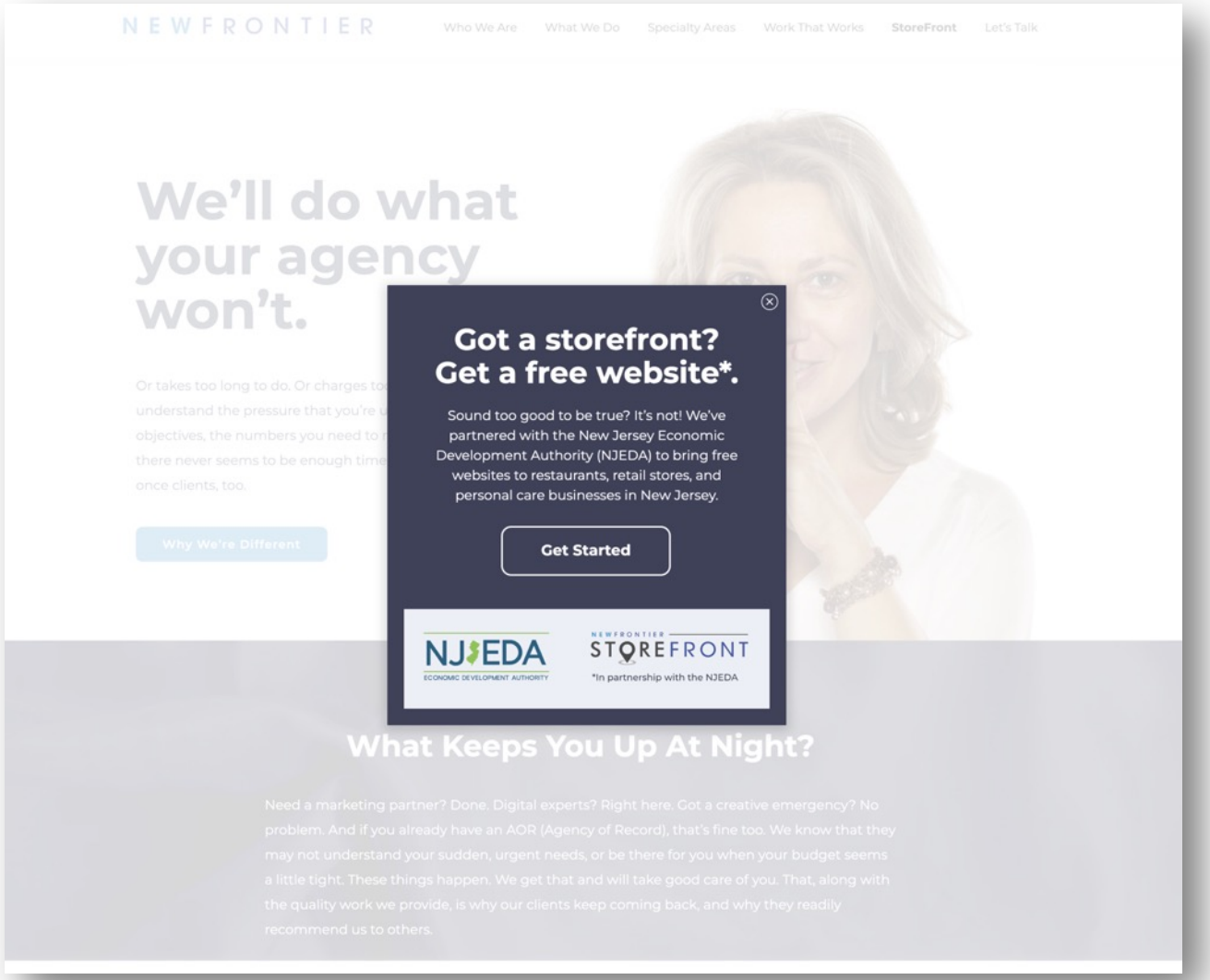
1. Visit newfrontier.com and click “Get Started”



2. Fill out the intake form

- **Should take less than 5 minutes**
- **We'll reach out to you right away to set up a meeting/assessment**

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E-Commerce / Digital Marketing Services Technical Assistance Intake Form

In Partnership with the New Jersey Economic Development Authority (NJEDA)

Congratulations! If you're looking to participate in the NJEDA Small Business E-Commerce Support Program, you've come to the right place!

As with any grant program, there's a bit of paperwork to fill out at the beginning. We'll try to make this as easy as possible! Here's how it all works:

STEP 1: **Please fill out the form below.** It contains the official intake questions as requested by the NJEDA, and is the first part of the intake process.

STEP 2: Once the form below has been filled out, a member of the New Frontier StoreFront team will reach out to you to right away to arrange a consultation and talk through the goals of your project/website in order to prepare a formal submission to the State.

STEP 3: Once all of the information is gathered from the first two steps, your project will be submitted to the State for approval. And then once approved, we'll reach out to you to start the official creative process!

Please note, businesses must be registered and have a physical store front in New Jersey to qualify for assistance.

Business Name *

Questions?

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Thank You!

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