

Salt City Grant For Growth Application Checklist. NOTE: This FORM IS A SAMPLE CHECKLIST ONLY AND NOT FOR SUBMISSION.

To apply, please see the online application form.

Can we get your full name? *

First Name Last Name

Business Name *

Your Business Name + DBA If Applicable

What is your position, role, title, job, or main hat that you wear in your business? *

Owners Position or Title

Your Best Email *

YourName@YourBusiness.com

Business Phone Number *

Please enter a valid phone number.

Business Address *

Street Address

Apt or Suite Number

City State / Province

Postal / Zip Code

Now then, let's just confirm the application criteria. (You read the criteria, right?) *

You are the primary business owner and operator.

You are owned, operated, registered, and do business in Utah.

You and your business are based in Salt Lake, Weber, Davis, or Utah County.

You have been in business at least two years.

You have a Wordpress or Shopify Website, + at least (1) social media channel

You are comfortable being the public face of the brand - since this grant includes video and photography, you can't be camera shy.

You have an existing marketing budget (however small).

Good marketing strategy comes with good data. You must be able to share business financials, back-end data, and ROI.

You agree to cross-promotion at the completion of the project. We will ask for testimonials, and showcase your project on our websites, and in our marketing materials.

You are available to work on your marketing both remotely and in-person with our team for 8-10 hours per month during July, August, and September 2022.

You are NOT a current client of Capture Haus, Elle Marketing and Events, or Hone Your Social.

So far, so good?

Thanks for hanging in there. Now comes the fun stuff. You get to talk ALL about your business, and we're going to listen.

Tell us about your business *

Let's hear your business origin story. How did you get started? *

What do you love the most about what you do? *

Who are your biggest business supporters and cheerleaders? *

Do you have a social mission? If so, tell us about it. *

Who are your clients or customers? *

What geographical areas do you serve? *

How many employees do you have? *

How long have you been in business? *

1-2 years

2-5 years

5-10 years

What is your current annual revenue? *

Under \$100,000

\$100,000 - \$249,999

\$250,000 - \$499,999

\$500,000 - \$999,999

Over a Million

Let's Talk Marketing

We want to know what kind of marketing you've been doing so far, and what is working (or not working)

How much do you currently spend annually on marketing? *

Do you currently have a strategic marketing plan? *

YES!

Ummmm... No?

What marketing tactics are you currently using? *

Facebook

Instagram

Twitter

Email Marketing

Video

Google Ads / Pay Per Click Ads

Webinars

Events

Text Message Marketing

Blog

LinkedIn

Pinterest

YouTube

Social Media Ads

Lead Gen

Press Releases / Earned Media

Sales or Promotions

SEO (Search Engine Optimization)

Tell us about your current marketing. *

Tell us about your specific marketing needs and wants *

Which marketing assets do you currently have *

Strategic Plan

Brand Book or Style Guide

Headshots

Reviews

CRM / Email List

Facebook Pixel

Logo

Brand Photography

Testimonials

Brand Videos

Google Analytics

Google My Business Listing

Link to Your Website *

Facebook Page Link

Instagram Page Link

Links to Any Other Social Media Channels

Do you have the budget to support basic social media ads as part of your grant? *

YES!

NOT REALLY

Do you have the budget to support the ongoing maintenance costs of any programs or tools we set up for you as part of your grant? *

YES

How would this \$30,000 marketing support grant help you fulfill your mission and grow your business? *

Finally, Some Logistics Stuff

Can you work with us during the project timeline? We'll be starting July 1 and wrapping up by September 30th. Please let us know of any conflicts. *

Are you willing to be interviewed as part of the application process if you are chosen as a finalist? *

YES

NO

Are you willing to provide a video testimonial at the end of the grant period? *

YES

NO

How did you hear about the Salt City Grant for Growth opportunity? *

Are there any other comments or anything else you'd like us to know that we didn't ask? Anything at all! *