



# Accelerated Direct Marketing Program 2021-22

## FAQs

**Q: What is the Accelerated Direct Marketing Program?**

**A.** A program that provides funding to help food-based companies create an online store with product listing and e-commerce features. The goal of the program is to provide an option for Nova Scotia businesses to reach customers in a new way and safely sell more products during the COVID-19 pandemic and in the future. Perennia is working with a Canadian company, Local Line, to provide this service.

**Q: I already have a website – how does this program enhance it?**

**A.** A website is a great tool to advise customers about your business and the products you offer! Adding this online store feature will allow customers another easy and convenient way to buy directly from you.

**Q: I don't have a website but have a Facebook page that I use for marketing purposes – can an online store be added to my business Facebook page?**

**A.** Yes, you can add your online store to your Facebook page. Local Line has resources and free tools to guide you in creating and running your store and a support team to help you out.

**Why would I want to sign up for the Accelerated Direct Marketing Program?**

**A.** The program will allow you to try the core services of the Local Line online store platform for up to six months, and Perennia will pay the Local Line core services bill! This is a low-risk way for you to try online sales. You can cancel the service if you are not happy with it.

**Q: What would a Local Line online store do for my business?**

**A.** In addition to making it easy for customers to buy product from you in a new way, it could help you keep track of ongoing orders and forward easy packing lists to those who are fulfilling orders. It could help reduce mistakes and allows oversight of inventory levels. Suppose you wanted to offer 20 of the 50 bunches of radishes you have through your online store because the other 30 were already committed to a customer; you can set the number of units available for your online store. This system is customizable to your particular situation and helps you manage orders, invoicing and the full sales process.

**Q: I need to deliver orders to my customers – how could that work within this system?**

**A.** The system allows the set up of delivery routes, pick-up locations, minimum order amounts and the cost of delivery can be added as a product to the store so that if a customer wants delivery – they will know the cost and payment will be made along with their order payment.

**Q. My product mix changes frequently – how would I manage that with an online store?**

**A.** You can easily update the product listing on your online store through this platform by dragging and dropping photos of the new product or revising existing entries. That would work for price changes through the season as well.



# Accelerated Direct Sales Program

## FAQs

**Q: My business is seasonal. What if I don't want to have an online store all year?**

**A.** If you devote the time to getting your online store set up now through this program, you can temporarily suspend your online store in the off-season and turn it back on again when your selling season begins. There is a \$5 per month fee for the hibernation service, which is not covered by the program. The approved six months free covers core services while selling and needs to be used prior to March 1, 2021, or forfeited – so it is important to apply early to start selling now.

**Q: Can I use this system for both online sales and in-person sales?**

**A.** Yes, this platform allows for integration with Square and Stripe for both online selling and in-person sales. However, at this time, only online payments are considered a core service, and the program is only funding the core services.

**Q: I like to offer my customers weekly specials or discounts— does this system allow me to use those features easily?**

**A.** Yes, this platform includes flexibility to enable you to offer weekly feature pricing and to assign customers to particular price lists. You can also email your customers directly from the platform to tell them about your specials!

**Q: After I apply, what happens then?**

**A.** After you apply, your application will be reviewed, and if you are eligible, you will receive an email (to both you and to Local Line) from Perennia – indicating that you have been approved. At that point, you switch over to working directly with Local Line to set up your account with them to initialize your online store and begin selling.

**Q: How does the approved funding get applied to my Local Line account?**

**A.** After your online store is up and running and you've had your first online sale, Local Line will issue you a credit voucher for the \$60 per month credit for the approved funding. This will be for up to six months as long as your account with them is current. If you put your account on hibernation for any reason you will be responsible for that fee, but if you open your store again, your \$60 per month credit will resume up to March 1, 2022. If you cancel your account with Local Line, any remainder of the funding will be forfeited. The approved funding has no cash value.

**Q: How do I apply?**

**A.** Through an easy and straightforward online application available [here](#).