

Economic Development Update

1. MaybeTech “Digital High Street”

2. Rebel Business School

Keith Grimley, Economic Development
Strategic Environment Committee, 21 March 2021

MaybeTech “Digital High Street”

What is it?

- Place based business listings (towns / villages) to boost shopping local
- 16,000 business listings paid for by Kent and Medway Growth Hub – first come; first served basis across whole of Kent – 12 month membership
- Shoppers REGISTER & businesses post OFFERS
- When shopper spends with one participating trader, they receive a phone notification promoting offers from other nearby traders
- Social media training platform, with all channels in one place organised by place

MaybeTech “Digital High Street”

Benefits for Gravesham

- Easier for shoppers to ‘shop local’, generating additional local spend
- Increased physical footfall (as well as digital)
- Promotes collaboration among local traders including via social media
- Borough-wide - local traders claim/create their listing and local people share
- Upskills local traders, to help drive real Return on Investment (ROI) from social selling
- Business listings available free of charge for 12 months

Maybe*



2021 High Street Support

→ We help businesses use social media to sell.

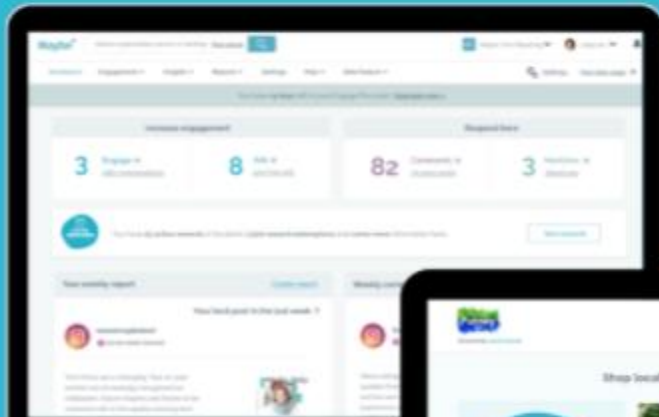
The Maybe* team

We are a team of retail, technology and social media experts who are helping Local Authorities, BID's and businesses across the UK use social media to communicate. To do this we collect the data from over 3.9million businesses every day. Maybe* is a High Streets Task Force Partner.

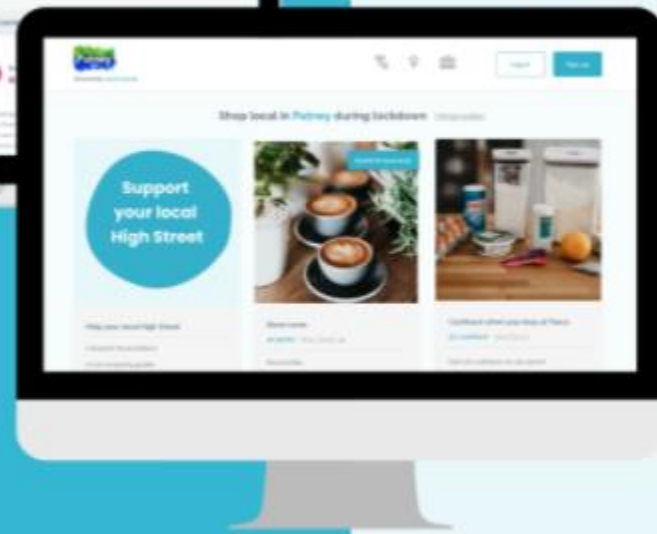
Our technology is integrated with the following platforms:        

Delivering a Gravesham to be proud of

Maybe* provides tools and training



www.maybetech.com
www.localrewards.chat

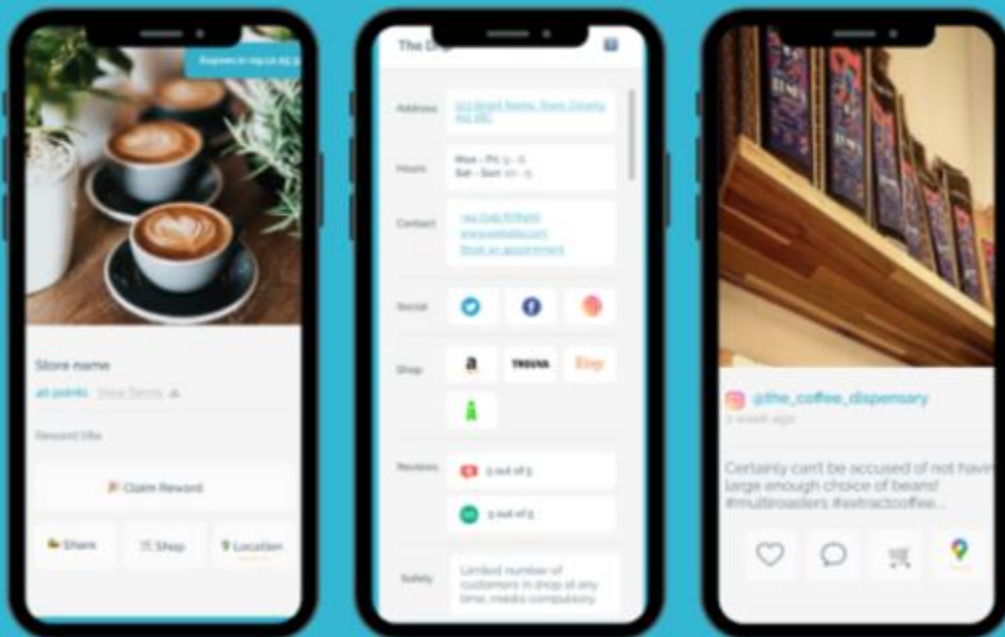


- Help local businesses improve their use of social media.
- Improve the collective communication of the town offer via virtual High Street Guides.
- Rewards shoppers for their local High Street spend * where trackable spend is enabled.

We know it can be hard to get local businesses to engage. This program engages all stakeholders and is designed to help achieve maximum results for your local businesses.

High Street Guides provide each business with a reason to sign up and make your town shoppable offline and online.

Our virtual guides update automatically based on local social media content. Businesses manage their listings and add Rewards from their Maybe* account.



Local Rewards can turn each sale via Visa, Mastercard and AMEX in store into a local promotion.

After each purchase in-store shoppers are shown your Local High Street Guide.

Where enabled, sponsors have access to all tracked spend data.

A5 leaflets, A3 Posters for local distribution

→ Create your posters

→ Create your leaflets

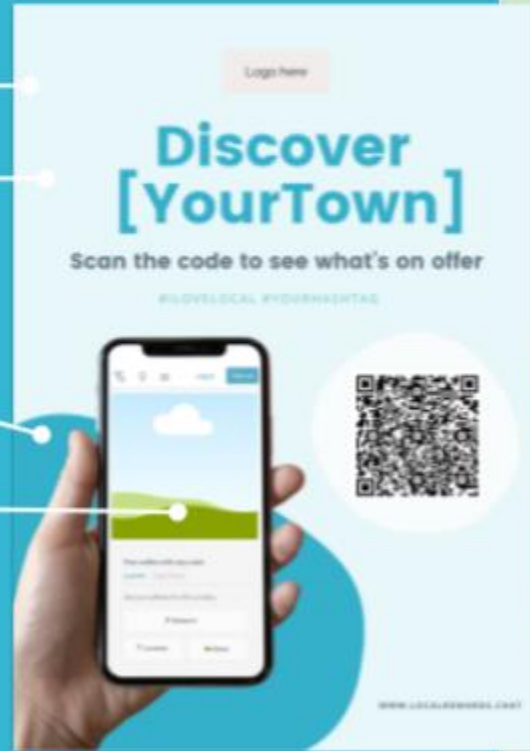
How to edit your campaign posters

Change the background color

Change your Town name and message. Edit font and font color to your brand color

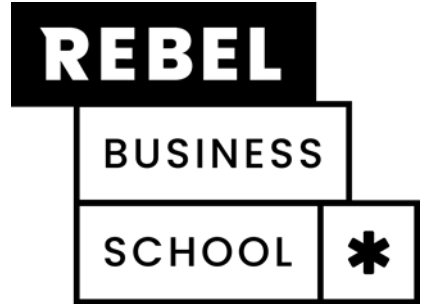
Change the 'blob' to your brand color

Add an image of your Place here



→ Need help customising your campaign?

Rebel Business School



- Business Start Up Coaching – FREE to attend (19 – 30 July)
- Fun, unconventional approach!
- Virtual workshop sessions
- Gravesham ‘fringe’ – face to face @ Civic Centre | Mutual Support
- Kent pilot – Gravesham (entrepreneurial BAME focus), Maidstone (high furlough rate)
- Open to all, including ‘young’ businesses trading already

Rebel Business School

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BUSINESS

IDEA

[Register here: therebelschool.com/kent](https://therebelschool.com/kent)



localrewards.chat

Maybe*

Contactless loyalty

LOCAL 
REWARDS