INDIE/Visible: Small Business Digital Marketing Program

FREQUENTLY ASKED QUESTIONS

1. What does Indie/Visible mean?

The name Indie/Visible comes from independent (indie) businesses that want to be seen (visible).

Many small business owners are facing changing neighborhoods and clientele. For family and independent business owners who used to rely on foot traffic and word of mouth, a lack of digital skills and presence makes them practically invisible to many potential customers. We want to guide these indie small businesses and help make them visible to new residents and new forms of interacting with customers - and give them the skills to use these marketing tools in a sustainable way.

2. Can you describe the program?

Indie/Visible is an eight-week program that works free of cost with small, independent business owners to develop their online marketing. From training on use of social media to professional video and photography services, business owners can gain both marketing skills and professional services to help them reach customers online. Whether a business has no online presence at all or desires their online marketing were more effective, Indie/Visible can help.

3. Who can apply for Indie/Visible?

Indie/Visible has a competitive application process, as spots are limited, and is open to any:

- Small, locally owned business
- Business operating in Denver, with priority given to those located within one of the following neighborhoods: East Colfax, Elyria-Swansea, Globeville, Montbello, Northeast Park Hill, Sun Valley, Valverde, Villa Park, West Colfax, or Westwood.
- Business owners with the ability to commit to the eight-week program for 2-4 hours per week from September 13 to November 5, 2021

4. What are the documents that applicants need to submit with their application?

There are no additional documents asked to apply for the program. We only seek a general knowledge of the business’s purpose and its social media accounts.

5. Will you provide technical assistance to fill out the application?

Currently no technical assistance sessions have been scheduled. If you need any assistance, please email us at NEST@denvergov.org.