



Leveraging on Digital platforms to start and grow business

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Marketing used to be about
advertising. Now, Marketing
is **everything** you **do**.

To be or not to be (online)?



To post,
or not
to post...



Blog
it!

Share
it!



Like
it ♡



To Blog,
or not
to Blog...



To share
or not
to share...

To like
or not
to like...



Post
it!



Key Benefits of an Online Presence

Reach a wider audience.

Your business can reach potential customers all over the world at any day, anytime 24/7/365.

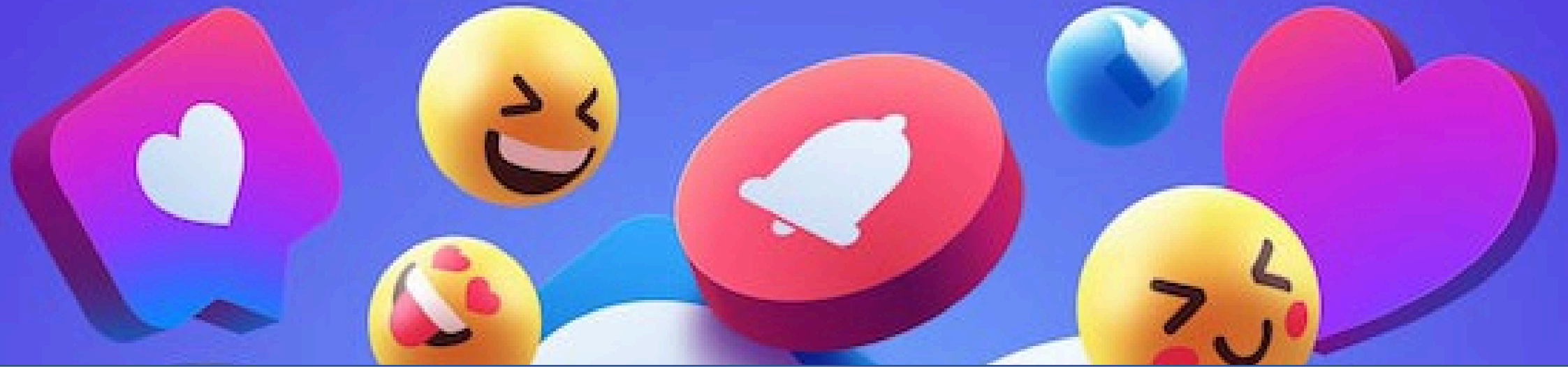
Improve customer service.

You can use email, social media, and live chat to answer questions, resolve problems, and provide support to your customers.

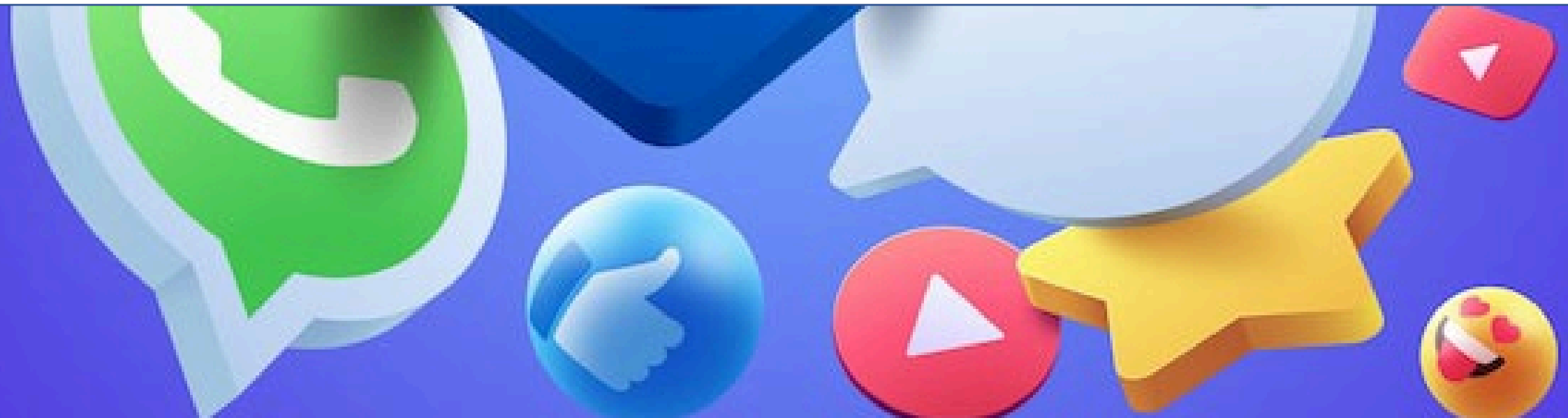
Stay competitive. An online presence (website, social media, email or mobile apps) is no longer a competitive advantage but just a price for entry.

Grow & Scale your business.

Online marketing strategies like search engine optimization (SEO), pay-per-click (PPC) advertising, and social media marketing helps to reach more customers and drive more traffic to your website.



Go SoLoMo...





Be Social

Be Social. Tell your personal or brand story. Nothing beats good storytelling on social media.

Join the relevant platforms that aligns best with your target audience and business goals.

Engage promptly with your customers online to increase brand engagement.

Collaborate with Influencers to reach new audiences and gain credibility

Use User-Generated-Content to build social proof to increase your brand authenticity.

Always test.
Always analyze.
Always optimize.



Be Local



**Location
Location
Location**

- SEO Optimize your website or App for local search or for ASO
- Encourage Reviews everywhere you can. Google Maps, Yelp, TripAdvisor, Facebook etc.
- Build an active local footprint using maps, attending events and collaborating with other local businesses.



Be Mobile

Think mobile first.

mCommerce is on the high rise

Use redeemable mobile coupons.

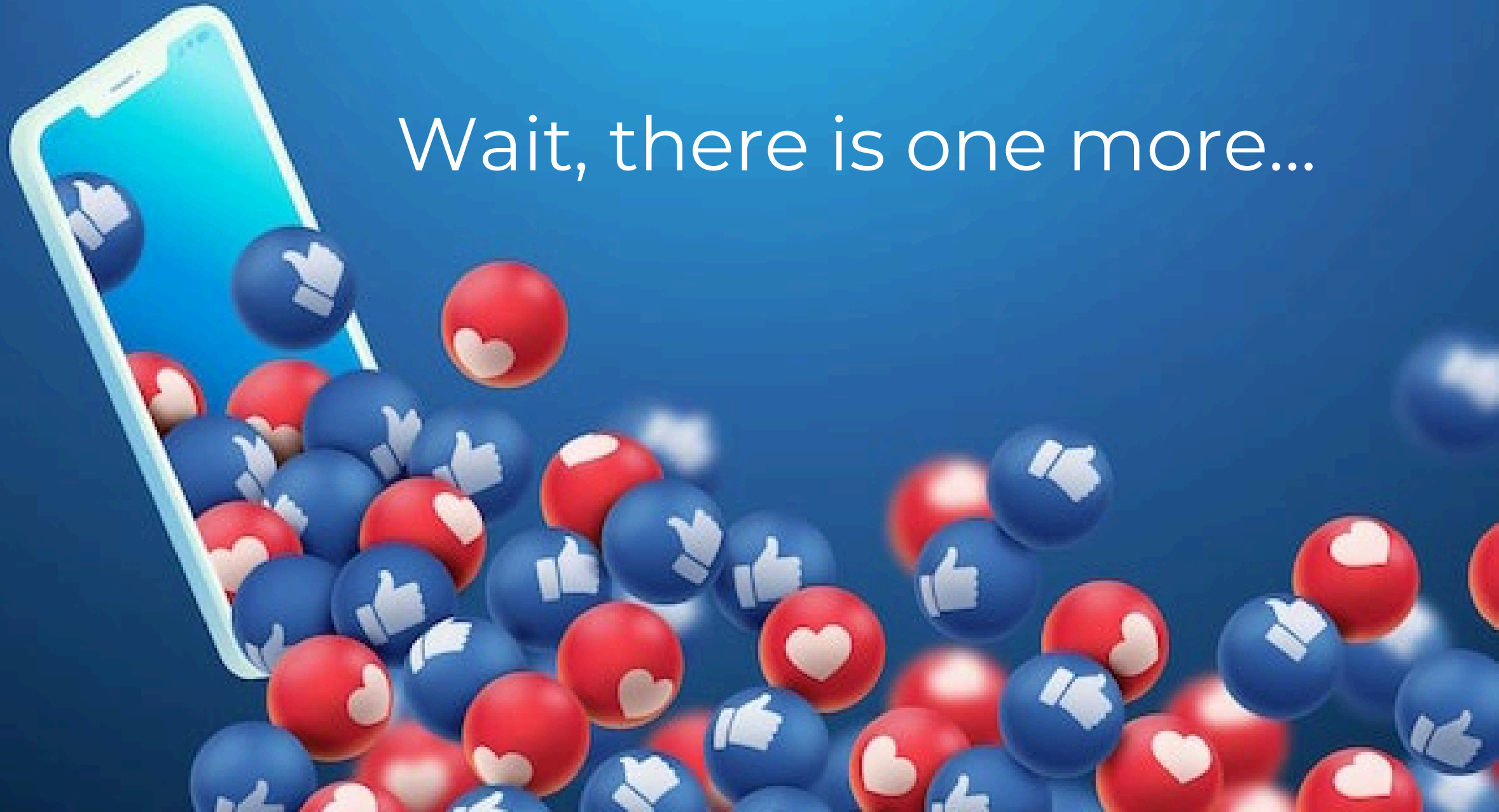


SMS is not yet dead.

61.9% of emails are opened on mobile

Explore push notifications or beacons

Wait, there is one more...





Be Transformed

ESSENTIAL DIGITAL MARKETING TOOLS

ARE YOU MAKING THE MOST OF ALL OF THESE INSIGHT AND MANAGEMENT TOOLS?



As marketers today, we're fortunate to have a huge number of free and low-cost tools to give us insight about our customers, competitors and the market. They help us compete by delivering automated relevant, real-time communications integrated across digital devices and traditional marketing channels.

Yet, there's also the huge challenge of managing the sheer number of tools, and selecting the right ones for your business. They vary in cost and quality and new challenger tools can often do a better job than the established tools.

To help highlight the range of great options available, our infographic splits the categories of tools and which are the most popular (listed in the download below). We've grouped them across the Smart Insights RACE Planning Framework so you can review where you could make better use of the tools across your customer lifecycle.





**Than
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