SME – Developing and managing your online presence

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Global Directories
Technology Cycles – Still Early Cycle on Smartphones + Tablets, Now Wearables Coming on Strong, Faster than Typical 10-Year Cycle

Technology Cycles Have Tended to Last Ten Years
Digital ecosystem of any company

digital touchpoints

people that interact with touchpoints

processes and environment that support both

DIGITAL MEDIA
What is Digital Media

Any media type in an electronic or digital format for the convenience and entertainment of consumers

- Website
- Social Media
- Facebook
- LinkedIn
- YP Online
- Twitter
- Blog
- Email
- Photos
- Video
- Audio
- Live Stream
- Text Message
- Instant Message
Influence of the Internet
HUGE online revenue opportunity

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Users</th>
<th>Average Users</th>
<th>% Increase</th>
<th>Per Capita GDP (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>3,000</td>
<td>12,327</td>
<td>23.4%</td>
<td>$56,575</td>
</tr>
<tr>
<td>2006</td>
<td>9,908</td>
<td>48,859</td>
<td>20.3%</td>
<td>$110</td>
</tr>
</tbody>
</table>

Note: Per Capita GDP in USD, source: United Nations Department of Economic and Social Affairs.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Google.com</td>
<td>Internet and Telecom &gt; Search Engine</td>
</tr>
<tr>
<td>2</td>
<td>Youtube.com</td>
<td>Arts and Entertainment &gt; TV and Video</td>
</tr>
<tr>
<td>3</td>
<td>Facebook.com</td>
<td>Internet and Telecom &gt; Social Network</td>
</tr>
<tr>
<td>4</td>
<td>Live.com</td>
<td>Internet and Telecom &gt; Email</td>
</tr>
<tr>
<td>5</td>
<td>Yahoo.com</td>
<td>News and Media</td>
</tr>
<tr>
<td>6</td>
<td>Amazon.com</td>
<td>Shopping &gt; General Merchandise</td>
</tr>
<tr>
<td>7</td>
<td>Ecsytrade.com</td>
<td>Business and Industry &gt; Real Estate</td>
</tr>
<tr>
<td>8</td>
<td>Instagram.com</td>
<td>Internet and Telecom &gt; Social Network</td>
</tr>
<tr>
<td>9</td>
<td>Men.com</td>
<td>News and Media</td>
</tr>
<tr>
<td>10</td>
<td>Wikipedia.org</td>
<td>Reference &gt; Dictionaries and Encyclopedias</td>
</tr>
<tr>
<td>11</td>
<td>Butterfieldonline.ky</td>
<td>Computer and Electronics &gt; Software</td>
</tr>
<tr>
<td>12</td>
<td>Ebay.com</td>
<td>Shopping &gt; General Merchandise</td>
</tr>
<tr>
<td>13</td>
<td>Netflix.com</td>
<td>Arts and Entertainment &gt; TV and Video</td>
</tr>
<tr>
<td>14</td>
<td>Reddit.com</td>
<td>Internet and Telecom &gt; Social Network</td>
</tr>
<tr>
<td>15</td>
<td>Kat.cr</td>
<td>Arts and Entertainment &gt; Movies</td>
</tr>
<tr>
<td>16</td>
<td>Twitior.com</td>
<td>Internet and Telecom &gt; Social Network</td>
</tr>
<tr>
<td>17</td>
<td>Caymannewsservice.com</td>
<td>News and Media</td>
</tr>
<tr>
<td>18</td>
<td>Bbc.com</td>
<td>News and Media</td>
</tr>
<tr>
<td>19</td>
<td>Caymancompass.com</td>
<td>Business and Industry</td>
</tr>
</tbody>
</table>
Digital Footprint

Is it better to have a Website or Facebook page?
Social Media Pros & Cons

**PROS**

- Quick, Easy & Free to set up
- Large active audience
- Builds brand loyalty
- Encourages user engagement
- Builds relationships

**CONS**

- Limited Design — little customization
- Limited reporting tools
- Lack of Ownership. Subject to changes
- Open Forum — No control of comments
- Time consuming to monitor and respond to posts
- Demands fresh content on a constant basis
Website Pros & Cons

**PROS**

- Cost Effective
- Adds Credibility to business
- Complete creative control
- Better Marketing opportunity – Videos, photos, downloadables
- Potential to generate sales – E-Commerce
- Custom url and email addresses

**CONS**

- Requires some Maintenance (front end and back end updates)
- Requires marketing to promote
- Unilateral communication (unless there is a blog)
Website Development

What People think it is  What it actually is

Map of Personal Learning Environment - March 2010 (v 1.0)

Learning context

Learning activities

Learning tools - analogue

Learning tools - digital (e.g. mood)

Hardware platforms

1. CREATIVE MEETING
2. CONCEPT DEVELOPMENT
3. SITE PRODUCTION
4. REVIEW
5. SITE LAUNCH

OUR WEB DESIGN PROCESS
All about Websites

• Generate Revenue – E-Commerce
• Grow Database -Collect user information
• Customize your website with Plugins
• Search Engine Optimization (SEO)
• Share Digital Media
• Mobile Optimization
• Web Ranking
E-Commerce Websites

Earn while you sleep …… But!

- Inventory Management
- Product Management
- Catalogue Management
- Advertising / Marketing
- Customer Support
- Payment
- Shipping
- Returns
- Reviews
- Sales
- Fees
- Banking Partners
- Getting PAID!
Essentials of E-Commerce Websites

• Can your customers find you? – SERP ranking, SEM ads, Display Ads

• TRUST – Ratings and Reviews

• Website Security – SSL certificate

• Trusted Financial Partner – Payment Processing

• Products – variety, availability, stock levels, description

• Terms and Conditions - Delivery, returns, payment, refunds

• Sales strategy – Upsell / Cross sell, coupons, rebates, free shipping, discounts

• Mobile version – optimal user experience across multiple devices
Web Essentials

• Content – High Quality / Accurate / Relevant / Useful / Fresh
• Call to Action / Track Conversions
• Capture user information
• Provide Feedback
• Mobile Friendly
• Gorgeous Visual Design
Come Visit - Increase your Digital Presence

- Maintain website with fresh content
- Search Engine Marketing (PPC)
- Online Display Advertising – Banner ads
- Search Engine Optimization (SEO)
- Social Media Marketing
- Write Blogs
- Online Directories
- Email Marketing
- SMS Marketing
- Traditional Advertising
Why Optimize your Website

• Critical for your website ranking (build brand awareness)
• Makes it possible to be found using online search engines such as Google
• Cost effective way to grow your business and remain competitive.
• Provide the best user experience for new and potential customers
Why Optimize your Website!? 

Search Engine Results Page (SERP)

Paid Ads – Search Engine Marketing
Pay per click advertising (Google AdWords)

Organic results – based on Search Engine Optimization (SEO)
Google Advertising

Search Engine Marketing

Organic results, keywords, geographic targeting, Device targeting, Pay-Per-Click, impressions, clicks, CTR, quality score, impression share

Paid ads

Organic results
Google Advertising (cont’d)

Online display
Keywords, content / context, browsing and search history, multiple ad sizes, multiple devices, impressions, CPM, CPC, call to action, branding, brand awareness
How to measure online marketing success
How to measure online marketing success

- Reach – How visible is your campaign? IMPRESSIONS
- How many people liked your campaign? CLICKS
- Change in Website traffic?
- Change in time spent on your website?
- Conversion?! – Request a call back, Sign up, Download, Phone Call
- # of Leads?
Online Reputation?
What’s Next?

• Expand the range of services offered by your website
• Capture and USE client information
• Mobile site / Mobile Apps
• Mobile Commerce
……thank you

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