



Beyond Home Businesses

Through Digitalisation

19 & 26 Jan 2022
9 & 16 Feb 2022

2PM-4PM

In partnership with:



DESIGNS. 

Above
Rise
Her

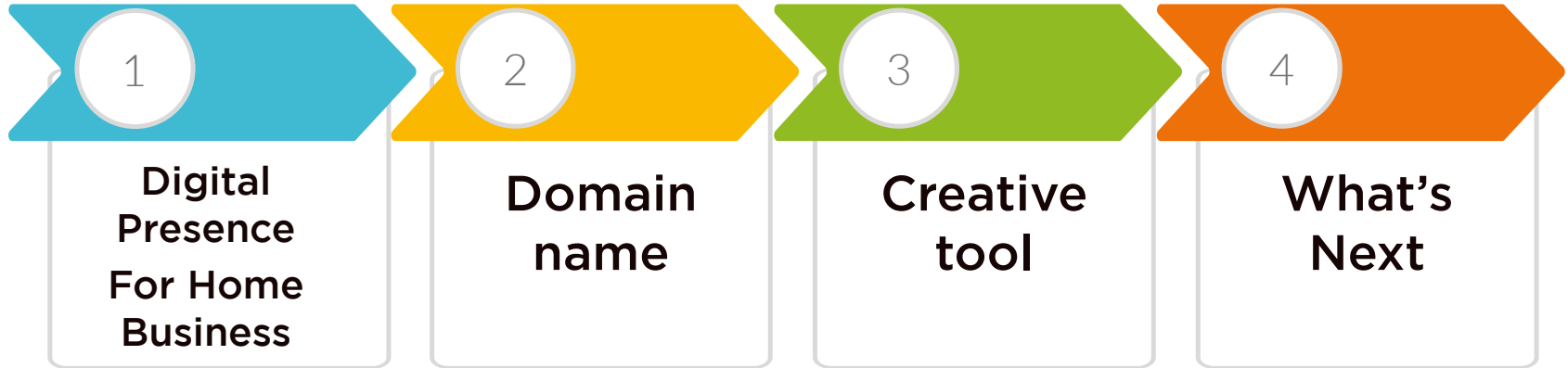
In support of:



Our goal for you is ..



Agenda



The Coaches



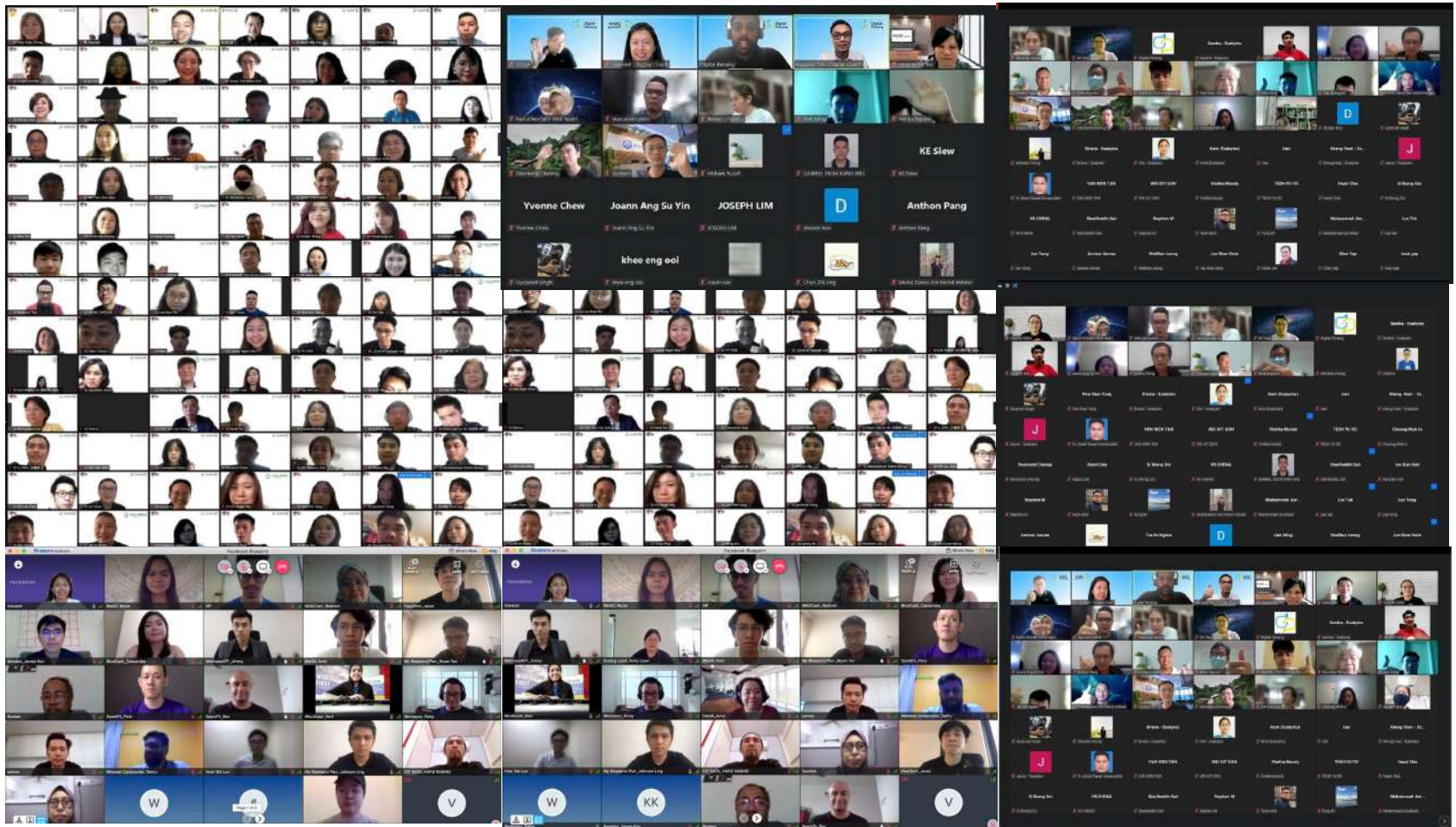
Vievient Choy
Facebook Certified Trainer
eUsahawan Certified Master Trainer
Digital Coach



Kaygarn Tan
eUsahawan Certified Trainer
HRDF Certified Trainer
Digital Coach

Combined >20 years of coaching experience





In partnership with



In support of



Digital Presence For Home Business

From Offline Business To Online



OFFLINE



ONLINE

In partnership with



In support of



Why Having an Online Presence Is Essential for Your Small Business

Reach wider audience



Builds customer relationships and trust



Enables marketing effort



Enhances accessibility

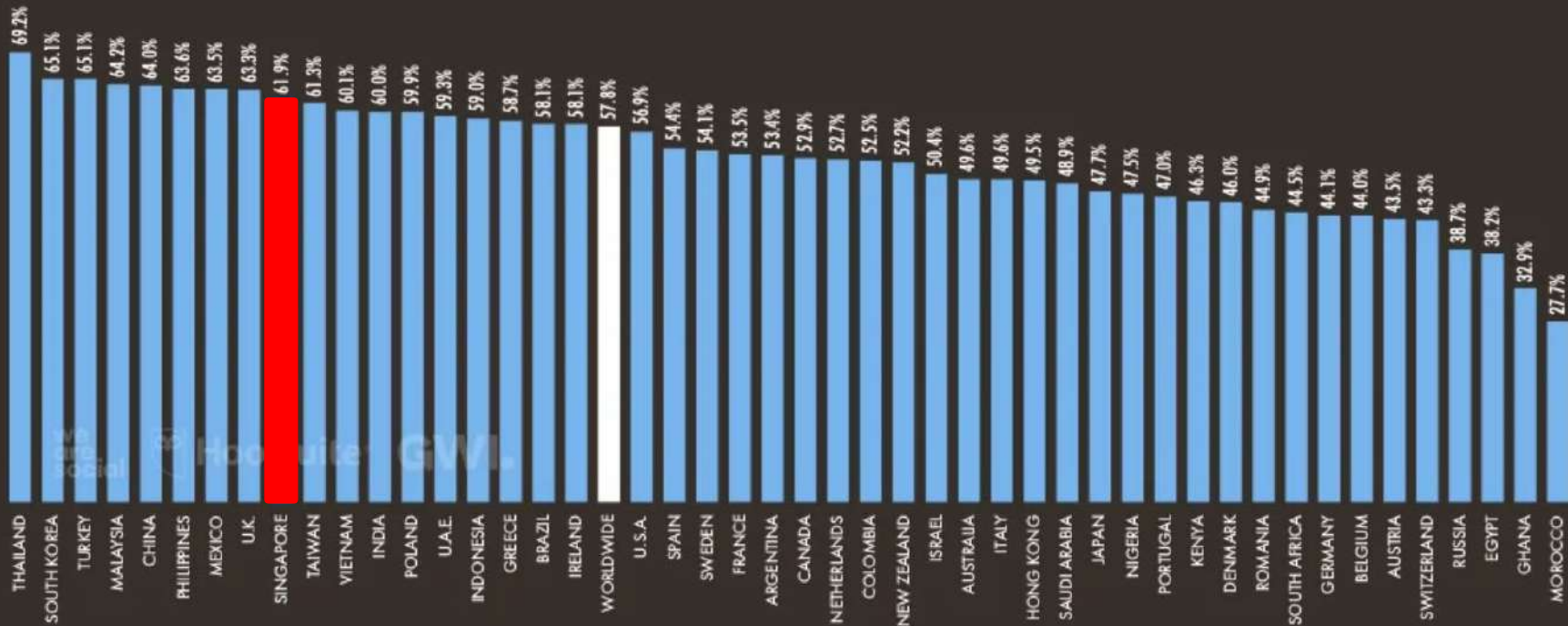


OCT
2021

WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BOUGHT SOMETHING* ONLINE IN THE PAST WEEK

⚠️ DUE TO SURVEY CHANGES, THE VALUES ON THIS CHART ARE NOT COMPARABLE TO VALUES PUBLISHED IN PREVIOUS REPORTS



What are the options?



Marketplace



Social media



Websites

MARKETPLACE



Marketplace is an E-Commerce platform provided by third party for business owners to sell their products online.



SOCIAL MEDIA



Social Media Must Have



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DESIGNS



In support of

DIGITAL
FOR LIFE

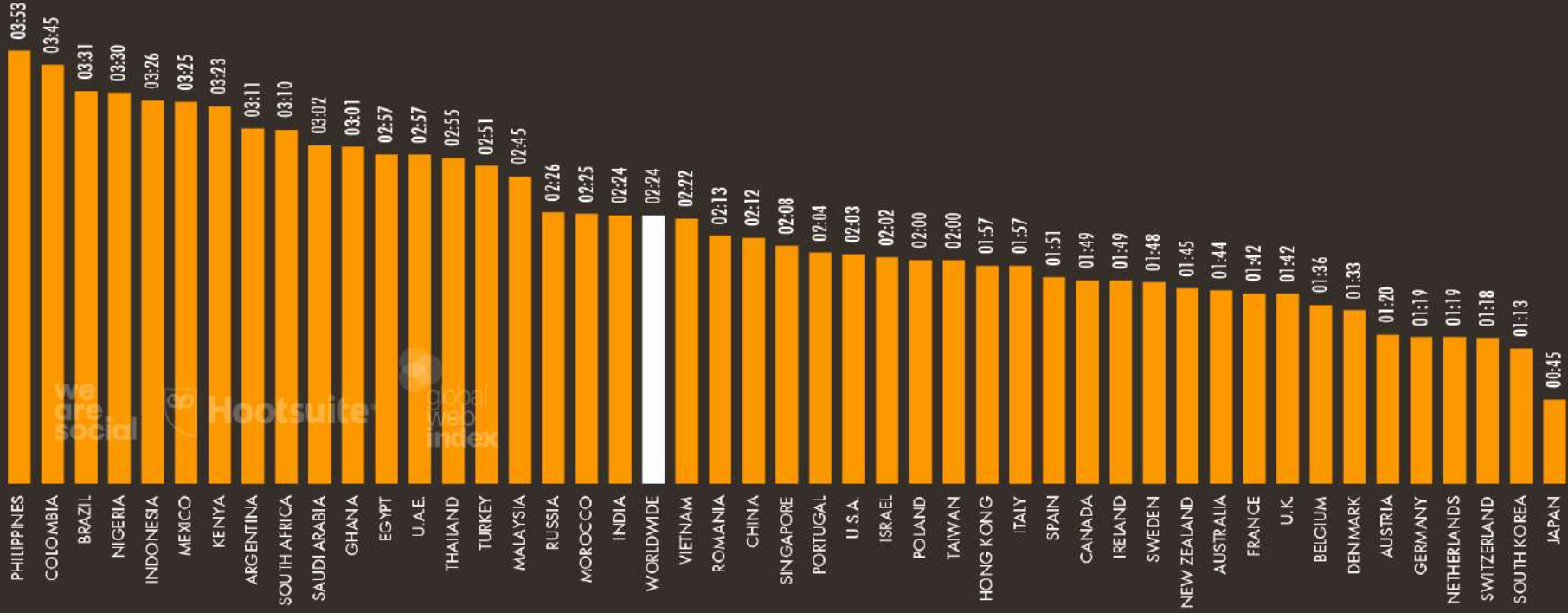


How many hours do you spend on
social media **daily**?

JAN
2020

DAILY TIME SPENT USING SOCIAL MEDIA

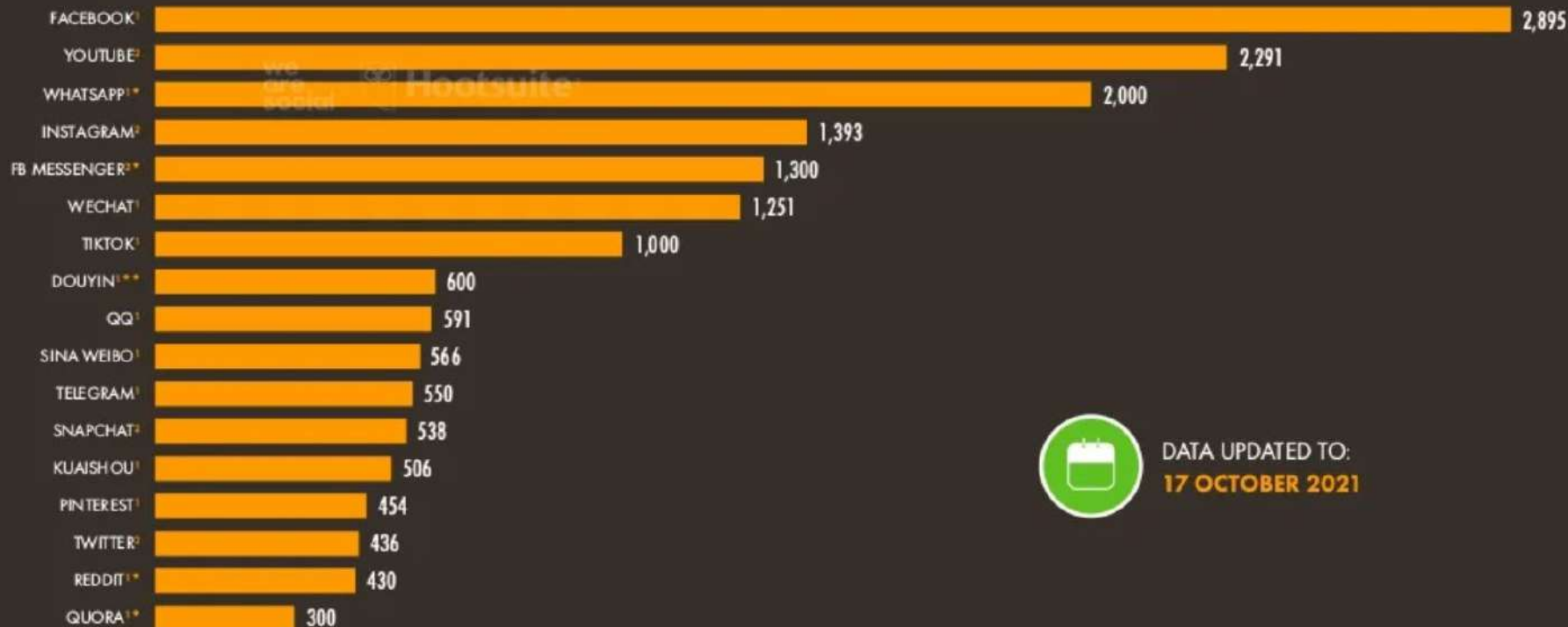
AVERAGE DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA ON ANY DEVICE



OCT
2021

THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



DATA UPDATED TO:
17 OCTOBER 2021

WEBSITES



Your online store - Website



- **A shop in the virtual world/ internet**
- **A way for customer to stay connected with you**
- **A way for prospect customer to find you and get to know the products/ services you offer**

What is a website?

HOW WEBSITES WORK:

A HOUSING ANALOGY

WEB HOSTING IS LIKE A HOUSE.

Most people rent house(s) or room(s) (subscribe to hosting packages) to stay (host their website).

WEBSITE IS EVERYTHING IN YOUR HOUSE:

furniture, interior design, etc. Visitors might leave your house if it's stinky and ugly! (Badly designed website)

DOMAIN NAME IS LIKE A STREET ADDRESS.

You need to register one so that people can find you.

If you have a lot of VISITORS, you need rent more space to fit in more people.

www.domain.com

INTERNET IS LIKE HIGHWAYS AND ROADS. WEB BROWSER IS LIKE A CAR.

You enter the domain name and it will bring you to the destination. Just like cars, some browsers are fast and some are really slow.

CHROME

INTERNET EXPLORER

2 building blocks of your online store



1 A Shop Name

Before you start to build your shop, you need to decide on a name. This name is known as **Domain name**, which is the address customers/ people type into the browser URL bar to get to your website.

Some examples of domain name:

- Exabytes.com

2 building blocks of your online store



2

A “Building” To House Your Shop

Now we have decided on the name for our shop, we will need to rent a space in a building. This is what we call Hosting.

In order to publish your website online, your website requires a web hosting service.

Domain name

Tips for choosing a domain name



Your domain name should accurately
represent your business as well as be
easy to remember and **promote**.

Professional email address

Be memorable

There are millions of registered domain names, so choosing a domain that's catchy and memorable is essential. Once you've come up with a name, you can share it with close friends to make sure it sounds appealing and makes sense to others.

A name that is easy to spell/ type

Choosing a domain name that's easy to spell/ type is critical to online success. If you use slang (u instead of you) or words with multiple spellings (express vs. xpress), it might be harder for customers to find your site.

Examples of bad domain name

Itscrap.com

regencytechnologies

Smart recovery and disposal of retired IT assets requires a wide range of skills to ensure that the technology lifecycle is being handled properly. That's where Regency Technologies comes in.

Regency provides powerful tools for **EFFECTIVE** IT Asset Management

Where IT is going.

- » HOME
- » IT MANAGEMENT
Asset Management Services
- » IT SCRAP
Asset Recycling Services
- » IT SALES
Equipment Sales
- » NEW APPLIANCE RECYCLING
- » ABOUT US
- » FYI: NEWS & INFORMATION
- » REQUEST A QUOTATION
- » CONTACT US

IT MANAGEMENT

Regency Technologies closes the loop on the IT asset lifecycle.

We offer the most comprehensive approach to IT Asset Management. Whether you are a Fortune 500 company, government agency, small business or consumer, we have a solution that will work.

» LEARN MORE

IT SCRAP

At Regency, we don't just recycle – we recycle the right way!

Computers and related IT hardware assets pose a serious environmental hazard. You risk significant legal liability if your IT assets are not disposed of or recycled properly.

» LEARN MORE

IT SALES

We test every piece of equipment before we'll put our name on it.

Regency Technologies is a great place to buy computers, refurbished computers, monitors, printers, parts, servers and more.

» LEARN MORE

IT Scrap

Whorepresents.com



The screenshot shows the homepage of Whorepresents.com. At the top, there is a navigation bar with the site logo, a search bar, and links for sign up, log in, news, FAQs, and support. Below the navigation bar is a main menu with links for HOME, ABOUT, NEWSLETTER, and THEQUICKLISTNET. The main content area is divided into several sections:

- WHO REPRESENTS**: A search box with a magnifying glass icon and a "Go" button.
- WHO IS REPRESENTED BY**: A search box with a magnifying glass icon and a "Go" button.
- Search by talent or their representatives across all media. Our contacts are your contacts!**: A promotional message below the search boxes.
- Industry News**: A section with a blue header containing two news items:
 - Hot Property: Image Comics**: A Friday, June 29, 2012 article about comic publishers outside of Marvel and DC.
 - 'Amazing Spider-Man' Shatters Tuesday Opening Box Office Record With \$35M**: A Wednesday, July 4, 2012 article about the movie's box office performance.
- TOP 10 CELEBS**: A list of ten celebrities: Andy Griffith (d. 2012), Katie Holmes, Tom Cruise, Ron Howard, Ivanka Trump, Britney Spears, Miley Cyrus, Lamar Odum, Amber Heard, and Charlize Theron.
- TOP 10 REPS**: A list of one representative: Allison Levy.
- whoRepresentswho In sports, music & film. FIND OUT MORE >**: A black box with white text and a right-pointing arrow.
- FOLLOW US ON: twitter**: A link to the site's Twitter profile.
- Download the FREE iPhone App**: A link to download the mobile application, accompanied by the app's logo.

Who Represents?

Speedofart.com



Speed Of Art

Keep it short

- If your domain name is long and complex, you risk customers mistyping or misspelling it. Short and simple is the way to go.
- The fewer words or characters your domain name has, the more likely your customers will remember it, spell your domain correctly and find your site.

Use keywords

Try using keywords that describe your business and the services you offer. For example, if you're a glass replacement business, you may want to register GlassRepair.com or GlassReplacement.com.

Pro Tip: Include keywords that people will use when searching for your products or services

It helps improve your rank on search engines (which increases traffic) and just makes more sense to your customers.

Target your area

If your business is local, consider including your city or state in your domain name to make it easy for local customers to find and remember. Example: JurongGlassRepair.com.

Avoid numbers and hyphens

Numbers and hyphens are often misunderstood — people who hear your website address don't know if you're using a numeral (5) or it's spelled out (five) or they misplace or forget the dash.

Online Consistency

The key to building a successful brand online is consistency so, if possible, do keep your social media handles the same as your domain name.

Domain extension

Extensions are suffixes, such as [.com](#) or [.net](#), at the end of web addresses. The [.com](#) domain extension is by far the most popular, but it can be tough to get a short and memorable [.com](#) domain name because it's been around for so long.



Let's brainstorm together ..

What do you do? Are you serving local customers?

- 1 Business industry (e.g., bakery)
- 2 Services (e.g., catering)
- 3 Products (e.g., cupcakes)
- 4 Geographic location (e.g., Tampines, Jurong)
- 5 Words that describe your business (e.g., delicious, custom, sweet, supreme, made to order)

Activity
5 mins

Breakout Room

- **Share the name you have chosen**
- **Does it represent what you do clearly**
- **Does it match the tips we shared earlier**
- **Finalise the 3 names**
- **Come back to main room**

GOOD NEWS

Breakout Room

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Submit your choices of names here



- Submit at least 3 names with your preferred extension e.g.,
 1. CupcakeCatering.com
 2. TampinesCupcakeCatering.com
 3. CupcakeToYou.com
- Enter your **best email address**

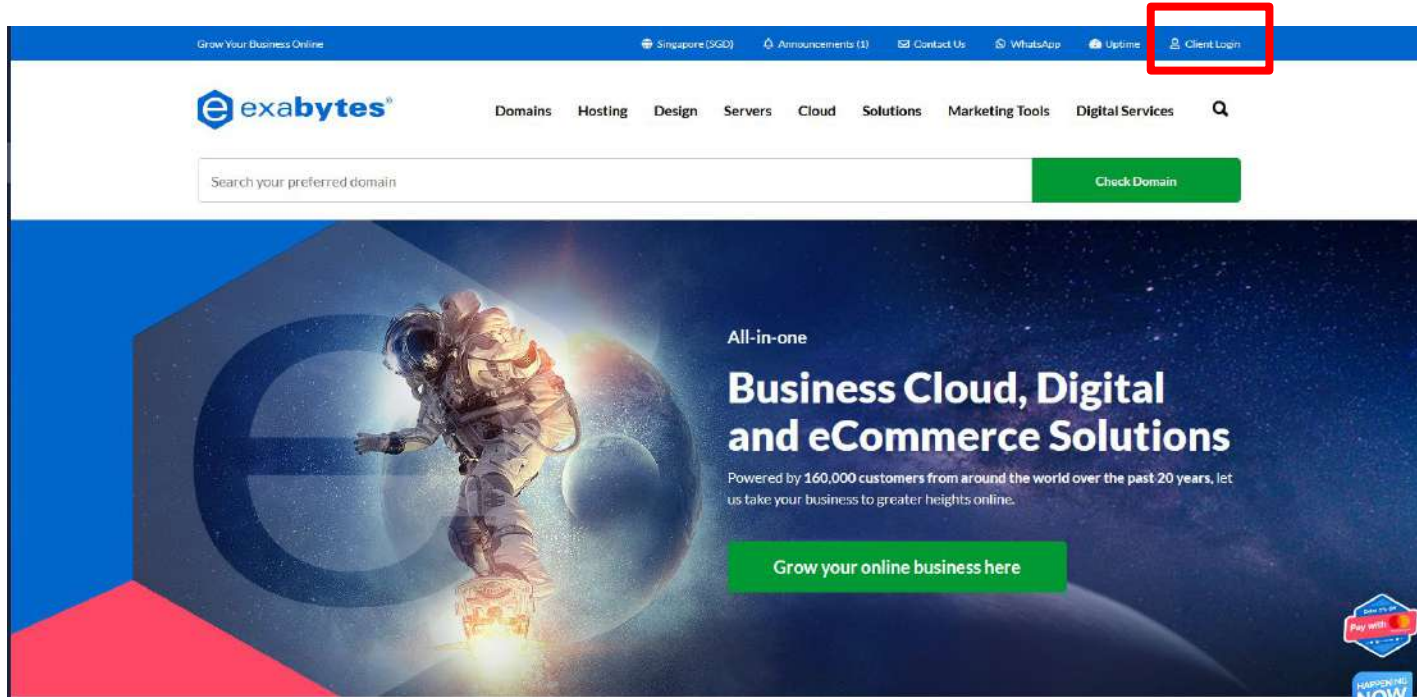
Client Account

Registering a client account with Exabytes



Registering a client account with Exabytes

Step 1: Go to the website : <https://www.exabytes.sg>, then click on the “Client Login” button on the top right corner.



Registering a client account with Exabytes

Step 2: Click on “Register” to register your account. *Tip: Use the same email address you submitted previously*

The screenshot shows the Exabytes website interface. At the top, a blue navigation bar contains the text "Grow Your Business Online." followed by links for "Singapore (SGD)", "Announcement (1)", "Contact Us", "Uptime", "Support", and "Client Login". Below this is the Exabytes logo and a horizontal menu with links for "Domains", "Hosting", "Design", "Servers", "Cloud", "Solutions", "Marketing Tools", and "Digital Services".

The main content area is divided into two sections. On the left is a "Login" form with the heading "Login This page is restricted". It includes input fields for "Email Address" (with a placeholder "Enter email") and "Password" (with a placeholder "Password"). Below these is a "Remember Me" checkbox and two buttons: "Login" and "Register". The "Register" button is highlighted with a red rectangular box. A link for "Forgot Password?" is located to the right of the "Register" button.

On the right side of the login form is a section for social login with the text: "Connect your account with Facebook or Google to simplify your sign-in experience." Below this text are two buttons: "Sign in with Facebook" and "Sign in with Google".

To the right of the social login section is a promotional banner titled "Refer. Reward. Repeat." It states: "Receive up to S\$100 cash rewards when you refer a friend to us." Below the text is the Exabytes logo and an illustration of a man with a megaphone talking to a group of people, with a smartphone in the foreground.

Registering a client account with Exabytes

Step 3: Fill up the online form with your information.

Personal Information

1 2

3 4

Billing Address

5

6

Registering a client account with Exabytes

Step 4: Enter your preferred password. Choose a security question

1 Password

2 Confirm Password

3 Please choose a security question

4 Please enter an answer

Join our mailing list

We would like to send you occasional news, information and special offers by email. To join our mailing list, please tick the box below. You can unsubscribe at any time.

Yes

Terms of Service

5 I have read and agree to the [Terms of Service](#)

6

Please choose a security question

- What is your mother's maiden name?
- What is your father's middle name?
- Who is your favorite sports team?
- Who is your favorite movie star?
- What was your first phone number?
- What was your childhood nickname?
- What is the middle name of your youngest child?
- What is your youngest brother's/sister's birthday?
- In what city did you meet your spouse/significant other?
- What is your pet's name?
- What is your favourite color?

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DESIGNS.AI

All the creative tools you need in one platform

Designs.ai is an Integrated Agency-as-a-Service platform that uses A.I. technology to allow users to create, edit, and scale content.

LOGO Maker

Use our AI logo generator to launch your brand with a unique logo and a full brand identity kit. Choose from over 10,000+ icons.

- ▶ Export your logo in JPEG, PDF, PNG and SVG
- ▶ Kit includes style guidelines and brand narrative
- ▶ Apply your brand's style across all your projects

[Learn more about Logomaker](#)



VIDEO Maker

Use our text-to-video technology to transform articles, posts, and text scripts into powerful, fully-edited videos in more than 20 languages.

- ▶ 10M clips, 170M Images, 500K audio files, 50 voices
- ▶ Resize for Facebook, Instagram, Twitter, TikTok, etc.
- ▶ Stunning effects, transitions, animations and icons

[Learn more about Videomaker](#)

SPEECH Maker

Our text-to-speech technology allows you to convert text scripts into realistic voiceovers with multiple languages, tones and pitches.

- ▶ 50+ high-quality natural-sounding voiceovers
- ▶ Generate a voiceover in 15+ global languages
- ▶ Use for sales Videos, explainers, tutorials and more

[Learn more about Speechmaker](#)



Registering an account with Designs.ai

In partnership with



In support of



Step 1: Go to the website : <https://designs.ai/redemption>

Please enter your voucher code and click 'Redeem now'

Enter voucher code

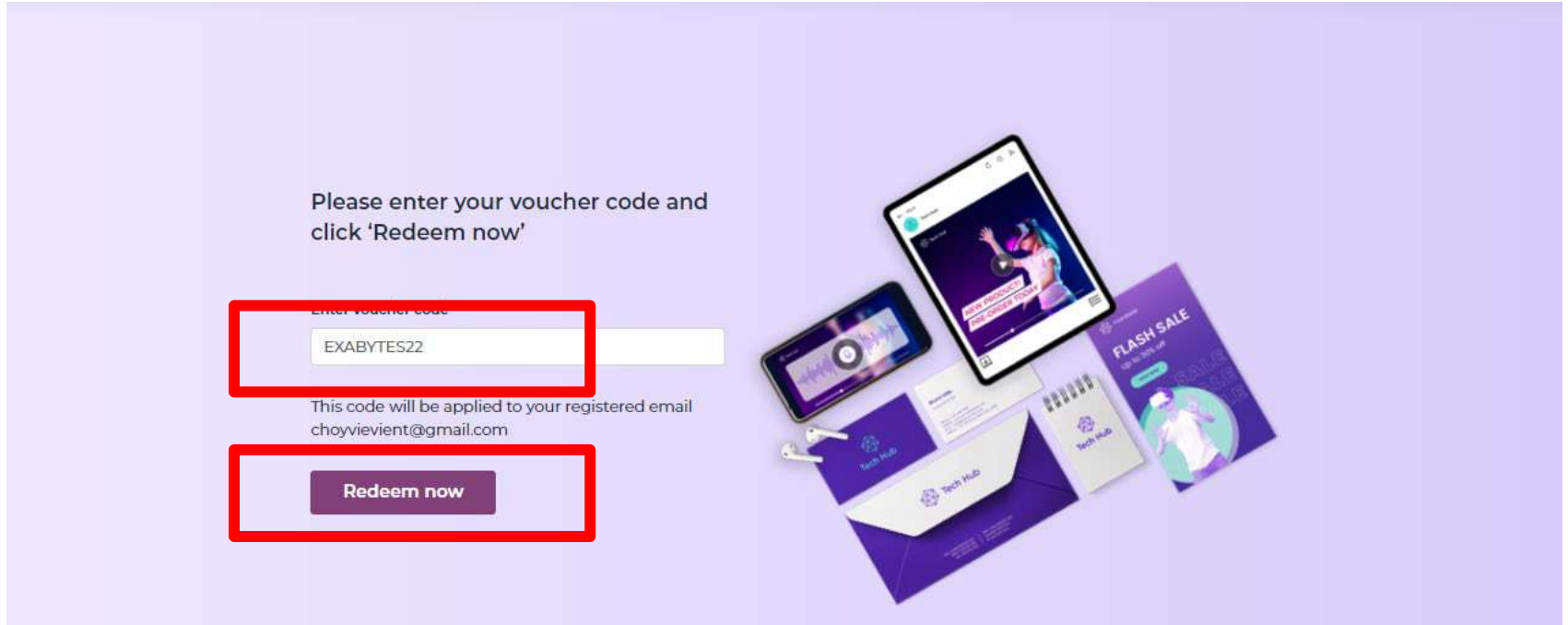
This code will be applied to your registered email
choyvievient@gmail.com

Redeem now



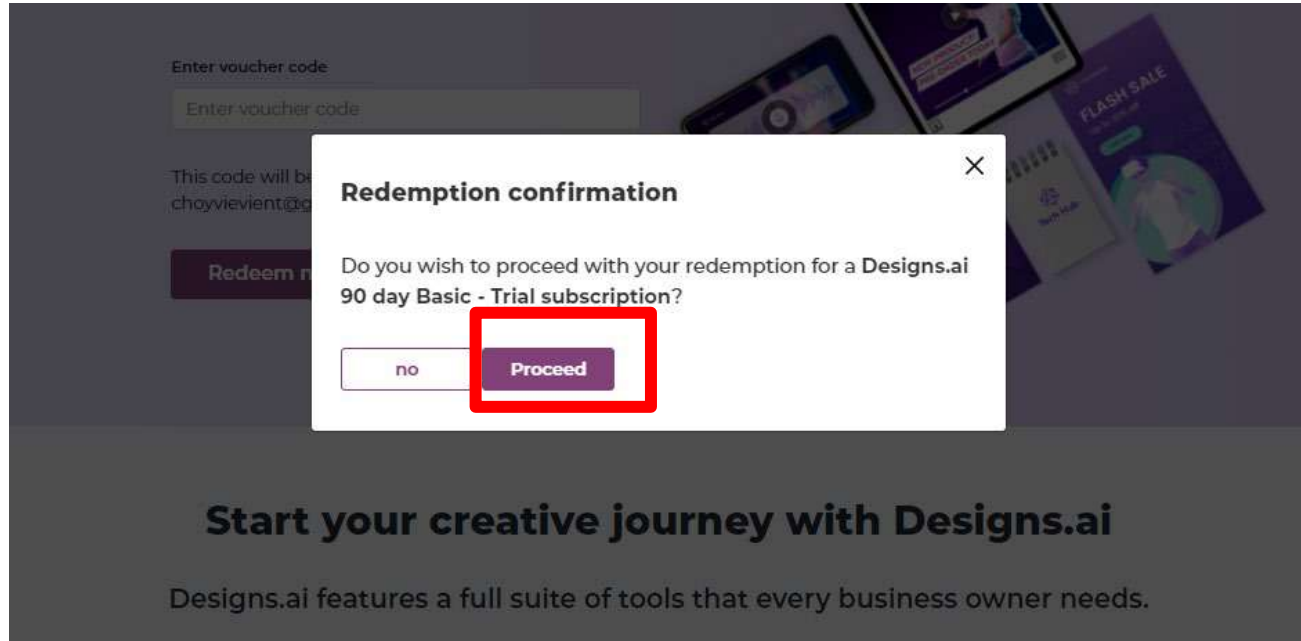
Registering an account with Designs.ai

Step 2: Enter the code EXABYTES22. Click on redeem now.



Registering an account with Designs.ai

Step 3: Click on “Proceed”



Registering an account with Designs.ai

Step 4: You have redeemed your account. Click on “Start creating now” to get started.

Congratulations!

You have successfully redeemed
Designs.ai 90 day Basic - Trial subscription

Start creating now



It looks great!

You can download your logo and see how it will look like on your brand products



cupcake is a fearless brand that is best described as **fresh**, **excellent** and **premium**. Your icon fits well in the **Bakery, Cakes & Pastries** industry. Your natural palette is **Random** and represents **Joy, Amusement** and **Harmony**. Your brand is also **vigorous, steady**.

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See You Next Week

Thank You!