Beyond Home Businesses

Through Digitalisation

19 & 26 Jan 2022
9 & 16 Feb 2022

2PM-4PM

In partnership with:

BEYOND social services

DESIGNS.AI

Above Her Rise

In support of:

DIGITAL FOR LIFE

exabytes

Agenda

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1. Overview of Module 1
2. Domain and Designs.ai
3. Digital Marketing
4. What's Next

The Coaches

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Vievient Choy
Facebook Certified Trainer
eUsahawan Certified Master Trainer
Digital Coach

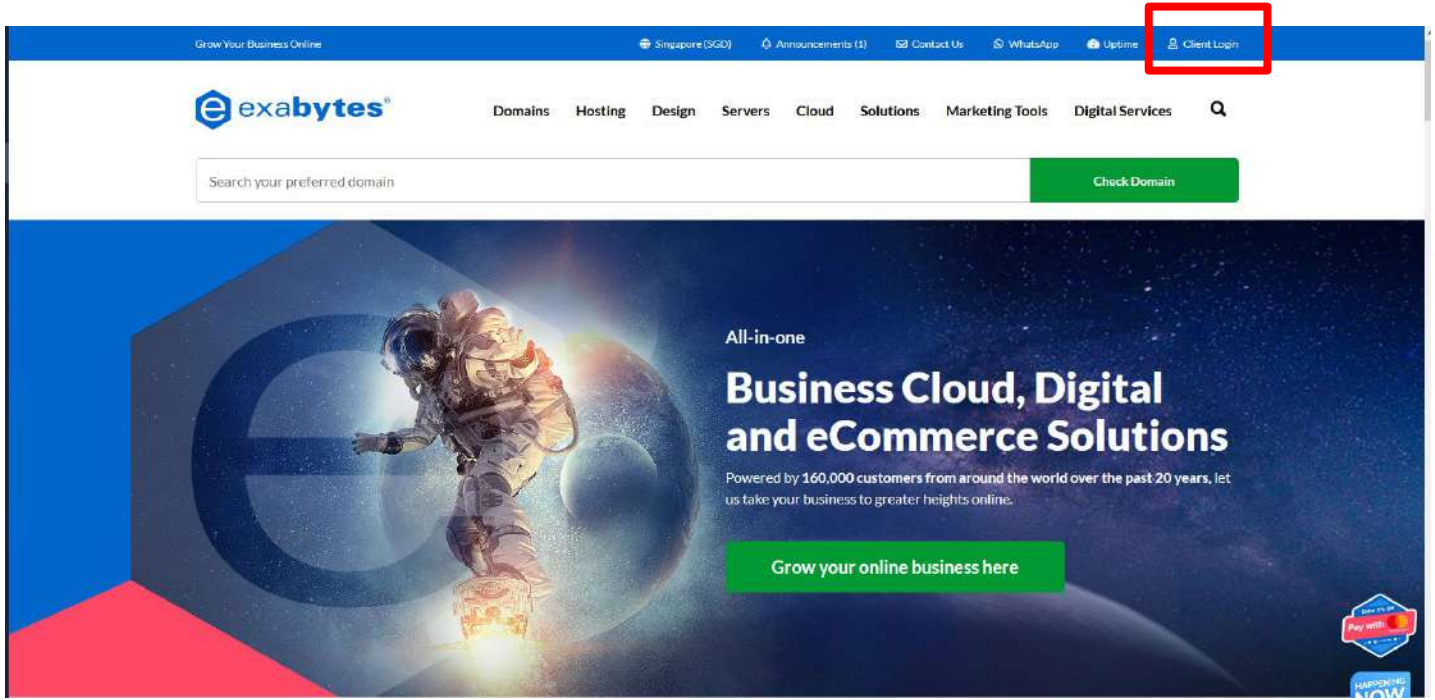
Kaygarn Tan
eUsahawan Certified Trainer
HRDF Certified Trainer
Digital Coach

Client Account

Registering a client account with Exabytes

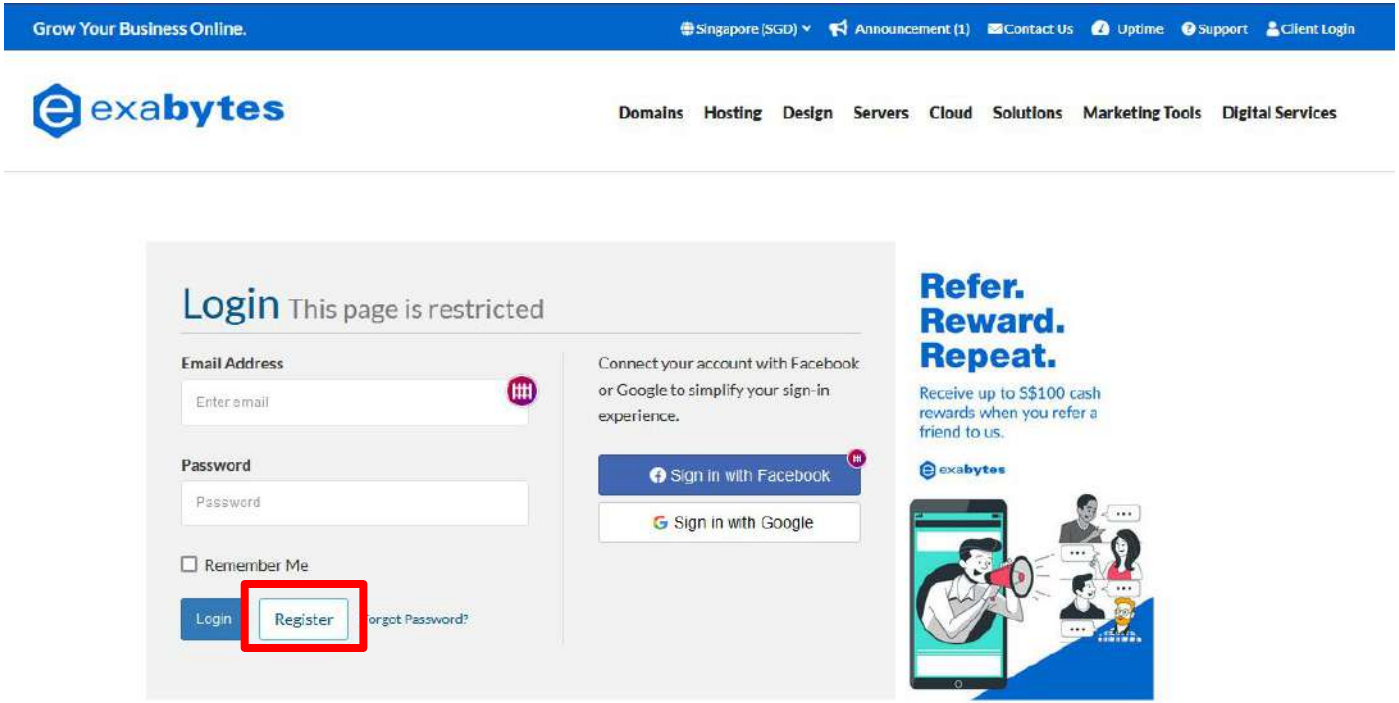
Registering a client account with Exabytes

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*



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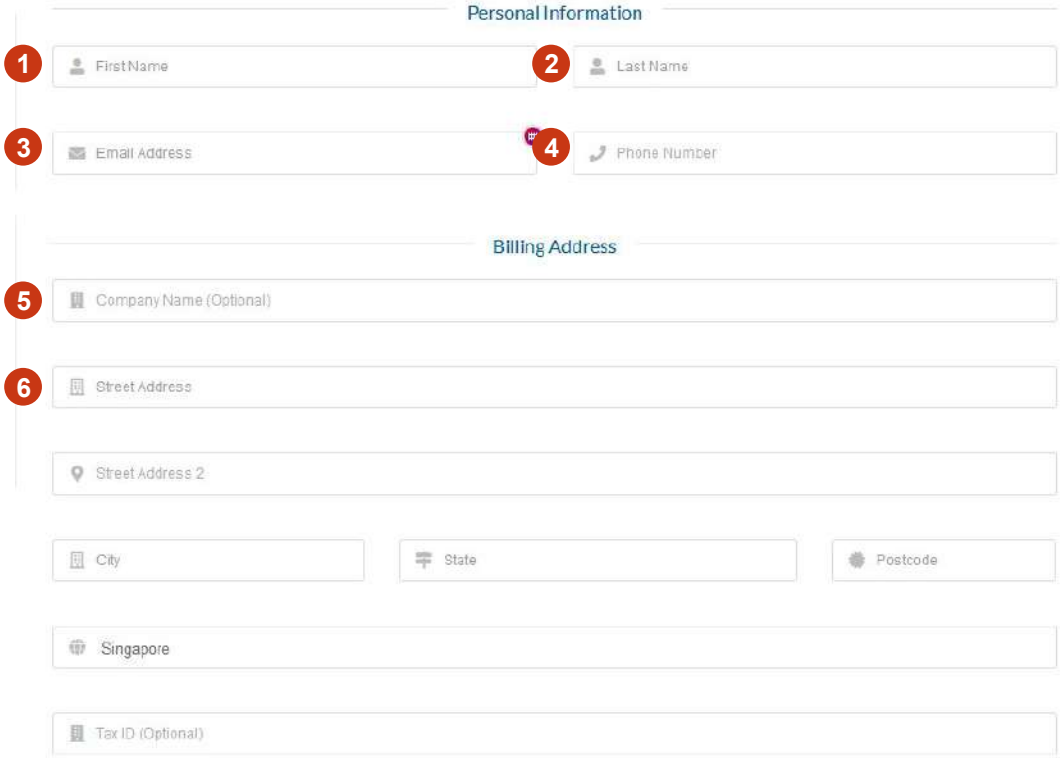
Registering a client account with Exabytes

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



Registering a client account with Exabytes

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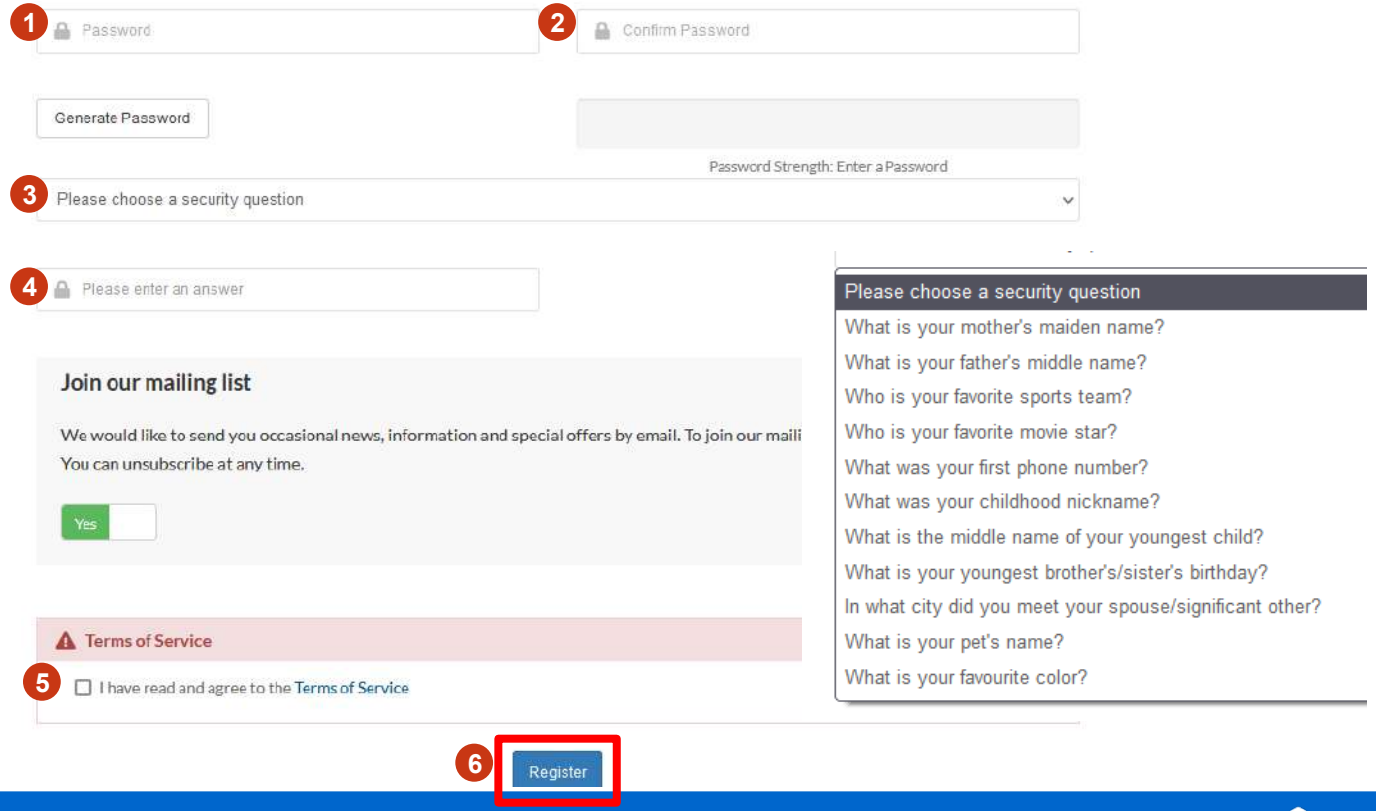
Step 4: Enter your preferred password. Choose a security question



Submit your choices of names here

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- Submit at least 3 names with your preferred extension e.g.,

1. CupcakeCatering.com
2. TampinesCupcakeCatering.com
3. CupcakeToYou.com

- Enter the email address used to register client account with Exabytes

Designs.ai

Register and claim your complimentary account with 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.

LOGOMAKER

Use our A.I. 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

VIDEOMAKER

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

SPEECHMAKER

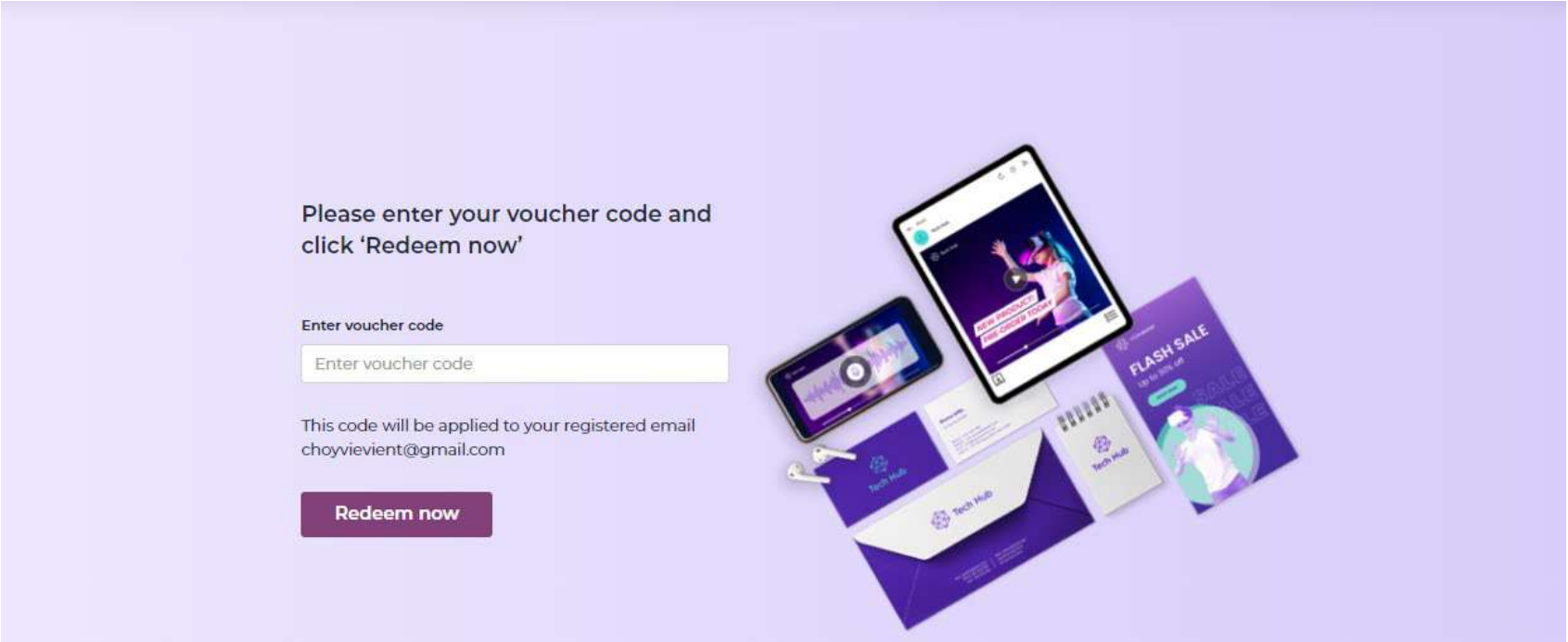
Our text-to-speech technology allows you to convert text scripts into realistic voiceovers with multiple languages, tones and pitches.

- 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

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



Registering an account with Designs.ai

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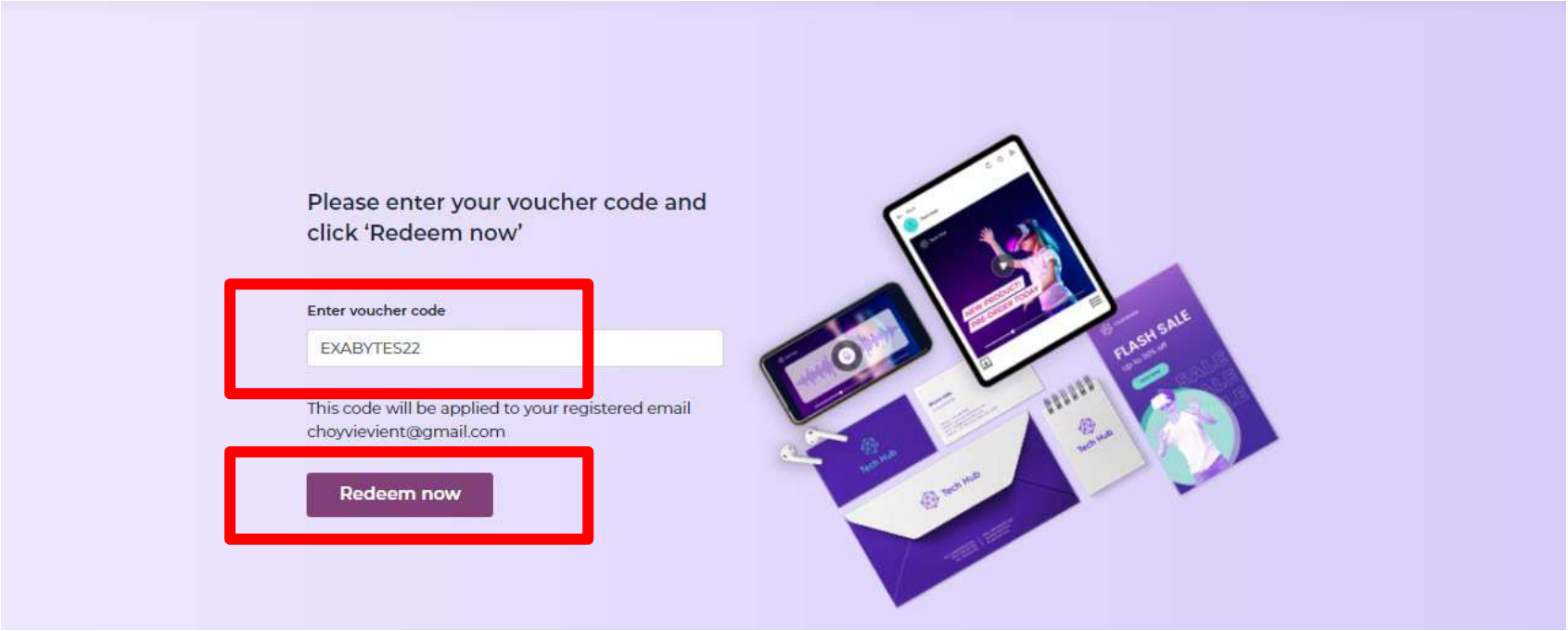
Step 2: Enter the code EXABYTES22. Click on redeem now.



Registering an account with Designs.ai

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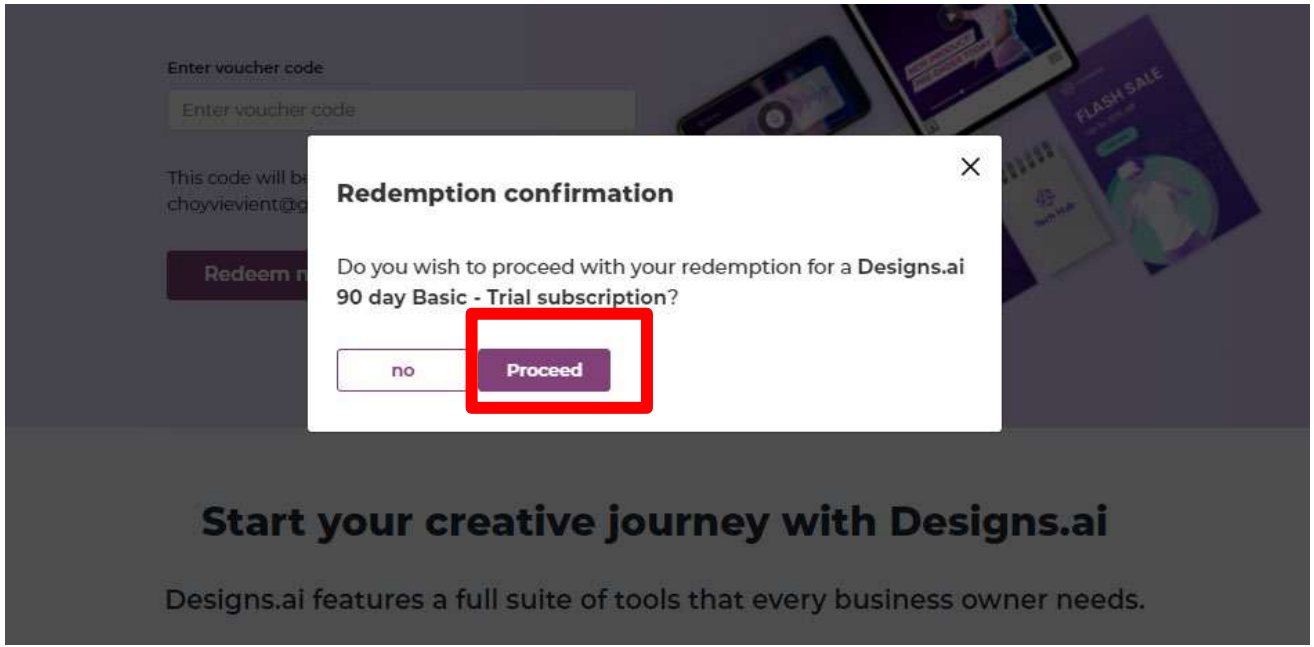
Step 3: Click on “Proceed”



Registering an account with Designs.ai

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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

Designs.ai dashboard

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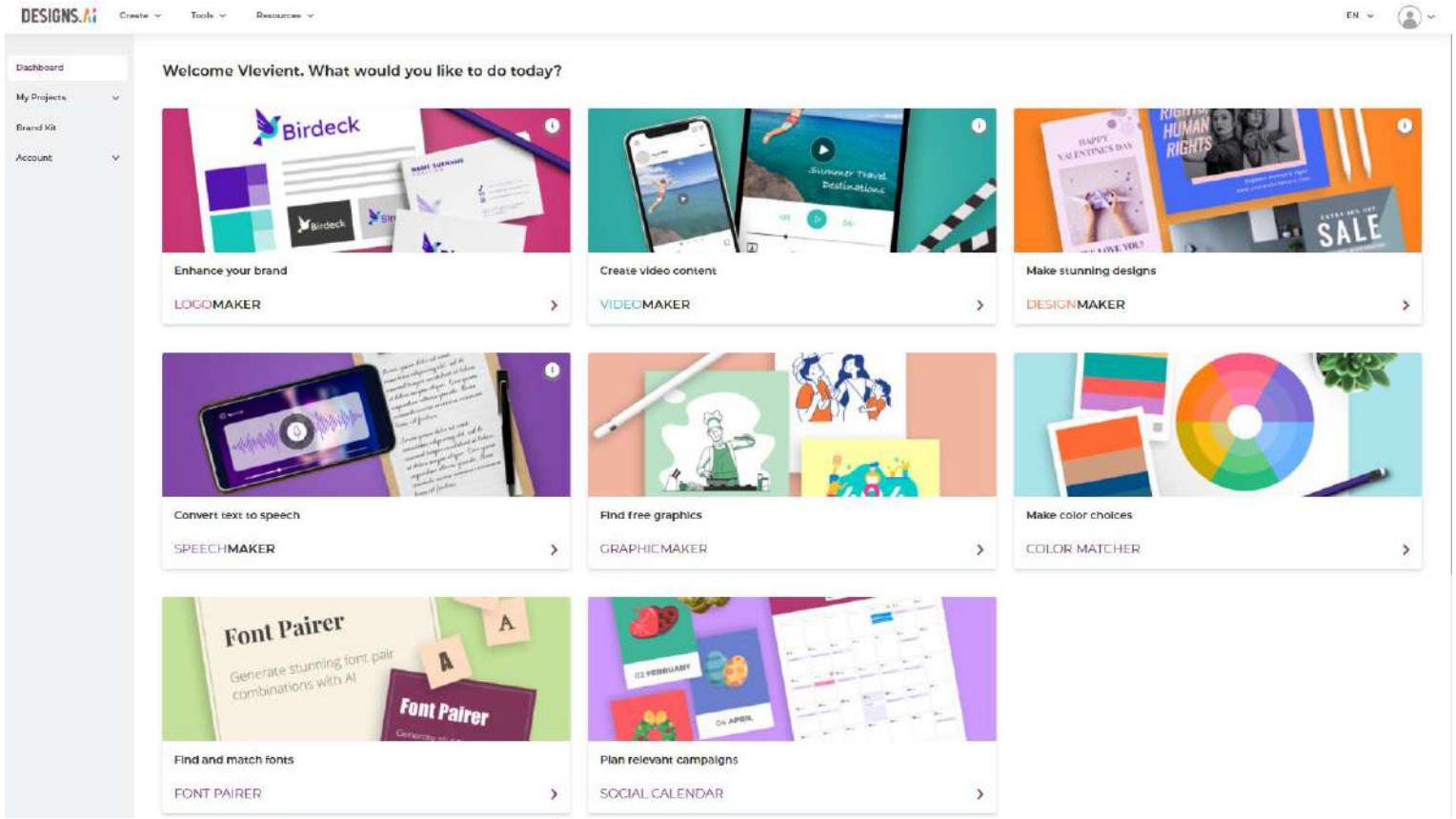

Digital Marketing

Digital Marketing

Digital marketing are all **marketing efforts** that use an electronic device or the internet. Businesses leverage digital channels such as **search engines, social media, email, and other websites** to connect with current and prospective customers.

Types of digital marketing

- Content Marketing (blog posts, ebooks)
- Social Media Marketing (FB, IG, LinkedIn)
- Google My Business (Local Businesses)
- Email marketing (blog subscription, holiday promotion, tips or email series for customer nurturing and engagement)
- Pay Per Click (Google, Facebook)

Know your customer

Customer segmentation

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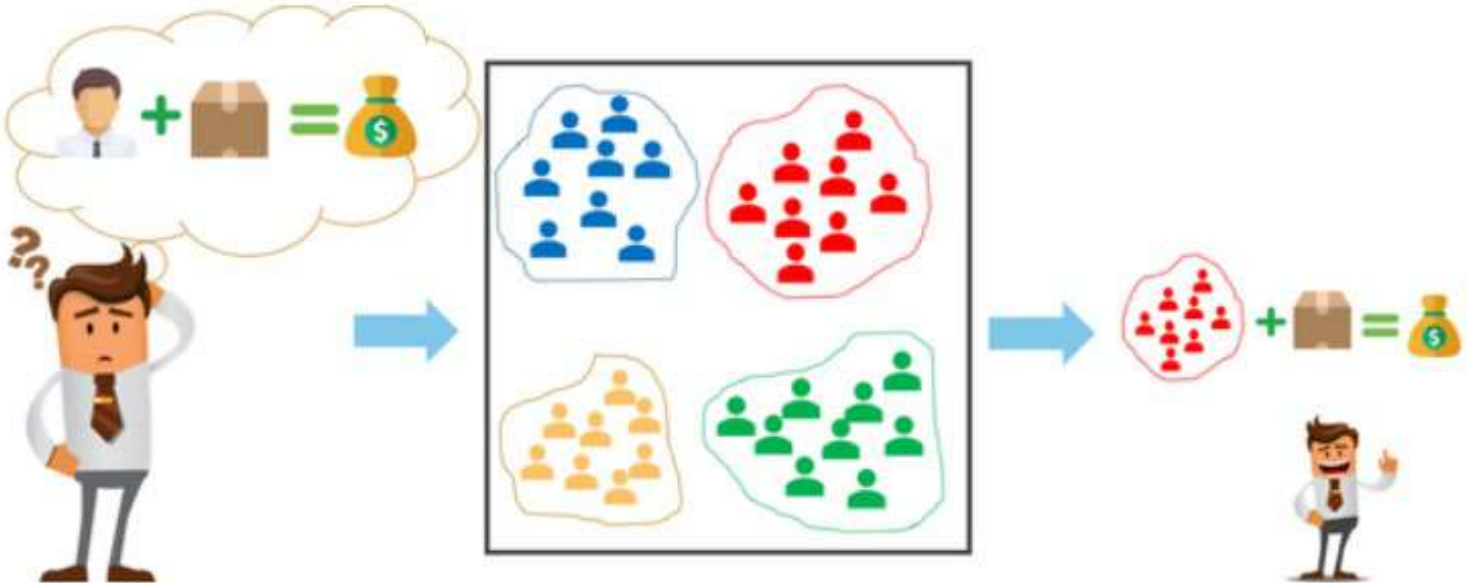


Determine the appropriate audience

Segmentation based on demographics, behavioral etc.

Different, more suitable content for each segment

OCT 2021

FAVOURITE SOCIAL PLATFORMS BY AGE AND GENDER

PERCENTAGE OF GLOBAL INTERNET USERS (EXCLUDING CHINA) WHO SAY THAT EACH OPTION IS THEIR 'FAVOURITE' SOCIAL MEDIA PLATFORM*

FAVOURITE SOCIAL PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
WHATSAPP	17.3%	22.2%	24.8%	25.0%	24.4%
FACEBOOK	11.8%	23.0%	**26.3%**	**26.1%**	**25.3%**
INSTAGRAM	**37.6%**	**25.7%**	15.8%	12.3%	8.2%
TWITTER	6.2%	3.6%	2.7%	2.7%	2.1%
FB MESSENGER	2.2%	3.0%	3.6%	3.6%	4.1%
TIKTOK	7.6%	3.9%	3.3%	2.3%	1.1%
LINE	1.0%	1.8%	3.0%	3.7%	5.6%
TELEGRAM	1.6%	1.9%	1.6%	1.3%	0.9%
PINTEREST	3.6%	2.2%	2.9%	3.8%	5.2%
SNAPCHAT	3.0%	1.4%	1.2%	0.5%	0.3%

FAVOURITE SOCIAL PLATFORMS AMONGST MALE INTERNET USERS

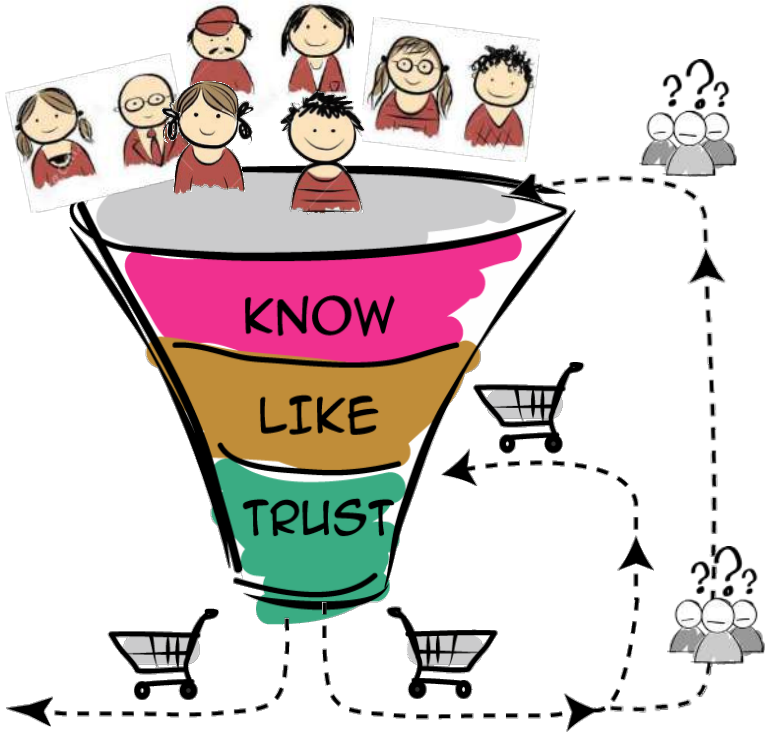
SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
WHATSAPP	21.1%	**24.7%**	26.4%	**27.4%**	**25.4%**
FACEBOOK	16.2%	24.6%	**28.1%**	25.9%	24.6%
INSTAGRAM	**31.2%**	19.1%	11.6%	8.6%	4.7%
TWITTER	5.1%	4.4%	4.6%	4.5%	3.5%
FB MESSENGER	2.4%	3.1%	3.6%	3.5%	3.2%
TIKTOK	3.7%	3.0%	2.7%	2.1%	1.3%
LINE	1.2%	1.6%	2.5%	3.2%	4.5%
TELEGRAM	3.6%	3.3%	2.6%	2.1%	1.5%
PINTEREST	0.7%	0.9%	1.0%	1.3%	1.7%
SNAPCHAT	2.6%	1.3%	0.8%	0.5%	0.3%

SOURCE: GWI (Q2 2021). SEE GWI.COM FOR MORE DETAILS. *NOTES: DOES NOT INCLUDE USERS IN CHINA. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER SOCIAL PLATFORMS NOT INCLUDED IN THE TABLES SHOWN ABOVE, SO VALUES FOR EACH COLUMN MAY NOT SUM TO 100%. PERCENTAGE VALUES IN ORANGE TEXT HIGHLIGHT THE FAVOURITE PLATFORM FOR EACH AGE GROUP. INDIVIDUAL RESPONDENTS MAY USE DIFFERENT CRITERIA TO DETERMINE THEIR "FAVOURITE" PLATFORM.

we are social Hootsuite

Social Media Marketing

Basic concept of social media



Social Media Must Have

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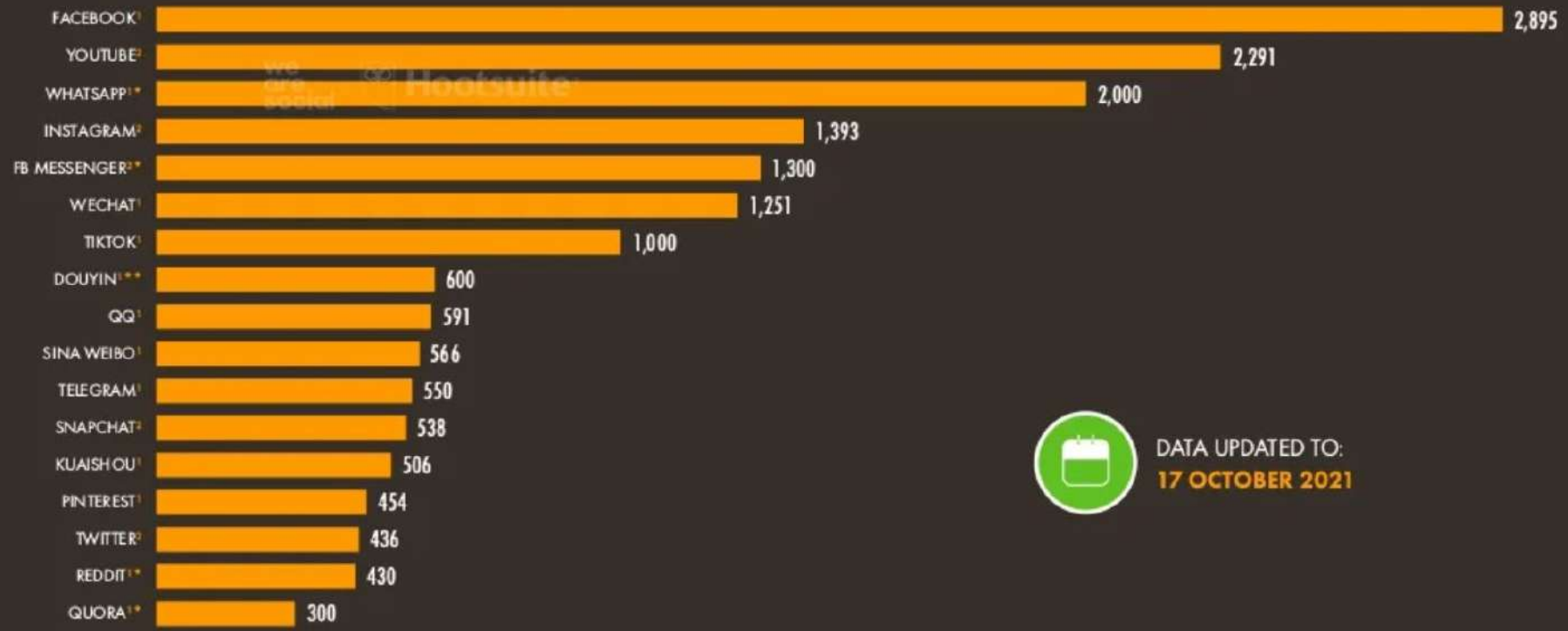
THE WORLD'S MOST-USED SOCIAL PLATFORMS

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

Facebook

Facebook Page

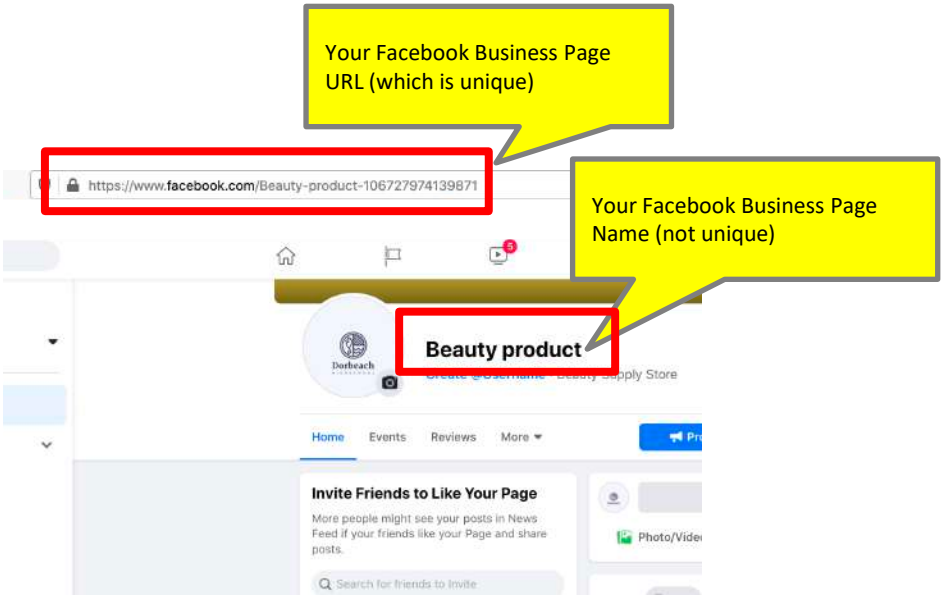
- Create awareness and build your brand
- Build rapport with your customers
- Converting visitors (traffic) to become your customers
- Promote your business or products by posting status updates, links, event announcements, comments, or photos and videos
- To run advertisement
- Schedule post in advance

Facebook Page

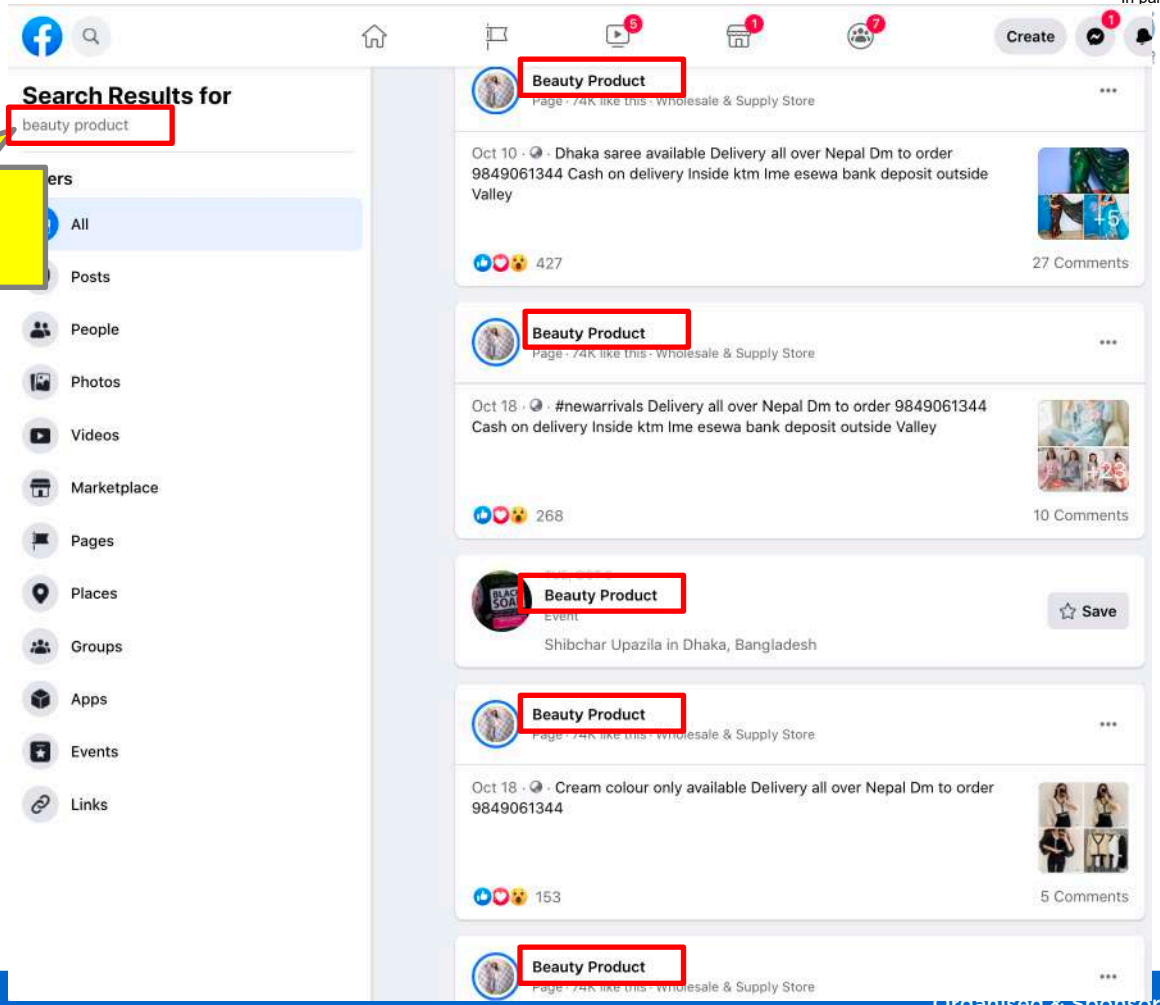
- Create awareness and build your brand
- Build rapport with your customers
- Converting visitors (traffic) to become your customers
- Promote your business or products by posting status updates, links, event announcements, comments, or photos and videos
- To run advertisement
- Schedule post in advance

Optimising for Facebook

- Choose a Good Facebook name
- Claim your unique URL
- Keywords in Strategic locations
- Complete your business information
- Create content

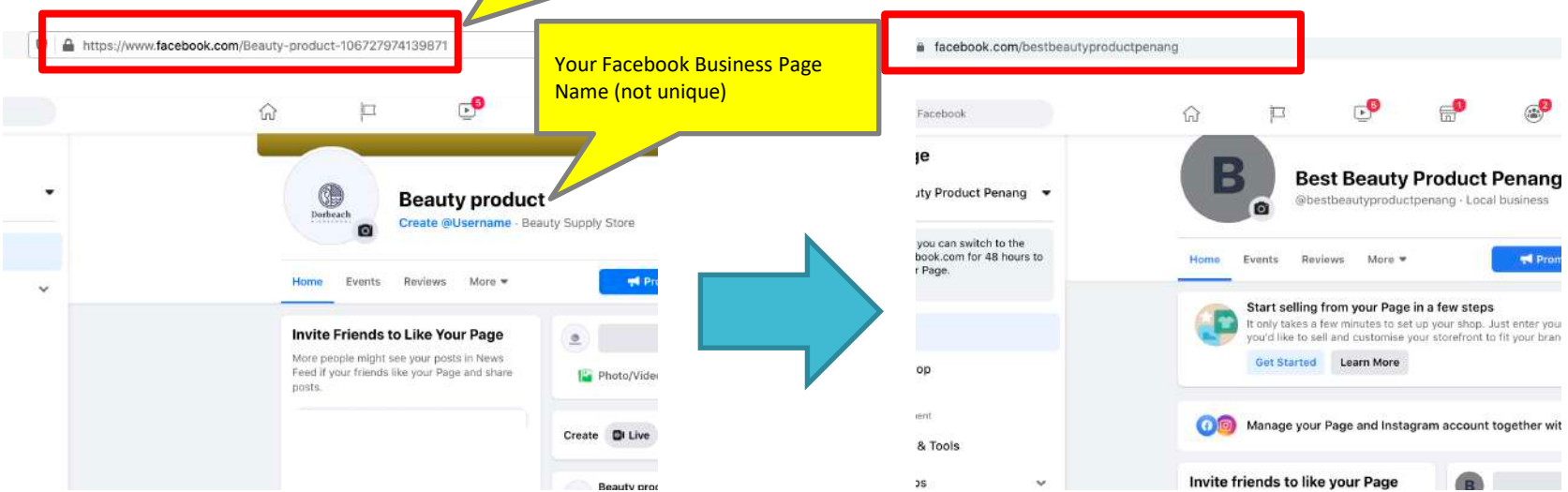

Your Facebook Business Page URL (which is unique)
https://www.facebook.com/Beauty-product-106727974139871
Your Facebook Business Page Name (not unique)
Beauty product
Home
Events
Reviews
More
Invite Friends to Like Your Page
More people might see your posts in News Feed if your friends like your Page and share posts.
Search for friends to invite

Do a search on Facebook for "Beauty Product"



Your Facebook Business Page URL (which is unique)

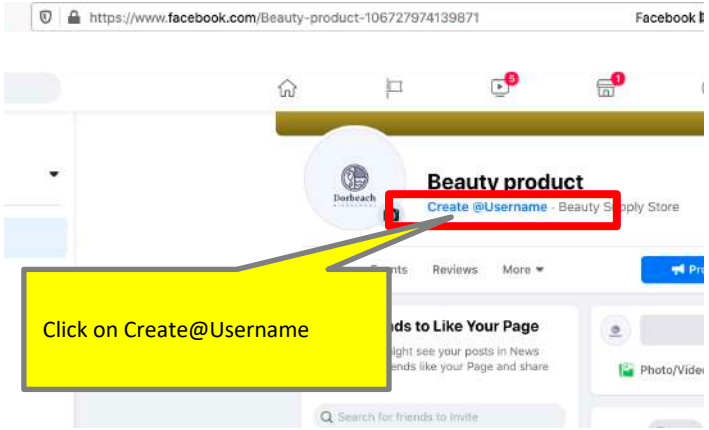
Your Facebook Business Page Name (not unique)

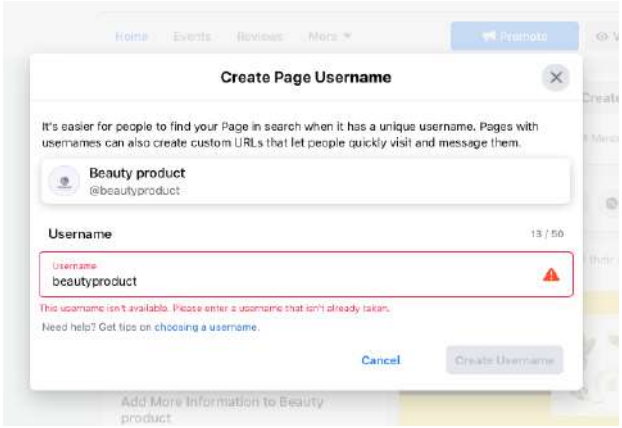


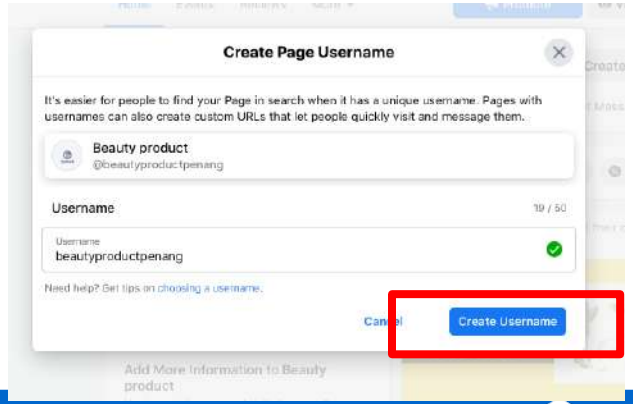
Creating your unique FB Page Name

In partnership with

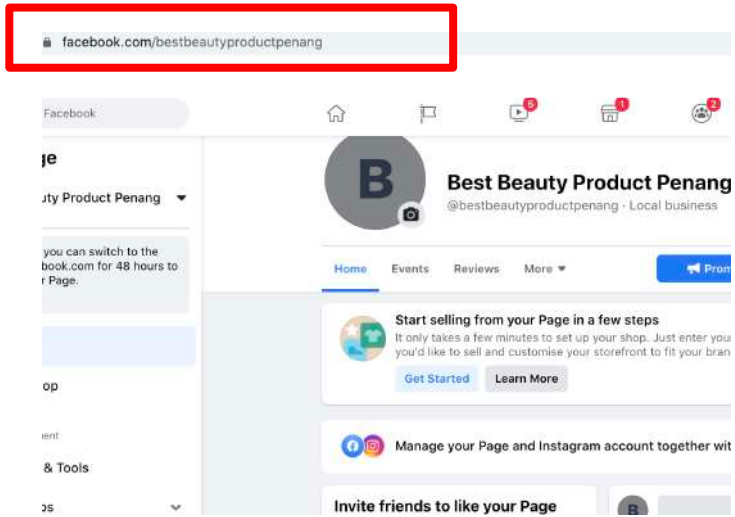
In support of







Confirm your FB Page URL



Google My Business

The Importance of Google My Business For Local Businesses

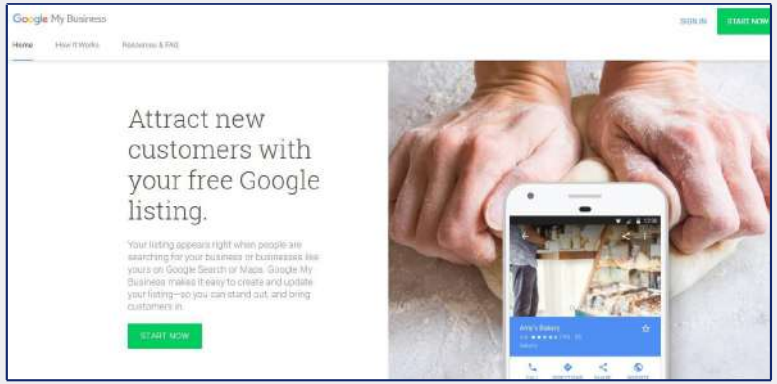
- Customer use Google Search Engine to perform search
- Most customer uses smartphones with location tagging on.
- Customer will be shown businesses that is nearest to their current location

Tips & Tricks on Optimizing Google My Business

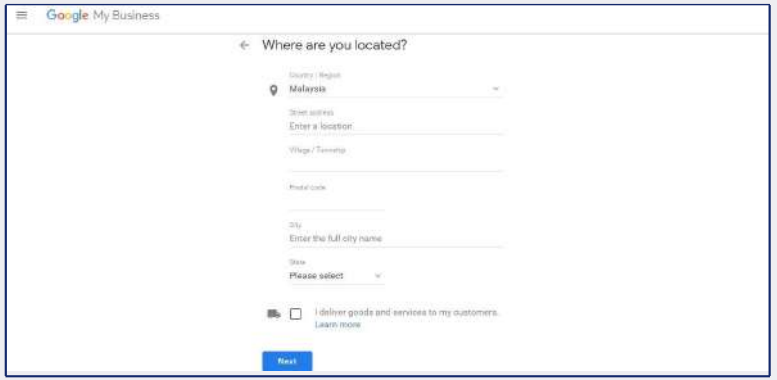
- Publish relevant content such as business activities
- Update businesses hours accurately
- Use attractive picture
- Ensure that every business information is current
- Do answer all questions and respond to reviews from customers

Steps to register for Google My Business

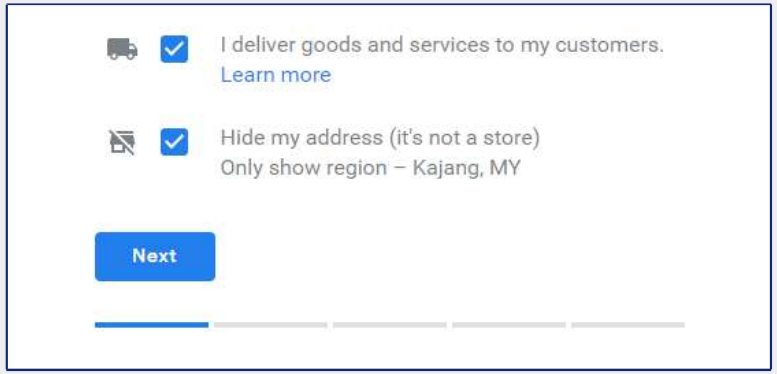
1 Go to **https://www.google.com/business**



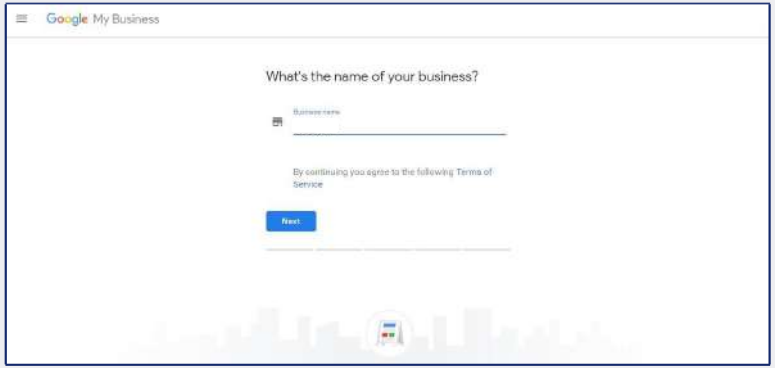
2 Fill in your business address



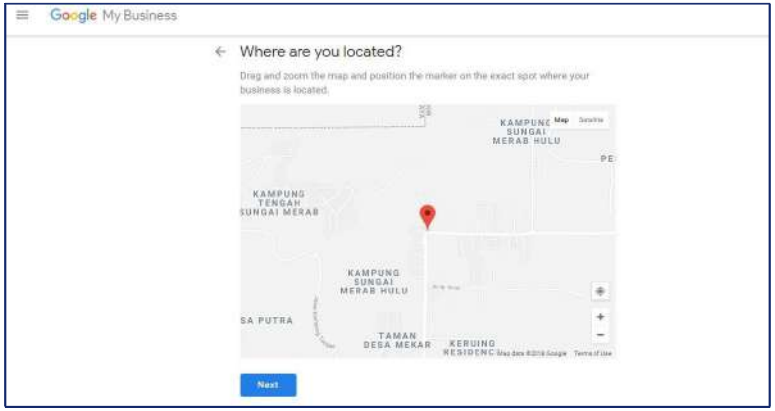
3 If you do not own a premise, choose **Hide my address**



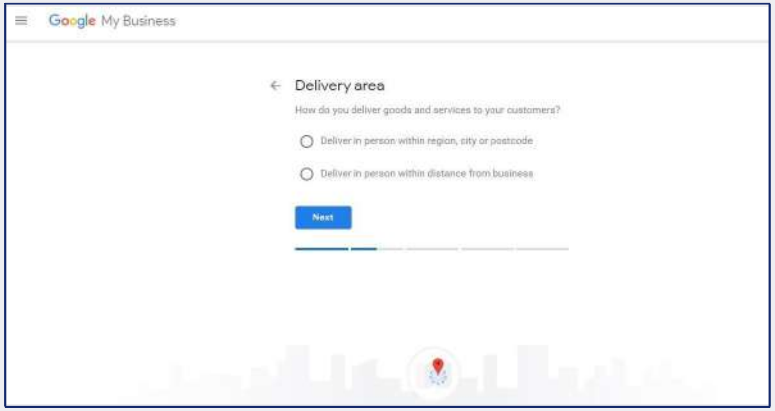
Fill in the name of your business



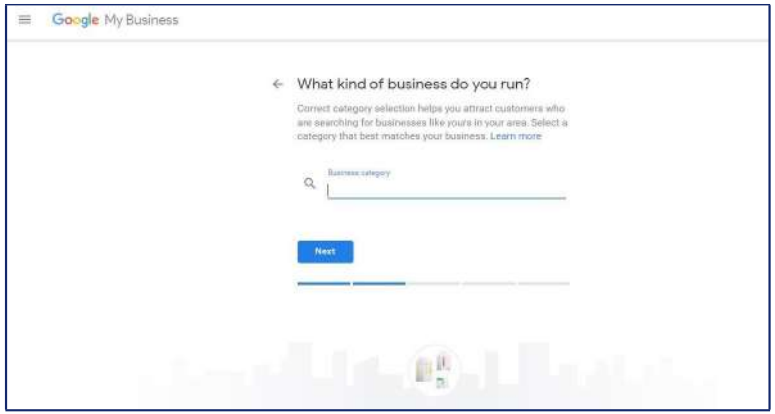
5 Choose where your business is located from the map



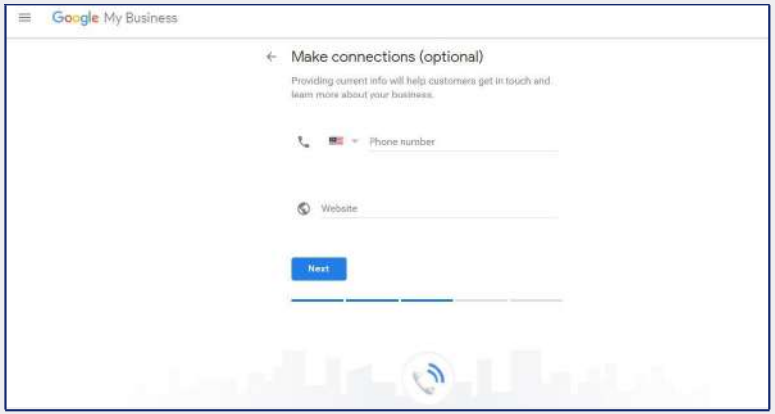
6 Choose your delivery area



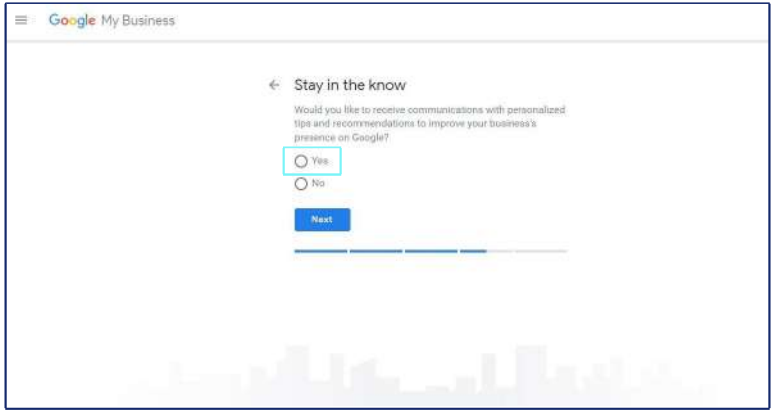
7 Choose business category



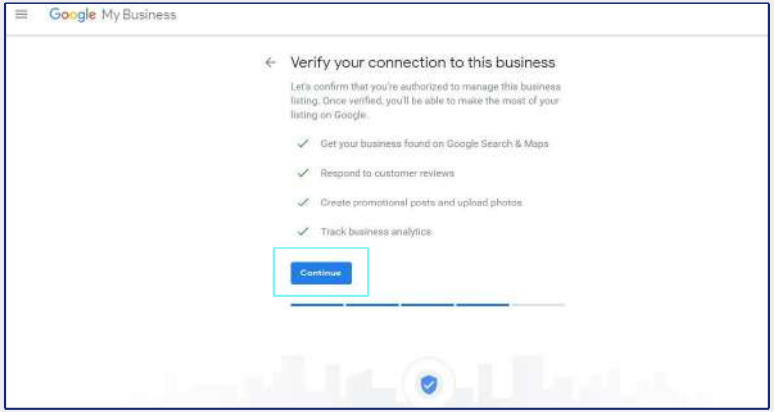
8 Fill up the phone number and website link or WhatsApp link



9 If you would like to receive further information, choose **Yes**

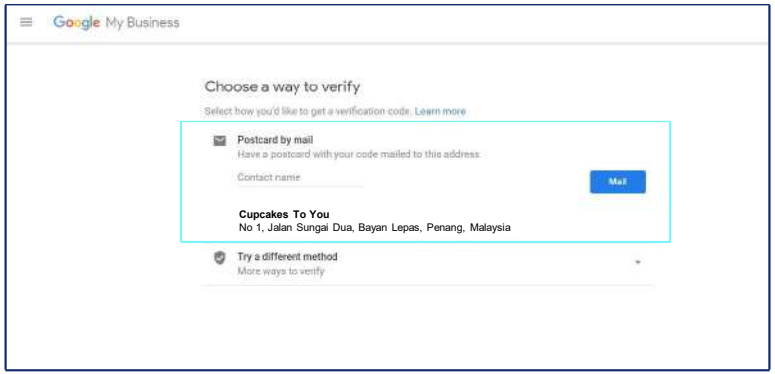


10 Choose **Continue**



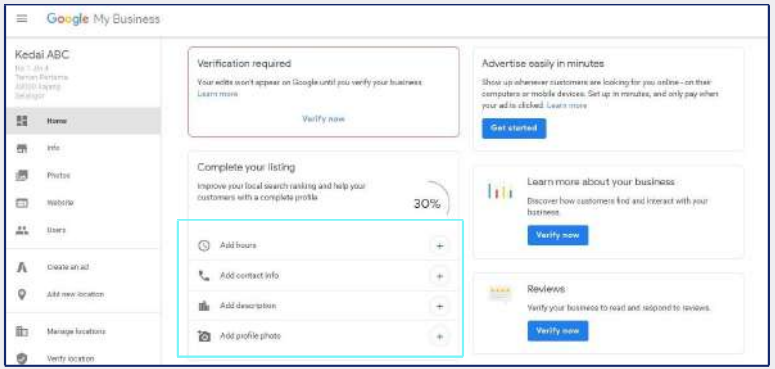
11 Google will verify your business by sending a postcard by mail

Other authentication methods such as SMS and phone calls depend on Google



12 After completing the business listing, entrepreneurs are able to edit the company profile:

- Business Hours
- Contact Info
- Business Description
- Photo



Example of Postcard:

Google My Business

Hello from Google,

The verification code that [redacted]equested from Google is below! Just follow the three steps below to finish verifying, and [redacted] will be open for business on Google.

Steps to verify your business:

- ☑ Visit **google.com/verifymybusiness**
- ☑ Sign with your email address [redacted]
- ☑ Enter your verification code and submit!

Your verification code:

33885

This code is unique to your business account and the particular listing you want to verify. Please do not share this code with anyone else, and know that Google will never call your business and ask for your code.

Need help? Visit us at **google.com/supportmybusiness** to learn more.

WhatsApp

Benefits of WhatsApp For Business

- Separate messaging app for business.
- Build trust through your business profile.
- Easily responds to customers using auto-replies.
- Organise your contact list.
- Promote your product or service indirectly.

WhatsApp for Business

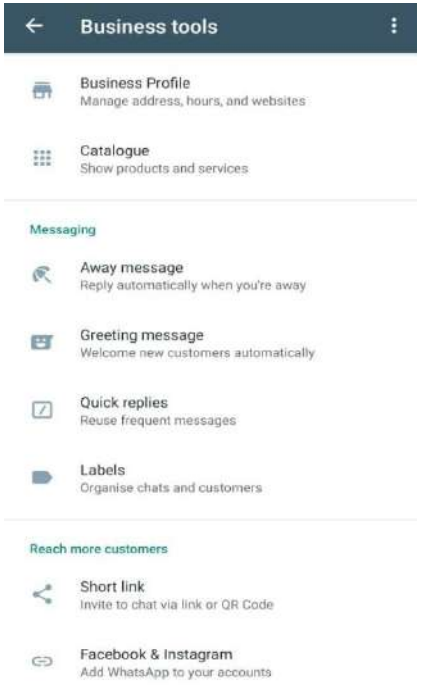
In partnership with In support of

- Download Whatsapp for Business
- Backup all chat history on Whatsapp Personal
- Login Whatsapp For Business.
- Register by Agreeing to Terms & Condition of Whatsapp For Business
- All chat data will be transferred from Whatsapp Personal to Whatsapp For Business

WhatsApp Business

Features in WhatsApp for Business

- Business Profile
- Catalogue
- Auto reply Message
- Greeting Message
- Quick Replies
- Label Chat
- Short-Link QR Code
- Add WhatsApp to Facebook and Instagram Account



Features in WhatsApp for Business

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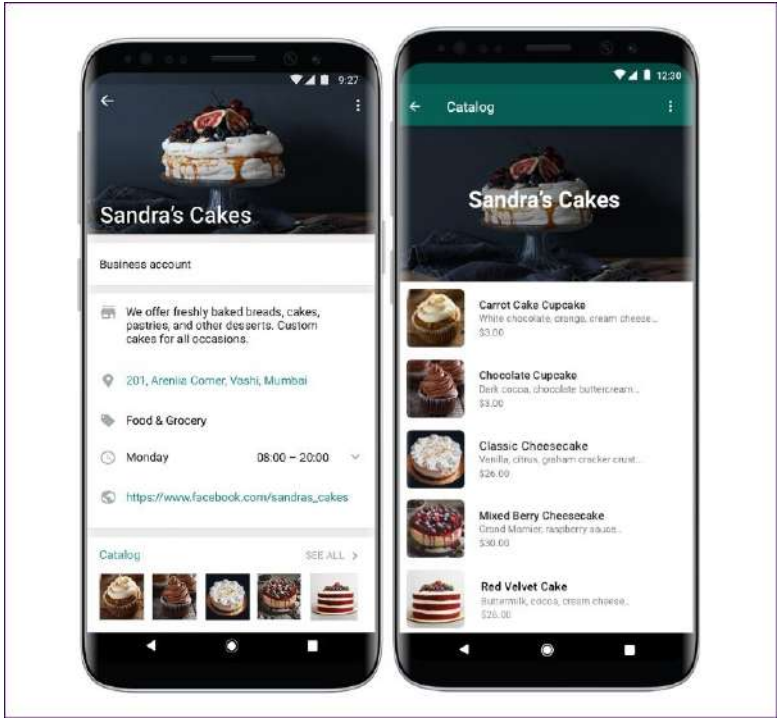
In support of DIGITAL FOR LIFE

- Voice & Video Call
- WhatsApp Status
- Broadcast
- Groups
- File Attachment
- Whatsapp Web
- Pinned Chat
- Starred Message

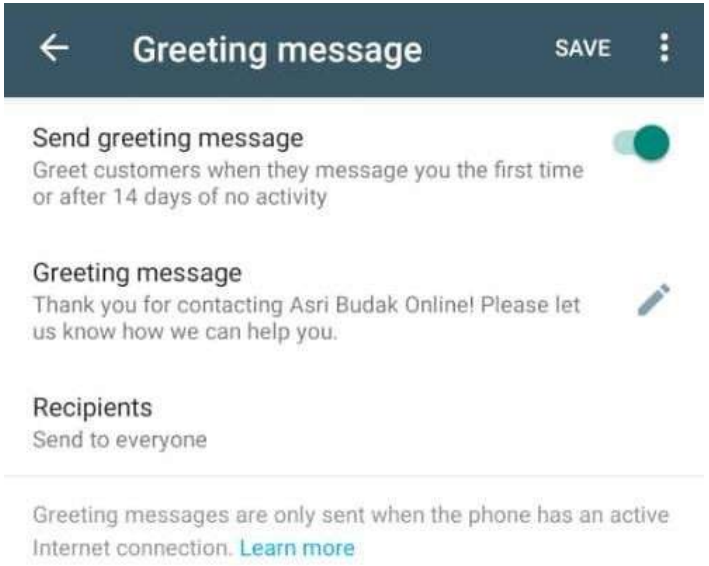
Catalogue

- Showcases products and services
- Catalogue can be shared with customers
- It is shown on your business profile with details of your products



Greeting Message

- Greeting message is automatically sent to customers who message you for the first time or after 14 days of no activity



Quick Replies

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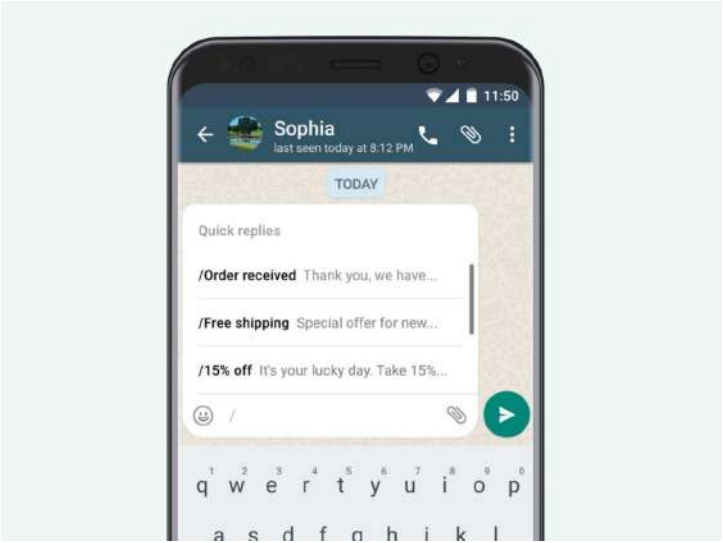
In support of DIGITAL FOR LIFE

- With quick replies, we can create keyboard shortcuts for the messages we send most frequently.
- To set quick replies:
- *Tap More Settings > Business Tools > Quick Replies*
- *Tap Add (+)*
- *Set a text message or add attachment*
- *Set the keyboard shortcut*
- *Set the keyword to quickly locate it*
- *Save.*
- *To use, type "/" followed by the shortcut of preset quick reply.*



Chat Labels

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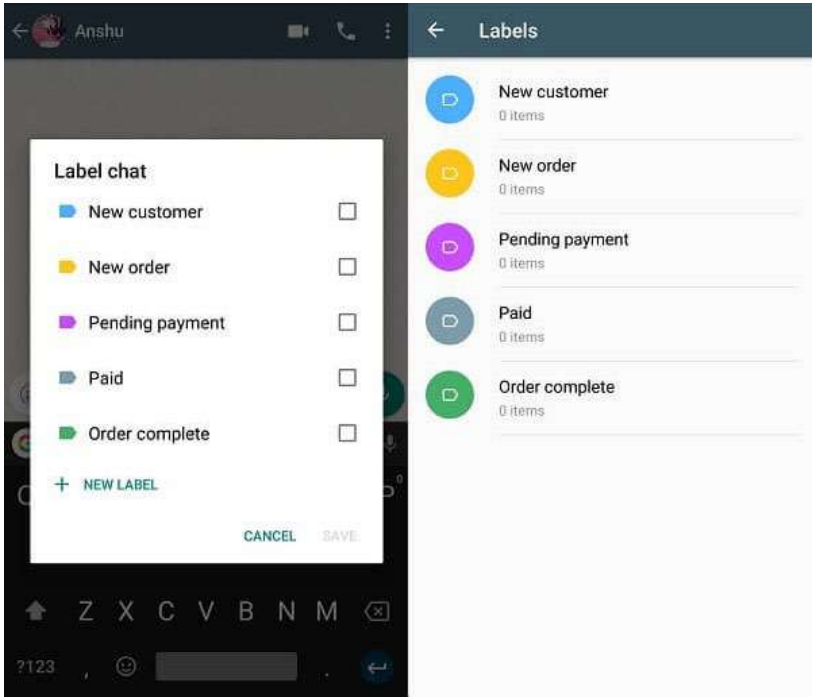
In support of DIGITAL FOR LIFE

- To organize chats
- Easy to find customers by category
- Keep track of conversation/ purchase status
- This color of the label can be set to your preference tittle



Content Marketing

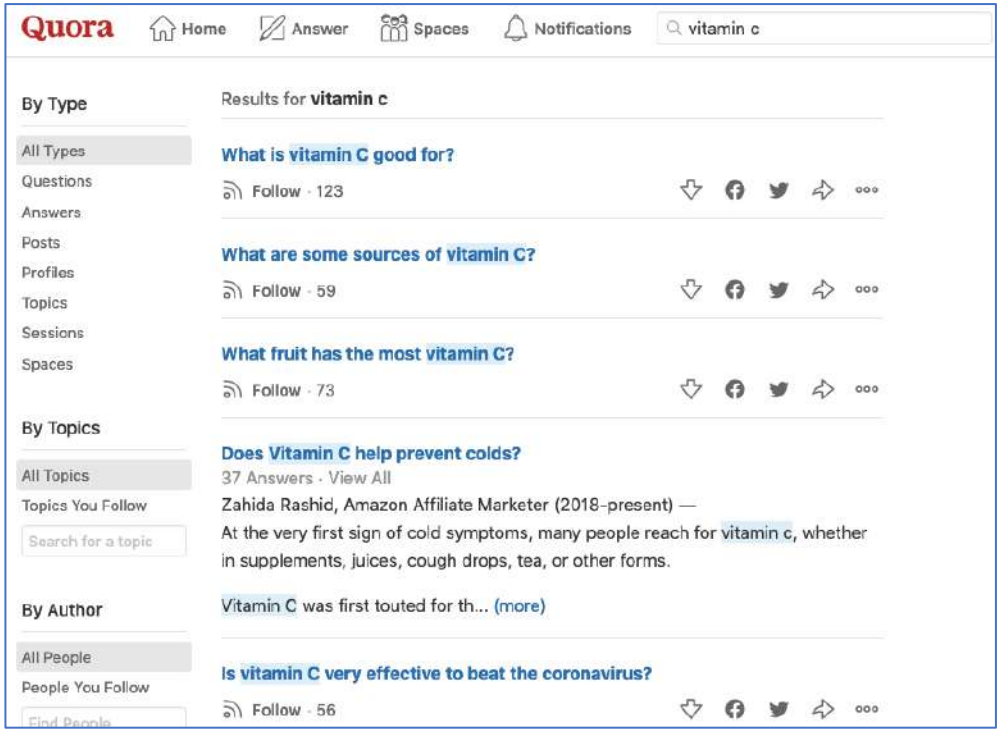
Where to get ideas for content

vievientchoy@gmail.com

General Forums (Quora)

Examples of post:

- This fruit contains most vitamin C
- Here are 5 sources of vitamin C
- Vitamin C is proven to be good for you. Here's why.



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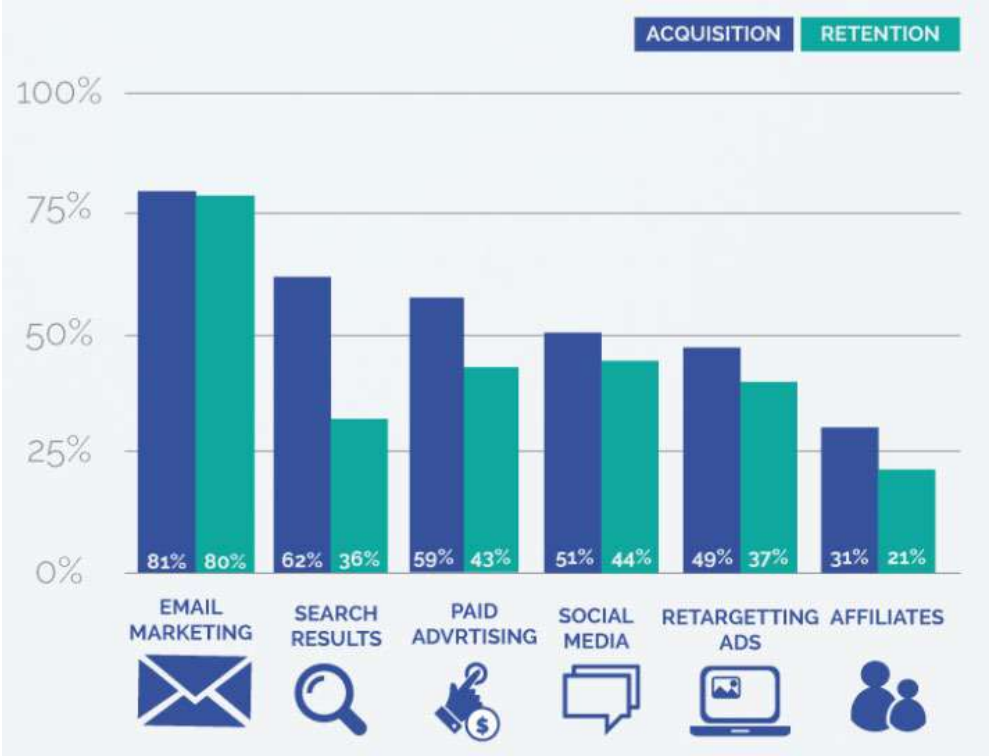
- Online Groups (Facebook)
- Industry publication
  - Look for sites in your industry that publish all the latest news, trends, tips, and everything else your readers love (huffpost)
- Industry specific forums (your reader's forums)
- Slideshare – find slides that is most popular
- Interviews (your customers/ loyal fans)
- Competitor Websites: FAQ Sections
- How it's made
- Before and after

vievientchoy@gmail.com

Email Marketing

Email marketing

- Email marketing is the top digital strategy that drives both customer acquisition and retention, according to a recent survey of online retailers.

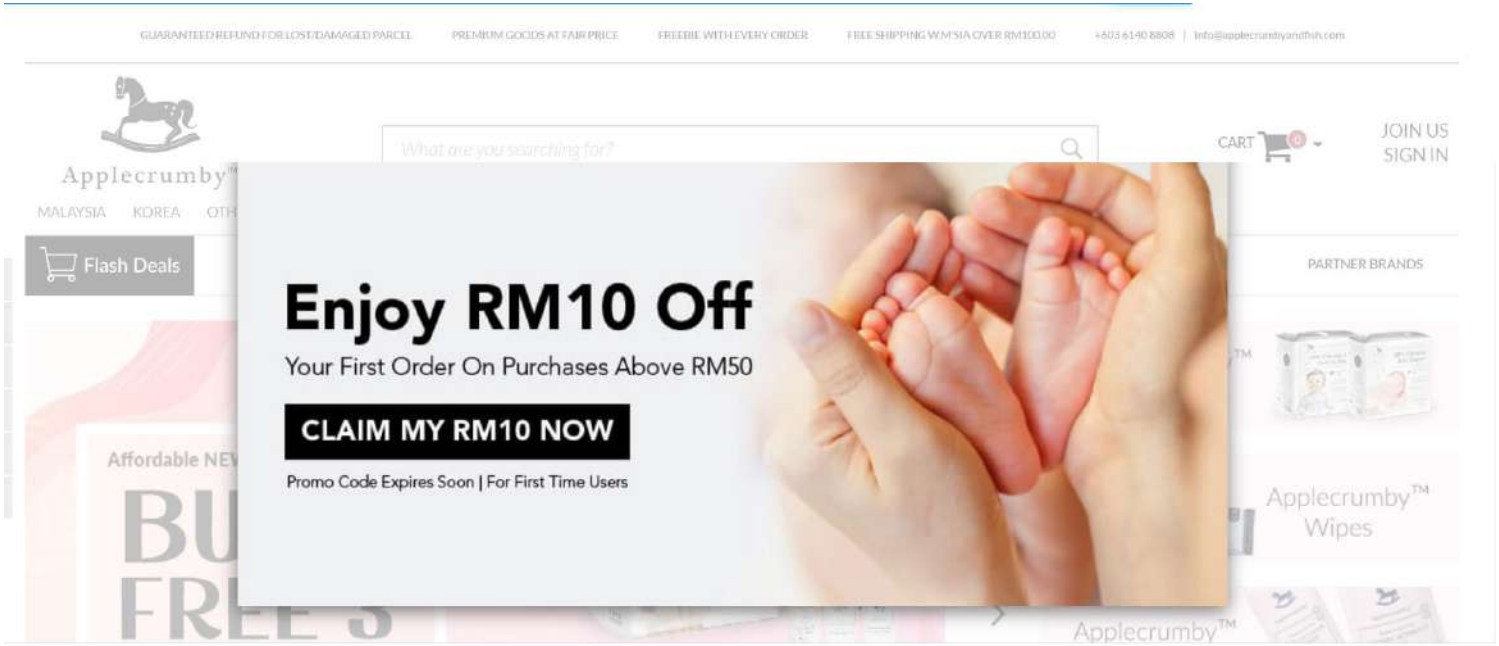


Email marketing

- Email newsletters: Email automation doesn't just allow you to automatically send emails to your subscribers. It can also help you shrink and expand your contact list as needed so your newsletters are only going to the people who want to see them in their inboxes.

- Lead-nurturing workflows: Generating leads, and converting those leads into customers, can be a long process. You can automate that process by sending leads specific emails and content once they fit certain criteria, such as when they download and open an ebook or when they claim an offer (vouchers etc.)

Offers on website to collect leads



Offers on website to collect leads

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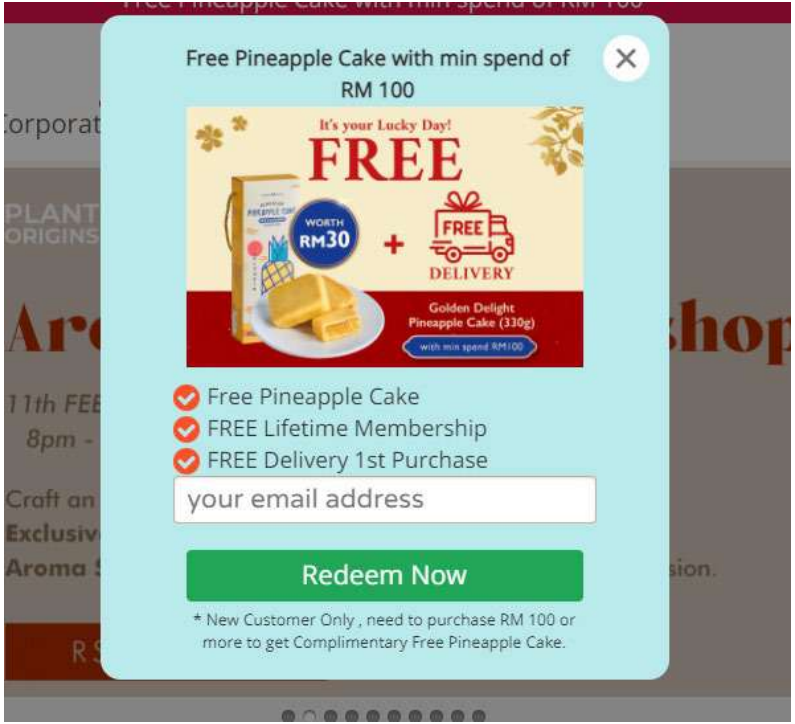

Email marketing software

GetResponse
World's Easiest Email Marketing.

AWeber

ActiveCampaign

sendinblue

Thank You!