



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:



Agenda



The Coaches



Viewient Choy
Facebook Certified Trainer
eUsahawan Certified Master Trainer
Digital Coach



Kaygarn Tan
eUsahawan Certified Trainer
HRDF Certified Trainer
Digital Coach

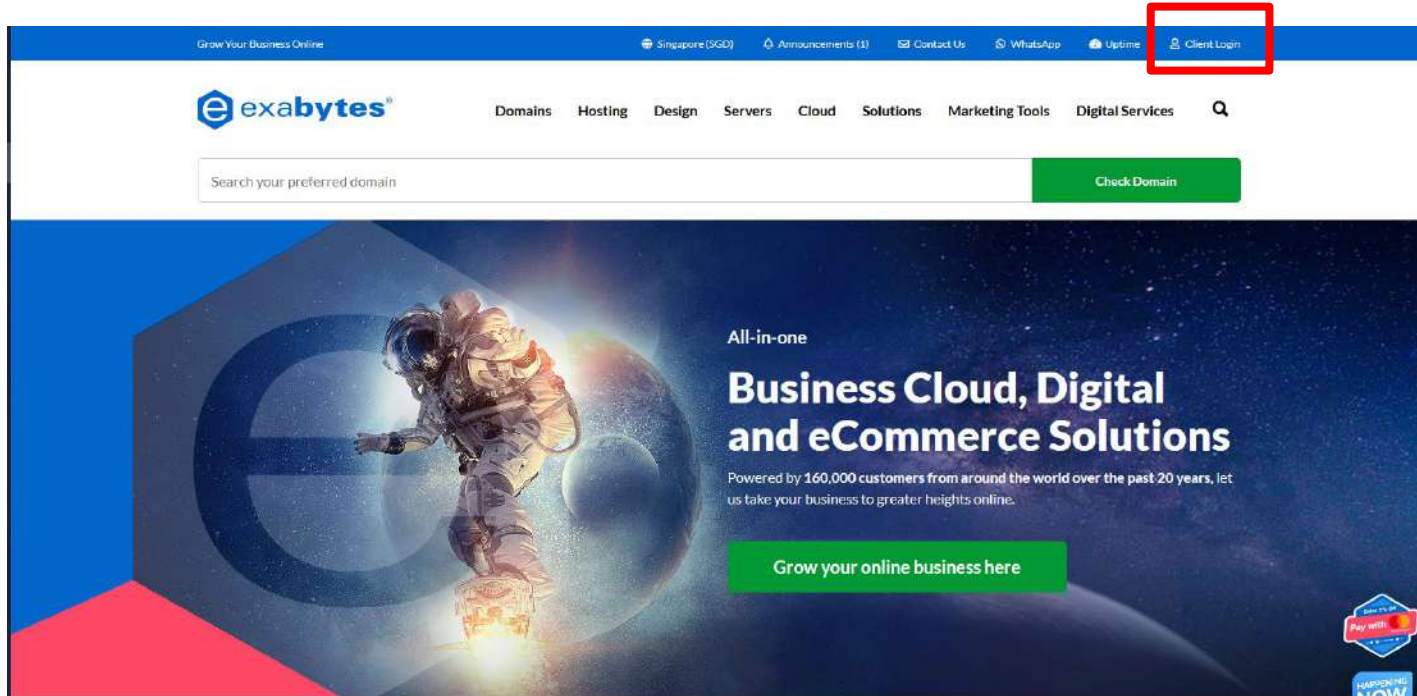
Client Account

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*

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." and features the Exabytes logo and an illustration of a person using a megaphone to reach other people.

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

2

3 Please choose a security question

4

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

6

Generate Password

Password Strength: Enter a Password

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?

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

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 the **email address** used to register **client account** with Exabytes

Designs.ai

Register and claim your complimentary
account with designs.ai

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

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

Please enter your voucher code and
click 'Redeem now'

Enter voucher code

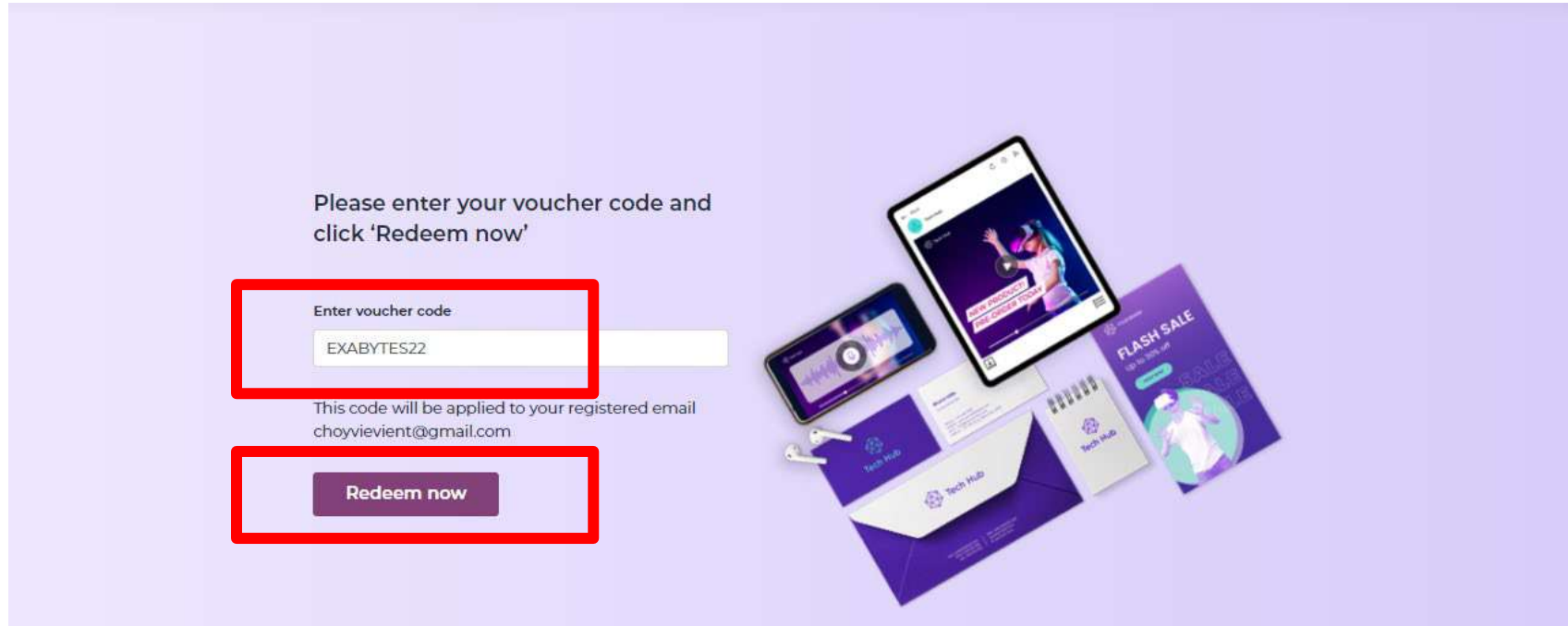
This code will be applied to your registered email
choyvievient@gmail.com

Redeem now



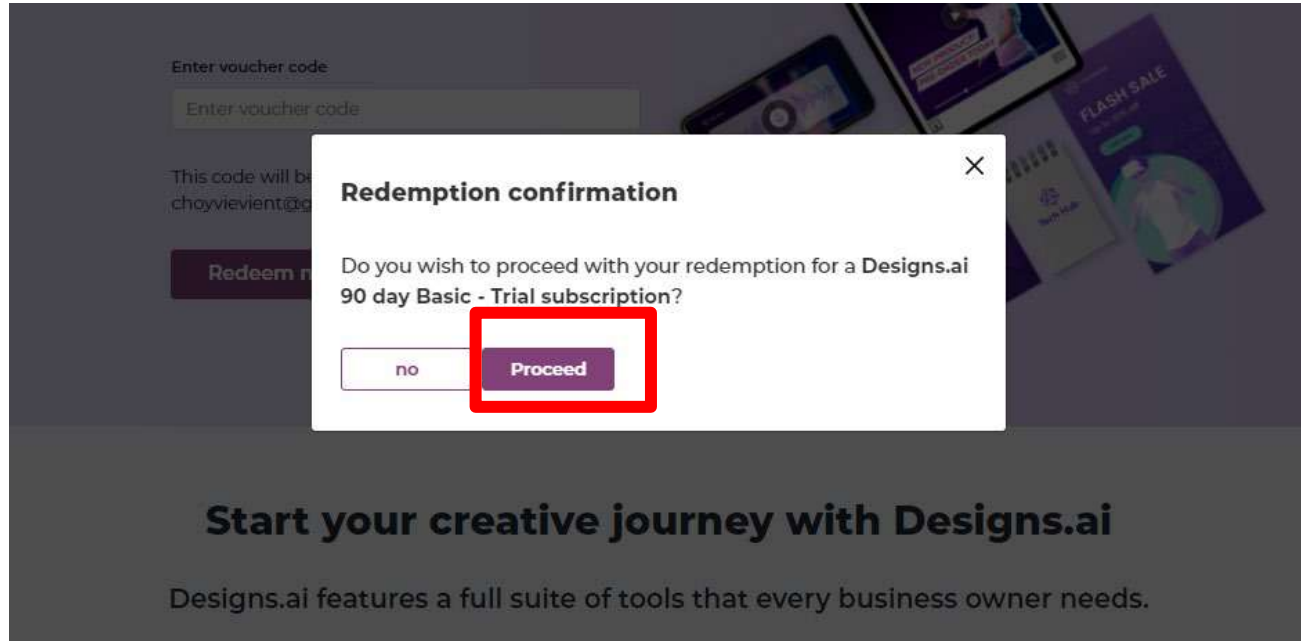
Registering an account with Designs.ai

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



Designs.ai dashboard

The screenshot shows the Designs.ai dashboard interface. At the top, there is a navigation bar with 'DESIGNS.AI' logo, 'Create', 'Tools', and 'Resources' dropdown menus, and user profile options. A sidebar on the left contains 'Dashboard', 'My Projects', 'Brand Kit', and 'Account'. The main content area features a welcome message: 'Welcome Vievient. What would you like to do today?'. Below this, there are nine tool cards arranged in a grid:

- Enhance your brand** (LOGOMAKER): Shows a 'Birdeck' brand kit with business cards and a logo.
- Create video content** (VIDEOMAKER): Shows a smartphone displaying a video and a tablet with a 'Summer Travel Destinations' video thumbnail.
- Make stunning designs** (DESIGNMAKER): Shows various social media posters, including 'Happy Valentine's Day', 'Human Rights', and 'Call for Help Sale'.
- Convert text to speech** (SPEECHMAKER): Shows a smartphone with a speech-to-text interface and a document with handwritten text.
- Find free graphics** (GRAPHICMAKER): Shows a whiteboard with a drawing of a person and various colorful illustrations.
- Make color choices** (COLOR MATCHER): Shows a color wheel and several color swatches.
- Find and match fonts** (FONT PAIRER): Shows a document with the text 'Font Pairer' and 'Generate stunning font pair combinations with AI'.
- Plan relevant campaigns** (SOCIAL CALENDAR): Shows a social media calendar with dates like '02 FEBRUARY' and '04 APRIL'.

Digital Marketing



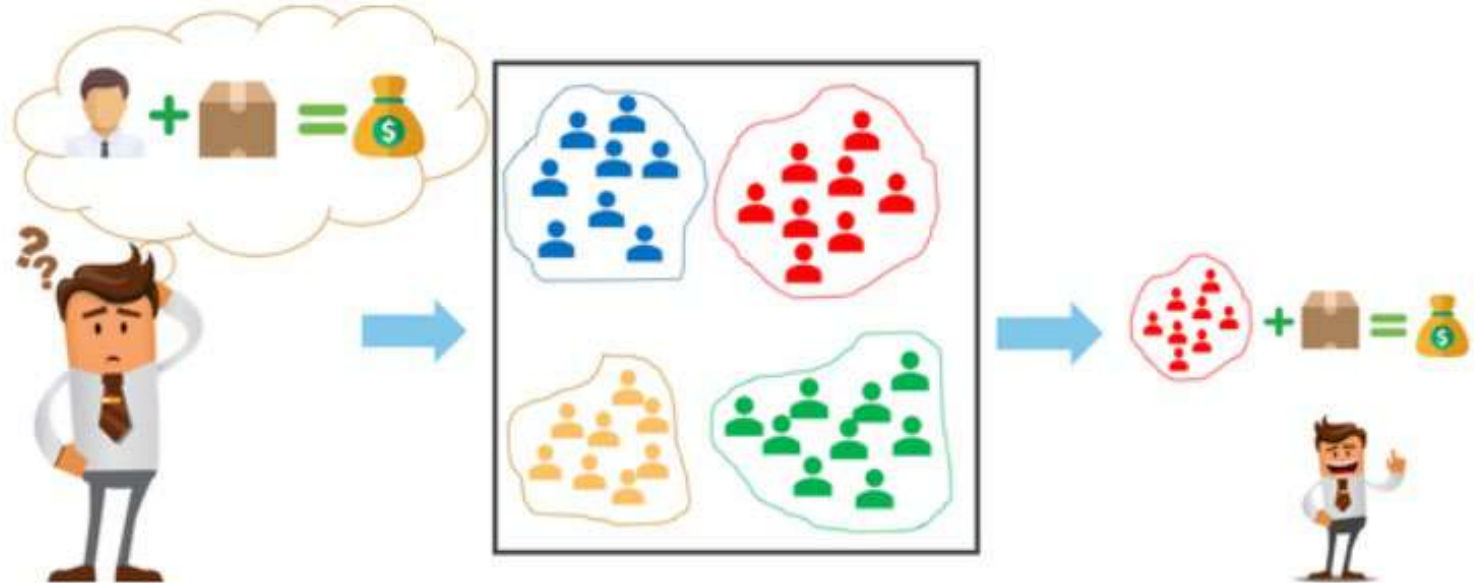
Digital Marketing

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.

Know your customer



Customer segmentation



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

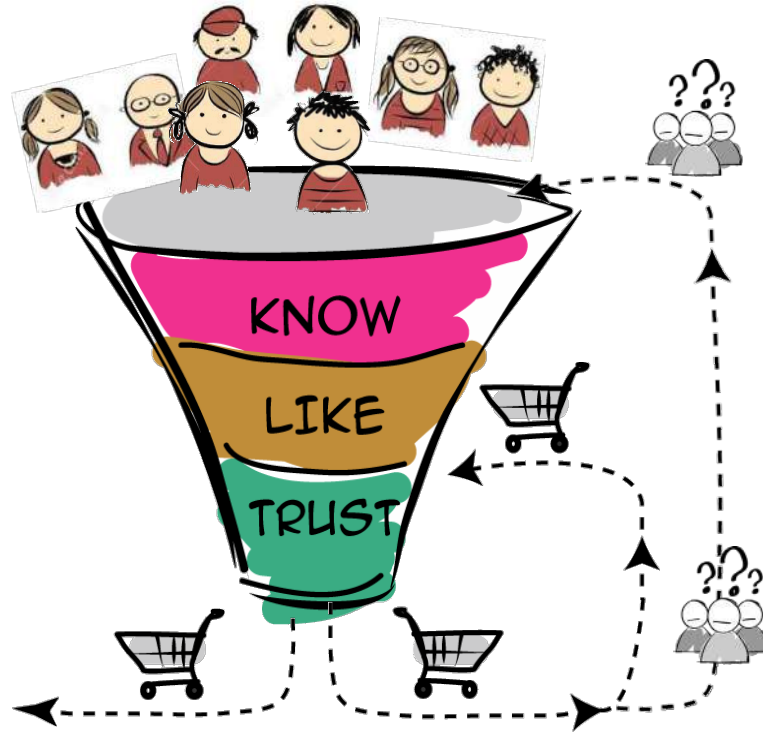
SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	21.1%	24.7%	26.4%	27.4%	25.4%
FACEBOOK	16.2%	24.6%	28.1%	25.9%	24.6%
INSTAGRAM	31.2%	19.1%	11.6%	8.6%	4.7%
TWITTER	5.1%	4.4%	4.6%	4.5%	3.5%
FB MESSENGER	2.4%	3.1%	3.6%	3.5%	3.2%
TIKTOK	3.7%	3.0%	2.7%	2.1%	1.3%
LINE	1.2%	1.6%	2.5%	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.

Social Media Marketing



Basic concept of social media



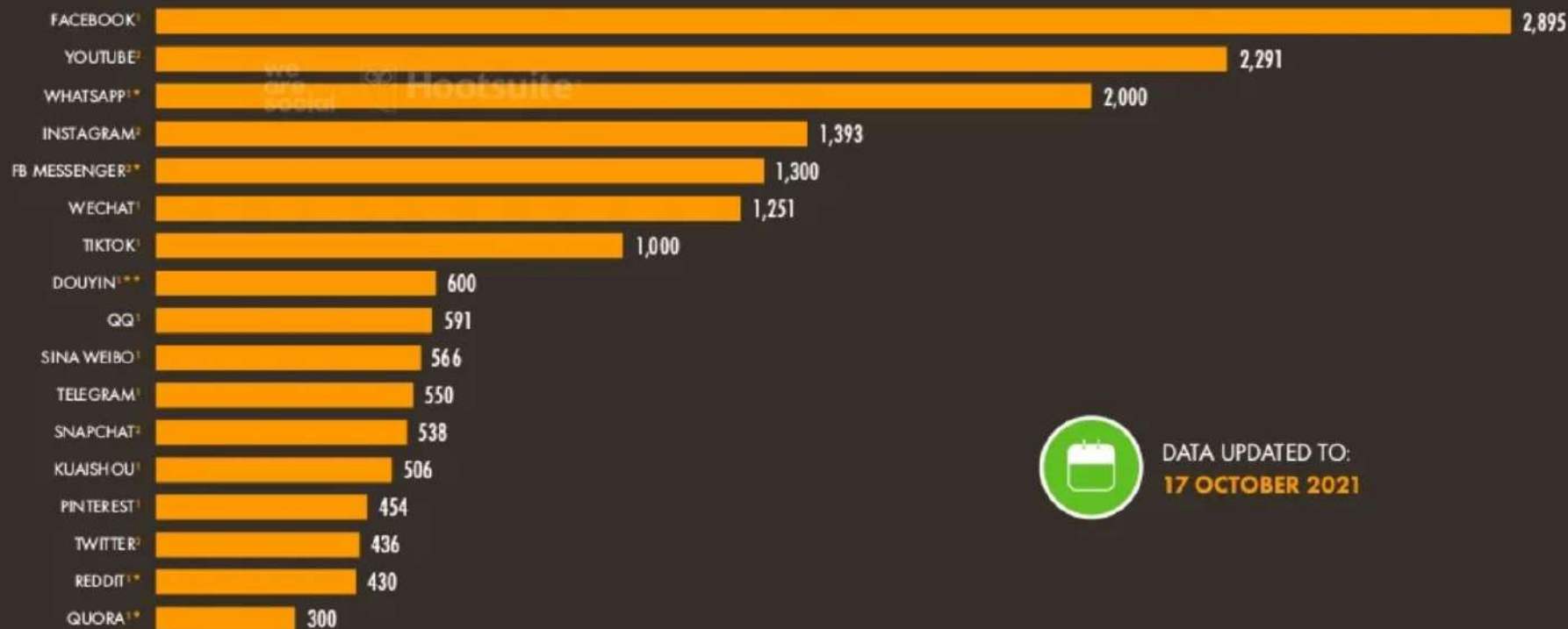
Social Media Must Have



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

Facebook



Facebook Page

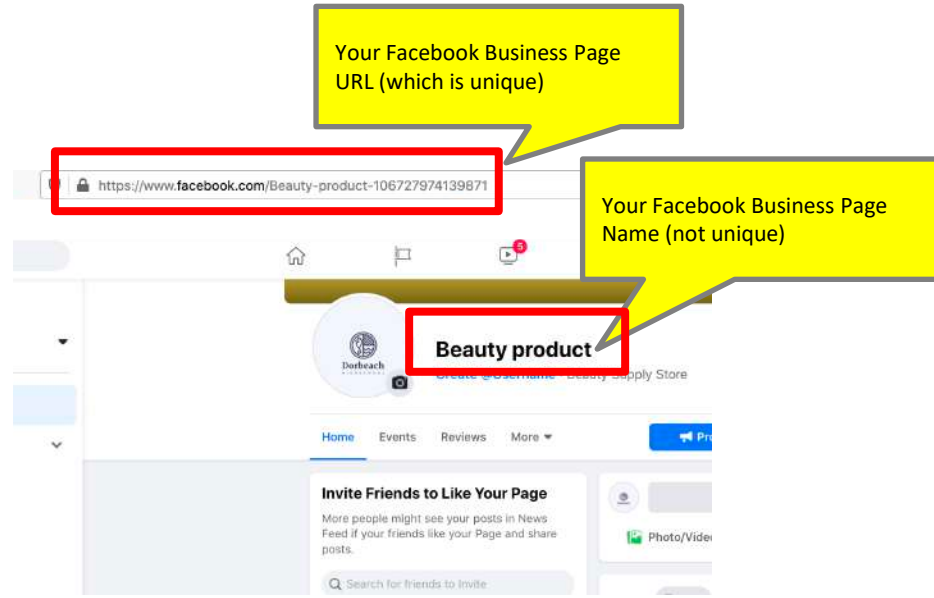
- Create awareness and build your brand
- Build rapport with your customers
- Converting visitors (traffic) to become your customers
- Promote your business or products by posting status updates, links, event announcements, comments, or photos and videos
- To run advertisement
- Schedule post in advance

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





Create



In partnership with

DESIGNS.

Above
the
Here

In support of

DIGITAL
FOR LIFE



Search Results for

beauty product

Pages

All

Posts

People

Photos

Videos

Marketplace

Pages

Places

Groups

Apps

Events

Links

Do a search on Facebook for
"Beauty Product"



Beauty Product

Page · 74K like this · Wholesale & Supply Store

Oct 10 · Dhaka saree available Delivery all over Nepal Dm to order 9849061344 Cash on delivery Inside ktm lme esewa bank deposit outside Valley

427

27 Comments



Beauty Product

Page · 74K like this · Wholesale & Supply Store

Oct 18 · #newarrivals Delivery all over Nepal Dm to order 9849061344 Cash on delivery Inside ktm lme esewa bank deposit outside Valley

268

10 Comments



Beauty Product

Event

Shibchar Upazila in Dhaka, Bangladesh

Save



Beauty Product

Page · 74K like this · Wholesale & Supply Store

Oct 18 · Cream colour only available Delivery all over Nepal Dm to order 9849061344

153

5 Comments



Beauty Product

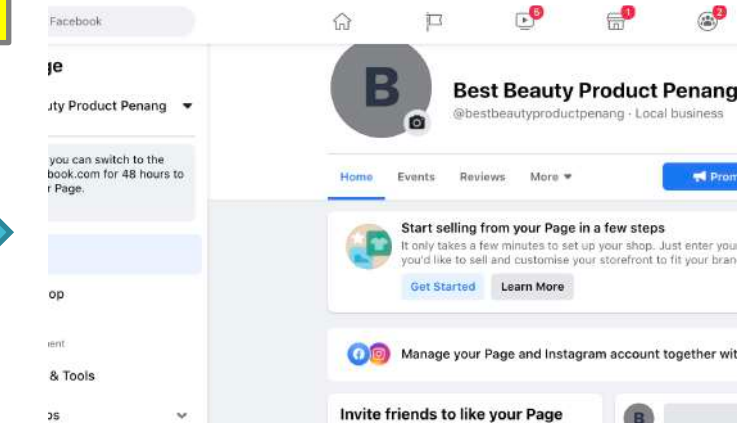
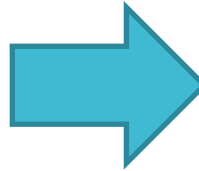
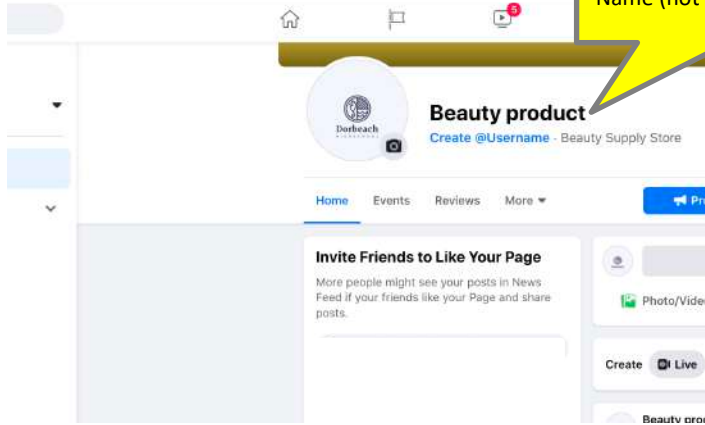
Page · 74K like this · Wholesale & Supply Store

Your Facebook Business Page URL (which is unique)

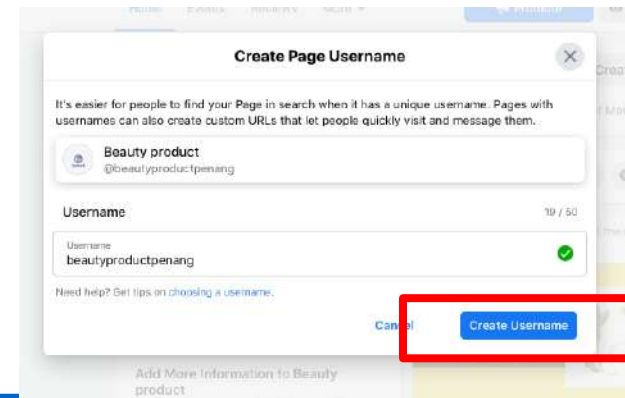
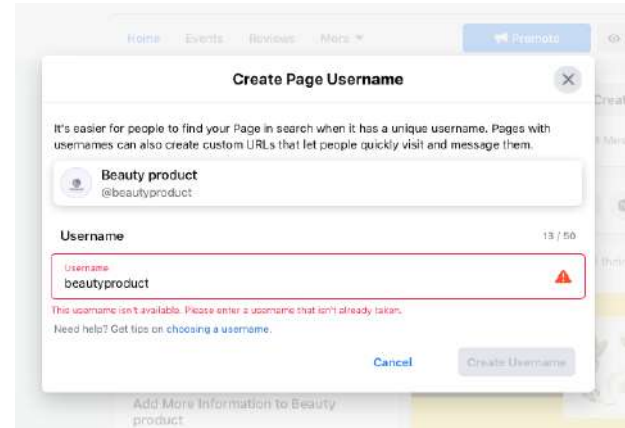
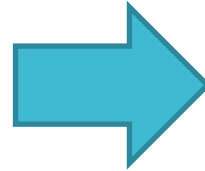
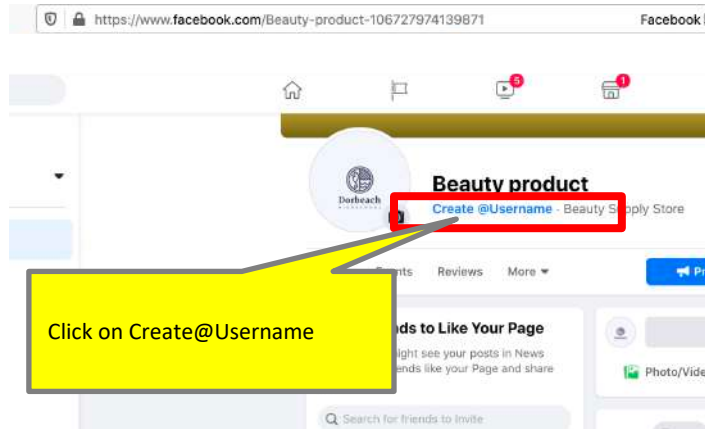
https://www.facebook.com/Beauty-product-106727974139871

Your Facebook Business Page Name (not unique)

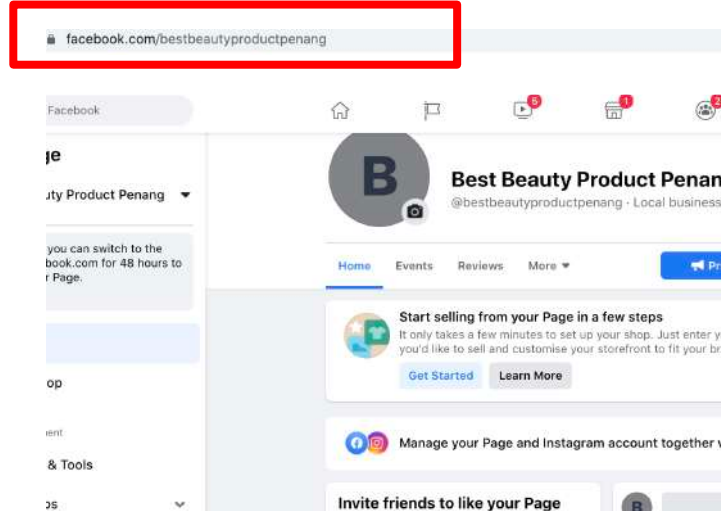
facebook.com/bestbeautyproductpenang



Creating your unique FB Page Name



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

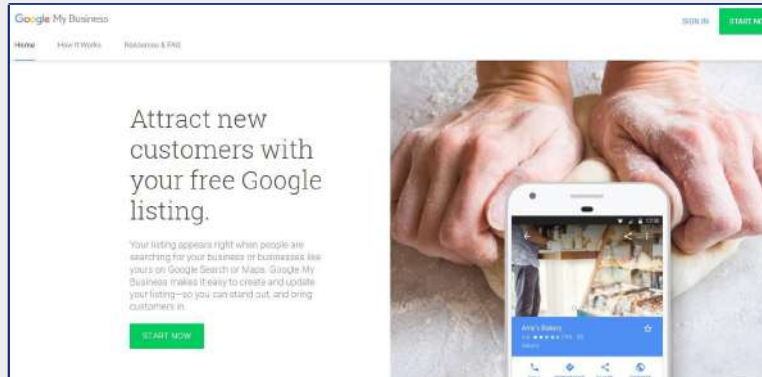
Tips & Tricks on Optimizing Google My Business

- 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**

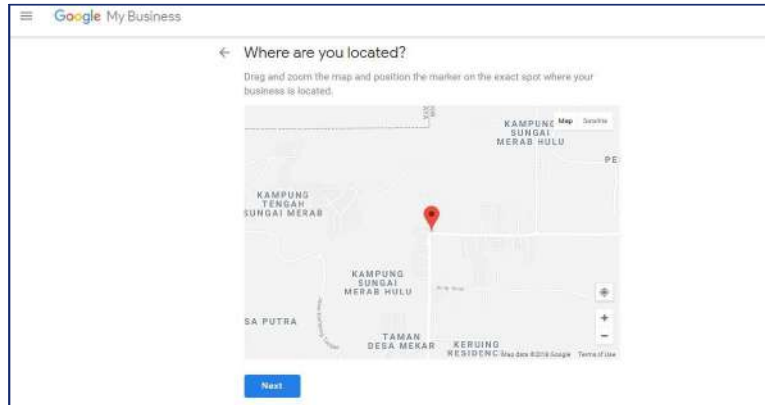
I deliver goods and services to my customers.
[Learn more](#)

Hide my address (it's not a store)
Only show region – Kajang, MY

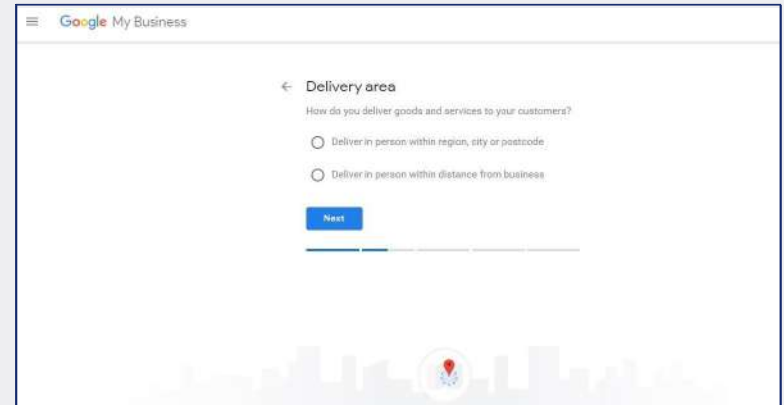
Next

Fill in the name of your business

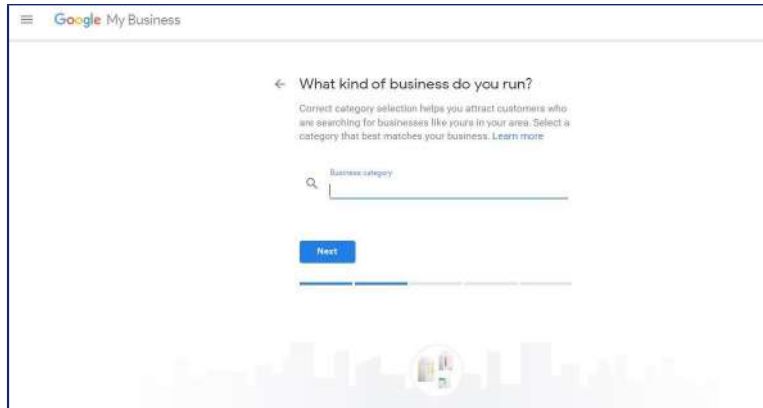
5 Choose where your business is located from the map



6 Choose your delivery area



7 Choose business category



Google My Business

← What kind of business do you run?

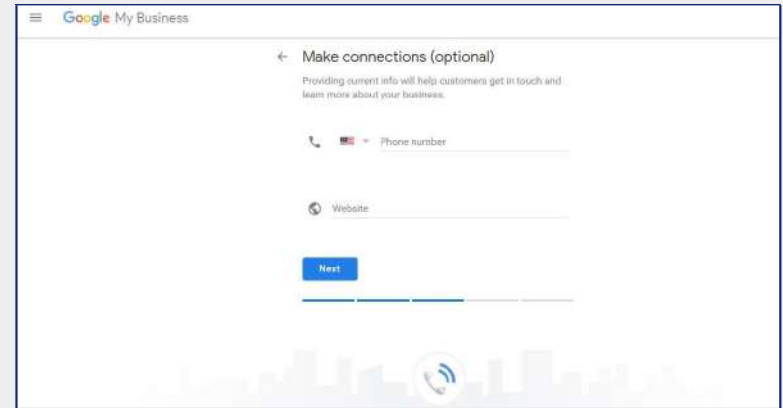
Correct category selection helps you attract customers who are searching for businesses like yours in your area. Select a category that best matches your business. [Learn more](#)

Business category

Next

A progress bar at the bottom shows the first step is completed. A city skyline graphic is at the bottom.

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



Google My Business

← Make connections (optional)

Providing current info will help customers get in touch and learn more about your business.

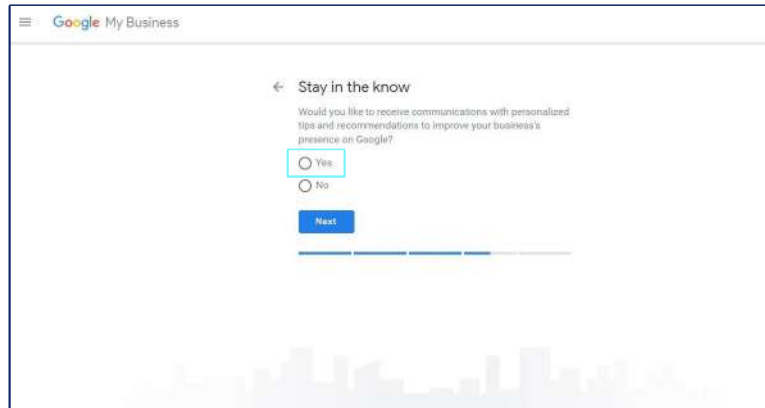
Phone number

Website

Next

A progress bar at the bottom shows the first step is completed. A city skyline graphic is at the bottom.

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



Google My Business

← Stay in the know

Would you like to receive communications with personalized tips and recommendations to improve your business's presence on Google?

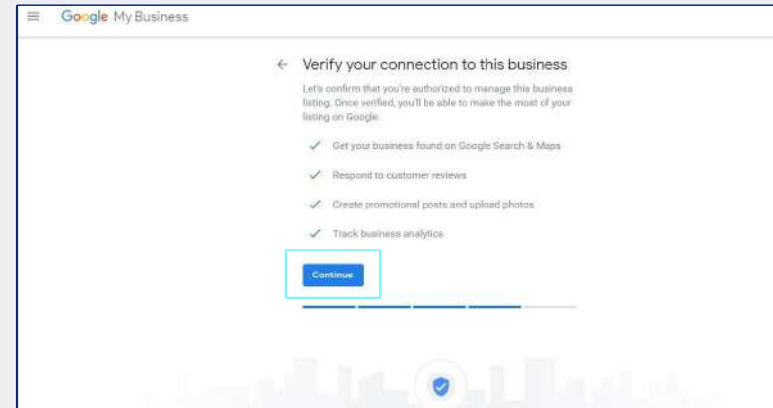
Yes

No

Next

A progress bar at the bottom shows the first step is completed.

10 Choose **Continue**



Google My Business

← Verify your connection to this business

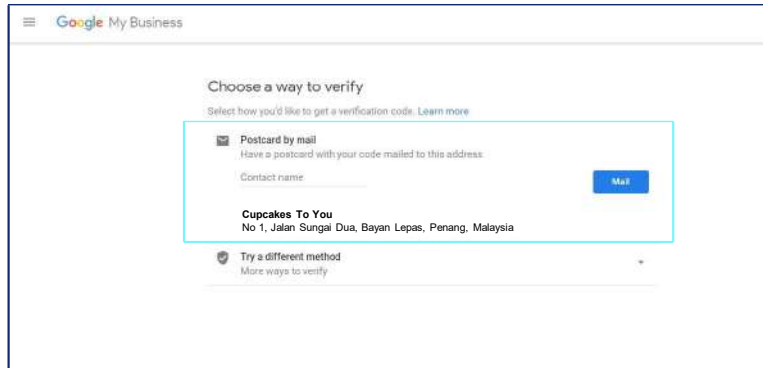
Let's confirm that you're authorized to manage this business listing. Once verified, you'll be able to make the most of your listing on Google.

- ✓ Get your business found on Google Search & Maps
- ✓ Respond to customer reviews
- ✓ Create promotional posts and upload photos
- ✓ Track business analytics

Continue

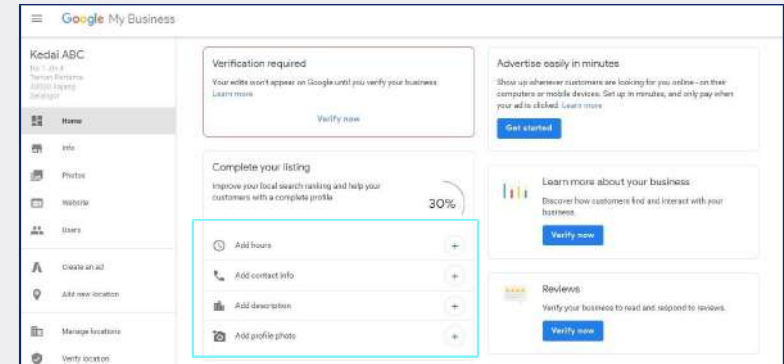
A progress bar at the bottom shows the first step is completed, and a blue checkmark icon is visible in the background.

- 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:

In partnership with



DESIGNS

In support of



DIGITAL FOR LIFE



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.

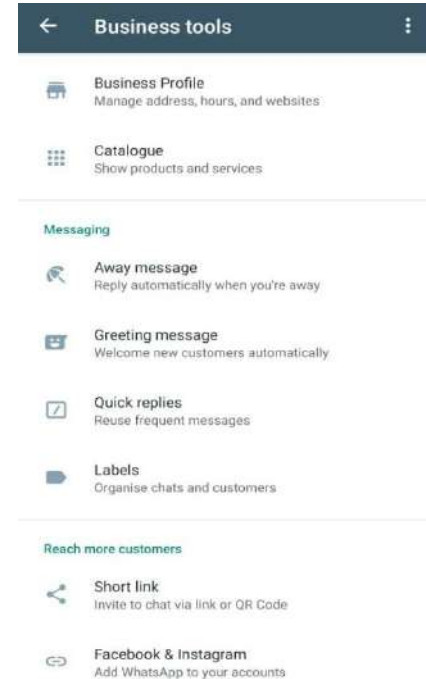
WhatsApp for Business

- 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



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

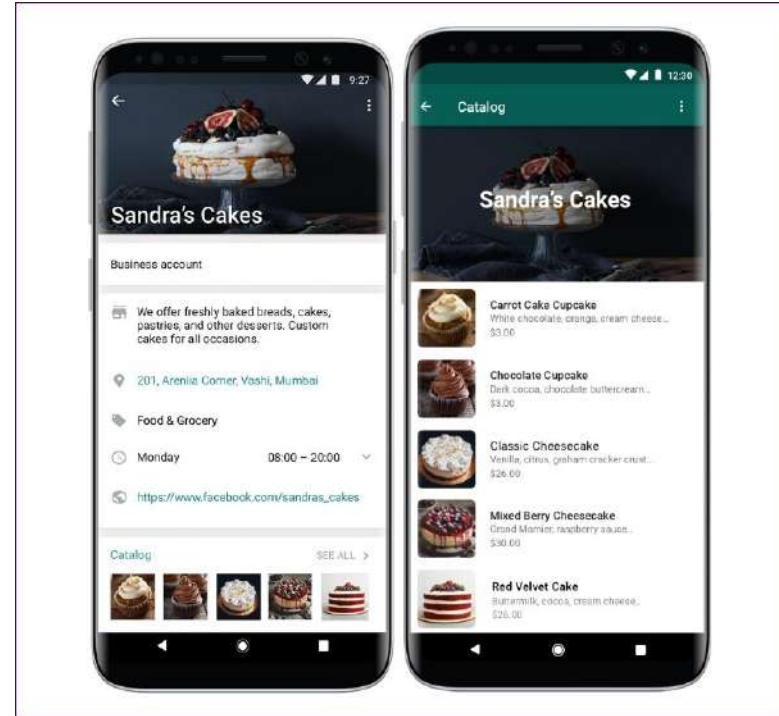


Features in WhatsApp for Business

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

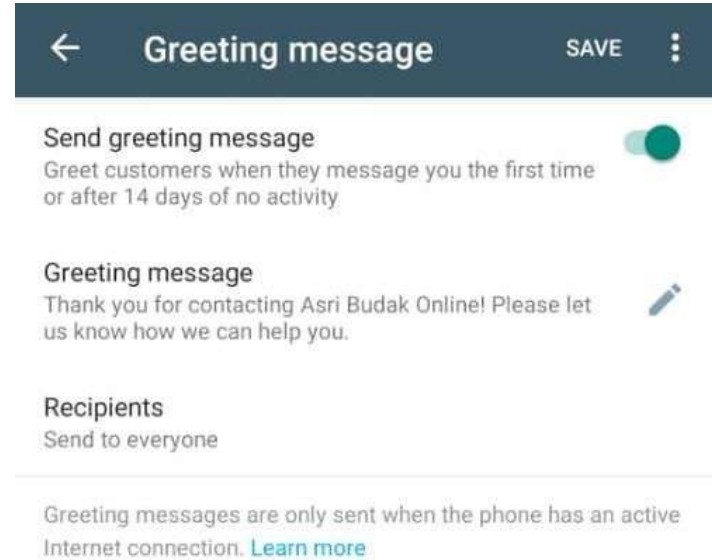
Catalogue

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



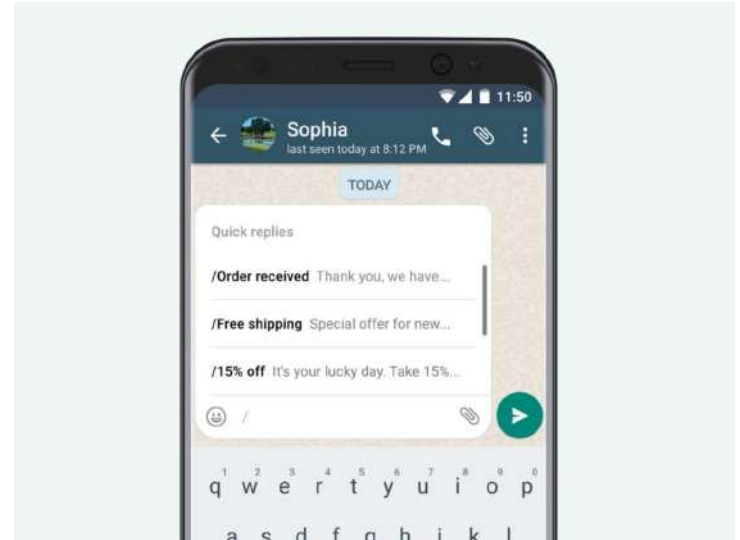
Greeting Message

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



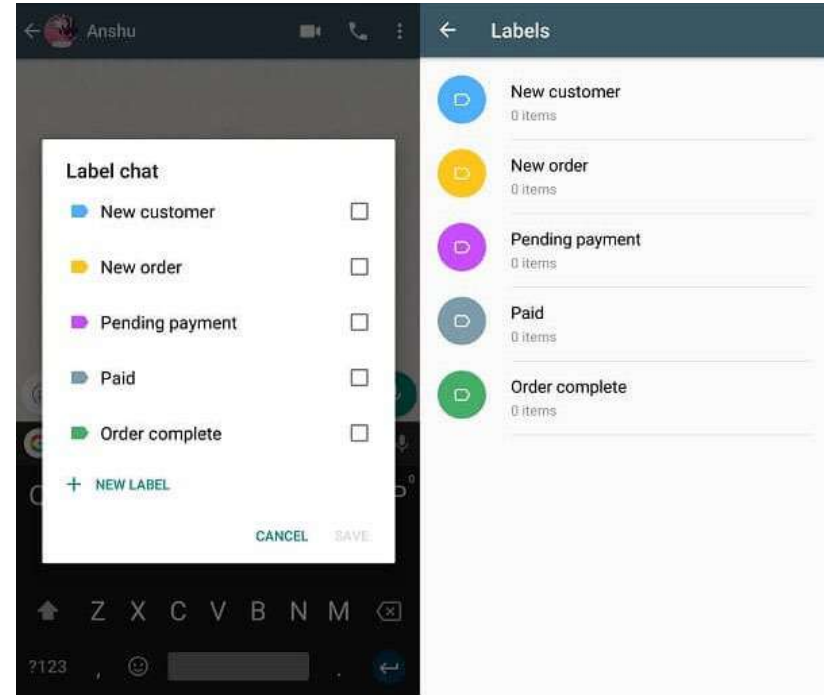
Quick Replies

- 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

- 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 title



Content Marketing



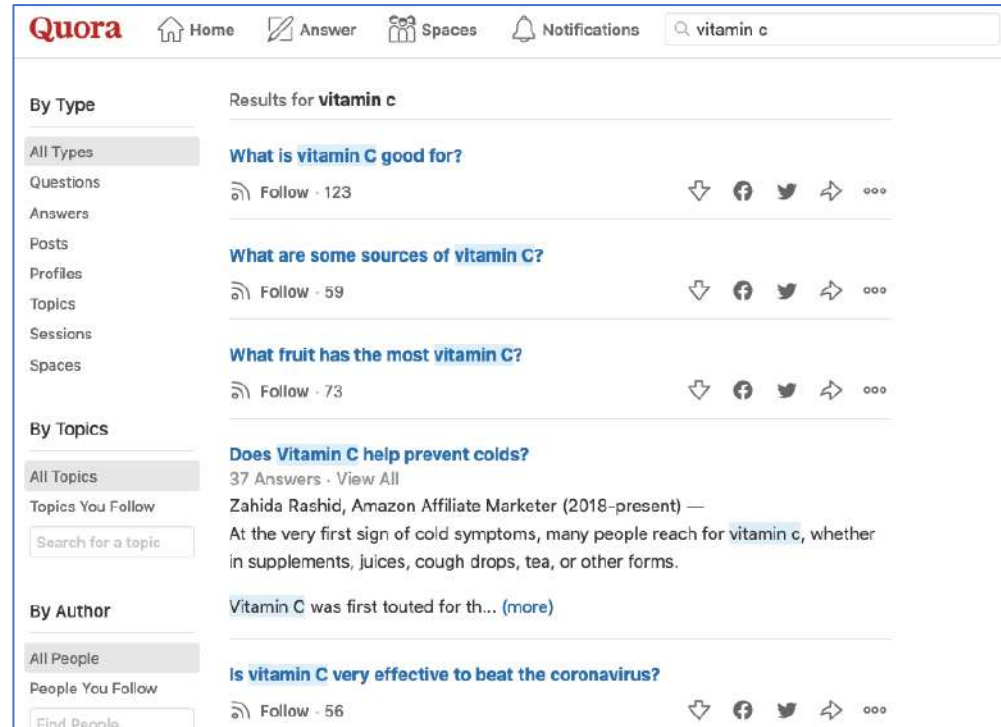
Where to get ideas for content



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.



The screenshot shows the Quora search results for 'vitamin c'. The page is divided into several sections: 'By Type', 'By Topics', and 'By Author'. The 'By Type' section is currently selected and shows a list of questions related to vitamin C. The first question is 'What is vitamin C good for?' with 123 follows. The second is 'What are some sources of vitamin C?' with 59 follows. The third is 'What fruit has the most vitamin C?' with 73 follows. The 'By Topics' section shows 'All Topics' selected. The 'By Author' section shows 'All People' selected. The search bar at the top contains 'vitamin c'.

Quora Home Answer Spaces Notifications

By Type

All Types Questions Answers Posts Profiles Topics Sessions Spaces

Results for vitamin c

What is vitamin C good for?
Follow · 123

What are some sources of vitamin C?
Follow · 59

What fruit has the most vitamin C?
Follow · 73

By Topics

All Topics Topics You Follow

By Author

All People People You Follow

Does Vitamin C help prevent colds?
37 Answers · View All
Zahida Rashid, Amazon Affiliate Marketer (2018-present) —
At the very first sign of cold symptoms, many people reach for vitamin c, whether in supplements, juices, cough drops, tea, or other forms.

Vitamin C was first touted for th... (more)

Is vitamin C very effective to beat the coronavirus?
Follow · 56

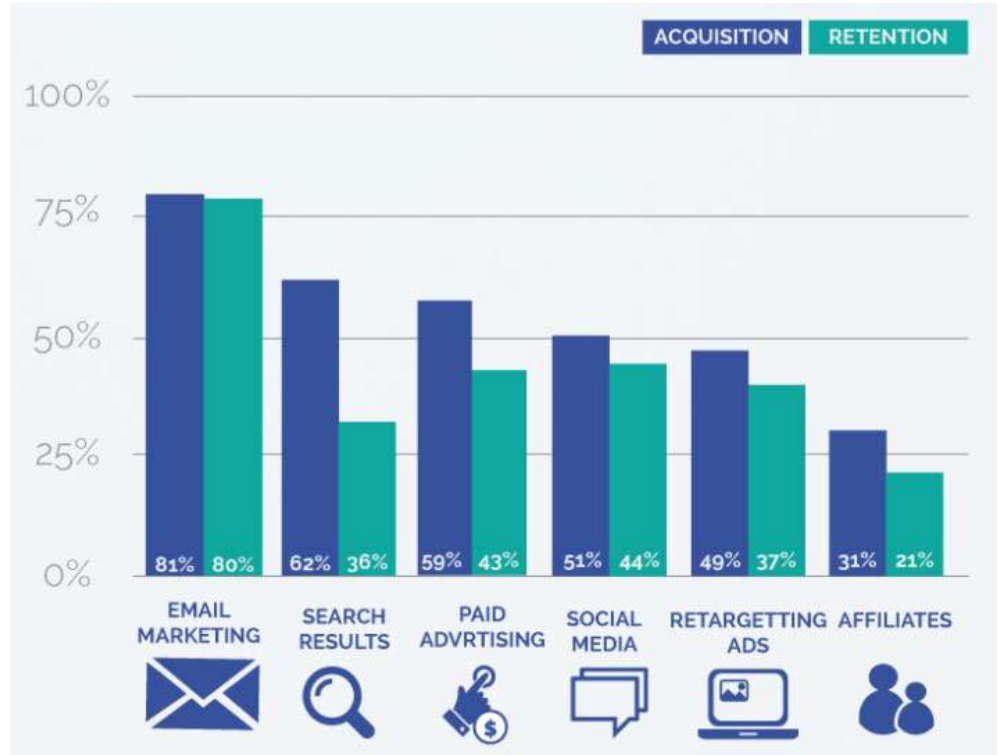
- Online Groups (Facebook)
- Industry publication
 - Look for sites in your industry that publish all the latest news, trends, tips, and everything else your readers love (huffpost)
- Industry specific forums (your reader's forums)
- Slideshare – find slides that is most popular
- Interviews (your customers/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

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

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