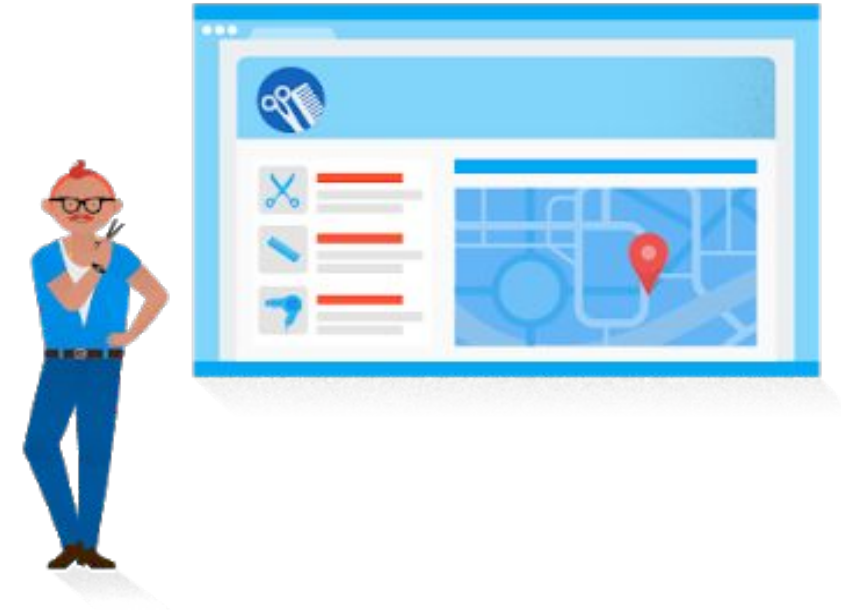


A woman with dark, curly hair is sitting at a desk, smiling while looking at a laptop. She is wearing a light-colored, patterned blouse. The background is a blurred office setting with a potted plant. Two white circles are overlaid on the image: one on the left containing the text, and another on the right framing the woman's head and shoulders.

Developing an online presence

Your Online Goal

- Before anyone can walk through your door, they have to know you exist, and this is how the digital world can help with reach
- The digital world can help in many ways: building relationships on social networks, selling online, finding new customers or keeping existing ones
- It's good to know exactly what you want to achieve online, as it can help you set the right priorities
 - Ask yourself a simple question: why, exactly, do I want to be online?
 - As a store owner, your goals could be: to sell more products, add premium services to your offer or open new opportunities outside your home market



How Can You Build an Online Presence?

Building an online presence is essential for businesses to increase visibility, credibility, customer engagement, and competitiveness in today's digital landscape. It opens up opportunities for growth, innovation, and success in the digital age.



Website



Social media



List your shop in
local online
directories or
marketplaces

Some Best Practices to Maintain a Strong Online Presence (1/2)

Professional Website

Ensure your website is user-friendly and responsive

Content

Create valuable content that resonates with your audience

Email Marketing

Build and nurture a qualified email database for targeted campaigns

Reputation Management

Monitor and respond to online feedback professionally

Customer Engagement

Interact authentically and provide excellent service

Some Best Practices to Maintain a Strong Online Presence (2/2)

Analytics

Use data to track performance and make informed decisions

Mobile Optimization

Ensure a seamless experience across devices

Social Media

Engage regularly on relevant social media platforms

SEO

Optimize your website for search engines to improve visibility

Continuous Improvement

Regularly refine strategies based on insights and feedback