

BUILDING AN ONLINE PRESENCE

This is a basic guide that will give you an introduction on building an online presence for your business.



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An online presence enables you to:

- Increase your reach to more and farther people
- Interact and build a community
- Increase your sale
- In the long run, this makes your business more profitable and more sustainable at a relatively low cost!

In order to pull the most benefits from it, it is important:



1. The first step is to develop your own website

The internet is free to access for everyone, at any time and anywhere. This presents a large potential for your business to be advertised everywhere and at any time, for a very low cost.

Essential for developing your website:

A. Domain Name

- Must be linked to your company, easy to remember and easy to spell
- Make sure you are not imposing on someone's trademark check Companies House
- Check and register the name through: Go Daddy, 123 REG, Names.co.uk and Nominet

B. Design and website host

A website host ensures that your website is always stored and connected to the internet. You must select a website host if you want your website.

Several host platforms provide templates to build your website:

- Wordpress - £5 to £20 per month-It has some templates, but best host if you want complete control on your design.
- Wix- Similar price structure to Wordpress with the most simple designs and simple to use
- Shopify- Essentially for online stores

C. Search and Engine Optimisation

Your Website's Search Engine Optimisation (SEO) = How easy it is to find your website on search engines (such as google, yahoo, bing etc.) i.e. getting your website to the top of Google.

Benefits: increases your visibility in high competition.

How to increase your SEO?

Search engines will find the keywords on your website. When someone searches this word onto Google, they will match your website to your search.

Key words should be found in your:

- URL
- Title tag
- Headings
- On images
- In first 100 words

2. The second step is to use Social Media

Benefits- helps you interact and build a community

It will enable you to better listen to your customers and you can adapt your business to their preference. This makes your customers feel important, which in turn: Enhances your customer service, builds loyal customers, develops a strong reputation. Social Media should be used to interact and listen to your customers.

A. Using Social Media

It is important to use the right Social Media Platform
Pick only the right platforms for your business.

- Facebook: Location-centred business, ex. Retailers and restaurants
- Twitter: Service businesses
- Instagram: Design
- LinkedIn: Service business

B. Being SMART with Social Media

When developing your Social Media presence, you should use the SMART Method.

Specific: Posts for specific goals

Measurable: Set targets and use analytics

Achievable: Make sure that goals are realistic and reviewed

Relevant: Think how does this benefit your business?

Time Frame: Target date or time frame for your activities/ objectives

3. The third step is to build an online store

An online store allows for your shop to be open 24 hours, 7 days a week. Online stores are easily scalable. You can start small and test out the market. Developing your own online store is demanding and it is highly competitive
Alternative online shops options: Ebay Shop;
Amazon Marketplace

Online store options

EBAY SHOP

- 162 million users worldwide, including 18 million Brits
- It is no longer only auctions, shoppers are able to buy like any standard online shop.
- There are different levels of accounts:
 - **Basic Shop** (£19.99/month) – Features 200 free fixed priced listings, fee of 10p per item. You **must** have 10 positive reviews.
 - **Feature shop** (£59.99/month)- Features 1200 listings, post sales activity, and manage inventory consider it if you sell 600 items per month.
 - **Anchor shop** (249.99/month)- Features 5000 listing

AMAZON MARKETPLACE

- 70,000 people in the UK run small businesses on marketplace
- Allows people to buy directly from seller rather than amazon

How much does it cost to use amazon marketplace:

- **Basic:** Selling 35 items per month. Product listing is free and pay 0.86 per item and a fee of 17.25% of the sales price
- **Professional:** 28.75 a month. Some referral fees

Money automatically transferred to your account every 14 days

You can use Filfillment by Amazon:

- They take care of packing, storing and shipping
- It costs 0.30 per cubic for per month of storage and a fulfilment fee

Please email info@latinelephant.org if you would like further support.

Guides produced in collaboration between Latin Elephant and Bridging to the Future as part of the Migrant and Ethnic Business Readiness Programme. Every effort has been made to ensure that the information contained within these notes is accurate at the time of writing however content may change therefore these suggestions should be taken as a general guide. June 2018



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