

York Small Business Enterprise Centre Presents:

TAKE YOUR BUSINESS ONLINE

keynote speaker Andrew Sheridan & Maryam Golabgir





My Name is

Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.





Message me anytime you want...

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Moving your business online will be essential to your company's survival during this crisis. It can be done quickly and efficiently with some planning.





ARE YOU SELLING PRODUCTS OR SERVICES?





Here's a quick look at the 2020 online landscape:

- Competition is fierce,
- Product markets are saturated, and
- Consumers are demanding convenience more than ever before.

Before you begin to brainstorm the design and experience of an online store, or even your company's name, you'll need to choose what products to sell.

This decision is a strategy within itself, as what you sell will impact every other business decision you make, such as:

- Brand name,
- Website design,
- Marketing,
- Loyalty programs, and
- Shipping and fulfillment.





How to Evaluate Market Viability for Your Products

To start, you'll need to ask yourself some serious strategic questions about your product's viability.

- Is the product idea practical?
- What obstacles or challenges lie ahead?
- Will it need support services of some kind to ensure customer satisfaction?



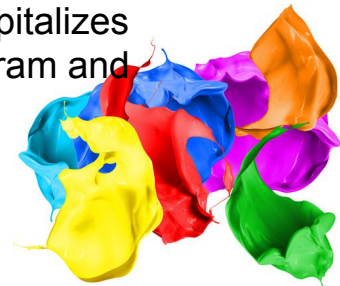


1. Conduct keyword research.Looking for a super easy, fast and free way to get a feel for your product or business demand?
2. Find trends and put the big picture in perspective.Google Trends is another cool Google tool you can use to reap market research learnings.
3. Utilize social media is a great way to start understanding the volume of conversations and mentions around your business idea.
4. Build an online store and test the waters to gain momentum.
5. Routes to Building an Audience Without a Product. Leveraging an already existing audience to sell new products to is a great way to quickly scale a business, and there are various ways to do this.
6. Leverage your digital networks and get a temperature check.Leveraging your digital networks is a must, including your Twitter, Facebook, and Instagram followings.
7. Scope the competition.At this point, you'll want to take a look at your competition to get the lay of the land.



Conduct Your Competitive Analysis

1. Identify your competitors. Whether you want to admit it or not, your competitors are out there and they're likely just as hungry as you are.
2. Examine your competitor's website & customer experience. Once you've identified your competitors, you'll want to analyze their websites.
3. Identify your competitor's market positioning. By identifying your competitor's positioning strategy, you'll start to get a feel for your market's demands and expectations.
4. Take a peek at pricing. Your pricing strategy is going to be one of the most important aspects of your online business — and potentially a competitive advantage.
5. Problem solve for shipping. As with pricing, at this point in time, you'll just want to gather intel as to how your competition handles shipping, as well as how they communicate expectations.
6. Take a temperature check with reviews. Honesty is the best medication — and the #1 testament to customer satisfaction.
7. Review social media. With social media on the rise, it's essential your business capitalizes on the opportunity to outshine your competitors on leading platforms — like Instagram and Facebook.
8. Use these bonus items and tools for competitive analysis.





How to Identify and Analyze Your Target Market

By the end of this chapter, you'll be prepared to answer these key questions:

- What are the features of your business, products or services?
- What are the benefits of these features?
- How do the benefits help the user?
- How does your target market shop?
- What is the typical age and gender of your target market? Do they usually have children? What is their average income and education?
- What are their common interests? These can include attitudes, values and lifestyle.
- Is your target market comfortable with online? What web and offline marketing methods engage them?





How to Create, Setup, and Launch a Profitable Online Store

1. Ensure your online store looks professional. If you want to have a viable online business, you need to focus on quality from the outset.
2. Pick a payment gateway. In order to get paid, you'll have to be ready to accept payments. Might be obvious, but it's quite essential to running a successful business.
3. Set up shipping integrations. This step can feel a little overwhelming to someone just starting an online store.
4. Set up taxes properly. I'll admit it, when I hear the word 'taxes' — I cringe. But, the reality is that setting up your taxes correctly from the beginning is a game changer for your business.
5. Choose a great domain name. Equally fun and challenging — picking a domain name for your website is critical. Your web address should speak to your brand and serve as an important marketing tool.
6. Set up analytics to measure your success. You need data and benchmarks to grow your business.





Driving Traffic to Your Online Store

1. Set up an online presence with social media. Imagine — you finally launch your online store and the only person who visits is your mom. Worst nightmare, right?
2. Take a new approach to email marketing. Another way to drive traffic to your store is by building your email newsletter list and leveraging email marketing to communicate to your customers.
3. Utilize SEO resources. Search engine rankings are a big deal for small businesses trying to build online traffic.
4. Leverage your promotional strategy. Everyone loves a great sale.
5. Local marketing. Did you know that, on average, brands see a 45% increase in online traffic after launching a brick-and-mortar store?
6. Tap into your connections. This might seem like a simple step, but tapping into your network can create a ripple effect, expanding your brand awareness to new horizons.
7. Create a buzz. Your social media presence, email list, and website traffic are all on the rise. Now is the perfect time to create more buzz around your brand.





Why Should I Scale My Online Business?

We all dream of owning a million dollar business, but we also know it doesn't happen overnight.

Scaling your ecommerce business strategically is the best way to manage high growth and help prevent your business from dealing with a slew of unhappy customers.

In this guide, we've talked a lot about:

- Online marketing strategies — like social media, podcasts, blogging, and SEO — to drive growth and acquire new customers.
- Omnichannel strategies — like selling on Amazon, Etsy, or another online marketplace.
- Email marketing — to assist your sales funnel and enable potential customers to opt-in to your newsletter to grow your email list.





5 Key Tactics To Scale Your Small Business





Plan ahead.

As you've built your business, you've probably heard the word "plan" too many times to count.

There's a reason for that — it's vital to your business, no matter what stage you're at.

To plan ahead, set realistic goals for growth. These can be quarterly or yearly goals.

This gives you time to prepare for upcoming growth. As you near these goals, research what resources or features you will need in your next stage.

Here are a few components to factor into your plan:

- Your ecommerce platform,
- Shipping and fulfillment,
- Human resources (e.g., in-house vs. agency/freelancers), and
- Your planned expansion to offline storefronts.





Get Money In Your Wallet (+ Spend It Wisely)

While we'd all like to be featured on Shark Tank, you can't bank on it when it comes to the approach you take to funding your business.

Small business owners are tasked with one large responsibility: securing funding and collateral to run their business.

My gut tells me you've already tried one tactic to fund your small business — bootstrapping.

Bootstrapping is the coined business term for relying on either your own personal funds (think your personal savings), a crowdfunding source (e.g., [Kickstarter](#)), or money pitched in or loaned from friends and family.





Monitor your analytics.

Monitoring your business's performance gives you direct insight into the speed of your growth. Sales performance is the first metric you'll want to begin analyzing when looking to scale. Look at the trends, is it healthy? How fast are your sales growing? What do you attribute that growth to?

Having a strong sales performance is a key indicator of your scalability because it reflects the health of your business. If the metrics are positive and growing, you can confirm growth is in your future.

Other important growth metrics are:

- **Ecommerce conversion** — Are most of your shoppers online or offline? Where are they spending their dollars?
- **Product performance** — Which products are your top sellers? Is there an opportunity to expand your product line?
- **LTV:CAC (Lifetime Value:Cost per Acquisition)** — Understand your marketing power. Is your cost of acquiring customers worth it?





Create a buzz.

As your business builds traffic, it's important you stay engaged and create more buzz for your brand.

Building off of existing interest and traffic is a great way to optimize growth. For many, the first step to creating buzz is on social media. While this is a great avenue for building buzz, you don't want to put all of your eggs in one basket — especially considering how often the Instagram algorithm changes.





By Andrew Sheridan

Please note I am NOT a technician!



August 25, 2020



Analog to Digital –

- Traditional telephone lines and hardware both located in your business whether this is in your home or office.
- Typically purchase the hardware from one provider and subscribe to the telephone lines to another ie, Bell.





IP/Hosted –

- Typically larger organizations that offer a “Squared” solution ie, License per user typically includes ie, an Extension, Telephone number, Mail Box, etc.. depending on package.
- Approach uses SIP Trunks and a main Server/Box on a wall just not yours.
- This design is typically more cookie cutter but can offer great upfront discounts.



Full Cloud –

- Software based infrastructure vs hardware.
- Voice applications are more innovative, customizable, flexible, robust, etc., in order to most effectively streamline your communications.
- Typically more reliable.

Problems with modern day VoIP



- Industry in flux (anyone can resell, no support, fly by night).
- Susceptible to Hacking.
 - SaaS - Hacker as a Service, (don't be on the hook
- DO NOT BUY BASED ON PRICE ALONE!!!
- Proprietary non standards based.
- Large and rigid providers with limited services and flexibility.
- Sales process is always good... how's support WHEN it breaks?

What to look for in SME Phone Solutions today?



- Look at the technology provider's technology architecture.
- How do they do Quality Of Service (QoS)?
- Bespoke design to suit your business needs (customized).
 - Do not want a "one size fits all solution".
- Change management (billed by the minute not hour).
- Haas - Hacker as a Service – Providers protection).
- SUPPORT, SUPPORT, SUPPORT!!!





- What their implementation/installation process will look like –
 - Will they help you design the best solution for YOU business?
 - Can they provide staff to go to your site to unbox telephones, setup, plug in, test and train or will you have to do this or have your IT person do it?
 - Do they offer FREE ongoing training, on and off site?



- Have a proper site network assessment done before implementing a VoIP solution ie –
 - All SIP telephones should be plugged into a dedicated Category 5e (Cat5e) or Cat6 cable/Jack. If you do not have a dedicated Cat5e or Cat6 cable/jack you can plug the telephone into a computer's cable/jack and the computer into the appropriate SIP Telephone. *This is not best practice.*

What to look for in SME Phone Solutions today? Continued....



- All sets should be connected to an appropriate Power Over Ethernet (POE) Switch instead of using the often included AC Power Adaptors and backed up by a UPS.
- Make sure you do not have any contractual obligations with your existing Telephone provider ie, Bell, Rogers, etc..
- Perform appropriate internet Speed and Stress Tests to make sure it can accommodate the added strain of VoIP.

Some Features to Look for -

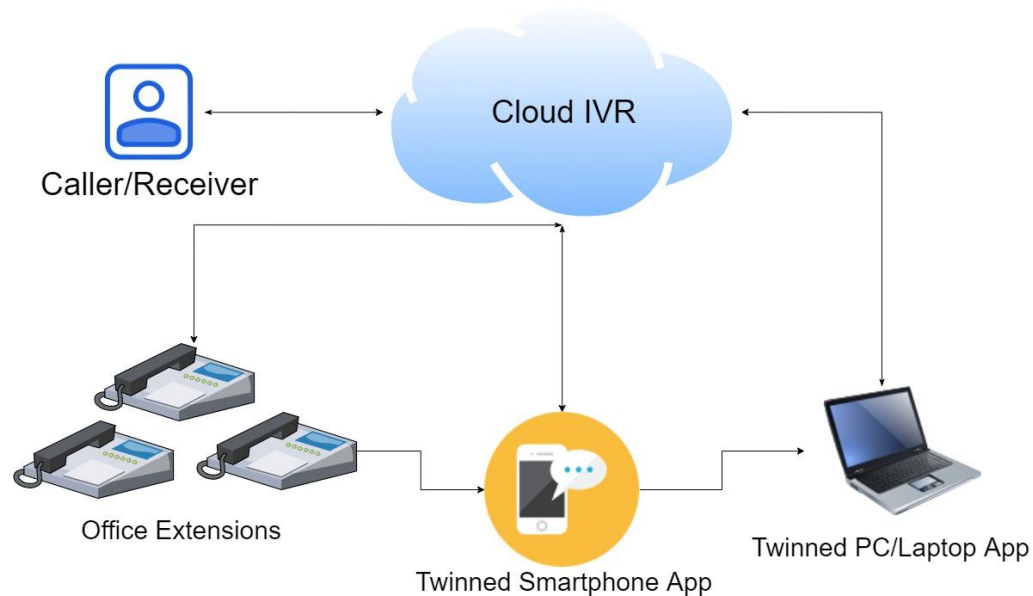


- SaaS - Hacker as a Service, (don't be on the hook)
- SMS Texting capabilities.
- Failover, DRP - Internet/LAN/building power outage.
- Analytics - Use the historical data to your advantage.
- Natural Language - Speech to text, Call Recording.
- Ubiquitous device (phone/smart-phone/PC).
- COVID Triage and Dashboard (flexible design).





- Calls (inbound/outbound) processed/routed through Cloud IVR and vice versa
- IVR routes call to Office number/extension, Smartphone and Laptop/Desktop based on availability or simultaneously.



Voice Call-flow Roadmap in a Nutshell



Caller calls the newly assigned number (not Cell) ie, 905, 289, 705 and or Toll Free

Right away the Caller hears the recording "Thank you for calling the offices of ABC Deign. If you know the extension of the person you are looking for please enter it now.

For Andrew Sheridan press 1
For Maryam Golabgir press 2
For Paul LePage press 3

Call gets routed to Andrew's cell phone, Andrew presses 1 to accept the call and if he does not answer instead of the call going into his i.e. Telus/Bell/Rogers/Verizon Cell Phone Mail Box we pull the call back into our Cloud where the caller can leave a message in Andrew's business Voice Mail Box and this message gets e-mailed as a Wave File attachment.

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Other Functions -

- System users i.e, Andrew, Maryam and Paul can each have a SmartPhone App so when they make a call from their SmartPhone the person will see the new company Telephone number and NOT their Cell Phone number.

Options -

- Call Recording.
- Text Messaging (have a complete corporate record of all Inbound/Outbound text messages).
- System Analytics - know exactly when your peak and low call volume times are.
- Add Desktop Telephone sets, Laptop/PC and or Tablet Mobile Clients.
- Add Direct In Dial (DID) numbers for any or all staff i.e, dial i.e, Andrew's personal DID and go directly to his Cell.
- Add Telephone numbers for any part of the world!
- Preschedule different afterhours and holiday times so you are not being disturbed.



We are here to help you.



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Thank you to

