BUSINESS REPORT

Improving your Online Business Strategy

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Peterborough Community Futures

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Your Personalized Online Business Strategy

Introduction

In the age of digital world, the need for effective digital marketing has risen. Peterborough Community Features (CFP) is a Non-Profit Organization that supports business development for budding and entrepreneurial companies. CFP services revolve around financial counselling, business development and providing opportunities to the local entrepreneurs. Marketing for an NGO is slightly different than marketing for a regular company. The digital ads and marketing should not be promoting just their services, but also the effects they have had on the client, which are the entrepreneurs in this case.

This report has been written to propose digital marketing solutions and implementation techniques for CFP after examining the company and statistics of digital marketing today. The report is written buy a digital marketing course student who analysed the company's digital platform and looked over the various techniques that would be beneficial to the company.

Statistics

As of July 2018, according to statistics on Global stats Stat counter, 52.95% of people use Mobile compared to 43.11% on desktop in the entire world. In 2021, 86% small businesses decided their marketing strategy to employ visuals. Today consumers see almost 5000 ads every single day.

Instagram, Snapchat, Facebook, LinkedIn, YouTube, Twitter or simple targeted ads on internet, there are numerous number of ways today for marketing your services. Choosing the suitable ones specific to your services and implementing them correctly is an important step. These steps have been discussed in this report in terms of two solutions. These solutions have been designed and proposed keeping in mind the center of the services for this company.

Goals

Implementing the solution in the proposal and creating the infrastructure to successfully generate leads and allow for online referral systems. Using the strategic steps to increase company awareness.

Proposal will include

- Two Digital Solutions that meet the company's requirements to achieve better awareness.
- Benefits and Implementation of the solutions to explain why they are better

Solution 1

Search Engine Optimization and Content Marketing
Keyword optimization and content opportunity for existing website pages relevant to SEO.

The very first step in developing any social strategy is knowing your purpose. The purpose and goal of the company should be clear as all the further steps are molded according to that. Once that is done, marketing can begin, now it is important to make sure that your company comes into the search or a customer's page when the right or related keyword/hashtag is searched. This is known as having the right keyword optimization.

The CFP website is pretty informative and detailed about explaining who they are and how they help entrepreneurs in starting their business. However, upon searching "entrepreneurial help" or "starting a business in Peterborough" , CFP is not in the first five search results. There are other companies and small business Startup center websites before CFP. This is what needs to be improved. And in order to improve this, a better keyword optimization is needed. Therefore, this solution would be a good implementation for CFP.

Benefits

Benefits of this solution are directly related to the understanding of how this digital solution works and why this particular solution would be beneficial.

Why SEO?

Search Engine Optimization (SEO) is the backend to being able to find the website when searched on. For example, when entrepreneurs are searching for available resources for supporting their new business, then CFP should pop up in their search results. This improves the ranking of the CFP website. Also, optimizing the right keywords also ensures that on their social media FYP (For you page), they will get targeted ads and thus increase the company awareness.

Benefits:

- **More Company Awareness:** This is an NGO that thrives to help entrepreneurs, more awareness, means more help to all the local businessmen. And more help means thriving company as well.

- **Helps the company stay informed:** A better search result, or a higher place in search result leads to more exposure for the company as well. This helps company gain knowledge and stay informed about the new changes in the practice and solutions. There can be difference in what the new small businessmen are looking for in help, for example, they might be looking for help in establishing a digital presence. The services need to be updated accordingly.

- **Can be done on budget:** It is discussed further in implementation, that it is inexpensive to implement things regarding SEO.

Measuring Success

- One easy and direct measure of the success would be checking if there have been any increase in the company website's **ranking on any search engine.**

- It is important to know the benefits of our implementation and being able to measure it. The easiest and direct way is using **Google Analytics**. It is the best tool which is free and has an easy interface to understand and use.
  - o Google Analytics allows you to look in -depth details about the traffic on your website. You can see how the visitors are reaching your website. To check this go to:
  Acquisition > All Traffic > Channels
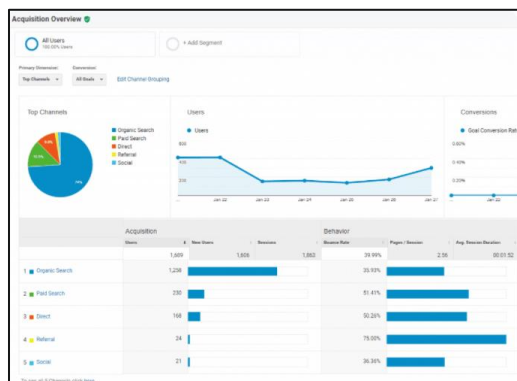
- o This allows you to check If there have been any new visitors or any returning/existing users. All these are a good sign. A new user means company is getting more exposure. While returning users means they are potential new clients that the company can have. Also SEO is built this way that it will target your company ad to these returning users. Ti check this metric go to:
  Audience > Behavior > New vs Returning

- Optimizing your SEO should affect the website traffic, incoming emails and messages, and new clients. There should be a change in the number of small local businesses approaching you. If these changes have started soon after the change in your keyword optimization then you can measure success that way.

Implementation

Implementation of SEO is inexpensive and easy to follow. It is important to go through the steps in order to have a good implementation of this digital solution.

- **Find right keywords:** It is important to find the right keywords when it comes to implementing SEO for your website. Think of words that relate to the services that are offered by the company and that the customers are more likely to search with on a search engine. Using the right keywords are really important for your website pages to be seen and ranked higher.

  - o Make a list of 20 to 50 keywords to start with. This is a brainstorming process and should be done carefully while regarding all the services and processes the company revolves around. Some instances would be – **entrepreneur, entrepreneurship, Startup, small + business, local + community, financial + help + business, sponsor, sponsorship**….and

so on.

- o Once the list of keywords have been decided and collected, go to **Google AdWords**, over there validation of all these keywords have to be done. This validation confirms whether these keywords are used frequently in online searches. This way you only have the efficient number of keywords and not unnecessary data. There is another tool that can be sued as well, **Keyword Tool.**

- Make sure to really focus and shine light on your 'unique' offerings – financial guidance for Startups, Boost for local businesses. There are many companies that offer help and support to entrepreneurs, therefore it is important to focus on the unique ones so that you stand out in the crowd. Being focused on only local businesses in a certain area, one more unique feature for CFP would be – "good client relations". You have the advantage of being able to focus on all your clients personally and effectively by your staff located in that area of jurisdiction. Every startup wants to be seen and therefore wants a good push and assistance. Not every big company supporting entrepreneurship is able to give that. So, it is important to add words like "direct + client + relations" as well to your keywords AND description.

- After this revise your list of keywords and make sure you have not overstuffed your site with keywords. Start with 20-25 keywords.

Once all this is done, finding a SEO specialist is an ideal choice. The developers in your team can also take care of all the SEO related stuff. This way, it is inexpensive for the company and also ensures that experienced developers familiar with the website are doing this. An experienced and well acquainted with the company and the work it does ensures a good and efficient list of keywords.

Investing in SEO will give CFP long-term benefits of increased awareness and better exposure. This is one of the best and important digital marketing solutions. .

Solution 2

Improve UX of the website and create personalized experience with AI

Whenever someone hears about the company, they first try to do a google search and learn about the company from their website/ social media platform. It is important to not only maintain a good social media presence but also a good website. Social media page of the company usually has posts about the recent posts, updates and news regarding the company. There is always a little bio and 'about' part on the platform, but the real information that you can get about the company on the website, whose links are always mentioned on the platform. Therefore, it is important to have a good UX and UI for the website.

The interface and designing of the website is not in a good condition. There are a few things to note:

- Upon scrolling down, some sections of the websites overlap each other, making it less pretty and hard to read.

- The device change does not wrap the text and all the sections accordingly. When the website is opened on a mobile device, the interface was not user friendly. Today, mobile phones are the most used devices, more than laptops. Therefore it is important to have a good website development that can adjust and align the contents according to the screen size.

- The links to the social media platform should also be added to the contact us section. On the home page, these links that are in the form of the icon should be able to catch more attention, they are lost in a corner.

- Adding an AI chatbot feature with some FAQs would be a good decision to manage the flow of the questions and new customers instead of the contact us option of sending a name and email while they wait for response.

Benefits

Benefits of this solution are benefits of digital marketing and AI.

- **Avoid losing prospective customers:** A good website design allows users of any age group to understand and use the site easily. This eliminates chance of losing any potential clients. There is always a chance of losing old clients because of their inability to adapt with different interfaces. While it is easy to lose young users because they are not 'attracted' by the website. As it is said, 'First impressions lasts', a not good website design would lose customers.

- **Helps keep up with competitors:** As discussed, it is easy to loose some really good clients just because they were not attracted enough by your website. Today some young minds have some really good entrepreneurial spirit and also good business ideas. They have the spirit and are just looking for some assistance and push in the right direction to take their flight. Thus, loosing such great minds to other competitors that might not provide the best help to them would be a negative point to the company's success.

- **Boost search rankings:** A poor and unprofessional/out-of-date website design will hinder in the search ranking performance. Only using SEO will not boost CFP's ranking in search results without having a professional and good design website.

- **Manage incoming flow of customers well:** Having a simple AI bot that gathers basic information and answers some basic questions would help manage the flow of new customers well. For example, AI bot can ask for the area of location by the user, and is they are from area out of jurisdiction of CFP, then AI bot will simply guide them to the right page by providing the link for their area.

- **Better user understanding:** AI bot will also allow the customers to understand the basic language and communication and respond with multiple suggestion. This will help manage the incoming call traffic as well and provide better experience for all customers.

Measuring Success

- It is said that productivity should rise by 40% by using AI in data strategy for any business. So the very first measuring success for CFP would be to see if the productivity rate increases. To measure productivity rate, examining the number of clients helped and how much percent they were helped. Maybe a business is being help 5% of the decided steps every other day. If this can be changes to 5% every day then there has been a rise in productivity rate.

- There should be a major boost in the number of customers visiting the site. The number of visitors lost without talking should decrease.

- There should be new customers of varying age. Maybe there were less young generation businesses before, but this should increase after improving the website.

Implementation

Implementing this digital solution is very easy. Having a good team of people equipped with the proper knowledge about the company and also a good team of developers is the real pre-requisite for this solution.

- There could only be 1 or 2 people who are well equipped with the knowledge about the company and handle the customer questions usually. They would be responsible for going though the entire questions that have been asked by customers through the contact us portal and making a list of Frequently Asked Questions by taking that as a reference.

- While the FAQs are made, the developers are responsible on improving the adjustment and alignment of the website. Also, the website should be made adaptable according to the device. The website can be made a multi-device experience easily.
    - Defining the information architecture and structure of the page is the first step. The page structure should be a skeleton view of the page with content but without styling.

- o Then adding the design elements to make it responsive and look good across all devices. Now adding a viewport is important. First start with a narrow one then scale out. This viewport meta tag in the header section of the html of the website will ensure the adaptability across all the devices.

- After creating the list of FAQs, the team of developers and start building the AI bot. There are many basic skeleton AI libraries that can be used to start or as a reference.

This implementation technique will ensure, that the website looks good and will also have a simple AI bot feature.

Conclusion

There were a few issues that were noticed on the website and social media platforms of Community Futures Peterborough. The main issues that were noticed were: Lack of improved ranking for the company in search results and Lack of good UX and UI on the website.

To address these two main issues, the following were the recommended digital solutions to be taken:

1. Search Engine Optimization and Content Marketing

2. Improve UX of website and create personalized experience using AI

These digital solutions if understood and implemented properly, would increase the new customer flow and ranking of Community Futures Peterborough!

Thank you

References

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