



Measures To Shift Your Business Online

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Internet seems to be like a daunting place when considering moving your business online. It's given that the Internet has become a go-to for information, reviews on products and services. Chances are if you are already operating a small business, there are people online talking about it. There are limitless opportunities when opening the door to an online business, that gives you access to customers you may have never been able to target by any other means.

There are more and more entrepreneurs moving into the world of online business after running an offline business. Currently, there are 27 million entrepreneurs in the world. This is because of the potential of the online world, and the fact that many offline industries are transitioning into online ventures. Making this transition isn't always easy.

These days every entrepreneur have exclusively, 80% of their ventures online. Everyone have worked in a customer-facing environment running their own business.

It recognized the potential that what the Internet could bring to the table. That lead to a series of growth and acquisitions that brought you to where you can operate one of the Nation's largest [lead Generation](#) specializing in real time markets.



This is why it was relatively easy for us to visualize what we wanted our finished product to look like. We would like to share our experts knowledge about the industry to make the transition, in this e-Book we will try to give you very brief knowledge about your online entity and measures for a successful brand owner.

Marketing, customer service, and the development of your product are completely different in the online world. The PPC funnel and conversion process is a massive undertaking to say the least. Before you expand your footprint, it is advised that every entrepreneurs should choose an industry which you already understand.



The biggest challenge every entrepreneurs facing is underestimating the day-to-day differences. That feeling of not opening your store in the morning is hard to get used to. You have to be able to motivate yourself inside a vacuum of isolation. You really need to be a great self-starter to get used to this. For so many years I embraced face-to-face interaction with my team. In the online world the majority of your communication is done via phone or email. Communicating your vision or getting comfortable with new employee over an email or phone call can be a challenge. I found it to be a difficult adjustment.

However unlike a normal business you have to be willing to work 24/7 and manage your time wisely. The Internet may not give you a land-based store to work with, but it's just as much work if not more. There are no posted hours of operation. This is why identifying your customer early on is crucial. Online success will require utilizing a different set of skills, such as Branding, [SEO](#), PPC, email, newsletters, and [social media management](#).

That was another one of the major challenges. In the beginning, everyone was overwhelmed at how quickly you have to change, but as you get used to it the process gradually becomes a firm part of your company.

You do have to keep things fresh. Your competition can launch a new site at midnight leaving you scratching your head at 6 am trying to figure out why your traffic is down. You have to keep



one eye on the competition at all times. Customer's needs and your competitor's aggressiveness to fill those needs have gone a long way forcing companies to adapt faster than ever before. Since your ego will not allow someone to outwork you, so you should try to surround yourself with people who challenge you, it will force you to be in you "A" game. Not to mention but a room full of people that can challenge you makes a pretty damn good team.

For Example: Several retail stores have closed a number of their physical locations, and instead have focused their efforts on having a larger presence online. In your own field, you may also notice a similar shift in buying habits, as more customers show preferences for buying online instead of in physical store locations.

With this trend in mind, consider whether you're maximizing your business' potential at your physical locations, or if either going completely online or adding online business to your in-store operations would be more beneficial.

Considerations for Moving Your Business Online

Businesses looking to lower their overhead costs or have location independence may consider moving their brick-and-mortar business online.

Depending on your business, an online-only presence helps you reduce expenses, such as overhead cost associated with having employees or leasing a store location. This can lead to more positive cash flow that you can use to reinvest in other areas of the business, such as your website or online support.

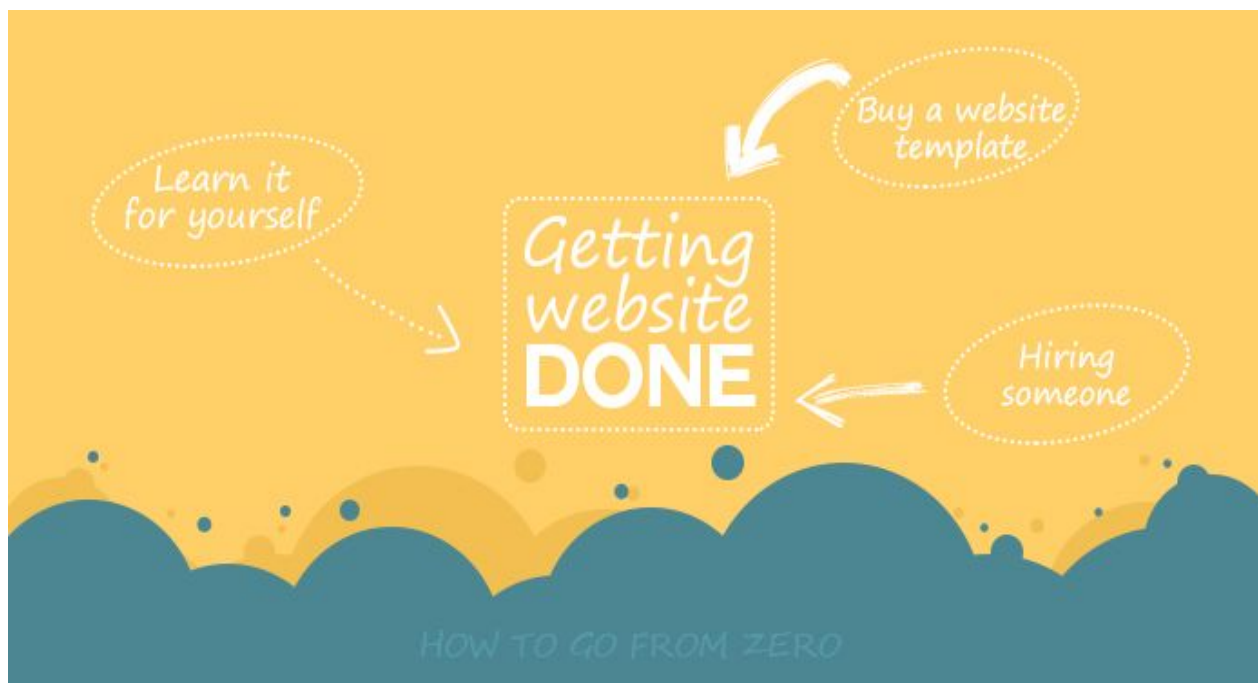
Location independence is another consideration when thinking about bringing your business online. Not only do online business owners and their teams have the freedom to work from virtually anywhere, but they also have the potential to expand their customer base beyond those in a set number of locations.



Of course, businesses that find success by maintaining physical locations may not want to move their entire operations online. Perhaps their target customers are located in a certain number of defined regions. However, many businesses also find success by maintaining a mixture of physical locations along with some type of online presence.

If you've considered your options and it makes sense to shift either all or some of your business online, take a look at some important components of successful online businesses.

Get a website:



Being online means having a website, and your business should make this a priority if it doesn't already. There are many [Website Development company](#) that can help you to have one. You may also want to consider hosting services, website support, and any functionality you want your business website, to have that positively impacts the customer experience, such as a shopping cart or chat feature. Initially invest less, invest smartly.

Your Customers Will Appreciate It:

Your website doesn't have to be fancy to be effective. At the very least, listing your address, store hours and directions will instantly simplify the lives of your potential customers. Without a



website, they'd have to call you to learn these things. Some of them might make the effort to do that, and some might not bother.



Having a website also offers a perhaps unforeseen benefit: It saves time. Business owners without websites often end up fielding a lot of mundane yet time-consuming phone calls from people with questions about things that could easily be thrown up on a website. So a website benefits everyone in the customer-service arena: Your customers feel supported, and you can concentrate

on running your business instead of answering the phone.

That said, always include a phone number on your website. Customers might not use it, but it's always comforting to know that there will be an actual person on the line if you need to make a call.

It Can Showcase Testimonials

Creating a website is an easy way to connect with customers. It lets people know who you are, what's important to you and what you can do for them. Customer reviews are an especially effective way to add that crucial personal touch. They remind customers that there are actual people running the business.



Of course, having an online presence can also expose you to some haters so you have to be proactive. Even though you obviously wouldn't feature negative reviews on your site, you can't control what people say on sites like Yelp, Angie's List and Google Reviews. But glowing customer testimonials on your website (with pictures, if you can get them!) will help counteract that. Being online comes with risks, but the good often outweighs the bad.



It'll Make Your Life Easier

No matter the time, effort and stress you expended on website creation, once the site is up and running, your business should instantly become more efficient.

How will that happen? Let us count the ways. Communicating with your customers will be a breeze when you can automatically send emails to everyone who enters their address on your site. Your customers can reach you at all hours of the day through the contact form on your site, but you won't necessarily have to answer them immediately. Instead of manually restocking your shelves, you can snap a couple of pictures and add the items to your online shelves with a few clicks. For anyone who sells heavy or bulky products, this can be a godsend. Your inventory will automatically update, saving you time and giving you peace of mind.



2: It'll Help You Generate Leads



There are plenty of benefits to having even the simplest website, but there might come a time when simple just doesn't cut it anymore. Even if you're happy with the way your site has upped sales or streamline your business, there are plenty of other things you can use it for. One of the biggest is [lead generation](#). It's great if you have lots of people making purchases on your site, but its return customers who are going to keep you in business for the long run. That's

Business 101. Your website can help you create relationships and turn your viewers into loyal customers. Generating an email list is a first step, and then you can move on to newsletters, blog subscriptions, videos — whatever communication method you choose to keep them connected and coming back for more.

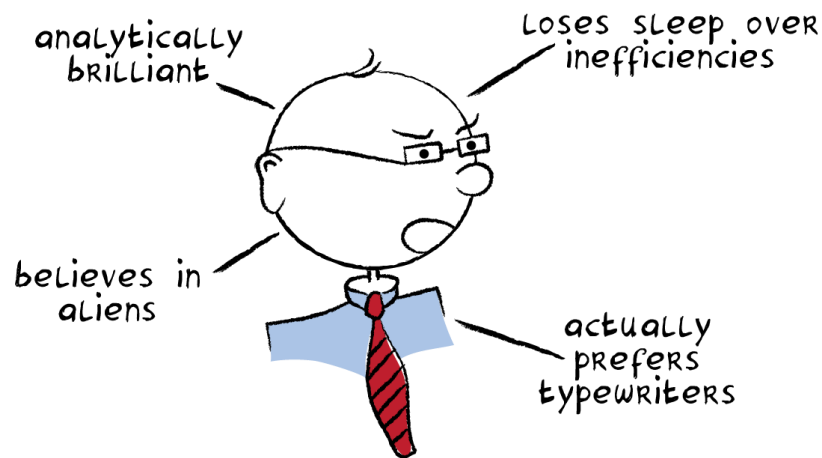


If people are coming to your site but not making purchases or leaving their information, you can use analytics, as we'll see next, to figure out why and what to do about it.

Help You Understand Your Audience

You can run your website on any number of levels. The ground floor is the bare-bones contact info-and-FAQ version. You can kick it up a notch from there and start selling your products

Know your audience.



online, and maybe that's where you'd want to stop. You'd probably expand your business quite a bit just by doing that. But your website can also grow your business in indirect ways. If you go a step further, it can turn into a treasure trove of market and customer information.

You can find out a lot about your online audience just by doing the smallest amount of research. Depending on your traffic, this project could be free — signing up for Google Analytics is a good starting point. You can see what percentage of your viewers buy something, how long they stay on the site and who signs up for email lists and newsletters. If you're willing to spend money on analytics, subscribe to or hire a service and really get down to the nitty-gritty. Fine-tune your site based on customer analysis, and you'll really take your business to the next level.

In this day and age, you'd think that "[create a website](#)" would be item No. 1 on the to-do list of any entrepreneur with a brand-new company. A website lends an air of credibility — it lets people know that you're serious and ready to do business. It's a guaranteed sales booster and a whole



lot less expensive than renting a retail space or buying ads. Without a website, how would people even know you exist?

Surprisingly, lots of people still start businesses without websites. Only 45 percent of small businesses in the United States had a [website](#) in 2013, according to a survey by Google and Research Company.

We're pretty shocked by this statistic, but it is somewhat understandable. The thought of [creating a website](#) can be intimidating. So many small business owners wear many hats at once — accountant, receptionist, buyer, salesperson — and adding "webmaster" to that list might sound like more trouble than it's worth. What if your business falls to pieces because you have to spend so much time maintaining the website?

We're here to allay your fears. None of those concerns are scarier than your business failing because you didn't take the leap into the modern age. It's the 21st century, people: Ignore the Internet at your peril.



Back in the day, marketing a small business was an exhausting, time-consuming task. You had to do a lot of legwork and sink funds into advertising to let people know you were in the community. You had to have moxie. It's still a big job today (and a little moxie never hurts), but online marketing makes it so much easier! Why not let a website do some of the work for

you?

People who try and fail to find information about your business online may assume you're not credible and move on to your competition. Having to admit to a potential customer that you don't have a website could instantly take you out of the running for a sale.



It's Easy and Cheap

Even for those of us who are completely comfortable online and consider ourselves at least a little tech-savvy, the idea of [creating a website](#) might be a bit daunting. Hiring a designer could be really expensive, but what can you do if you have no design or coding experience? How do you make sure the look of the site accurately reflects the image of your business? What if it doesn't work correctly or isn't user-friendly? What if it ends up looking like an Angel fire site from 1999, and you scare away even more customers?



These are all legitimate concerns, but they're easily manageable. There are so many do-it-yourself options out there today for the small-business owner on a tight budget. No technical or coding know-how required — just drag and drop text and photos into a template, and you could be done in a half-hour. Even the most bare-bones website is probably the most cost-effective marketing tool you can invest in. If you are a small business owner choose CMS for your website like [Wordpress](#) etc. It will give you professional website within limited budget.

It'll Boost Sales

This should really go without saying, but we'll say it anyway: There's absolutely no way that a website will cause a drop in sales. If you want to go out and find a business owner whose business dropped off right after a website debut, go ahead, but we think it's a solid bet that a website will expand your business.



Even if you do blow your budget by springing for a designer, chances are you're going to make a big return on your website investment. You don't necessarily need to set up an online store, either. Just insert as much helpful information as you can. Personal info written in your own words helps, too. It provides a connection that you might not be able to impart if a customer



wanders into your store on a busy day. The more information you offer, the more confident potential customers will feel in making a purchase.

An online store will provide double the buying options — why limit customers to your physical store location? They can make a purchase when the urge strikes instead of getting in the car and driving to your store, resulting in more potential sales.

It'll Help You Reach a Bigger Audience

This is another no-brainer. If you're running an old-school company, your audience is limited to the people who happen to know where your store is. Maybe they drive by it every day, maybe they've heard of you through your cold calls, advertisements, Yellow Pages listings or taped-up street signs. But that's a narrow customer base that comprises people who are probably in a fairly limited geographic area. If your business doesn't have a storefront, you have an even smaller audience.



Once you [unveil your website](#), your audience immediately expands to everyone on the Internet. That's billions of people. Sure, the majority of them will never find you or have use for your business, but the potential is there. And the cost for this amazing result was maybe a half-hour of your time and a little Investment (yes, we're totally simplifying here, but you catch our drift). How's that for a return on your investment?

It's Always Open



Unless you're operating a convenience store, your business probably isn't going to be open around the clock — but your website will be! A totally offline business misses out on all those potential customers who can't shop during store hours. If you're online, you reach them 24/7.

If you've done your research (or reflect on your experience as a consumer), you know that a good number of people don't enter a store because



they're necessarily ready to make a purchase. They might be browsing aimlessly, or maybe they'd like to pick up a product and handle it before making a decision. They might want to go online and compare prices before opening their wallet. With a website, you can grab those people after they've left the store. If they want your product, there's a chance they'll hop on your site and buy it right then and there, even if it's 2 a.m.

One most important thing that If you have a website then you should also have an SEO Expert because SEO is important to any business that operates online, and many don't realize it needs to be built into the web design process - not added in later.

Your website is the centre of your digital marketing world – the place that all digital river's run toward. And of course, the largest of its traffic sources is generally organic search.

There are many businesses that lack a profound comprehension of the need for SEO experts. For this reason, they do not appreciate the fact that SEO can have a positive impact on the growth and development of their enterprises. It is very evident that [search engine optimization \(SEO\)](#) plays a vital role in creating an environment of online growth for businesses that understand the need for SEO consultants.



What SEO Means To Businesses?

SEO is not only beneficial; it is a necessary marketing apparatus for the development of



compelling brand consciousness. It also means enhanced search engine page rankings and the amplification of a heightened abundance of traffic. So why should a SEO consultant be sought for and how can their assistance bring about progressive business growth?

Yet all too often, businesses don't think about SEO until after having a website designed (or redesigned), and these sites are often sadly lacking on the SEO and digital marketing front. They may look shiny, but if the marketing smarts are not cooked in at design time, then you will be running the marketing race with a wooden leg. Or at the very least, faced with going back to the drawing board and wasting a whole load of time and money.

Been out of the loop on [Search Engine Optimization](#) It's time to get back in the game. Forgive the mixed metaphors, but if you're wanting your business to succeed, especially with an online clientele, you need [SEO](#).

A great majority of customers in all fields of business deliberate their final decisions with product research, searching for what's the best fit for them. Your goal is to get your business out there and present it as that best fit. The best way for these customers to find what you're selling is to find it in one of their initial searches. Hence the need for [SEO](#) if your business does not come up as one of the first sites that a customer finds on a search page, it may be lost in a sea of other businesses, all trying to do the exact same thing.

Here are a few reasons Why You Should [hire an SEO Expert](#):

Increase brand exposure:

Especially when it comes to startups, you just want to get your name out there. You may have the most ground-breaking business idea, but if you can't get enough people to hear about it, that idea won't make it far at all. No matter how good the idea, what you need to get it off the ground is "exposure", which requires marketing (SEO is the most important part of website digital marketing). In the end whole story revolves around your sales, your product can be anything, you have to sell it.

An Online Audience:

For companies based online, it really shouldn't even be a question whether or not to use SEO as a marketing tool. It should be your mantra. As mentioned before, most customers start their



purchasing process by first researching what products are available and which best fit what they are looking for. Get your business into the running with SEO and then sell it as the product they need.

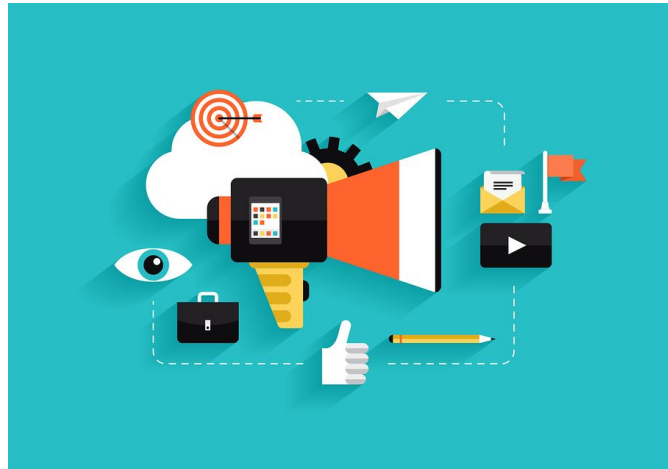
Return on Investment:

More than 90% of businesses who implement [SEO](#) and other inbound marketing techniques have seen increased ROI. Pretty hard to beat that. Combined with original content and social media marketing, [SEO](#) has the power to bring in more [leads](#) than almost any other marketing platform.

Embrace social media

Social media isn't just a tool to gain exposure—it has now become a necessary time investment for every business to make. You can tie in ads and offers on your Facebook page and have a direct channel with your customers on Twitter. Networking on LinkedIn—both at the personal and company level—can be another way to help your start-ups. To some entrepreneurs, [social media marketing](#) is the “next big thing,” a temporary yet powerful fad that must be taken advantage of while it's still in the spotlight. To others, it's a buzzword with no practical advantages and a steep, complicated learning curve.

Because it appeared quickly, [social media marketing](#) has developed a reputation by some for being a passing marketing interest, and therefore, an unprofitable one. The statistics, however, illustrate a different picture. According to Hubspot, 92% of marketers in 2014 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites.



It can help you to Gain valuable customer insights:

[Social media marketing](#) generates a huge amount of data about your customers in real time. Every day there are over 500 million Tweets, 4.5 billion Likes on Facebook, and 95 million photos and videos uploaded to Instagram. Behind these staggering numbers is a wealth of information about your customers—who they are, what they like, and how they feel about your brand. Through daily active engagement and social listening, you can gather relevant customer data and use that information to make smarter business decisions.



It can Increase brand awareness and loyalty:

When you have a [presence on social media](#), you make it easier for your customers to find and connect with you. And by connecting with your customers on social, you're more likely to increase customer retention and brand loyalty.

It runs targeted ads with real-time results:

Social ads are an inexpensive way to promote your business and distribute content. They also offer powerful targeting options so that you can reach the right audience. For example, if you run an ad campaign on LinkedIn, you can segment by things like location, company, job title, gender, and age—the list goes on. If you're running a Facebook ad, you can target based on location, demographics, interests, behaviors, and connections. You can track and measure the performance of your social ads in real time.

It generates higher converting leads:

Social media increases sales and customer retention through regular interaction and timely customer service. In the 2015 Sales Best Practices Study from research institute MHI Global, world-class companies rated social media as the most effective way to identify key decision makers and new business opportunities. In the State of Social Selling in 2015, nearly 75 percent of companies that engaged in selling on social media reported an increase in sales in 12 months.



Provide rich customer experiences:

Even if you aren't on [social media](#), most of your customers expect you to be. Over 67 percent of consumers now go to social media for customer service. They expect fast response times and 24/7 support—and companies that deliver win out.

Increase website traffic and search ranking:



One of the biggest benefits of social media for business is using it to [increase your website traffic](#). Not only does social media help you direct people to your website, but the more social media shares you receive, the higher your search ranking will be.

With [social media monitoring](#) you can gain key information about your competitors. This kind of Intel will allow you to make strategic business decisions to stay ahead of them.

Use an online client relationship manager.

An online client relationship manager can help you and your sales staff keep track of [leads](#), customer notes, and what customers have purchased.

Depending on the size of your business, you may want to consider using an all-in-one system that comes complete with email marketing and e-commerce functionalities. It can help you keep track of everything in the customer process – from what someone clicked on in an email to what's already been purchased. Additionally, this type of system can help you scale and



increase revenue by sending out automatic follow-ups to prospects and upsell tactics to customers. But you should rely less on automation and should follow up all the automated process from time to time.



Moving your business online can help you save money, run more efficiently, and have more flexibility. Even if you can't move your entire business online, there are several ways to incorporate online business management into your current structure.

Benefits of Mobile Application for your business:



Many businesses are building their own mobile apps and there are many reasons why you should invest in a mobile app. We are in a digital era and if your business does not have a mobile app, then it means you are lagging behind your competitors. You could be missing out a

huge opportunity to attract potential clients, no matter how far they are. Just having a website will not give you an edge over your competitors. It is a matter of ensuring that you have got the right strategies in place for online marketing.

Owning a mobile app for your business is probably the most rewarding solution to give an edge over competitors. The world has shifted from desktops to smartphones, and is offering tremendous ROI. If you are planning to establish a mobile presence for your business, you should first know about the benefits of mobile app. Mobile websites and apps can look similar at the first glance and it is difficult to determine which is most suited for your business requirements. There are a number of factors such as – target audience, available budget, features, purpose etc that decide if the mobile app is suitable for your business or not.

Mobile apps are great way to reach out potential customers. You can enhance the experience of your customers by building the best mobile app. Some of the benefits of a mobile app are:

Gives more value to the customers:

A business is all about reciprocation and it is must to nail down the best way to encourage more customers. If you want to increase the interaction of your customers with the business to promote sales, you should provide a level of value to the customers so that they don't go anywhere else. You can create an app with loyalty program to make more customers interact with your business and products.

There are many companies that use their mobile apps to their advantage by offering rewards to the app subscribers. This will eventually motivate the customers to buy their products. If you already have one such program, you can integrate it into your mobile app.

Customers don't have to wait:

Mobile apps provide a faster and easier alternative to web browsing. The user needs to launch a web browser and enter the URL and wait for the site to load for accessing the business website. On the contrary, mobile apps are quick and take only a few seconds to launch. As most of the information is stored in the mobile application itself, it is possible to use it offline.



As there is no waiting time, customers will be attracted towards your mobile app. additionally, there are chances of being converted into potential leads.

Reduces cost and increases customer engagement

Mobile apps reduce the cost compared to instant messages and traditional advertising. The communications are secured and directed instantly to the messaging customers. Moreover, the mobile apps reduce the staff work. A majority of customers tend to use mobile apps as they allow them to connect with your business easily. Businesses are using apps to improve the processes and increase the level of accessibility their customers have. No doubt, mobile apps are the most valuable tools for today's competitive business world.

Mobile apps aid promotion and offers great support

You can create mobile apps with great offers and deals to lure many prospective customers to your business. Be sure to create an offer that is irresistible and notifies about it through an app. If you want to promote your business and reap the benefits quickly, you should have a mobile app.

Customer support is another important factor that hooks up potential clients with the business. Responding to customer queries and resolving issues will become much easier, if you have a mobile app to do it. You can sure win the approval of customers by having a mobile app that offers instructions and help customers resolve issues on their own.

Enhances the visibility of your brand

In today's competitive world, mobile apps are the best tools to enhance visibility of your brand. The awareness and name of your brand will increase tremendously with a mobile app. In fact, it works like a billboard sign. If you have a mobile app with great looks and features, nothing can stop it from increasing your brand awareness.



Why you should invest in mobile apps?

In today's competitive world, people are making use of mobile apps to stay in touch with their favourite brands. Whether it is their smartphone or tablet, mobile apps offer all the information to potential customers in an easy way. Regardless of what business you do, mobile apps are useful in getting new customers while retaining the old customers. Being available online round the clock will be a big boost for your business. It will be an added advantage, if the information is available in the form of mobile apps. With different mobile apps developed for platforms like – Android and iOS, you can create brand awareness among huge number of new and existing customers. Here are some of the reasons why should you invest in mobile apps.

- It is a known fact that the world has gone mobile and there is no need to look back, if you have a mobile app. Consumers use smartphones for local search and your online marketing efforts are seen via different mobile channels. Just having a website is not enough to sustain in today's competitive business world. Mobile apps thrive as browsing alternative and you can gain a lot by investing in mobile apps.
- When you have a mobile app, you are allowed to showcase your products and services in a better way. Your customers can use the mobile app as a one stop destination, whenever they want to make a purchase. Smartphones have become a new tool to chat with family and friends, purchase products, check services and do many more. You need a mobile app to do all the above tasks easily.
- Mobile apps are very convenient for customers, as they are usually designed with usability in mind. The benefits of mobile apps are even greater when businesses decide to develop a custom mobile app with more flexibility and features. You should invest in a mobile app, if you want to enhance the level of professionalism.

Today, almost all the business processes has become virtual. Hence, there is an ever growing need of mobile app. If you want to provide better service to your customers, you should consider investing in the best mobile app development. With the rising popularity of mobile apps, it is worth for every business to invest in mobile app development.

Majority of consumers will research a company online before they do business. If your business does not feature in search engines it's likely to deter potential customers and point them in the direction of a competitor that has an online presence. By having an online presence namely



through a website, not only are your customers finding you, but you are also opening the doors to new customers that may stumble upon your site from search engine searches.

Summary:

In the end we will summarize few steps to shift your business online.

1. Identify your targeted audience, people you want to sell.
2. Analyse your business and think how can technology be your partner. Now think more add value in it, imagine future how your product/services would be like in future. And now PLAN.
3. Choose best team to enter in digital business world. Do not play in the hands of inexperienced people. Keep in mind less is more. Things you provide can be less in quality but should be of Top quality. So go on Hire Experts. If you don't have budget hire teams on shares and pay them less amount. BUT do not compromise on quality of your services. It's going to be your face, and it should look pretty.
4. Activate your social media accounts.
5. Generate online leads, find out where your customers hang out and target that place. If they are hanging out on linkedin, that should be your playground.
6. Start digital marketing campaigns as well. You have Facebook, linkedin, twitter, Google and instagram. Choose wisely.
7. Analyse your campaign result, this is very very important so that you are aware at each moment that your direction is perfect. Be in the game every time.
8. Sale!
9. Provide customer support to your customers.
10. GoTo 4th step and loop again.

At the end of the day it is vital to have a Website or a Mobile Application for your business. If you don't already have one, then there are plenty of places to help get you started. Why not book appointment with [Al-Burraq Technologies](#) and enter the digital business world!



Thank you!

Don't forget to give us your feedback at info@al-burraq.com

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We thank all the people involved in this short e-book. Hope it will help people reading it. Share it with others and spread knowledge.

