# Day 1

Today, our online experience is so much more than just checking emails. From talking to friends and family to doing the weekly food shop, discovering new holiday destinations and researching things to do locally, the online world is very much a part of our daily lives.

As the time we spend online increases, so do the digital opportunities available.

1.Finding lots of new customers – everyone’s online these days

2.Selling your products or services straight from your website or app

3.Delivering targeted advertising to customers

4.Learning more about what your customers love

5.Using analytics to power your online sales

* the biggest advantages to being online is reaping the benefits of search. Having a digital presence means you’ll be visible when people go online and search for a business like yours. Well, the possibilities are virtually endless. When a customer clicks a link to your website there’s so much they can learn about you.
* Your online presence can also give you valuable insight into prospective customers: what they want, and how to give it to them. How? Well, digital allows you to show targeted advertising to people right when they’re looking for what you offer. the biggest challenge to being online isn’t getting used to the tools, but putting together a plan.
* The opportunity to reach customers from around the corner and around the globe is too big to ignore.
* scope. Web, mobile, social ,tech,content

#Day 2:

Every business has different objectives. It’s good to know exactly what you want to achieve online, as it can help you set the right priorities and put your plan into place

* One easy win is listing your business in local online directories. So, when people look for hairdressers on search engines or online maps, your business will show up. Means when they search for local café then your café shows up ,it is setting your business in local online directories.
* decide to build a website to share information about your business. This could be things like your opening hours, your location, your prices and the services you offer. Maybe even photos and videos that could entice new customers to walk through your door. Things like online appointment scheduling, a “reviews” section where people can say nice things about you, or even an ecommerce store to sell your hair and beauty products online.
* you could set up a social media page on Facebook or Twitter where you could post photos of your creations, offer special deals and really connect with your customers. As you start achieving these goals, and more people become aware of you.
* investing in online advertising . attract visitors, and turn them into customers This is called “analytics”. Analytics lets you know what’s working well, and what could be tweaked.

Keep upgrading otherwise customer will not get anything new

step 1: local online directories : so when someone searches goggle for nearby café your café appears there ,no need of any website . Your first step to finding customers online, and being found online, might be to list your shop in local online directories like Google My Business

step 2: facebook page ,connect with more people

step 3: website : your home on the web

WEBSITE

* your contact details
* map showing direction to your café
* feedback
* online shopping of your product ,payment >e commerce

how ?

* SEO
* SEM
* Display ads
* Social media pages
* Email marketing

SEARCH ENGINE HOW TO USE FOR YOUR PRODUCT? Search is a great way to reach people,

* The first is search engine optimisation, or SEO, which helps you promote your business in the unpaid search results. . SEO is all about getting your site in front of the right people who are searching for your products and services.
* The second is search engine marketing, or SEM, which lets you buy ad space in the search results. is when businesses pay to advertise to people searching for specific keywords online.

Most major search engines use an auction system, where lots of different businesses compete to show their ads by bidding on the keywords they’d like to target.

>>through keywords They are the most relevant words to your business. Understanding these will help you improve how you show up when these words are searched.

ADVERTISING:

Display ads appear everywhere online, and come in many formats like text, images, video, and ads you can click on and interact with.

They can be a great way to get your message out there and you’re able to choose the people you want to see your ads, and the websites and pages you’d like them to appear on.

SOCIAL MEDIA: Social media sites like Facebook or Twitter are another option for boosting awareness of your business, and they’re especially useful for building relationships with customers.

On most networks you’ll create pages or profiles for your business. You can then connect with lots of people by starting meaningful conversations and sharing content you’ve created whilst growing your business’ online social life.

EMAIL MARKETING:

sending relevant information and offers to people who have already said they’d like to hear from you.

You can get people to sign up, or “opt in” to receive emails from you. Then the rest is up to you. You can send coupons to people who have made an appointment on your site, advertise special events, or promote sale items.

*“WAYS YOU CAN FIND PEOPLE ONLINE — AND KNOWING HOW THEY CAN FIND YOU “*

* The first thing to remember: don’t expect too much too soon. It can take a bit of time to set up your digital presence and get noticed online. The first thing to remember: don’t expect too much too soon. It can take a bit of time to set up your digital presence and get noticed online.
* A crucial part of any online plan is to measure what you’re doing and make sure it’s working. This is called ‘analytics,’ and it can show you how people are finding your website and what they do when they get there. Tracking what people do on your site can help you to understand what’s working and what’s not, so you can make changes and continually improve what you’re doing.
* New tools, technologies and tactics pop up pretty much daily. So a good plan combines the basic concepts that don’t change that often, with forward-thinking to keep up with the latest and greatest. Similarly, when things change in your industry, make sure your online world is kept up to date.