



**Enterprise
Nation**



Go and Grow Online

Rachael Dines, founder of Shake It Up Creative

@ShakeltCreative



Square



@e_nation
enterprisenation.com/join
#FoodExchange

m



Enterprise
Nation

Go & Grow Online

11 steps for your
small food/drinks
business

STEP 1 Setting up your office

- ✓ Choosing the correct hardware is important to enable you to do what you need to do to run your business
- ✓ Things you need to consider are:
 1. Memory
 2. Processor
 3. Connections
 4. Hard drive
 5. Battery
 6. Operating system
 7. Screen size
 8. Mobility

Check out the buyers guides, which will help you understand the factors to consider when purchasing hardware.

<https://www.pcworldbusiness.co.uk/advicehub/guide.jtp>

STEP 2 Choosing a domain



STEP 3 Secure hosting

- ✓ Secure hosting enables your site to go live, people can type in the address and find you online
- ✓ Look for over 1 or 2 GB - allows you to grow your site content and handle more traffic as your website gains popularity
- ✓ With a domain name and web space, potential customers should be able to go to your website and find out all about your business

STEP 4 Set up office software





The digital marketing mix





**Enterprise
Nation**

Creating a digital marketing strategy

- ✓ Understand your target audience
- ✓ Identify your goals
- ✓ Identify the tools you can use to succeed
- ✓ Try and answer a need / solve a problem
- ✓ Be able to measure success



STEP 5 Build a home on the web

- ✓ You can start with a template website builder
- ✓ Or build a custom site by hiring a developer/designer.
The better the brief, the better the end result!
- ✓ Visit nocode.tech for a curated directory of free tools and resources for non-technical entrepreneurs



**Enterprise
Nation**

MOBILE FRIENDLY WEBSITES



STEP 6 Be legally compliant

- ✓ Display terms of use, cookie policy, business address
- ✓ By Law you must tell visitors what you will be doing with their visitor data
- ✓ If selling online, display your terms of sale: and draw attention to customer rights under the Distance Selling Regulations
- ✓ Protect your copyright in the website content
- ✓ Be aware of GDPR!





STEP 7 Embrace email marketing

- ✓ Keep in touch with existing and potential customers through a regular e-newsletter powered by tools such as:



- ✓ The secret to email marketing is to keep things simple and keep it relevant, use great subject lines
- ✓ Keep email designs clean – making it easier for your customer to make buying decisions in a snap



STEP 8 Embrace social media



Facebook

list on Facebook for free and/or advertise on the site and select target audience based on location, sex, age and interests



Twitter

create an account, follow friends and contacts and get tweeting. Find conversations to enter into and retweet (RT) other people's messages if of interest



Pinterest

pin pictures of your products and influences to virtual 'pinboards' to attract followers and customers.



LinkedIn

create an account and start connecting with contacts and finding new ones. You can also form/join LinkedIn groups around your specialist subject.



YouTube

start a channel and start broadcasting to the world, encourage subscribers



What are **your** social media goals?

Brand Awareness



Increase Traffic

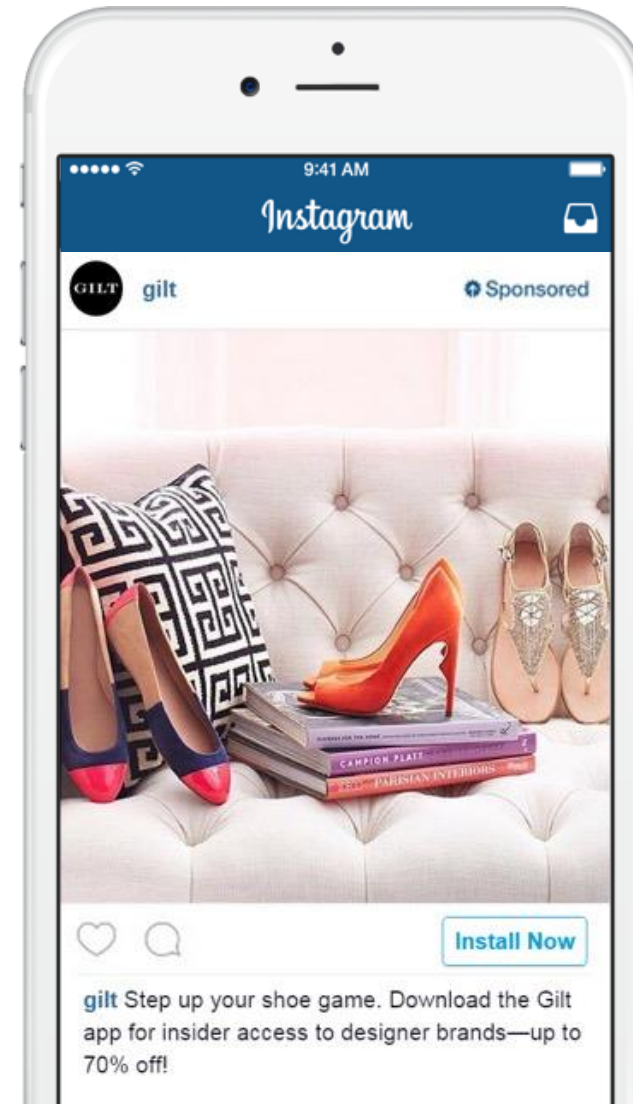
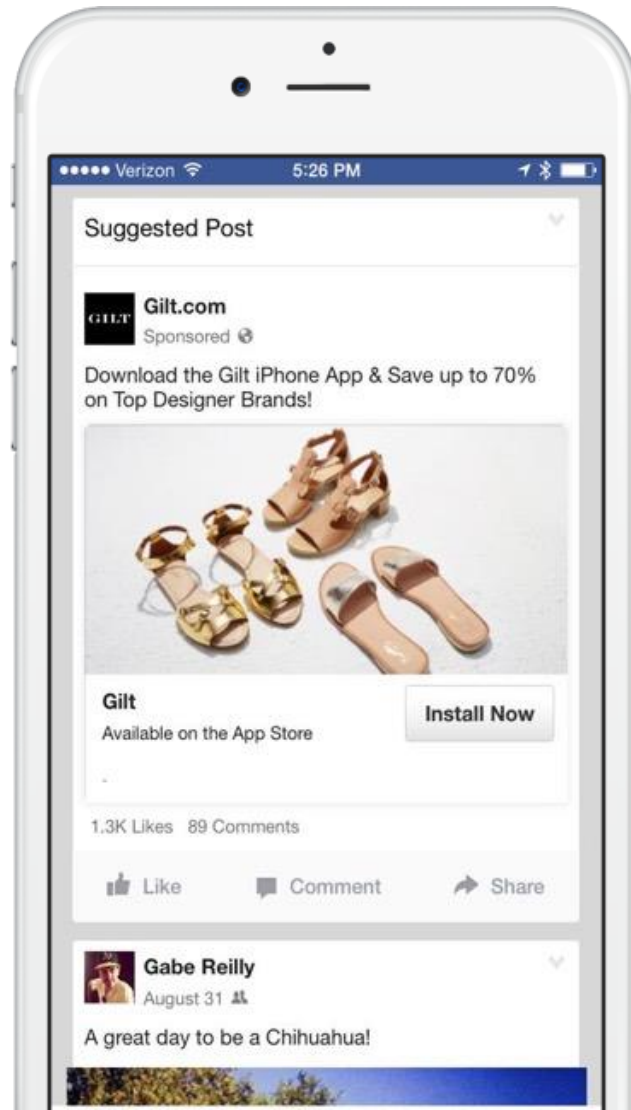


Lead Generation



Facebook Vs Instagram

case study



Fresh content

Create and share valuable free content in order to:

- ✓ Get more leads
- ✓ Turn potential customers into actual customers
- ✓ Claim your market authority / build trust and reputation
- ✓ Build your online visibility

Each time you publish a social update,
eyes come to you.



STEP 9 Rise up the search engine results with SEO

- ✓ Think laterally and include variations. Invest in proper keyword research as soon as you can.
- ✓ Meta data – a webpage's title is a 'title tag' and page headlines use H tags.
- ✓ Fresh content and maintain a dynamic social media presence to aid your efforts.
- ✓ Make contributions – identify relevant bloggers and sites, offer to write expert posts with a link back.
- ✓ Be well-connected locally – improve the local rankings for your site.

SEO. Avoid...

- ✓ Completely duplicated content
- ✓ Hidden text and links
- ✓ Keyword stuffing – write for the human user not the search engines
- ✓ Little or no content, very out of date content
- ✓ Listing your key details – business name, address and phone number in different variants across the web
- ✓ Changing the urls of pages that have been live, without setting up a redirect for them



STEP 10 Make the most of marketing tools

Try these to help save you some valuable time and promote your business

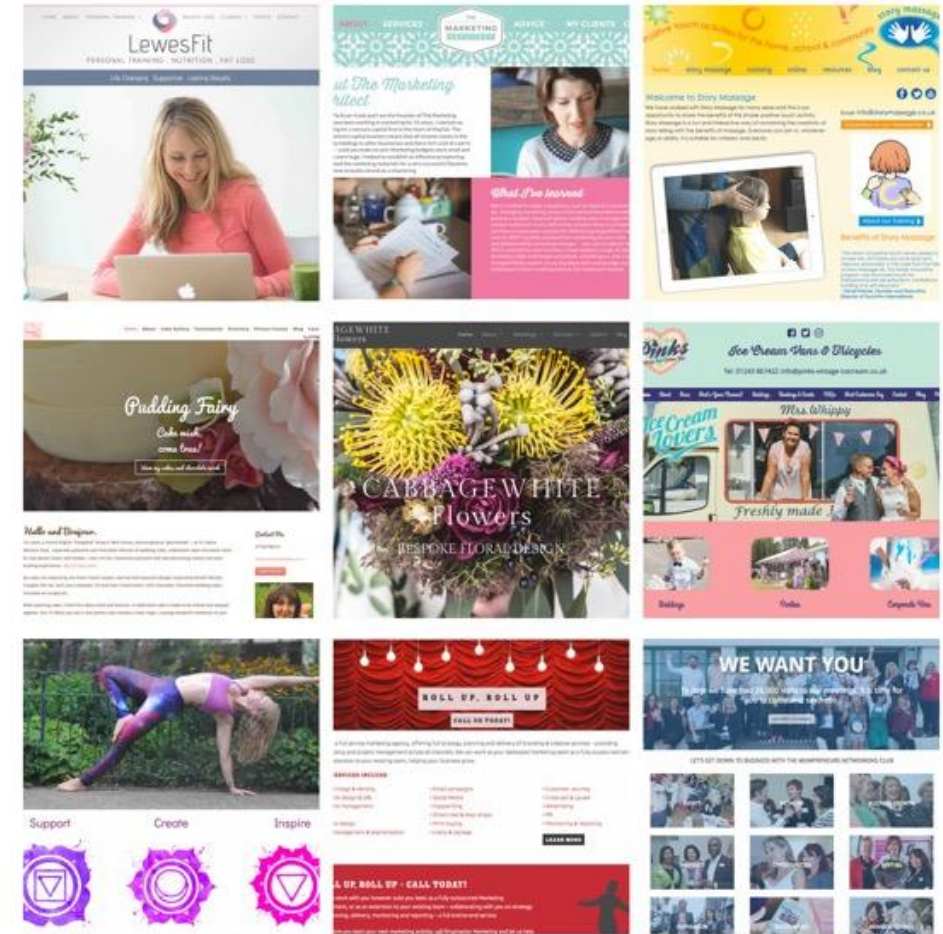


Stand out visually

Don't worry if you are not a graphic designer



pixabay



SHAKE IT UP
CREATIVE
Design \ Marketing \ PR \ Web


PicMonkey



Stand out emotionally

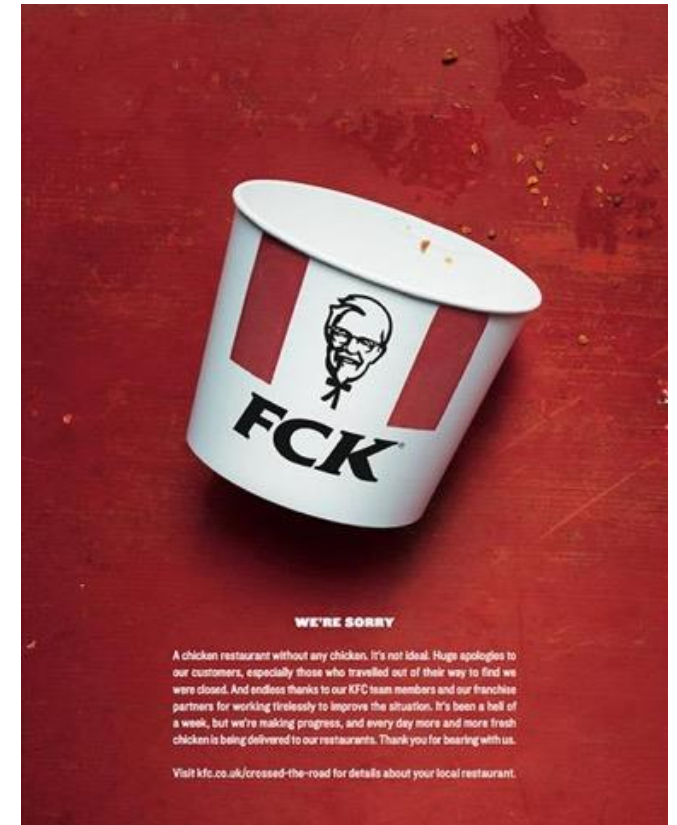
The power of a good story

Brand authenticity summed up by Bonfire Marketing:

An authentic company owns up to their mistakes and is honest with customers. It doesn't sugar-coat anything or sweep problems under the rug.

63% of users surveyed would buy from an authentic brand over a brand that isn't perceived as honest.

47% of those surveyed would seek employment from a transparent company, and **23%** would financially back a brand they trusted.





STEP 11 Measure what works

With tools such as:



**COVERAGE
BOOK**









































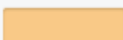



You're looking for an upward curve of visitors and time spent on the site.

If you're selling anything, you're looking for more sales and returning visitors.



Measure what works

Post	Type	Targeting	Reach	Engagement	Promote
 Social media LIVE series part 12: How to sell your brand using the I			726 	46 16 	Boost Post
 Great tips from Currys PC World Business on how to make sure yo			316 	5 2 	Boost Post
 The Festival of Female Entrepreneurs 2017 is ONE WEEK today!			187 	4 2 	Boost Post
 Today we took a bunch of amazing small business owners and Ent			387 	12 7 	Boost Post
 BREAKING ENTERPRISE NATION NEWS: Go and Grow Online			360 	8 2 	Boost Post
 Social media series LIVE: Part 11 - Drive sales with Facebook and I			654 	19 5 	Boost Post
 From the Isle of Islay to the world! The inspiring story of rural busine			253 	2 4 	Boost Post
 Want to check your business using Facebook? Everything you need to			717 	24 15 	Boost Post
 Every week we pick one of our amazing members to be the memb			1.6K 	119 54 	Boost Post





**Enterprise
Nation**

And finally...Get support

In the online world, things change fast!

Keep in touch and stay supported through @EnterpriseNation

You'll benefit from support through online content, webinars, downloadable guides, consultation calls with advisers, workshops at Currys PC World Business stores plus loads more.

Details at enterprisenation.com/goandgrow

SHAKE IT UP
CREATIVE 
Design \ Marketing / PR - Web

SHAKE IT **HUB**

Marketing & Design Help HUB!

#ShakeItHUB in Sussex



**Enterprise
Nation**

Thank you!

#GoandGrow

@ShakeltCreative

@MarPro_UK