



SPIRON SOLUTIONS, LLC

take your business online

Five Tips

For moving any
business online

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5 Tips to Take Your Business Online

In this day and age, most businesses have considered an online presence but may not know how to make the move. The reality is that businesses must have an online presence in order to survive in this pandemic economy. It can be a challenge, but will be a great move!

When transitioning to online services, it is a good idea to solicit assistance from companies or mentors who have helped others make the move to online. But, even if you are not in a position to hire outside help, you can take your business online yourself.

If you are ready to make the move, these tips will help you get started with an online presence to keep your business going through this tough economy of social distancing.



Establish Social Media Outlets

You may have set up a Facebook account for your business five years ago when you were told how important it was, but really have not focused on it much since then. That tactic is not acceptable anymore. Businesses need **ACTIVE** social media accounts. Many customers use social media to gather information and get updates from businesses. You can put pictures of your latest product on Instagram, engage with your audience by asking questions on Facebook, or have your team do a TicToc video. Determine which social media platforms are best for your company type and take the time to grow and engage your audience on them.



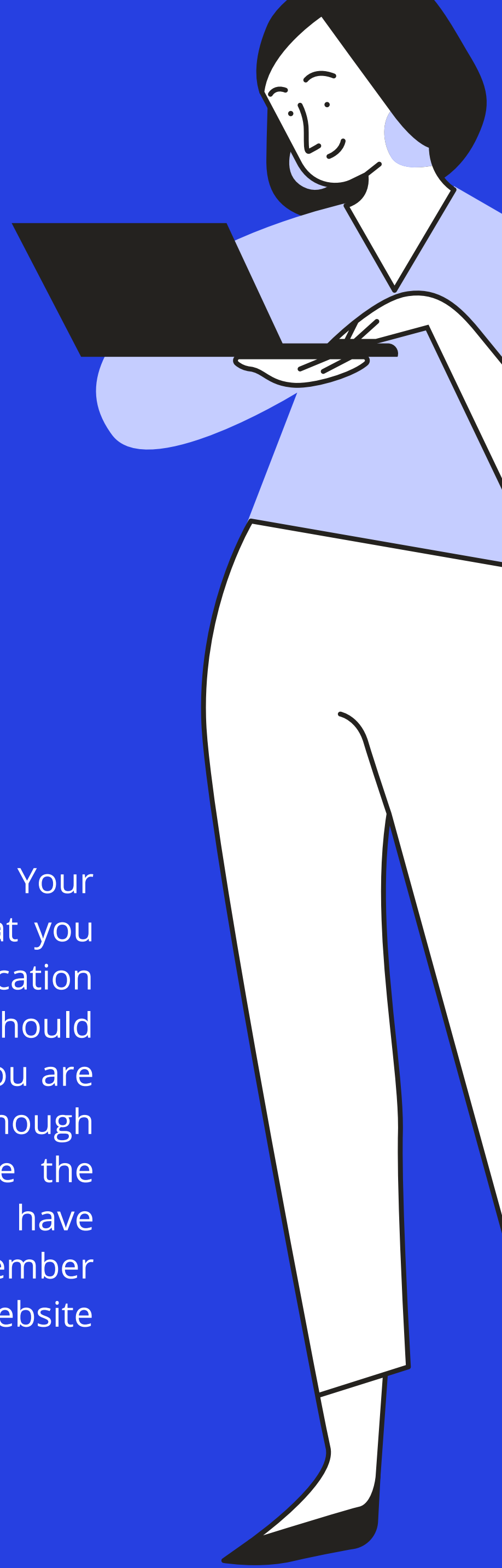
Establish Yourself as an Expert

When customers look for a company to work with, they want to choose the best. Customers are looking for an expert in the area of the good or service they are looking for. Your messaging for your online business should reflect that you are the expert they want to work with. One way to establish yourself as an expert, and therefore the best choice for the customer, is to share your knowledge online through various methods of content marketing. Your company's online presence should also reflect your professionalism and expertise in an area. Which brings us to the next tip...



Get a Great Website

You must have a great website for your company. Your website lets consumers know who you are and what you do. Just like you would want your brick and mortar location to reflect the values of your company, your website should do the same. Your website tells the customer who you are as a business. Also, make sure the website delivers enough information to answer initial questions and entice the customer to answer your call to action. After you have published your perfect website, you will have to remember to update it occasionally. It is imperative that your website has up-to-date information for your company.

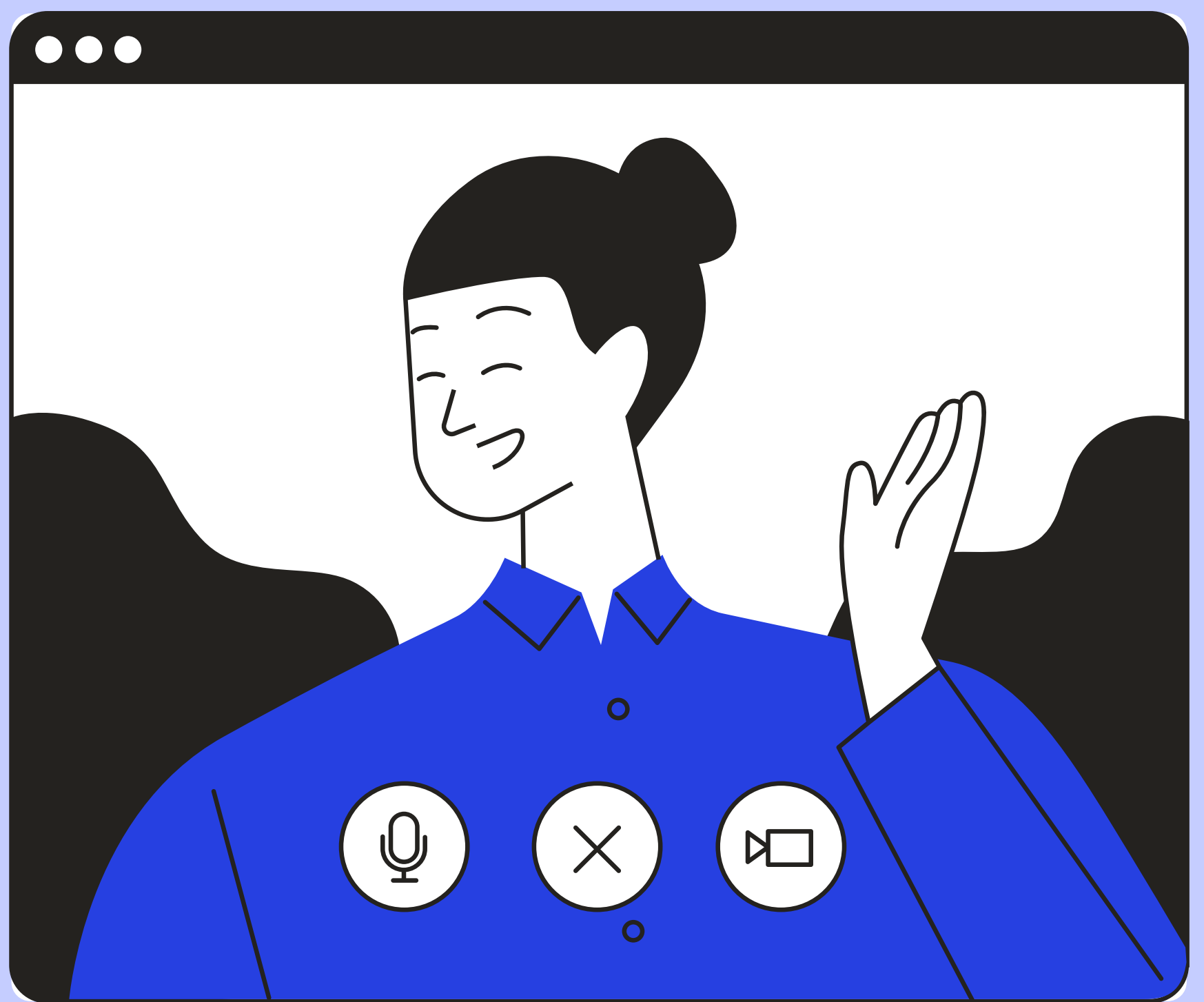


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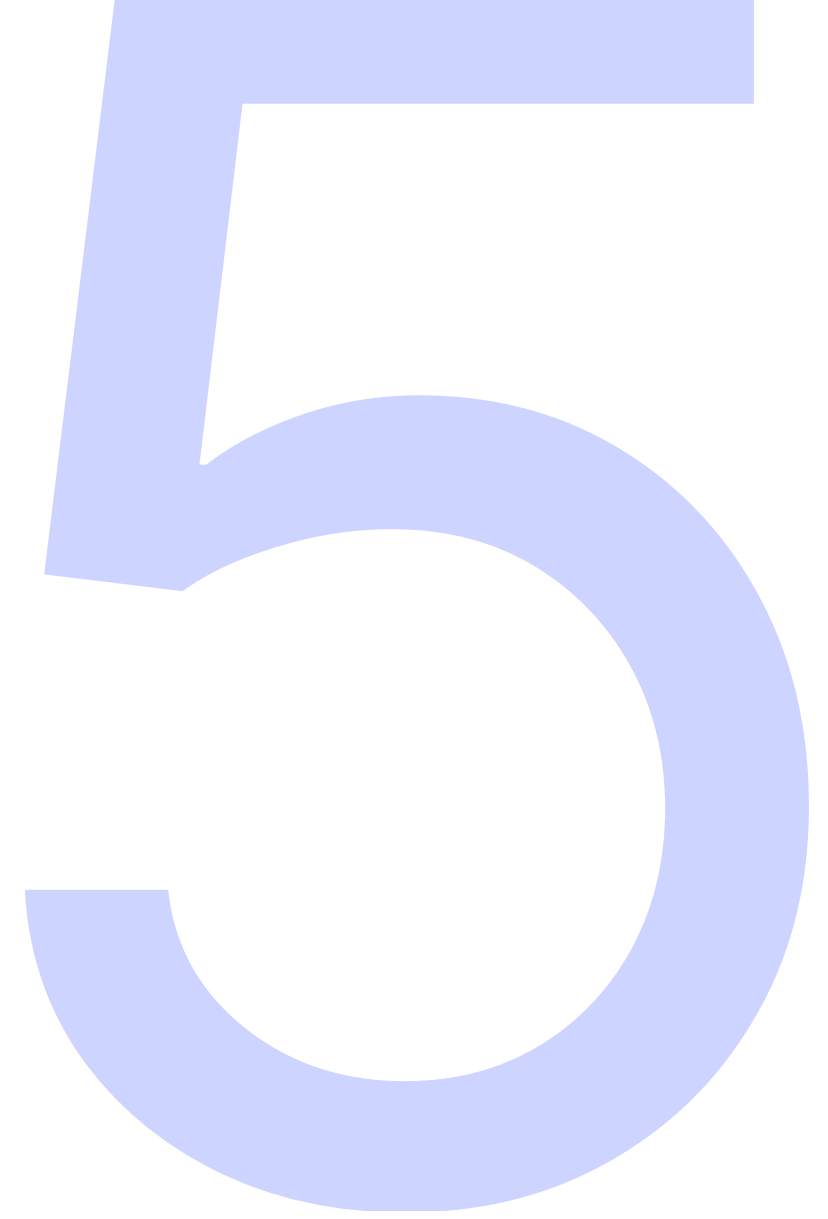
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Market Online

Businesses who take their services or products online, must also market online. Just think about it, you have increased your audience size to everyone on the internet and now you need to let them know about your business! Of course, you will want to identify your target market and aim your marketing tactics at them. You can reach your audience through SEO (search engine optimization), blog posts, Google Ads, email lists, content marketing, and more. It is also beneficial to create a sales funnel that allows you to have multiple touches with your potential customer.



Make It Easy.

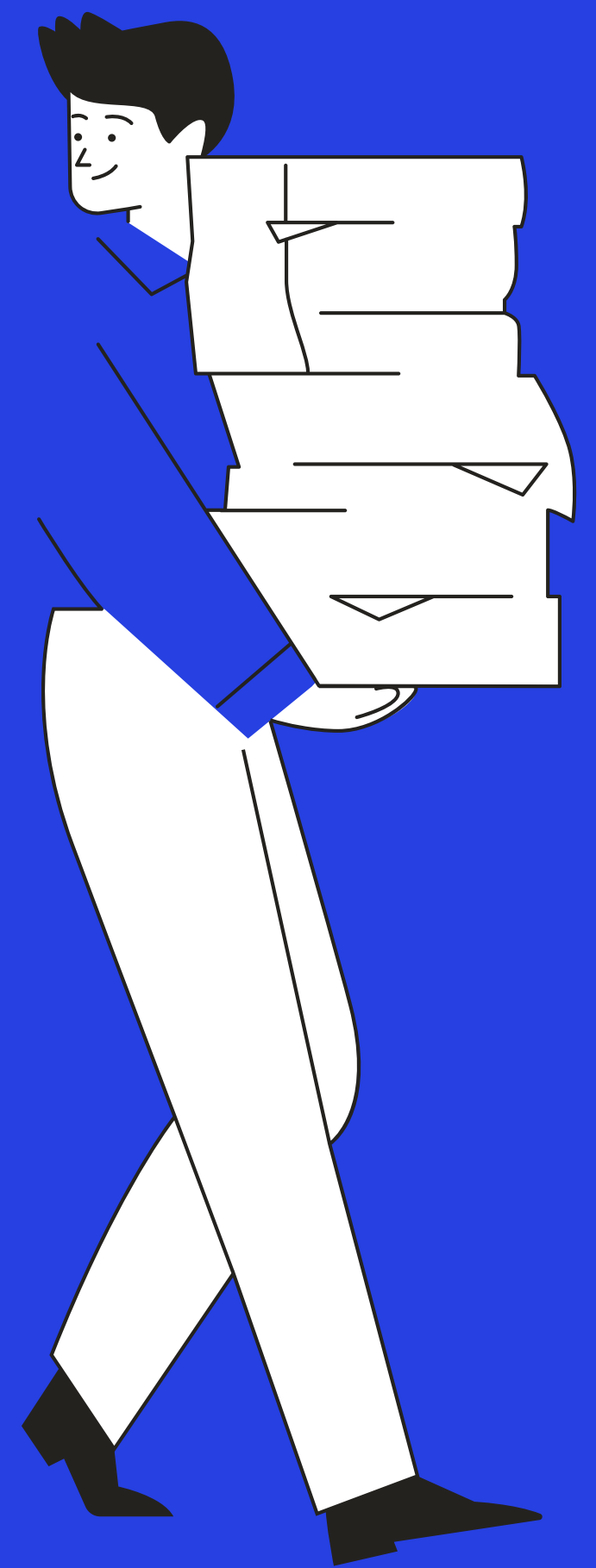


Your online business should be set up to create a great customer experience. Otherwise your customers will move on to another website that makes it easier for them to get what they want. One way to do this is to ensure that your website and any processes are easy for a customer to use. You also want to ensure that your customer service practices come through in the web experience. Just like in-person businesses, customer service is key online as well! Secure a payment processor that is dependable, easy to use, and works well for your company. Remember, not only is a complicated web site frustrating for your customers, it can also make the customer suspicious of you and your business, which means they may go somewhere else. Ease of use for the customer is essential to a successful online business.



There are many benefits of moving your company online including boosting your company's image, increasing your audience reach, diversifying your purchase and delivery options, and reducing operational costs.

These **5 Tips to Taking Your Business Online** will get you on the right track to offer your products or services online in a timely manner. These tips are simple and straightforward to get you started. You can also spend a lot of time and resources perfecting these aspects for your online business. You can take baby steps or giant leaps, but you must get going on adding an online component to your business.



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Are you interested in getting help in making the transition to online?

Join the Spiron Solutions *LEVEL UP: Take Your Business Online* program.

Spiron Solutions has helped companies make the transition to online services and compiled this list of the Top 5 Tips for you!

LEVEL UP

Take Your Business Online

Spiron Solutions works collaboratively with Level Up clients to follow a proven roadmap to offer business components online. Our team guides you through the process to successfully move your business online!

Contact us to learn more and get a free 30-minute consultation!

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