



eBusiness: Business evolution and the new digital economy

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Why consider the Internet as a Marketplace?

- eBusiness is not just about a website
 - Marketing reach, automation, global and 24x7x365
- Evolve your eBusiness
 - A solution fits for all businesses and budgets
- eBusiness marketing basics
 - Start with the basics, then expand as you grow

What is e-business?

- Definition:
 - Development of new business models and the creation of wealth through use of Internet technologies
 - Evolution toward the Digital Economy

How did we get here?

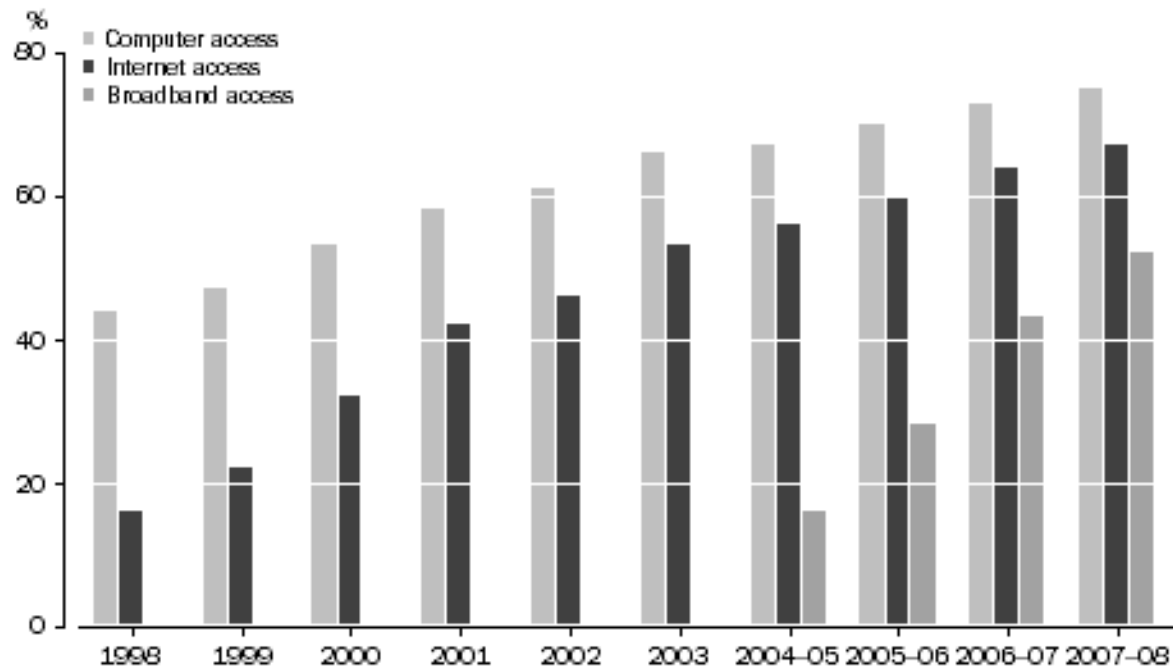
- 20C was the integrated Industrial Age
 - The Firm, the corporate business model - hierarchies, reporting relationships, internal economies - ie. marketing based print and broadcast firms, manufacturing processes similar across industries
 - The Digital Economy - new form of value creation
- Business web (b-web): suppliers, distributors, service providers, infrastructure providers and customers
USE THE INTERNET For communications and transactions
- The Key: business model innovation - making the firm redundant and reducing transaction costs throughout the product lifecycle
- How has it evolved? Large and diverse sets of people globally cheaply gain real time access to information required to make safe decisions and coordinate complex activities

Why do business on the Internet?

- High growth market:
 - Australia: growth 30-40% pa, FY'05-'06 = AUD\$57b
- Global focus:
 - Naturally suited for export marketing
 - Focus marketing to country/state/city + demographic
- SME's compete with Corporates:
 - A level playing field and it doesn't have to cost the earth – builds trust and confidence in your business
- Time is crucial for SME's:
 - See results in (almost) real time, invest in what works

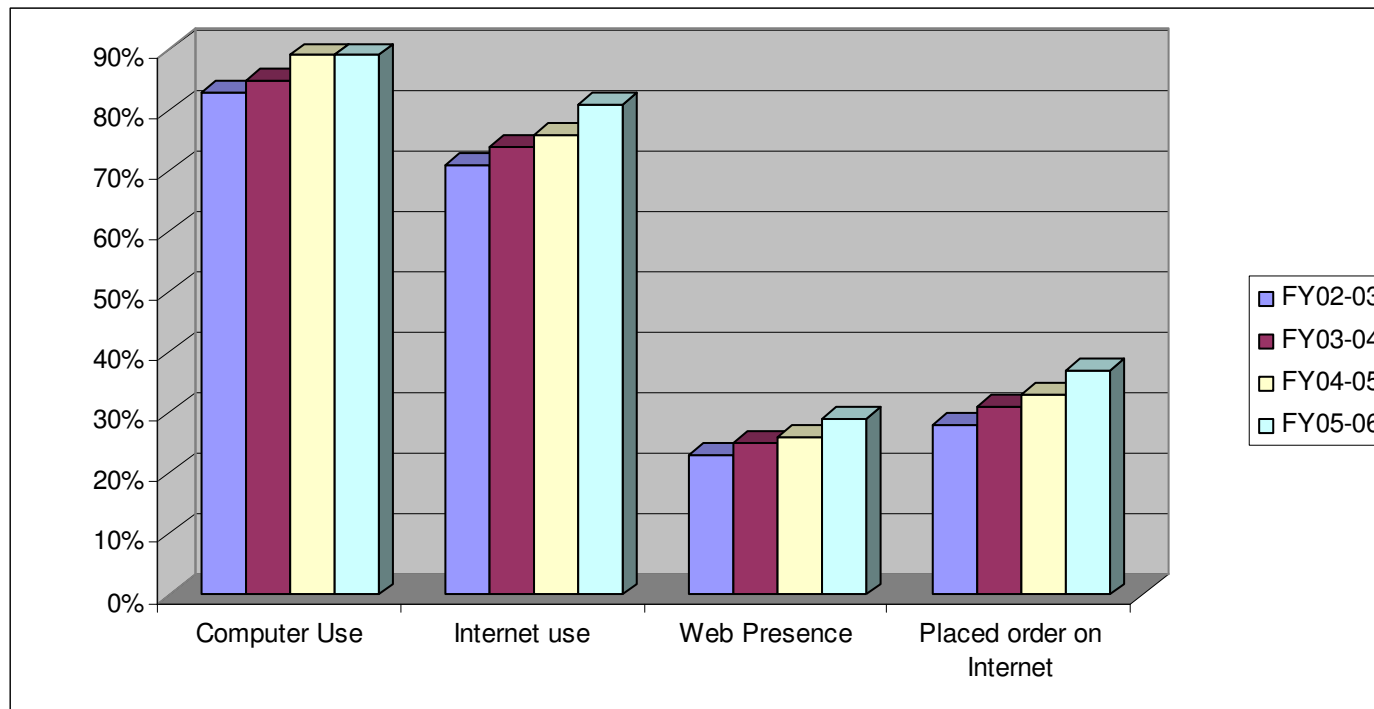
Most people use the Internet

- Computer ownership and Internet usage is widespread across Australia



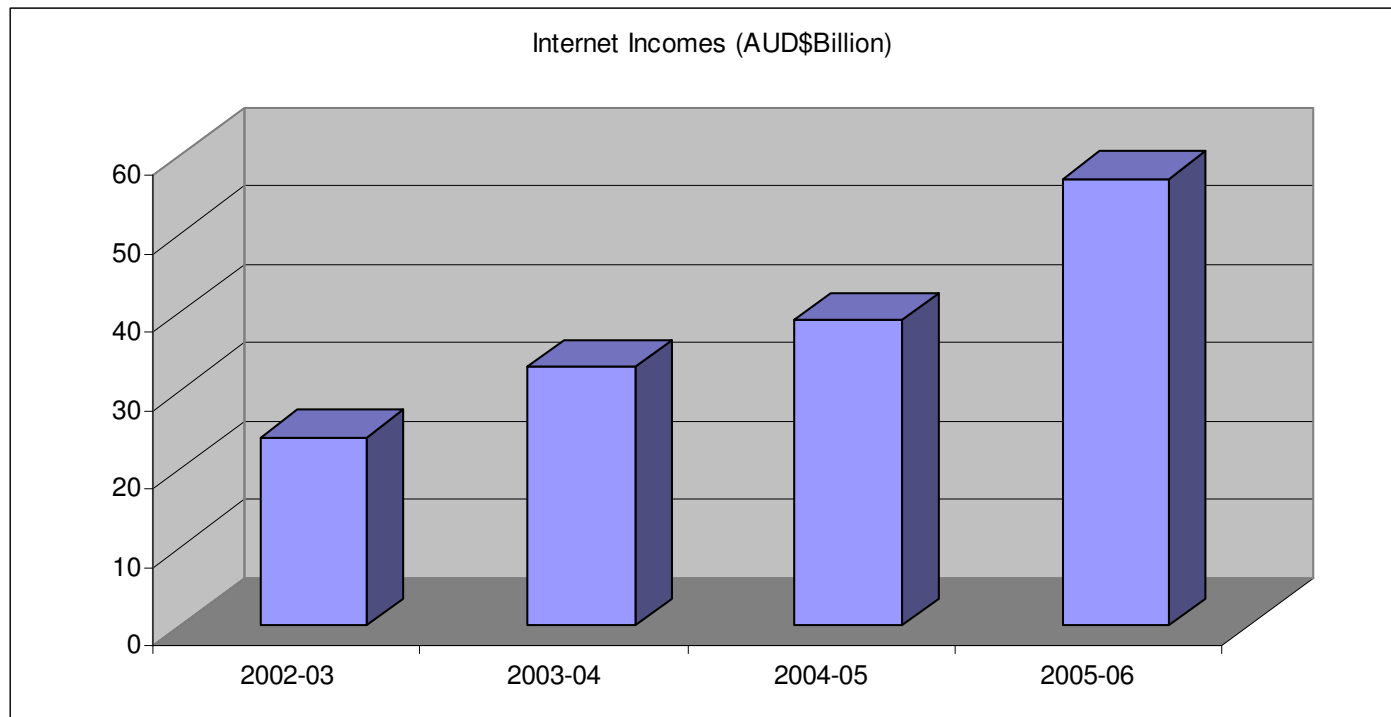
eBusiness will be the norm, not the exception

- Businesses increasingly recognise the importance of the Internet as a business tool



eBusiness revenues are growing!

- Internet incomes grow at 30%-40% annually
 - Even in the current economic climate there is growth



What does it mean to your business?

- E-businesses are competitive: SME's can compete well with corporates and beat them at their own game (develop niches, adapt quickly, offer added value, personal support)
- Relative to Ballarat Businesses – HELL YEAH!!!
 - Manufacturing
 - Tourism
 - Health
 - IT
 - Business Services
 - Education
- ALL IDEALLY PLACED TO BE SIGNIFICANT COMPETITORS



What does it mean to your business?

- Adding knowledge or value to a product or service:
 - Innovation
 - Enhancement
 - Cost Reduction
 - Customisation
- ALL ADDING VALUE TO LIFECYCLE
- New Business models based on networks – the key to competitiveness and wealth creation
- New technology enabling new business models – soon all businesses will be e-businesses



Lets talk about your eBusiness!

- A solution fits for businesses of all sizes
- Evolution of ICT – match your online development to your needs: email, website, reservations, marketing activities.
- Your online business is an integral aspect of your business as a whole – eBusiness is just part of business now!

How can I move forward?

- Key Drivers: IT / Globalisation / Social Marketing
- Lessons from big business
 - successes and failures (learn from their costly mistakes and productive wins)
- HOW TO START?
 - Strategies for SME's: Evolution toward e-business (5 steps)
 - Evolution of an online presence
 - Start small and think big
 - Communications – connect and monitor (email, mobile, landline, fax, IM, Skype)
 - Marketing – integrate company-wide and review based on ROI



Success Stories: Domestic and Local

- Examples of good eBusiness – workshop
 - What are good examples and why?
 - Airline sites: Jetstar, Qantas, Tiger
 - Accomodation: Wotif, Lastminute, Stayz
- Current clients success stories
 - Award winning Ecotours: site/emails = brand
 - Local new café: site/email/AdWords = 30%*mth*
 - Local Exec Accom: site/email/SEO/AdWords
 - Consistent occupant rate 75%+, site growing 40%*mth*



5 Basic eMarketing Activities: Overview

- External Strategies:
 - 1: Pay-Per-Click (PPC) Advertising
 - 2: Develop External (Reverse) Links
- Internal Strategies:
 - 3: Targeted Keywords + Metatags
 - 4: Create Relevant Content
 - 5: Add an XML Sitemap
- Just the start, but a good start!

Strategy 1: Pay-Per-Click (PPC) Advertising

- Google Adwords, Yahoo Search Marketing + Microsoft adCenter
 - How do they work?
- Tips for effective PPC campaigns
 - Develop targeted keywords
 - Based on your market niche – point of difference
 - Position your adverts
 - 1st page a must, positions 1-3 are premium
 - Create a variety of calls to action
 - Create at least 4-6 different adverts, evaluate which works



Strategy 2: Develop external links

- What does external linking do?
- Harness the value of linking with high ranking sites
 - Subject/domain expert sites
 - Professional association sites
 - Business directory sites
 - Affiliate sites and programs
- Takes time to do well, valuable benefits to raise ranking levels

Strategy 3:

Use targeted keywords and metatags

- Keywords:
 - Describes your products and/or services
 - Be inventive and avoid general terms
 - Capture niche markets, obvious terms most \$\$\$
 - 2 word combinations are the best:
 - internet marketing, remedial massage, executive accommodation, ebusiness consultancy, chi ball
- Metatags:
 - Describes your site within the HTML code
 - Use your keywords that are performing well



Strategy 4: Create relevant content

- Use your performing keywords within your copy
- Enable calls to action and opportunity to purchase/enquire at every occasion
- Accurate, succinct copy, short blocks of text
- Use a variety of font sizes, quotes without compromising effective design/navigation
- Think of pages drilling down into further detail;
 - Product/service summary page (overview)
 - Individual or group classification pages (moderate detail)
 - Product line specifications via tech paper etc

Strategy 5: Add an XML sitemap

- Effective indexing of your site relies on a sitemap
 - Search engines use ‘bots’ to crawl and index the web
 - An XML sitemap allows bots to index your site quickly
 - Monitor site visits and indexing activities via stats pages – can also check via Google tools
 - Google has a verification service to submit sitemaps – speeds up indexing

Other activities: But still just the tip of the iceberg!

- Align your advertising:
 - Co-ordinate for maximum impact, don't mix campaigns
 - Multiple media vehicles to reinforce messaging
- Create resources, place online:
 - Google (and people) look for information from domain experts – case studies, technical papers, etc
- Consider new communications:
 - Blogs, RSS feeds, webinars, vodcasts
 - Know your target market and preferences
- Monitor traffic regularly:
 - Know thy website - who, where, how, what search terms, linking etc

More information: Resources

- Australian Government: <http://www.e-businessguide.gov.au/>
 - e-business Guide: an Australian guide to doing business online (pdf)
 - Case studies of Australian smes tackling e-business and experiencing the benefits
- YouTube:
 - Introduction to Web 2.0: <http://www.youtube.com/watch?v=6gmP4nk0EOE>
 - Open for e-business (IBM):
<http://www.youtube.com/watch?v=M8y1hSRLkDo>
 - E-Business Web 2.0 Presentation (technical) -
http://www.youtube.com/watch?v=_5sxKqKYFis&feature=related
- SlideShare:
 - Practical Digital Marketing for SMEs
 - <http://www.slideshare.net/DaveChaffey/practical-digital-marketing-for-smes-presentation>

More information: Google + Jalapeno eBusiness

- Google Business Solutions:
 - www.google.com.au/services: free resource!
- JeC website: www.jalapeno.net.au
 - Research: ICT adoption rates by regional SME's
- 2 great offers from Jalapeno for limited time:
 - Obligation Free eMarketing offer
 - 1 hour meeting, analysis and report - worth \$600
 - Get Online Now!
 - Domain, emails, hosting, basic website for \$1200
 - Limited offer – conditions apply
 - Also: IT Project Management, Website/email migration, functionality reviews, social marketing, email marketing, emerging technology consultation

