ICT FOR SMALL BUSINESSES

- ERA OF DIGITAL STRATEGY

Presentation at Town and Gown, Covenant University

BY

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INTRODUCTION

Information technology (IT) is the application of computers and internet to store, retrieve, transmit, and manipulate data, or information, often in the context of a business or other enterprise.

- I.T is also making possible and creating connections between businesses and organizations and their target market or audience. This can be achieved with tool of IT often referred to as Online Marketing.
# ICT relevance – Age of Tech

## The Age of Tech
Market capitalization of the world's most valuable public companies

<table>
<thead>
<tr>
<th>Year</th>
<th>Company</th>
<th>Market Capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>ExxonMobil</td>
<td>$362.5b</td>
</tr>
<tr>
<td></td>
<td>General Electric</td>
<td>$348.5b</td>
</tr>
<tr>
<td></td>
<td>Microsoft</td>
<td>$279.0b</td>
</tr>
<tr>
<td></td>
<td>Citigroup</td>
<td>$230.9b</td>
</tr>
<tr>
<td></td>
<td>BP</td>
<td>$225.9b</td>
</tr>
<tr>
<td></td>
<td>Royal Dutch Shell</td>
<td>$203.5b</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Company</th>
<th>Market Capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Apple</td>
<td>$571.4b</td>
</tr>
<tr>
<td></td>
<td>Alphabet</td>
<td>$530.6b</td>
</tr>
<tr>
<td></td>
<td>Microsoft</td>
<td>$445.5b</td>
</tr>
<tr>
<td></td>
<td>Amazon</td>
<td>$362.4b</td>
</tr>
<tr>
<td></td>
<td>ExxonMobil</td>
<td>$356.0b</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td>$355.6b</td>
</tr>
</tbody>
</table>

* as of August 1, 2016

Sources: Yahoo! Finance, Forbes

[StatistaCharts](https://www.statista.com)
BUSINESS IN I.T

➢ Have an Idea
   (Solve a Problem/improve on solution)
❖ Understand the market
(Know your niche – competitors)
❖ Develop a good Business Model
    (USP, brand perspective, consistency rule, Metamorphosis rule)
Synergize - Pitch your Idea

(Get investors, OPM)

Key Point – There is nothing wrong with following trends but it's better to create trends.
INTRODUCTION TO ICT FOR BUSINESS

- Business process management

- Business Growth via digital strategy
Business Process Management

- Process automation
  ✓ Cut cost and Do business faster
  ✓ Learn to use resources

- E relations
  ✓ Choice of communication
  ✓ Manage Project Effectively and transparently
Business Growth via digital strategy

❖ Understand the Internet & Speak Its Language

✓ Social media
✓ reach
✓ trends
✓ traffic
✓ impact
✓ Ranking
✓ SEO
❖ Gather your crowd

✓ Generate Traffic

✓ Coordinate traffic

✓ Work on engagements
❖ Be obvious / Be result oriented
   (Always be in your customers’ face)

✓ Advertise
✓ Go on platforms - blog
✓ Be in the loop
✓ Consistency rule
## Differences between classic marketing and Digital marketing

<table>
<thead>
<tr>
<th>S/N</th>
<th>Classic Marketing</th>
<th>Online Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Local and regional market</td>
<td>Global market</td>
</tr>
<tr>
<td>2</td>
<td>Limited time availability</td>
<td>Availability 24h/week</td>
</tr>
<tr>
<td>3</td>
<td>Mass marketing</td>
<td>Marketing one-to-one (towards a user)</td>
</tr>
<tr>
<td>4</td>
<td>No interaction</td>
<td>Interaction and communication in two directions</td>
</tr>
<tr>
<td>5</td>
<td>Large financial investments</td>
<td>Large financial efficiency</td>
</tr>
<tr>
<td>6</td>
<td>Diffuse emissions</td>
<td>Emissions across the Internet</td>
</tr>
<tr>
<td>7</td>
<td>Heterogeneous set of users</td>
<td>Homogeneous set of users</td>
</tr>
<tr>
<td>8</td>
<td>Difficulties in the evaluation of marketing activities</td>
<td>Measurement of results of marketing activities</td>
</tr>
</tbody>
</table>
Key Steps

✓ Build a fail proof model with metamorphosis plan – Consider market dynamism
✓ Be brand Conscious
✓ Know your target market
✓ Understand their ICT literacy level
✓ Know your platform – best result platform
ICT TOOLS

SOCIAL MEDIA

- Separate your corporate identity
- Be Social
- Follow trend
- Join groups
WEBSITE

➢ Know what it is
➢ Understand how it works
➢ Understand its effect
➢ Know your ratings/competition
SENTIMENT ANALYSIS

➢ Brand Perception — client expectations, reactions
➢ Crisis Management — Who is upset and why
➢ Feedback Mechanism — Be deliberate about feedback
ICT FACTS

- Those who make more money in business are those who get paid by people who do not know them.

- If your Business is not on the internet, you will soon be out of business.
CONCLUSION

- It is generally acknowledged that the best place to start is by creating web presence. This is achieved by Getting a Website and Linking them to various Social Media Platforms.

- Online marketing means not only creating a Website, but focusing more on communication online, using direct dialogue with customers in order to enable them to carry out business activities easier.
THANK YOU
FOR
LISTENING

www.hostnownow.com