EQUALS GLOBAL PARTNERSHIP

BUSINESS & LEADERSHIP COURSE FOR WOMEN IN THE TECH SECTOR

#EQUALSinTech

Session # 9: How to digitalize your business and maximize user design/experience
26 June 2019
14:00 - 15:00 GVA time

Hosted by ITC, EQUALS and She Loves Tech
Session Objectives:
1) Explaining the benefits of digitizing a business
2) Presenting tips on maximizing user experience (after already digitizing your business)

Proposed Agenda:
I. Guest Presentation and Follow-up Assignment Instructions (40 min)
II. Q&A (10 min)
III. Closing Discussion (5 min)

Questions from the Audience:
• Please type your question in the chat box, including your name and organization.
• If time does not allow your question to be answered during the session, the moderator will send it to the guest speaker to respond in writing.
Rhea See
Co-Founder & COO at She Loves Tech

She Loves Tech is the world’s largest startup competition for women and technology. Our mission is to create and scale the best women led and women impact startups.

www.shelovestech.org
DIGITAL TRANSFORMATION
Key challenges?

1. EDUCATION
   - coursera
   - Udemy
   - codecademy

2. PEOPLE
   - freelancer
   - upwork
   - fiverr

3. PRODUCT
   - buildfire
   - bubble
   - Foundry
   - AppSheet
Why is it important?
Enhanced performance and productivity

- Automates processes and day-to-day tasks
- Improved collaboration and communication
- Increased flexibility
Improved sales and marketing

- Streamlines lead generation and sales
- Better target and reach
- Resource efficient
Increased customer satisfaction

- Fosters strong customer relationships
- Better customer service
- Convenient and mobile
Companies that employ tech tools get even more work done in less time.

Used properly, these tools yield better profit margins, highly effective employees and more-satisfied customers.
I’m Lina Bareno

Get the most out of this webinar

DM me on Instagram or use #markofthebuffalo

lina@markofthebuffalo.com visit my website www.markofthebuffalo.com
During this workshop you’ll learn

- How to create your site Blueprint
- Simple steps to organize your information and design a site map
- The one thing you need to include on your web pages to create conversion
- 3 key elements to create a strategic layout that converts
- Wordpress, domains and hosting
- Key Questions to ask before hiring a web designer
Building a website is like building a house
Blueprint

Target Audience (Ideal Customer Avatar)

- Who is your ideal customer?
  Be as specific as possible.
  Education level, income, gender...
- What are the needs of these customers?
- What are the pain points of your customers?
- List all FAQs you customers have
Blueprint

Services

- Describe each product in detail including pricing information
- Are you selling a physical product, a service, and digital product or a combination?

Sales

- What’s your sales process and how do you want clients to hire you?
- Do you use a specific application/technology to process payment?
Blueprint

Competition

- What makes your company better than theirs? Find the gaps that you can fill with your services.

Branding

- What is the overall message you wish to portray with your brand?
- What should people feel when they see or think of your brand?
- Branding guidelines. Color References
- Logos in all formats. (Vectors, EPS, JPG, PNG)
Blueprint

At the end of this training I’ll share the questionnaire I use to help you define your ideal client, organize your information and sales process.
Site Maps

There are different ways of doing site maps; these are just ideas.
Hi, I’m Ana - Chef and Restaurant Owner

My services are:
- Lunch & Dinner
- Catering for Special Events
- Take-out services

Sales process:
- Phone Reservations
- Online Reservations

My clients are:
- Tourists
- Locals
- Event Planners
Site Map - Restaurant Owner

- Home
  - Menus
  - Catering
  - About Us
  - Contact
  - Gallery
Site Map - Web Designer, Photographer, Graphic Designer

- Home
- Services
- Portfolio
- Blog
- Contact Us
- Gallery
- Gallery
- Gallery
Site Map

Quick tips

- Less is more; keep it simple
- Simple Menu options - Home, Contact Us…
- Short and sweet copy that humans understand
- Avoid external links to send prospects away
- If you don’t use Twitter don’t include it ;)
- Add a Call to Action on each page
User Flow

Lead your visitors through your website to where you want them to be.

- If your #1 Goal is “Book A Call/Contact/Purchase”
- Add action calls on each page on your site map
- Call to action to guide the user flow.
Wordpress, Domain and Hosting

Wordpress
- Wordpress.com
- Wordpress.org
- Themes
- Easy to use

Hosting
- Daily Back Ups
- SSL Certificate
- Wordpress Core Updates
- Security Monitoring

Domain
- Hosting Service
- www.yourname.com
- www.yourcompanyname.com
- Monthly or annually
- Sort and memorable
Questions to ask before hiring a Web Designer

Before you hire a web designer complete your questionnaire.

- Do you have any experience in my industry?
- What is your web design and development process?
- Do you have a background in Marketing?
- Do you have a copywriter on your team?
- Do you have client references?
- How many revisions or set of edits are included?
- Do you offer training after the site is launched?
Get in touch!

Get the most out of this webinar
DM me on Instagram or use #markofthebuffalo
lina@markofthebuffalo.com visit my website www.markofthebuffalo.com
THANK YOU!
Q&A
EQUALS BUSINESS & LEADERSHIP COURSE FOR WOMEN IN TECH

HAVE YOU SIGNED UP?

Marketing and Communications Strategies

31 July 2019

#EQUALSinTech
For any course-related inquiries, please contact: womenandtrade@intracen.org
(using subject line: “EQUALS Business and Leadership Course”) 

For any questions about the EQUALS Global Partnership, please contact: equals@itu.int

Thank you!