

How to get your Business Online:

During these difficult times BT are helping to keep the nation connected with a range of Top Tips on Tech. If you run a business you may need to go fully online for the first time. So here are some simple tips on how businesses can get the most from operating online and using social media.



1. Adapt your business for online

It may seem obvious, but people have to be able to find your business online. So it's essential to set up a completely free 'Google My Business' account to start showing up in search results. Don't forget to remind your existing customers you've moved online too.

2. Know your audience

There's lots of support for local businesses right now, so it's the perfect time to engage with your supporters via social media. LinkedIn is great for business-to-business, Twitter is great for news & opinions and Instagram works really well for showing off your physical products.



3. Get your product or service out there

There are plenty of free ways to get your business out there - Join Facebook groups, start conversations on Twitter or Instagram and share details of your products and services. Encourage customers to leave reviews and remember to always hashtag, it'll help people find you.

4. Provide Support

It's hard to provide the same level of support online as you would in person, but creating content like instructional videos, how-to-guides and blog posts can help you get you ahead of any potential customer issues.



5. Being authentic with your community

Your passion for what you do shines through in person, so make sure it's the same online. Inject your personality into online text and social interactions. Remember, be yourself, people buy from people.

For free training material & online courses on all these areas and more, visit www.BT.com/skillsfortomorrow/business.html



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