



give your business a strong  
online presence by following  
these digital excersizes

**yo@xpress**

1. showup to your local google audience
2. leverage the power of social media
3. create multi digital touch points
4. exponential reach through influencers
5. digital interaction is a must



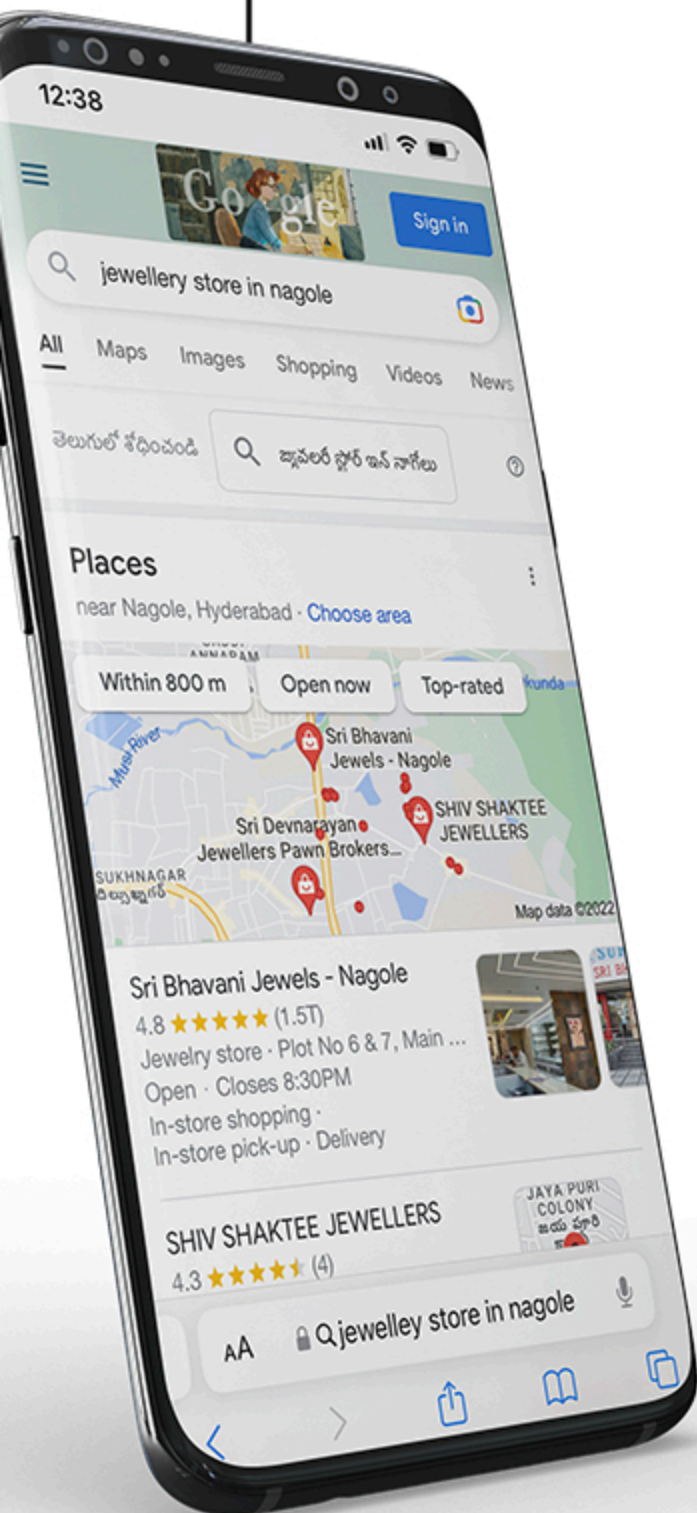
## tip 1 being visible in google is the basic need of the brand today!

There's a famous Chinese proverb that says, "The best time to plant a tree was 20 years ago. The second best time is now."

The same holds true for giving google the proper importance. If you can invest the time it is fine otherwise hire someone who can do it for you. This is going to be a one-time investment that will pay you for the rest of your business's life. Proper information includes:

1. Exact Location with Landmarks
2. Operational Timings
3. Availability of the items
4. Few pictures of the store
5. Type of business
6. Contact Information

All these details will help walk-in customers find your store more easily





## tip 2 leveraging the power of social media

Social Media is a Powerful platform to build new customers and create a sense of loyalty among your existing customers. Social media does not need a vast level of technical expertise or a maximum investment of time. One can easily get a big coverage by just posting one or two pieces of content a week.



tip 3

## multi digital touch points

Keep all your customers or future subscribers in a single list that will enable you to send maximum merchandising emails within seconds. The only time you have to invest is in making on standard email about all marketing offers or new collections available in your shop.

tip 4

## explore influencers for exponential reach

Social media influencers can help you reach a big number of new customers by only creating one or two posts about your shop. This will not even demand a regular investment of your time or money but will result in a very good reputation-building tool.

tip 5

## digital interaction with your customers

You might not want to invest a lot of time online, but to create an impactful and trustworthy presence you will have to be active on online platforms. Try to find the companies that deal with the business you own. For example: if you have a restaurant list it on Swiggy/Zomato which will take the hectic of ordering and delivering. If you have a grocery Store list it on Blinkit, this will help you in brand building as well as sales.



we are just a call  
away for any  
further queries

**you@xpress**



Call us today  
81 21 01 4103 | 81 21 01 4105  
sales@youexpress.net  
www.youexpress.net

