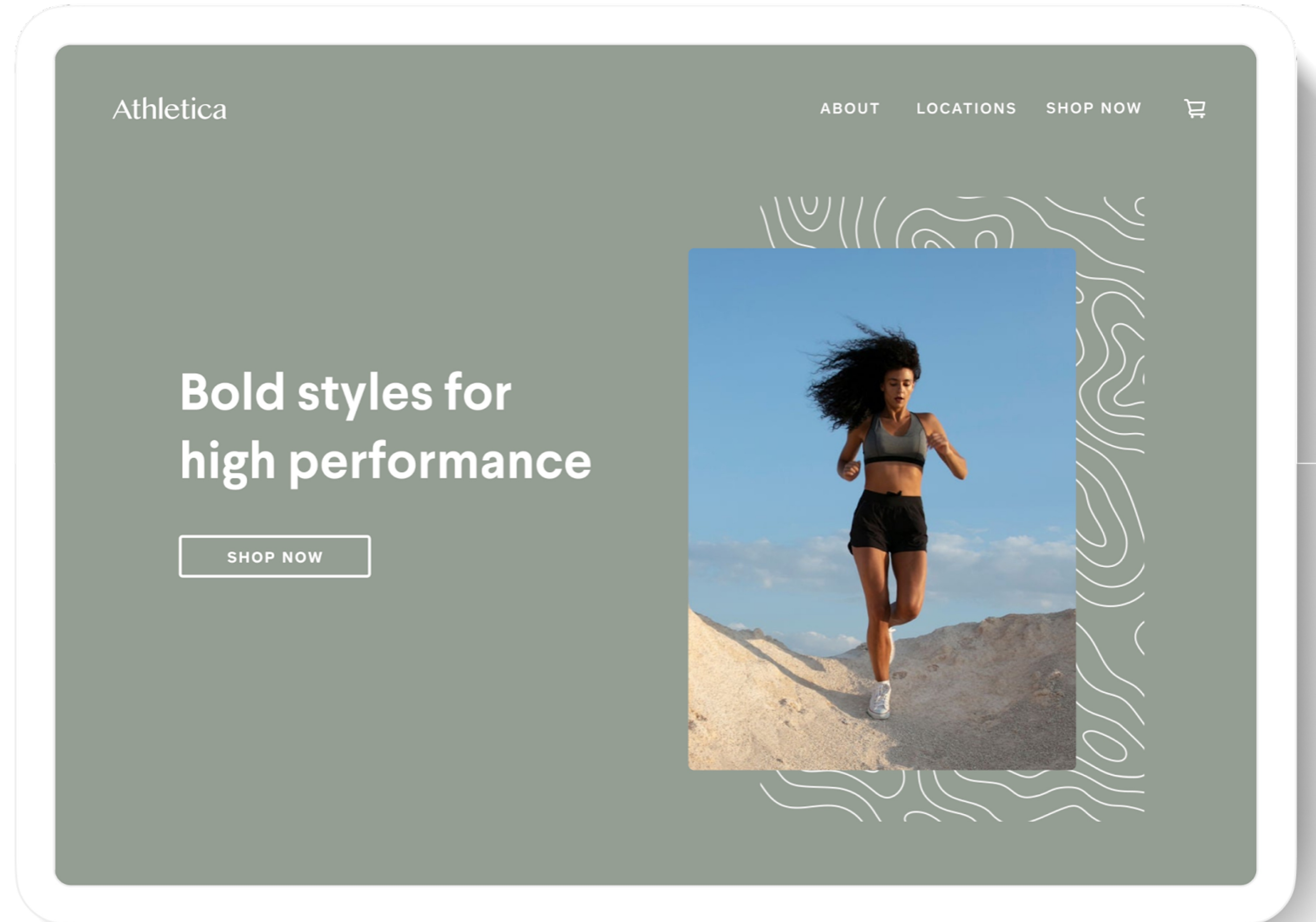


Digital presence 101 and accepting digital payments

Brought to you by Mastercard
Digital Doors[®]

Online Store = **Own Your Store**

- ✓ Creative Control
- ✓ Control Price
- ✓ Relationship with Customers



Purpose

Attract traffic/grow audience.

Showcase your products.

Share what you know.

Advertise your business.

Entertain your readers.

Goal

Sell an eBook to your audience.

Sell more products.

Book speaking engagements.

Increase consultation registrations.

Build your newsletter subscriber base.

Website Essentials

What every small business website
should include



Logo



Search box



Footer



Social media links



Primary image



Mobile First



Secured



Standard pages

Domain Names

A great domain lets people know at a glance
why you're online (and why you're awesome)

- ✓ Make it easy to spell and memorable.
- ✓ Keep it short, simple, and predictable.
- ✓ Avoid numbers and hyphens.
- ✓ Use keywords / research it.
- ✓ Act fast to protect and build your brand.



Product Photography & Video

Create and curate images/videos that will help you represent your brand, products, and services



Candygrams: The Colorful Crossword Game

\$19.99

Quantity *

— 1 +

Add to Cart

Available for shipping or pickup

Description

Each box of Candygrams includes 111 letter tiles, two matching dice, and a clearly written set of instructions.



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✓ Take more shots than you think you need.

✓ Use a background that won't distract from the product.

✓ Show more than one angle of each product.

✓ Get close-ups of the details.

✓ Natural lighting vs. studio lighting.

✓ Video — it's how consumers are consuming content.

→ Educational videos

→ FAQ videos

→ Product videos

→ Testimonial videos

→ Company (culture) videos

→ How-to videos

Calls to Action

Consider the most important thing you want users to do before they leave your site

As a general rule, your copy should be short and urgent:

- Buy Now - Shop Now - Upgrade Today
- Give our workout routine a try!
- Sign up today. VIP members receive 25% off their next order.
- Donate today and see how your kindness can make a difference.



1. Check your digital readiness score right now

Find out how digitally ready your business is through this free Small Business Digital Readiness Diagnostic. It will help you assess your business across six key areas, benchmark against industry best practices and get expert recommendations.

Get started

2. SET UP SHOP
ONLINE

3. GROW AND
MANAGE YOUR
BUSINESS

4. ACCEPT AND
MAKE PAYMENTS

5. PROTECT YOUR
BUSINESS

Now more than ever, having a digital presence is critical. Along with our partners, we are working to get you online.

Email Marketing

The #1 channel for generating return on investment

→ Receiving too many emails is the #1 reason people unsubscribe.

→ Email conversion rates are 40x that of Facebook and Twitter.

→ For every \$1 spent on email marketing, you can expect an average return of \$42.

→ 54% of all email is opened on a mobile device. Design for smaller screens.

→ Average open rate for welcome emails is a whopping 50%. Make them count!

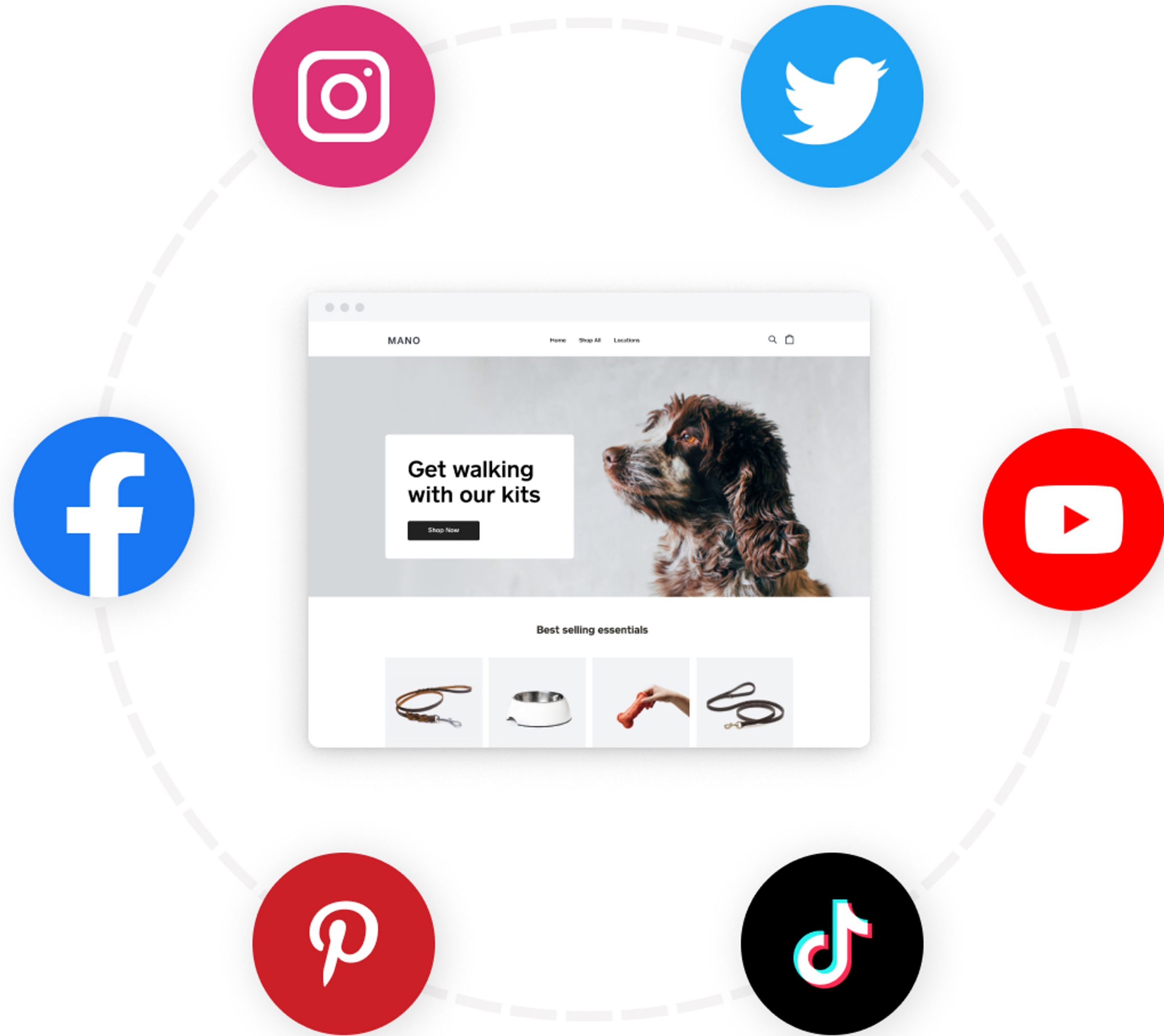
→ Videos in your email can increase click rates by 300%.

Social Media

Use social media marketing to help you build brand awareness and connect with your customer base

**Social media is a great tool for engagement
- and a way to drive traffic to your website.**

- ✓ Do your homework.
- ✓ Define your strategy.
- ✓ Engage with your fans.
- ✓ Create shareable content.
- ✓ Measure success.



Create Shareable Content

→ How-To

Whether it's a video demo, a series of photos or simple text, how-to content is incredibly valuable to users.

→ Inspirational

Make someone's day (and motivate them to action) with inspirational content.

→ Emotional

A greeting card company, for instance, could show a child opening a birthday card from his grandparents — and remind consumers that email or video calls aren't everything.

→ Reviews & Testimonials

A testimonial or review from a customer is powerful content. Even though it's about you, it's not from you.

→ Insightful

Don't miss an opportunity to share insights, and don't be afraid to get a little personal. Show your followers what's behind the curtain.

Measure Success

→ Followers, fans and views

On their own, these numbers don't mean much. But they certainly give you a sense of your reach.

→ Engagement

Are people responding to and commenting on your content?

→ Shares

What content is motivating your followers to share it?

→ Clicks

How many people are following the links in your posts and ending up on your website?

→ Action

And once they're there, are they signing up for a newsletter, submitting a contact form or buying anything? - Back to the previous Call To Action discussion from earlier.

Mobile

Over 80% of shoppers look up information on their phone during the purchasing process.

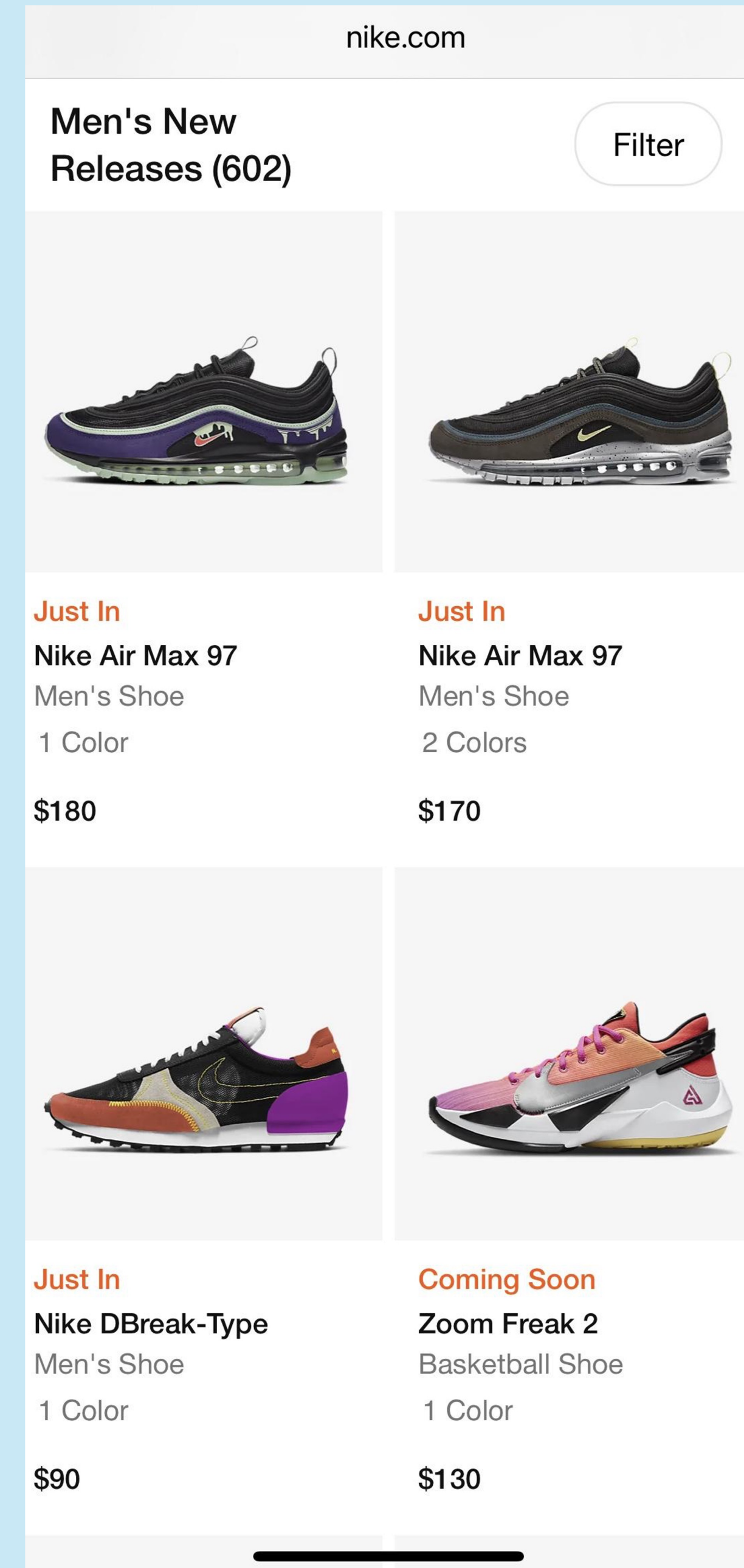
Including Branding

Your Brand =

- ✓ Color
- ✓ Fonts
- ✓ Logo
- ✓ Domain Name

But Also:

- ✓ High quality of imagery
- ✓ High quality of interactions
- ✓ Quality of End to End Shopping Experience





Process payments everywhere and
every way your customers want.







- ④ Online payments
- ④ In-person payments
- ④ Remote payments
- ④ Phone payments