

## Action plan



### Build an online presence for your business

Many businesses tick along fine without an online presence, until suddenly the ground shifts and a reactive change is required. All too often, increased competitor activity or changing customer preferences push businesses to build an online presence in a rushed or unconsidered way – despite there being plenty to be gained from getting started sooner rather than later.

Increasing your visibility online is a great way to market your business to a wider audience, boost sales and be more prepared when the space your business operates in changes.

- **Effort:** High
- **Impact:** High

#### Actions:

#### Analyse competitors and market leaders to assess how others have successfully built their online presence.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Analysing how your competitors operate online will tell you what's working well for them and where there are gaps that your business could fill.

#### Set goals for your online presence, considering what you want to achieve and the timeframe for doing so.

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** When you start building your online presence, it's important to have a clear vision of what you want to achieve. Establishing goals gives you some tangible targets to work towards and measure your success against as you develop.

#### Choose one area to focus on and test what works.

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** Trying to build up a presence on multiple platforms at once is challenging. It's a good idea to start small and test what works, then grow naturally from there.

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### Assess what you can do in-house and when to get support from external experts.

- **Impact:** Medium
- **Suggested duration:** 10 days
- **Why this will help:** There's a lot you can achieve yourself, but some elements of your online presence may be better tackled by experts. Avoid wasting time and resources on tasks that could be completed more effectively by someone else.

### Continue to build an online presence for your business, setting aside time each week to improve it or delegating the task to employees.

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** A strong online presence isn't created overnight. Spending time on it each week will help to increase your visibility and turn it into a powerful marketing tool.

### How will I know if my action plan is working?

#### Way to measure success

Source of sales

#### Why this metric?

Marketing needs to contribute to your revenue goals.

#### How do I start tracking?

Record how new customers found out about your company. The information can be collected automatically when customers are inputting their details or by salespeople.