



grow your business online



Learn to use the power of the web to
increase productivity and improve profits
Local London E-Business
support programme.

Free business support.



Imagine what you would achieve if you could enhance your business, improve productivity and increase your bottom line by simply making a few cost-effective changes to your business and the way you do things.

There are many ways that the **Local London E-Business programme will benefit you**

Many businesses have a web presence but are unsure how take advantage of the opportunity it presents. We can show you how.

Making your business more visible to your customers and easier to find will help your sales, we can show you how to add your business to Google Maps and use Google Analytics to measure activity. We'll show you how to protect your business by implementing a sound cyber policy. What you say on your web site and social media is critical. Through our 'writing for the web course' we can show you how to write optimised content for the web so that you include the right 'keywords'. Our advanced courses in Twitter and Linked In will show you how to build lists, find the ideal clients and manage your profile and schedule your content to go out automatically.

We will show you how to build a relevant network and search for leads and participate in groups to help you grow your business. Local London E-Business - imagine what you will achieve.



**Register now
to recover sooner**

How South East Enterprise and the Local London E-Business Support Programme can help you

1

Join the new Local London E-Business programme and meet your adviser

Your adviser is an expert in all aspects of e-business and will explain how the E-Business programme can add value to your business by using low cost or in some cases free solutions to help you better engage with your customers, manage your workflow and increase productivity. Like all of our advisers, your e-business adviser is an experienced business person, which means you get real world expertise and support from someone who has 'been there and done that too'.

2

We'll take a look at your business and discover where the E-Business programme could support you better

Following registration onto the programme your adviser will carry out an audit of your business to assess which aspects of it would benefit from using e-business. The assessment will include a skills audit of your staff and training can be organised where appropriate.

3

Apply your new digital skills

The E-Business Support programme is bespoke which means our adviser will work with you to develop a programme that suits your needs. Your e-business adviser is there to support you, able to help you implement new practices and show you how to use your new digital skills to benefit your business.



Free courses and webinars

To complement our one-to-one support, we have developed a range of free courses that will show you 'how to' build a web site using free software, enhance your social media presence and produce a digital marketing strategy to help you build an online community you can sell to and much more. Our training is accessible and easy to understand and if you need a refresher there is a comprehensive library of videos you can access on our channel, any time.



Why you need to develop your online presence

Many small businesses think e-business solutions are just for large corporates. In today's business environment you simply can't afford to be without it.

We are living in a connected world and many of the smallest businesses are internet facing and can benefit from it's use. We will explain in simple terms how your business can benefit from this programme and plug into a more productive life cycle.

Covid has forced us all to step back and re-evaluate how we do things. Because the world is moving forwards at pace and adopting new ways of doing these things, it's more important than ever to embrace new practices and change the way we operate our businesses. Markets are changing and more people are turning to the internet because buying online is simple and convenient and even though shopping online will never completely replace the face-to-face experience of dealing with our customers in person, we cannot afford to ignore this important part of our business as we recover from the pandemic. The world has changed forever. Now is the time to pivot your business and adapt to the changing consumer demands of today. The Local London E-Business Support Programme can help you to meet this challenge.

To complement our support we have developed a range of free courses including:

- **Creating a digital marketing strategy**
- **Build your own web site using Wix**
- **Smart video production and YouTube marketing**
- **Using Canva to design your business content**
- **Create an online workshop**
- **How to create Instagram stories**

Visit our web site to view the full course programme.

