



**We don't have a choice
whether we do social media,
the question is how well
we do it.**



SOCIAL MEDIA COMMUNICATION



DIGITALISATION
Business Transformation
Toolkit



• • • GAIN • • •

INSIGHTS

• • ABOUT • •
YOUR AUDIENCE

THROUGH

FACEBOOK FOR BUSINESS



CREATE AND SHARE ATTRACTIVE STORIES

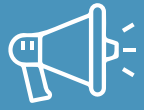
THROUGH UNFOLD



NETWORK AND FIND **B2B** OPPORTUNITIES

THROUGH LINKEDIN FOR SMALL BUSINESSES





MARKETING & ADVERTISING



DIGITALISATION
Business Transformation
Toolkit



CREATE BEAUTIFUL DESIGNS, NEWSLETTERS AND
COMMUNICATION MATERIALS **THROUGH** CANVA



BUILD A SIMPLE WEBSITE EASILY
THROUGH WEBFLOW • SQUARESPACE

LAWS AND PAYMENT OPTIONS
TO SELL INTERNATIONALLY

THROUGH PAYPAL PASSPORT



MAKE AN ONLINE SHOP OR ACCESS DIGITAL MARKETS

THROUGH SHOPIFY • AMAZON • ETSY





OUTSOURCING, RECRUITMENT & PARTNERSHIPS



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FIND A COUNTRY PARTNER OR CO-FOUNDER

THROUGH COFOUNDERSLAB • CRUNCHBASE



**NETWORK, FIND PARTNERS,
CLIENTS AND TEAM MEMBERS**

THROUGH LINKEDIN

**FIND EXPERT SERVICES OR
OUTSOURCE LOCALLY AND GLOBALLY**

THROUGH UPWORK



FIND PARTNERS AND INVESTORS

THROUGH ANGEL.CO





CUSTOMER SERVICE & PAYMENT SYSTEM



DIGITALISATION
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••• EASY •••

ONLINE
ACCOUNTING

•••••

THROUGH XERO



OPTIMIZE THE SALES PROCESS
THROUGH SALESFORCE • PIPEDRIVE



EASY PAYMENT PROCESSOR
THROUGH PAYPAL



COMMUNICATION, IDEATION & STORAGE



DIGITALISATION
Business Transformation
Toolkit



COMMUNICATION

INTERNAL & CLIENT COMMUNICATION

THROUGH WHATSAPP

INTERNAL COMMUNICATION

THROUGH SLACK

TEAM MEETINGS, CONFERENCES,
WEBINARS THROUGH ZOOM

TEAMWORK & WORKFLOW
MANAGEMENT

THROUGH

ASANA



COLLABORATION & PRODUCTIVITY APPS
FOR BUSINESS

THROUGH

GOOGLE APPS