



How to be globally visible, attract new
customers and make more sales.

GO DIGITAL WITH YOUR BUSINESS

USING 35 EASY TOOLS

BESTIE ATTI



Keep reading if
this sounds
like you...

- The COVID-19 pandemic and the lockdown have negatively impacted your business.
- You want to start or build a digital business that is not limited by social or economic situations, but you can't seem to figure out how to get started.
- You are not a "techy", so you are looking for easy digital tools and processes that will help you build a profitable and sustainable system for your business.

You are in the right place





Your business
does not have to
end completely
because of a
social or
economic
challenge.

Let me introduce you to
35 easy-to-use digital
tools that will help you
to digitally transform
your business so that
you can increase
visibility, attract new
customers, generate
sales and continue to
grow your business.



First,

There are 4
things you must
do before going
digital with your
business.

1.

Identify Your Target Audience



Your business is not for everyone, even when you are selling online. There are specific people who need your business products or services.

It is your responsibility to identify them so that you can market to them online. You can identify them by age, gender, location, interests, and how they interact online.

When you know them it becomes easy for you to attract them to your business.

2.

Identify The Right Online Platform



Internet statistics say that there are 3.5 billion people connected online. Your ideal customers may be online but they may not be on all online platforms. You need to identify the specific online platforms where they are so that you can provide value to them.

Customers choose online platforms depending on their interest and needs. For example, on Facebook, people often connect with family, friends or school mates while on LinkedIn, people often connects with other professionals.

Find the platform that suits your target customers and go there.

The essence of going digital with your business is for your customers to be able to find you when they are looking for your products and services.

The most common channels with which your customers can find you online includes: email, website, social media and/or mobile apps.

You can utilize one or all of this channels to market your products and services online.

3.

Develop a Content Strategy



In the digital space, we say content is king. In order to engage with your customers, you need to create content that is relevant to them.

Sharing content with your customers is how you display the products and services you have to offer them. Content marketing helps to build online visibility, love and trust for your business or personal brand.

There are different content formats you can share with your customers. For example: text, videos, images, infographics, quotes, audios/podcasts.

4.

Set Up An Online Payment Process



The true test of the value of your products and services is when your customers "pay" you for them.

In the digital world, after your customers decide that your products and services are right for them, they should have a seamless experience when paying for your products and services.

You can set up an online payment platform or link and share it with your customers so that they can conveniently pay you using their debit or credit cards. The payment platform can also be integrated with your website.

EASY TO USE

DIGITAL TOOLS



ONLINE VISIBILITY/ SEARCH ENGINE OPTIMIZATION

1. Google My Business (GMB)



This is a free business listing tool by Google that helps businesses to be discoverable on Google Search and Maps. With GMB, potential customers can find, call and send you messages. Businesses can update business names, office address, hours, product photos, and respond to customer reviews. You can also use the GMB to create free google sites and improve your brand/business visibility on the internet.

To get started, download the GMB app on Goolge Play store or Apple App store and enter your business information. Next, submit your business information via [**this link**](#) to get verified within 24 - 48 hours.

Once your verification is approved, your business will become visible online.

2. Business Website



More than ever before, people are searching online for products and services, and having a website is another great way to be where your customers will be searching. Having a website for your business or personal brand is like having your own store built online.

You can also use your website to share your thoughts and ideas as a thought leader in your industry, using the blog function.

With your own website, you can build an email list and generate leads of loyal followers and continue to market to them to turn them into customers.

There are several types of websites, from blogs, to e-commerce, e-magazines, portfolios, directory, forums, etc; and choosing the right one for your business depends on your business goals and objectives.

3. Mobile App

Customers are always looking for new ways to engage with their favorite brands and businesses, and having a mobile app for your business is a more convenient and quick way for customers to browse, interact and purchase your products and services right at their fingertips.

CUSTOMER SERVICE/SOCIAL MEDIA

1. Facebook Page
2. Instagram
3. WhatsApp Business
4. Messenger
5. Facebook Group

With Facebook family of tools, you can engage with your customers online. These platforms are also ideal to attract new customers and keep them updated on your new products or services.

With these tools, you can advertise to new and existing customers, get them to send you direct messages, broadcast live to talk about your new offers, invite them to join your online community, visit your website to shop or leave their email addresses for future communications, etc.

The possibilities for your business are endless.

ONLINE PAYMENT

1. Flutterwave
2. Paystack
3. Paypal
4. KoraPay

As a business owner leveraging digital platforms for your business activities, it is important for customers to not only find and engage with you online, but to also securely pay for the products and services you offer digitally. The above listed platforms can be used to receive payment online using your credit/debit card, bank transfer, USSD, mobile money, etc.

CONTENT CREATION

1. Canva

For making social media posts, fliers, banners, business logos, worksheets, book covers, etc.

2. Viva Video

For creating videos. Available on Google Playstore

3. Inshot

For creating videos. Available on Apple App Store.

4. Apphi

For scheduling and posting automatically on social media to save time.

ACCOUNTING/BOOK KEEPING

1. Wave

2. Google Forms

These tools can be used to keep track of your inventory and financial records.

MEETINGS/ ONLINE CONFERENCES

1. Zoom

2. Skype

3. Facebook Live

4. Instagram Live

5. Google Meet

6. BlueJeans

TEAM/PROJECT MANAGEMENT

1. Trello
2. AirTable
3. Slack

ONLINE COLLABORATION

1. Google Drive
2. Google Docs
3. Google Sheets
4. Google Presentation

EMAIL MARKETING

1. MailChimp
2. Convertkit
3. Amazon Simple Email Service (SES)
4. Mad Mimi

The tips and tools I shared here are those I have implemented in my business over the last 3 years, as well as for my clients to "stay in business" irrespective of the pandemic.

You too can implement them to build a profitable digital business.



We understand how important it is for businesses like yours to keep your doors open, especially in times like these and we have developed a fail-proof program to help you to position your business or personal brand online, attract new customers, increase sales and build a strong business that thrives even in hard times.



Introducing...

Digital Ninja Bootcamp

A 3 weeks Do-It-Yourself (DIY) digital mastermind you will learn high-income digital skills and products that will help you to stay relevant in the global digital economy, build authority as a thought leader or expert, attract paying customers online and build a business that thrives even in hard times.

A promotional graphic for the Digital Ninja Bootcamp. On the left, white text on a black background reads "DIGITAL NINJA BOOTCAMP". Below it, smaller white text lists three goals: "Learn High-Income Digital Skills", "Attract Paying Customers", and "Build Your Dream Business". On the right, a woman with short dark hair, wearing a yellow floral print dress, large gold hoop earrings, and a watch, stands with her arms crossed. She is positioned against a background that transitions from black to orange and yellow, suggesting a sunset or fire.

Who is this for?

Who is this for?

- ① School Owners/Teachers/
Educators
- ① Church Leaders/Administrators
- ① Fashion Designers
- ① Food Entrepreneurs/Restaurant
Owners
- ① Makeup Artists, Beauticians
- ① Thought Leaders
- ① Authors
- ① Coaches
- ① Consultants
- ① And anyone who wants to
leverage digital technology and
platforms to grow their businesses.

In this Bootcamp, You will learn:

- ◆ Digital Products Mastery: How to create and use ebooks, webinars and online summits to build authority and generate leads for profit.
- ◆ Website Design Toolkit: How to earn your first 6-figures from designing websites even if you are not a techie.
- ◆ The Profitable Business Model: Step by step guide to establishing a profitable business model that you can operate from anywhere in the world.
- ◆ The Visibility System: How to build credibility and visibility faster and appear on the first page of online search engines, including Google.
- ◆ Find Your Audience: How to find the ideal high value customers online and offline; get in front of them and give them the option to act on your offer.
- ◆ Facebook/Instagram Ads Mastery: Running your first sales generating Facebook Ad.

What you'll achieve with the Digital Ninja Bootcamp:

- ◆ **Borderless Skills & Business:** Build a profitable business structure that gives you the freedom to operate from anywhere in the world with access to a mobile device and internet service.
- ◆ **Online Visibility:** Get ahead in business by being always visible online so that you can attract and build a community of customers who can pay you for your products and services.
- ◆ **More leads and sales:** Build a loyal network of paying customers who will buy from you again and send referrals your way.
- ◆ **Authority and Influence:** Build authority and position yourself as an expert in your field with minimal effort.
- ◆ Private support and accountability group to help you throughout the process.

Bonuses...



- ① How to register your business name by yourself and for others (Nigerians only)
- ② How to set up and optimize your Facebook page
- ③ How to create attention grabbing graphic designs for your business
- ④ Digital Ninja Toolbox: 101+ Tools and Resources for Every Digitally Mobile African.
 - 90 days support and coaching to help you execute the strategies in your business.

Testimonials



I MADE N250,000 WITHIN 2 HOURS

My business was seriously hit by COVID-19 because I am in the beauty and events industry. I reached out to Bestie because I wanted to learn how to keep my business running despite the lockdown.

She encouraged me to set up an online community for my business, set up a webinar and sales page, and provided me with the much-needed support to launch my first book - Magic in Nature.

I made N250,000 within 2 hours of launching my book and grew my community to 1,000 members during the lockdown. This greatly improved my business and helped me to gain new customers during and after the lockdown.

Adaeze Iwe Agbo (CEO, KuchyBeauty Plus)



BESTIE GAVE ME THE CLARITY I NEEDED

A friend recommended I talk to Bestie after she noticed my confusion when it came to setting up my organization's structure.

I'm really happy I obliged.

I had my first session with Bestie and it really did magic. First, I love the fact that she is time-conscious but most importantly, things are much clearer to me now. It actually sounded like I was talking to a friend yet she maintained high level of professionalism.

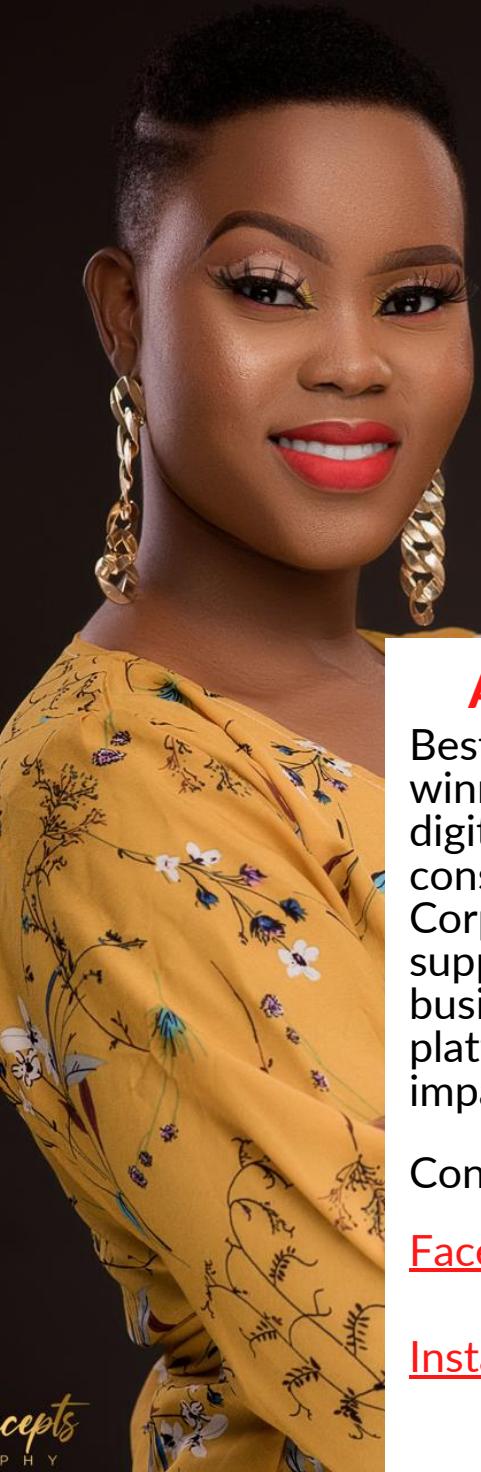
Thanks a lot, Bestie.

Dr Marietta Imadojiemu (Health Proactivists Initiative)

Ready To Build Your Dream Digital Business?



**YES, I WANT
THIS!**



ABOUT BESTIE ATTI

Bestie Atti is an award winning entrepreneur, lawyer, digital transformation consultant and CEO of Corporate Bestie Ltd. She supports women and businesses to leverage digital platforms to build income, impact and influence.

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