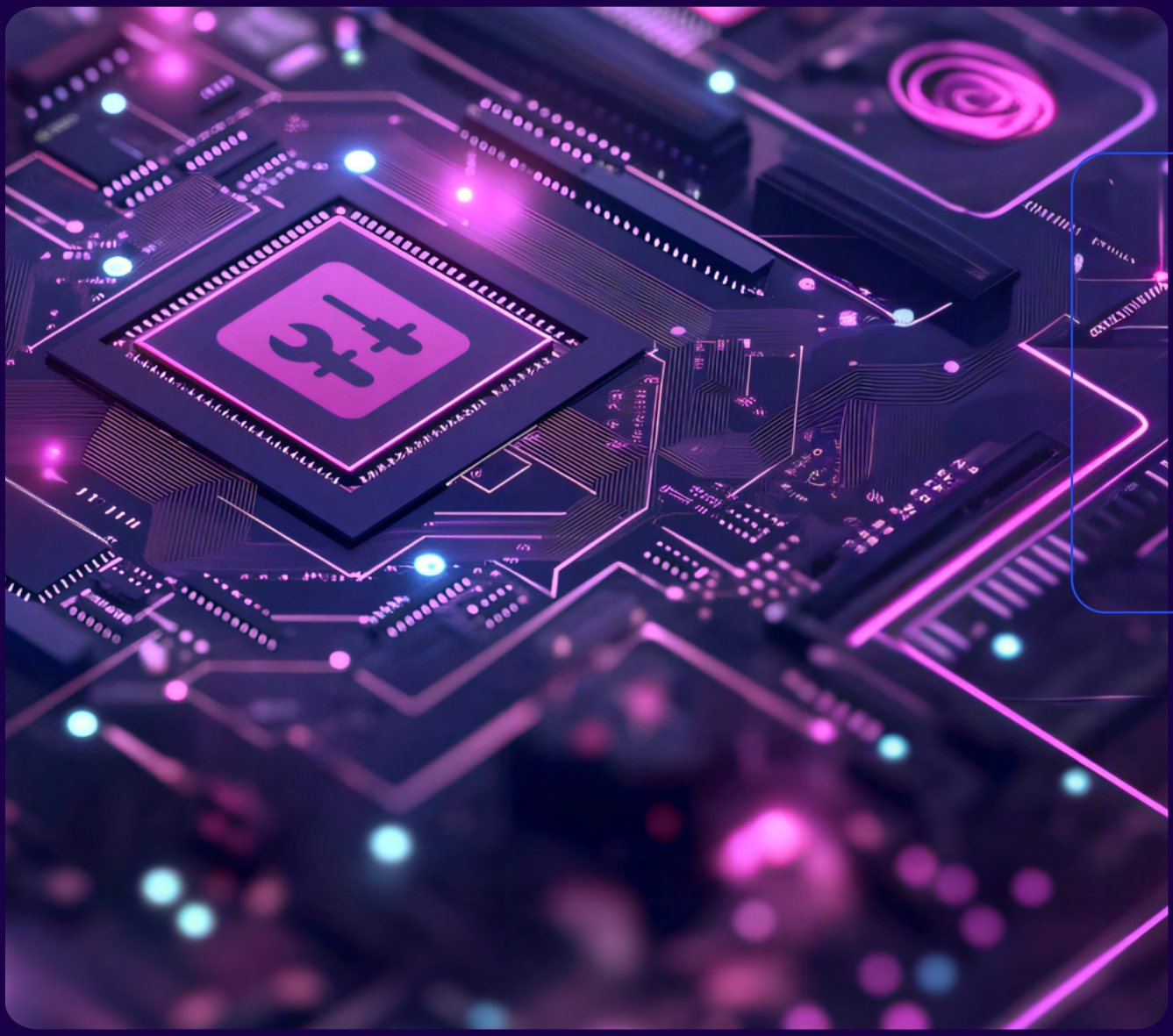
tech-hub | By Enterprise Nation

Retail businesses:
Simple tools to boost your online presence



In partnership with

Google Sage

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This workbook is your no-stress guide to improving your retail store's online presence. By using these simple, free AI tools, you'll save time, work smarter and get more customers through your door. Start today – it's easier than you think!

Step 1: Get found locally with Google Business Profile



1. Claim and complete your profile

Visit Google Business Profile (GBP) to claim or create your profile. It's free! Add accurate details like your business's name, address, phone number, website and opening hours.

Free resource: Use GBP to showcase your services and boost your SEO

2. Enhance your profile with photos

Use your smartphone or Canva (free version) to create clean, attractive images of your storefront, products and promotions.

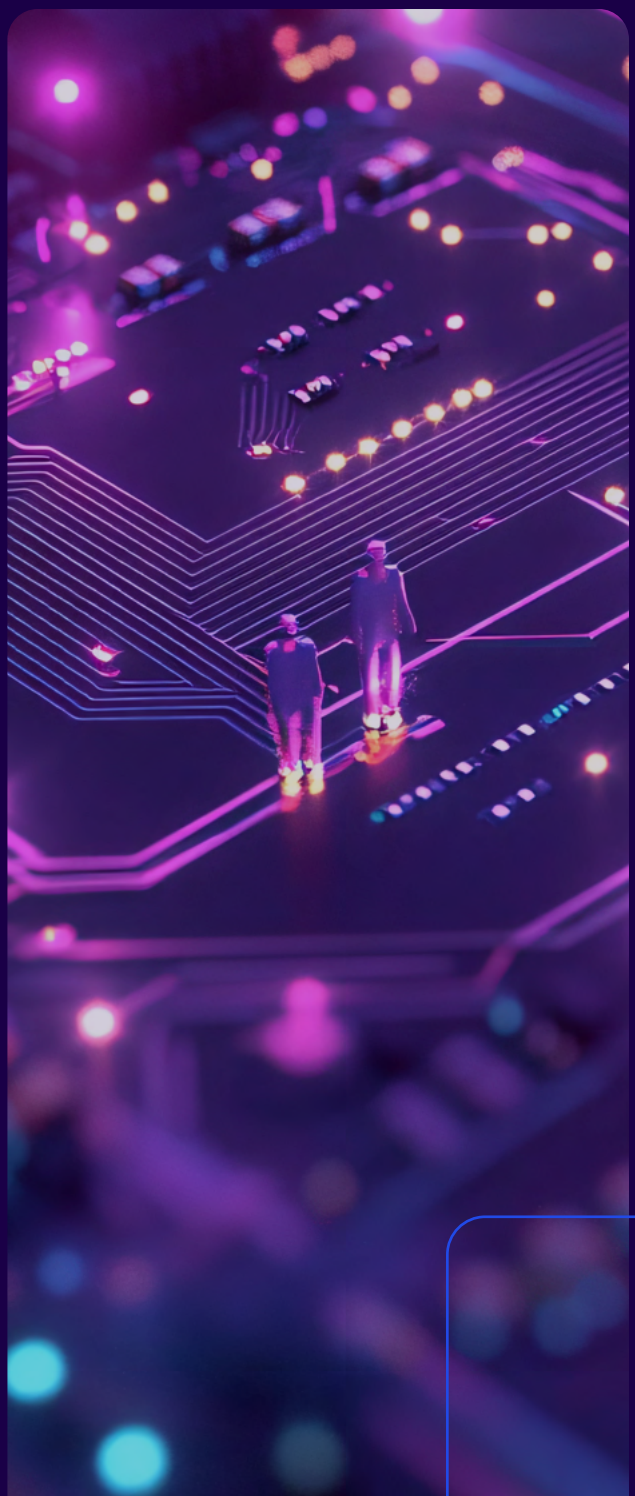
Free resource: Optimise your GBP with high-quality visuals

3. Encourage and respond to reviews

Ask happy customers to leave a review, then respond using simple, polite language. Google rewards businesses that actively engage.

Free resource: How to get great reviews and testimonials

Step 2: Use simple keywords to attract customers



1. Find the right keywords

Use Google's Keyword Planner (part of a free Google Ads account) to find common search terms like "affordable [product] near me". Think about what customers would type into Google to find your store.

Free resource: How to find and use keywords for a small business website

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2. Add keywords to your website

Update your homepage, product descriptions and even photo captions with these search terms.

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3. Boost product descriptions

Try ChatGPT (free version) to generate or refine clear and engaging product descriptions. Just ask, "Write an SEO-friendly description for [product]".

Free resource: How to write prompts for ChatGPT



Step 3: Create an engaging online presence

1. Start with Canva for social media

Use Canva's free templates to create professional-looking graphics for promotions, new arrivals or events. Add your logo and store name. Post consistently on Facebook and Instagram using these designs.

Free resource: Use Canva to create a brand kit for your small business

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2. Try using simple AI to create videos

Use Lumen5 (free plan) to turn blog posts or product highlights into short, engaging videos. Perfect for Instagram, Facebook, YouTube or TikTok!

Free resource: How to revolutionise your video marketing with AI

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3. Automate your social posts

Use Buffer or Meta Business Suite (both have free plans) to schedule posts so you don't have to do it daily.

Free resource: How to save time by automating your social media marketing



Step 4: Write emails and messages that sell

1. Use ChatGPT for email marketing

Create a free account and type, "Write a friendly email promoting a 20% discount at my store". Copy and paste the content into free email platforms like Mailchimp.

Free resource: How to create an automated email campaign that converts...

2. Send personalised texts with Google Sheets

Make a list of customers and use a free Google Sheets add-on like Yet Another Mail Merge to send personalised emails or messages.

Step 5: Manage reviews and online feedback

1. Automate responses with ChatGPT

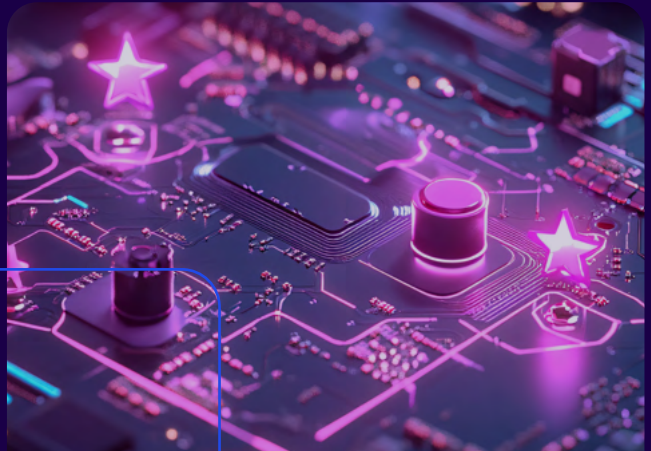
Respond to reviews quickly by asking ChatGPT: "Write a polite response to a five-star review thanking the customer".

For tricky reviews, ask something like: "Write a calm, professional response to a customer complaint about slow service".

Free resource: How to get the most from customer feedback

2. Set Google Alerts

Use free Google Alerts to get notified when your business is mentioned online, so you can stay on top of customer feedback.



Step 6: Track what's working

1. Check your website traffic

Use Google Analytics (free and easy to set up) to see where your website visitors are coming from and what they're looking at.

Free resource: How to use Google Analytics 4 for your small business

2. Measure social engagement

Use built-in insights on Facebook and Instagram to see how your posts are performing. Look for likes, shares, and comments to guide future content.

Free resource: Three ways to improve your social media engagement



Software to boost your business

1. Effortlessly connect your accounting software with eBay, Amazon, Shopify and Etsy

Get started with stress-free e-ecommerce accounting software

- Streamline your accounting processes with Sage for your online store
- Link your online storefront to back-end accounting using Sage and the A2X app
- Save time on administrative tasks and easily reconcile sales and fees
- Make sure your financials are accurate by integrating your online marketplace with Sage Accounting



2. Monitor and order the stock you require, exactly when you need it

- Keep your store stocked with ease using software designed to simplify online selling
- Access real-time inventory data
- Set minimum reorder thresholds with useful inventory reports, and get alerts for low-stock products
- Stay organised with your inventory and save precious time

3. Manage your business on the go

Whether you're travelling or need a quick financial check, the Sage Accounting mobile app for iOS and Android has everything you need.

- Send invoices and handle bank transactions in multiple currencies
- Track payments as they come in
- Create and send quotes and estimates wherever you are

About Tech Hub

Backed by top technology firms, Tech Hub is a new-generation, one-stop-shop solution that allows businesses to access industry-leading digital tools, training, support and know-how to succeed, all in one place.

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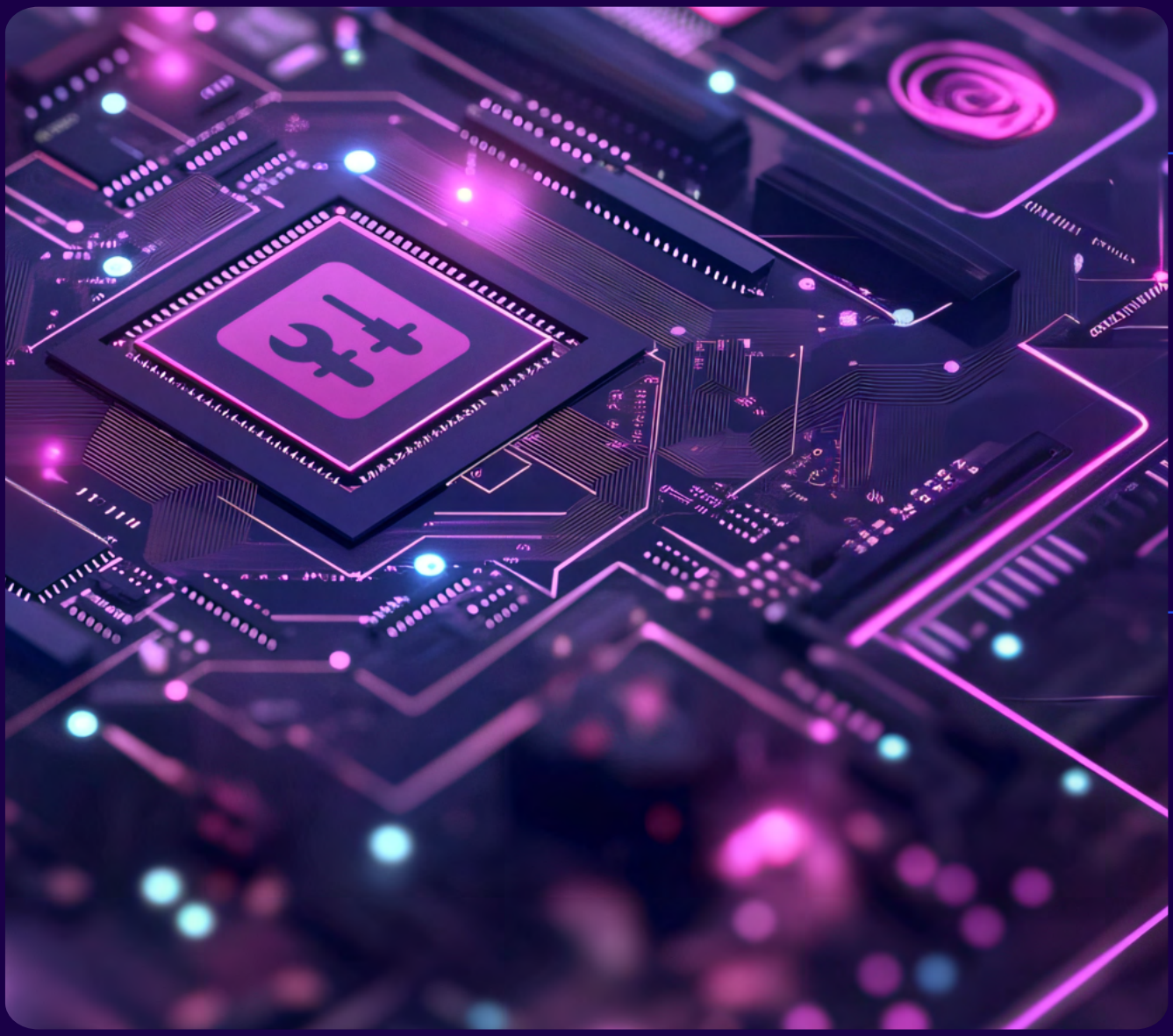
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