**Level 2 Lesson 3: Moving from Offline to Online**

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| **1. Description Content** |
| You know the benefits of going online from the previous lesson. You also know that going online also needs planning.  If you are thinking of moving part or all of your business online, this lesson will tell you how.  Shall we start?  **Button:** Yes! |

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| **2. Description Content** |
| How can I move online effectively, you might be wondering? Here’s your answer: you move your existing customers with you; and at the same time, find new customers online!  Once you have set up your online shop and have contact details, here are some practical ideas we would like to suggest for your move online:   * Publish a new shop sign with your online shop and contact details on it * Ask your existing customers to engage with your online shop and share it for a chance to win prize from you * Make new business cards which include your online shop details and hand them out to your customers * Redesign your product tags, flyers, packaging, wraps, and other communication materials to include your online store details   In short, find ways to tell your customers that now you are offering online services and point them to it.  **Button:** Next! |

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| **3. Description Content** |
| You can view the video below to review and learn the more about how to move your business online, but be sure to come back because we are only half way through.  To view the video, please click this link >>>: [https://www.youtube.com/watch?v=B5oBaUK3\_Y4](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmailtrack.io%2Ftrace%2Flink%2F4fab2c7197ca36dde0c1e8d8c8f967b9373fd51d%3Furl%3Dhttps%253A%252F%252Fwww.youtube.com%252Fwatch%253Fv%253DB5oBaUK3_Y4%26userId%3D4684508%26signature%3D76fb64d9d4d03312&data=04%7C01%7Cjonika.paulsen%40asiafoundation.org%7C8ca5738bc1da4cd066cf08d8c6873ffd%7Cba45684444ef4bd88efebeca529e0771%7C1%7C0%7C637477631537641404%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=yfoJvRmcy6UntaEVHwgiG1PSTPpQZoWyaoKHMzKqD0g%3D&reserved=0)  Shall we move on?  **Button:** Okay. |

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| **4. Description Content** |
| If you don’t know where to find a print shop, you can put the skills you learned in Level 1 about Google Maps and Facebook into use.  You can open Google Maps or Facebook and search for print shops near you by keying in keywords such as ‘Print Shop’ ‘Design Agency’ ‘Graphic Design Service’ and see what will pops up.  While you are printing new cards and tags, you can also start your online marketing. You can do it yourself or hire a social media agency to help you.  You can search for these agencies via Google Maps and Facebook as well. Try these keywords: ‘Advertising Agency’ ‘Facebook Boost service’ ‘Online Marketing Service’.  But wait! These should be the last steps. Why? Because you still have other preparation to do before you promote your business online effectively.  The first step is to understand who you want to advertise to, and that is why the next lesson is for you.  See you there?  **Button:** Sure! |