**Level 2 Lesson 2: Benefits of Going Online**

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| **1. Description Content** |
| As promised, we will tell you all about the major benefits of taking your business online in this lesson.  Are you ready?  **Button:** Yes! |

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| **2. Description Content** |
| There are so many benefits of entering the online business world, these are just four of the benefits:   * Promotion 24/7 * Getting more customers * Building relationships with customers * Cheaper online marketing   Now we will dive into the details. Shall we start?  **Button:** Oh yes! |

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| **3. Description Content** |
| **Benefit 1: Promotion 24/7**  This means that once you set up your promotion online, it will stay there and be visible to people for the time period you set.  People will know what you have to offer even when you are busy attending to your shop, gathering your supplies, even when you are sleeping. Isn’t this great?  **Benefit 2: Getting More Customers**  Imagine you has a shop in a location, your main customers will be those passing by who see your shop, right? Well, with online business, that will change!  How? With online tools, you can promote your business to a lot more people – far beyond those who are passing your shop.  These online tools help you to reach these potential customers via their mobiles or computers.  Yes! You do not need to wait for them to decide to drop by anymore!  **Button:** Tell Me More! |

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| **4. Description Content** |
| **Benefit 3: Build relationships with customers**  Because you are connected with your potential customers, it also means you have greater chance to build your relationships with them.  You can show them how many customers use your products. You can show them how attentive you are to producing your goods. You can show them how fabulous your designs are. The possibilities are endless.  Why would you want to do that? Because many customers want to buy from a brand or a person they trust. Showing them good things about your products/service will increase that trust and this equals more sales!  **Button:** Next. |

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| **5. Description Content** |
| **Benefit 4: Cheaper online marketing**  What could you do when you want to promote your products/service without the internet? You might go to the print shop and print out flyers. The more you print, the higher the costs. The more you print, the longer you need to distribute them. The longer you spend your time in distribution, the less time you have for developing your business, right?  This is final major benefit of taking your business online. It can help you to decrease your costs when you do online marketing.  How? When you ask a graphic designer to help you design a poster, you pay one time, and you can make as many digital copies as you like.  When you advertise via Facebook Ads Service, it is much cheaper than hiring a promotional team, this saves you time so that you can focus on developing your business.  **Button:** Next. |

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| **6. Description Content** |
| In Laos, what do small to medium size business owners gain from these benefits? Statistically speaking, these results can happen:   * 64% of these businesses reports increase in sales * 48% of these businesses gains more customers * 73% of these businesses can cut their marketing related costs.   But, it does not mean you can just simply post online for this to happen. It needs a good plan, and that’s what the rest of the lessons will show you.  Are you ready to start Lesson 3: Moving from Offline to Online?  **Button:** Sure. |

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| **7. Description Content** |
| Ah wait! Before you go, you can watch this video by clicking the link below to review and learn more about ‘The Benefits of E-commerce’  Don’t forgot to come back here to rate the lesson to earn points and unlock Lesson 3 when you finish the video.  To view the video, please click this link >>>: [https://www.youtube.com/watch?v=rnL2JeirPLk](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmailtrack.io%2Ftrace%2Flink%2F4970277a3e464fcbd1777f425ab5999385eb95a6%3Furl%3Dhttps%253A%252F%252Fwww.youtube.com%252Fwatch%253Fv%253DrnL2JeirPLk%26userId%3D4684508%26signature%3D65a8779f7551d781&data=04%7C01%7Cjonika.paulsen%40asiafoundation.org%7Cf9697b1c9ea2431b51c608d8c685db7b%7Cba45684444ef4bd88efebeca529e0771%7C1%7C0%7C637477625532960946%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=8MjgCYElC83Juifmix172szs1mW7x7hn0QygQ5iGG1A%3D&reserved=0)  See you in Lesson 3: Moving from Offline to Online  **Button:** I’m done. |