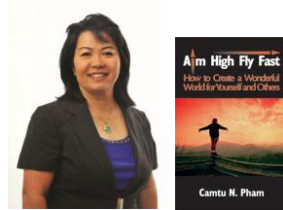


Be Internet & e-Business Literate:

Opportunities and Risks every Accountant needs to know



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Wollongong 19th July 2012

Seminar Outcome

- ✓ The business environment has changed. Your customers have been, and will continue to go, online to find what they need. Learn how to “lead them to your virtual shopfront” and convert these browsers into clients.
- ✓ The NBN is coming – learn what this will mean to you, your business & clients. Learn how you can capture more of the opportunities that should be yours.
- ✓ How to utilise a great mix of online and offline **marketing techniques** to **attract the right clients** and to turn them into a raving fans for your business.
- ✓ Learn about the power of e-commerce, how to benefit from selling online and how to receive money online in real-time.
- ✓ Risks of the online world and how to avoid them

The Market

- ✓ National Broadband Network worth \$49.5 billion – biggest project in Australia history
- ✓ ABS recently surveyed 9,000 Australian businesses, they found there was a big jump in the number of orders being processed online. Online orders were up 32% to \$AUD189billion in 2010-2011
- ✓ Businesses receiving orders via the internet increased by 13% to 28% in 2010-2011

Source: E-Commerce Report (June 12)

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Online & Offline Technologies – Opportunities with NBN

- ✓ Telework
- ✓ Telepresence
- ✓ Telehealth
- ✓ E-Community
- ✓ E-Recruitment
- ✓ E-Tainment
- ✓ E-Training and so on



"Telepresence"

...the face of business meetings in
the future

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E-Opportunities

- | | |
|---------------------|-----------------|
| e-Marketing | e-accounting |
| e-Lead generation | e-Communicating |
| e-Payment | e-Community |
| e-Record Keeping | e-Sell |
| e-Learning | e-Referral |
| e-Surveying | e-Care |
| e-Request & Booking | |

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Demo of e-Commerce sites

The screenshot shows the homepage of tbresources.com.au. It features a navigation menu on the left with links like Home, Religious Resources, WSC Resources, Members Area, and Contact Us. The main content area includes a welcome message, a list of resources, and a section titled 'Why Use TBRS?'.

www.tbresources.com.au

The screenshot shows the homepage of thepopcornking.com.au. It features a large red banner with the text 'Who wants popcorn from The Popcorn King?' and a 'BROWSE & ORDER' button. Below the banner are four product categories: Wholesale & Retail Supply, Corporate Packaging and Merchandising, Fundraising is easy! Fun for schools and all..., and Kids Zone.

www.thepopcornking.com.au

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AUSTRALIAN FAMILY HOMESTAYS

home | contact us | fees | application form | guardianship | terms & conditions | links

There is no better way to learn our language and our customs than by living with a caring Australian family.

Living with a family can improve your English through conversation and help you get to know everyday life in Australia.

Australian Family Homestays is a two-way exchange where your host family will treat you as one of them, and enjoy learning about the language and customs of your own country.

A family homestay will in no way limit your freedom to have a good time while in Australia, but will add to your enjoyment of your stay.

Your host family has been carefully chosen by Australian Family Homestays, and will offer you friendship as well as comfortable accommodation, good food, and a caring environment, all at a very reasonable rate. Many students develop lifelong friendships with their Homestay families.





Home | Homestay Seekers | Host Family | Fees | Pay Online | FAQ | About Us | Useful Links | Contact Us

Home

About to study in Australia?
There is no better way to learn English and Australian customs than by living with a caring Australian family!

At Australian Family Homestays we adhere to the Australian National Code of Practice which means you can be assured of consistent standards of student welfare, support services and consumer protection. After all, our goal is to make your Australian Family Homestay happy and successful!

Students: Join the many overseas students who enjoy living and learning with Australian families.

- Improve your conversational English
- Become familiar with the customs and culture
- Affordable alternative to campus living
- Enjoy the comforts of a home environment

Australian Families: Thinking of hosting an overseas student?

- Make use of extra space
- Experience a unique cultural exchange
- Enrich your life by supporting a new comer
- Facilitate your own children's language study

Why Australian Home Stays?

- 10 happy years in business
- Strong culture of 'duty of care'
- Available to both student & host on a regular basis

Click here to [read more](#) or [Register NOW](#) and let Australian Family Homestays link you with the experience of a lifetime!

Warm regards,
Maryann Phillips

Home | Homestay Seekers | Host Family | Fees | Pay Online | FAQ | About Us | Useful Links | Contact Us | Terms

Old site → CleverLink created new logo, new web site and information system, stationery... Client sold this online business to University of Wollongong on 11 May 12!!!



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Utilise mixed marketing to attract more leads



Blogs | **Websites** | **Email** | **FaceBook**

Brochures | **MySpace** | **Radio & TV** | **LinkedIn**

Seminars | **Newsletters** | **Stationery**

Webinars | **Twitter**

Yellow Pages | **Google & SEO** | **Banners**

YouTube | **Newspapers** | **Google Map**

Your business on the information Highway....



www.cleverlink.com.au

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Who is control?

In the past, you had control to choose what you wanted to publish about you and your business online. However, these days, no one can control what information goes online. Who says what about you online???

These days, everyone goes online to search for what they need. Your customers may read/see many things about you online before they meet up with you (or call you).

How can you be sure ***what they read about you is what you want them to read?***

Who is control?

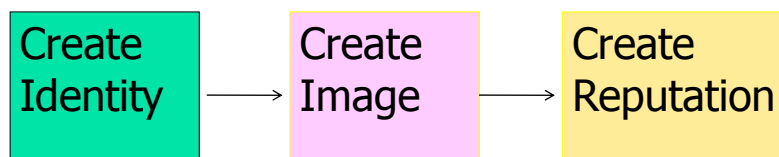
No matter how excellent your company's product or service, and no matter how outstanding your customer service team, you will encounter dissatisfied customers.

- ✓ In the Offline world, these un-happy customers can tell 5-10 people
- ✓ In the Online world, they can tell 100s if not thousands!

A quick look at the impact of viral marketing

- ✓ Say 10% of your market has a negative opinion of your brand and each person shares that negative opinion with ten others
 - ✓ Say the remaining 90% have a positive opinion but each tells only one other person
- Now there are more people with a negative association to your brand than positive one!!!

The process toward building reputation



- ✓ **Image can be created, BUT reputation must be earned**
- ✓ **How can you measure and manage your reputation?**

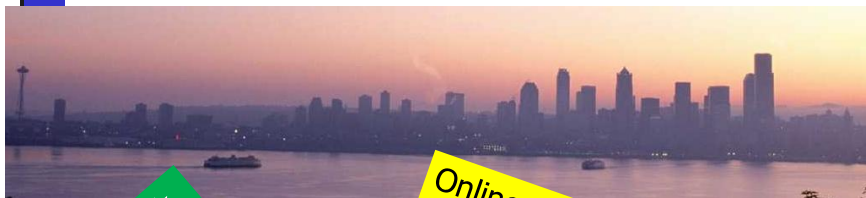
Brand Vs Reputation

What is the difference between brand and reputation?

Brand = promise

Reputation = delivery on the promise

How to market your business and aim for the **price** you deserve



Network

Public Relations

Online Marketing

Charge right

Branding

Professional help

Offline Marketing

Work Hard & Smart

Nurture relationships

Set the right Culture

Online Marketing Ideas

- ✓ Email signature
- ✓ Email marketing
- ✓ Interactive Website
- ✓ YouTube video
- ✓ FaceBook Fan Page
- ✓ LinkedIn Profile
- ✓ Multiple Domain Names
- ✓ Online Gift Vouchers
- ✓ Online Payment
- ✓ Downloadable checklists, ebooks, etc

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HOW TO DEVELOP A REPUTATION

- ✓ **Innovation**
- ✓ **Vision and leadership**
- ✓ **Strong media profile**
- ✓ **Community relations**
- ✓ **Develop business owner's reputation**
- ✓ **Core competencies**
- ✓ **Quality networks and alliances**
- ✓ **Understand the market**
- ✓ **Provide good service**

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Who is control?

✓ If you want to have a successful online business, ***you can no longer afford to ignore social media!***

500 million+ people are on FaceBook as at 18 July 12
Of those 11,008,520 are in Australia! 45,140 from Wollongong as at 18 July 12

161 million professionals are on LinkedIn. Of those 1.3 million are business owners and **3,407,598 are Australian!!!**

18 July 12

Tools to manage your online reputation

Google Alerts <http://www.google.com/alerts>

Reputation Alerts

<http://www.reputationdefender.com/free/>

TweetBeep

<http://www.tweetbeep.com/>

Technorati – <http://technorati.com>

YouTube

Search Browse Upload

Social Media Statistics & Facts 2010

BoxHillInstitute 29 videos Subscribe

The most prolific users of social media in the world

0:39 / 5:18 360p

BoxHillInstitute 03 May 2010 5:18 2,682 views

Box Hill Institute is an educational provider located in Melbourne, Australia...

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Understanding the 'buying process'

The stages of buying....

```

    graph TD
      A[Need Recognition] --> B[Information Search]
      B --> C[Evaluation of Alternative]
      C --> D[Purchase Decision]
      D --> E[Post-Purchase Behaviour]
  
```

'Bricks and Mortar'
VS
'Clicks and Mortar'

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The POWER of Words...

Words have the power to

- ✓ make or break confidence,
- ✓ build long term relationships and generate sales - or stop your prospects from taking the action.
- ✓ create trust, lift you up...or pull you down

...oh... The POWER OF WORDS.....



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Utilise mixed marketing to attract more leads (cont)

CleverLink EXPO 3rd March 2011



CleverLink Gala Dinner July



Entrepreneur taking care of e-business



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Benefits of E-Commerce

- ✓ Set up costs for e-Commerce are much lower than traditional commerce
- ✓ Improve cash flow
- ✓ Create better experience for customers
- ✓ Create a better business model and lifestyle for business owners
- ✓ Automated and integrated systems when set up correctly
- ✓ Value for money
- ✓ Low-cost entry into new markets

PayPal™

- ✓ PayPal now has more than 3 million active users, and that over 30,000 Australian businesses accept payments by PayPal
- ✓ PayPal globally now has more than 81 million active accounts in 190 markets and supports some 24 different currencies

Why Paypal

- ✓ **PayPal** was found to be the most popular payment method
 - ✓ Credit-cards were second most popular with 35%
 - ✓ No set up cost
 - ✓ Get paid via website
- Fee: 2.4% + \$0.30 per transactions

Managing risks

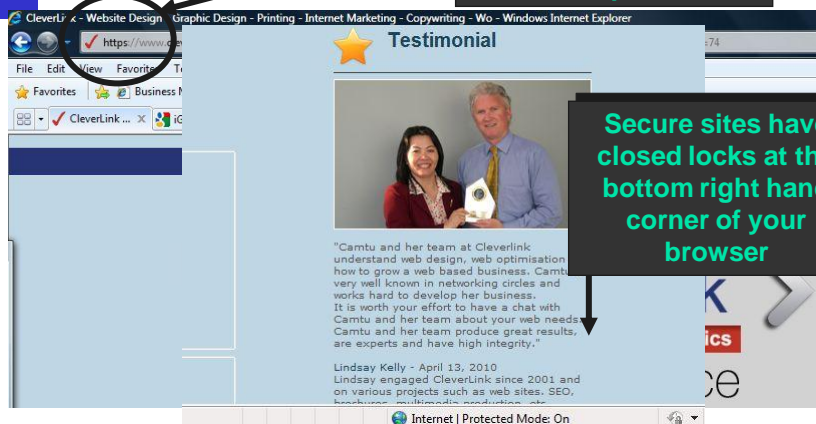
- ✓ Security
- ✓ Online reputation management

Security: SSL and dedicated IP

- ✓ An SSL certificate creates an 'https' version of your web site and is necessary for visitors to safely submit credit cards over the Internet.
- ✓ A dedicated IP address is needed for an SSL certificate to work.
- ✓ The cost of SSL certificate is from ~\$195 per year including installation
- ✓ Dedicated IP is an extra cost (on top of your hosting) and the cost is ~\$5-7 a month. At CleverLink, we offer FREE for hosting clients

Security

Secure sites have URLs that begin with **https://** instead of **http://**



Secure sites have closed locks at the bottom right hand corner of your browser

CleverLink can help you succeed Online & Offline

The diagram illustrates CleverLink's service offerings, organized into three main categories:

- CleverLink e-business** (Orange box):
 - Web & e-Commerce
 - Hosting
 - Domain Rego & Mgmt
 - Business Automation
 - Online Databases
 - Open Source
 - Customisations
- CleverLink Marketing** (Green box):
 - e-Marketing solutions
 - Branding Strategies
 - Graphic Design
 - Printing
 - Distribution
 - Marketing & Advertising
 - Events
 - Professional Writing
- CleverLink Training & Speaking** (White box with orange border):
 - e-Business Training
 - Technology & Internet
 - Marketing & Sales
 - Social Media
 - Motivational
 - Leadership
 - Key note speaker

Below these categories is a grid of specific services:

- Website
- Banner
- Brochure
- Business Card
- Logo
- Postcard
- Stationery
- Bill-Board
- Printing

An arrow points from the text "Click here to get a FREE Quote" to the Brochure service box.

<http://www.cleverlink.com.au/contact-us/get-a-free-quote>