



Demonetization: its time for Digital Enterprises

SESSION POWERED BY ILEX ACADEMY



Why Govt did Demonetisation?

TO GRADUATE TO NON-CASH METHODS (SUCH AS CHEQUES/ELECTRONIC PAYMENTS) FOR BETTER TRACKING, GREATER TAX COMPLIANCE AND HOPEFULLY AS A BENEFIT, LOWER TAX RATES.



Will Demonetization do any good to you?

1. Do you want to work with MNC/large companies?
2. Do you want professional and qualified people to work with you?
3. Are your clients present in multiple locations?
4. Do you want banks and financial institutions to fund you at better interest rates
5. Do you to grow the valuation of your company like Flipkart/Myntra ?
6. Do you love to live in peace?

A faint, pixelated world map is visible in the background of the slide, rendered in light gray dots against a dark gray background.

If your answers are YES

YOU HAVE AN OPPORTUNITY WHICH IS KNOCKING YOUR DOOR IN
THE NAME OF DEMONETISATION

Key Benefits which are coming with demonetisation

1. A large part of the informal economy will get mainstreamed.
2. SMEs can benefit from greater control on their finances.
3. Newer markets could open up for them – for example a large part of e-commerce works on cashless payment models and the SMEs can easily tap into this segment.
4. Banks and financial institutions will be more open to lending to such SMEs that report authentic business numbers – this will increase growth rates for such SMEs.
5. They can report their true growth and thereby attract external investors to their business



Presentation

Internet Marketing for SMEs

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Few Interesting Insights

Key Highlights

85% of the SMEs who adopted e-commerce believe that it is a cost effective medium to grow sales

SMEs using internet for business saw 51% higher revenues and 49% more profit

73% SMEs felt that ecommerce enables them to understand their markets better

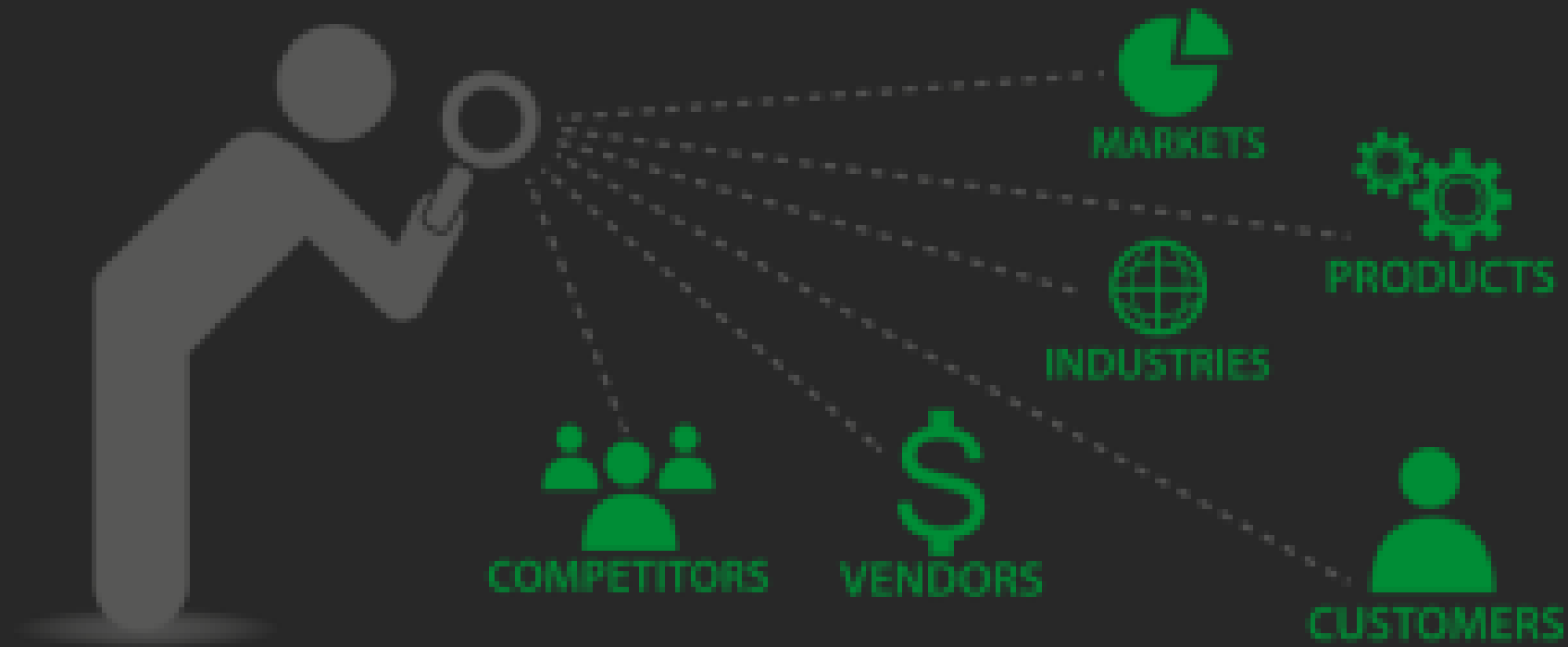
46% SMEs reported increase in business through listings on online marketplaces

E-commerce enabled SMEs reported 60% to 80% reduction in distribution, marketing and sales spend to get incremental business



It's not a secret that the B2B audience is online.

89% OF B2B RESEARCHERS USE INTERNET DURING THE B2B RESEARCH PROCESS FOR VENDORS.

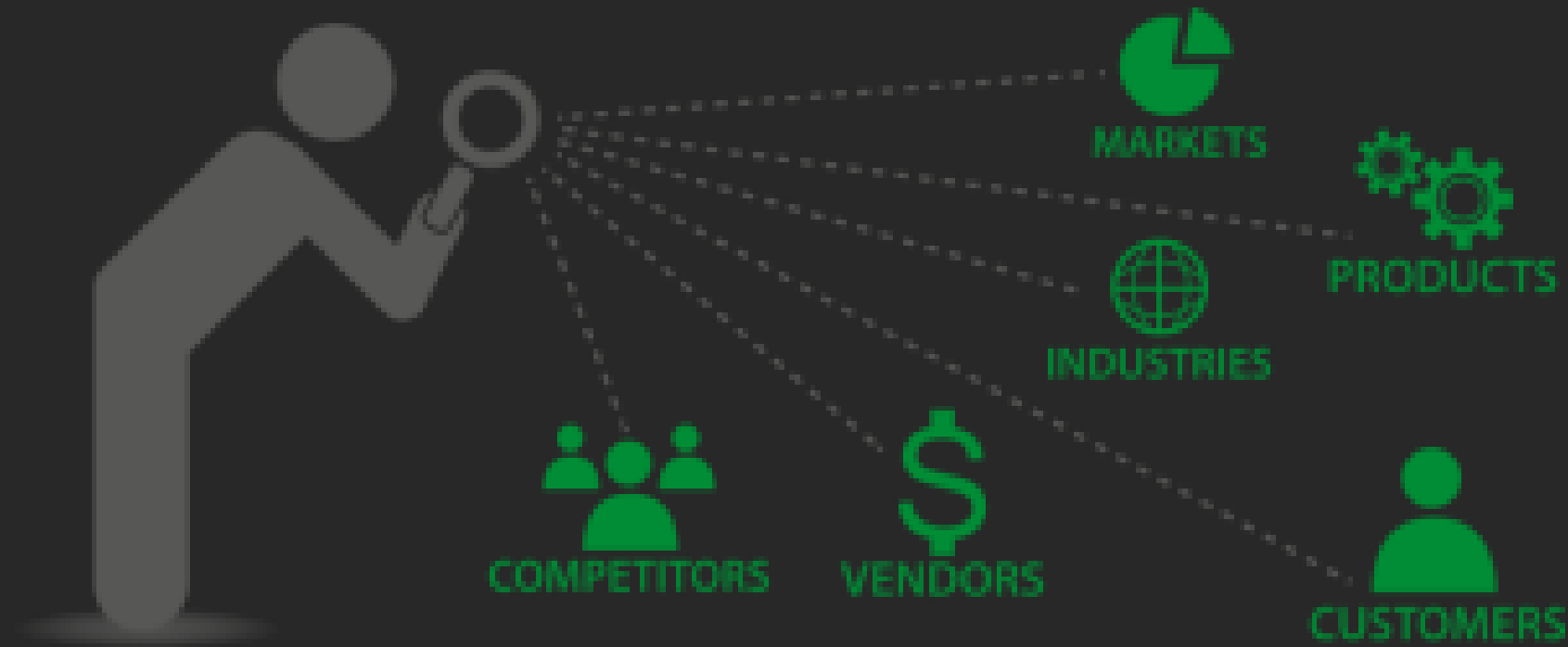


74% use it to
search for parts
equipment or
services

73% use it to
obtain product
specifications

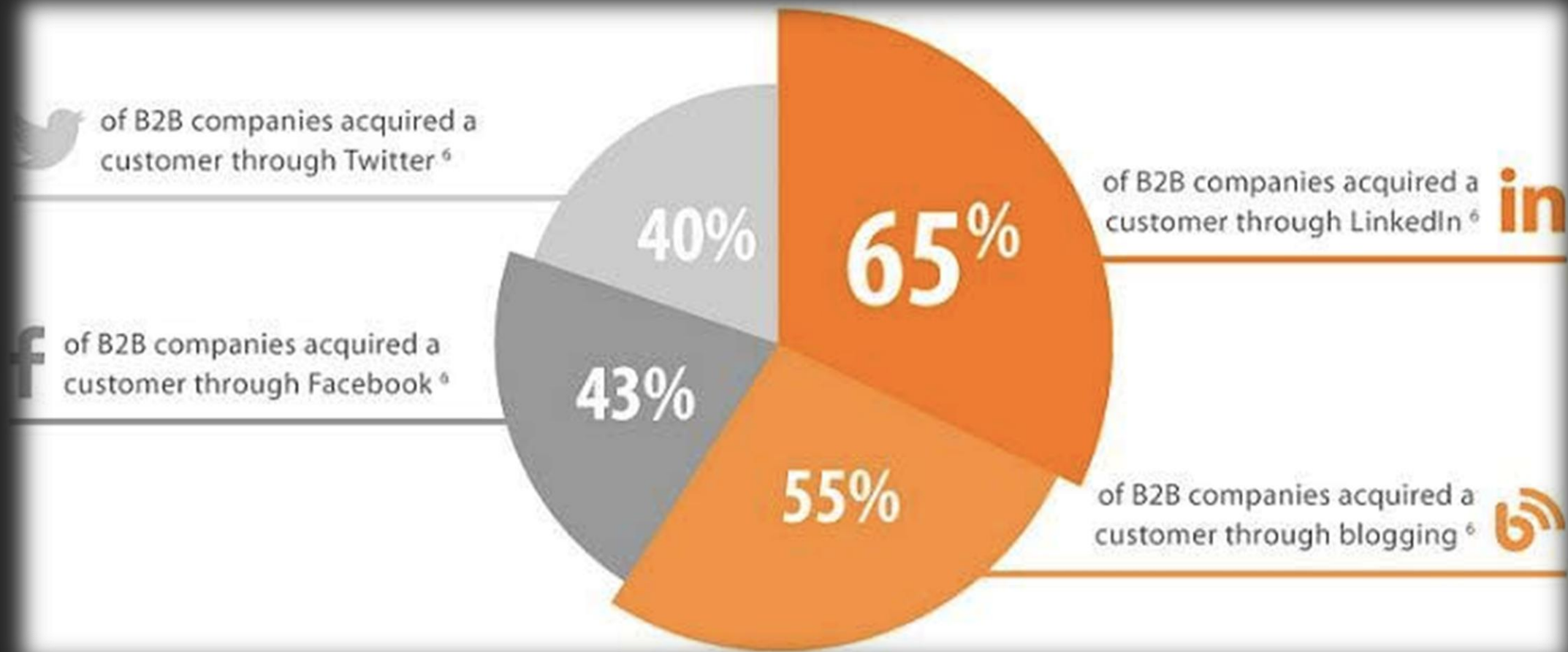
69% use it to
compare the
products of several
suppliers

68% use it to find
information on
prices



That means for nearly **two thirds of the buying process**, your customers are out in either: Forming opinions, learning technical specifications, building requirements lists, and narrowing down their options, all on their own, with **minimal influence from you**.

Social Media is also emerging as an important tool



India is emerging as a big internet market

72 hours of you tube uploads every min

2/3 of online users are on social media

India has around 30Cr internet users today

Advertisers are spending around INR2000Cr online to target these users. They will spend around INR4500Cr in 2018

To Manage this growth of 70% year on year they will require more businesses to connect online

67% of online buyers read reviews before buying

More than 10 Cr facebook users in India



If you are an SME looking for next level growth in your business

- We have created an amazing workshop series(15 Workshop Sessions, 4 hours each) to help you understand and implement internet marketing in your business



Session Coverage

Understanding Building Blocks of Internet Marketing

- We will cover SEO, Google Adwords, Email Marketing, Social Media Marketing, Website Optimisation for lead generation and content marketing which are very relevant for Export Businesses

Most Relevant Knowledge delivered in a power packed mode from CEO Perspective

International SEO for Exporters

- With millions of websites & companies trying hard to reach first page of Google for more traffic and sales, SEO is a very effective tool for Export Business

Global PPC for Exporters

- Do you want instant traffic to your website, enquiries to boost business. PPC is very effective in achieving this goal

Email Marketing

- Understand how to send emails that are read and considered relevant

Social Media Marketing

- Understand how to reach and connect with decision makers in your preferred buyer companies

Website Optimisation

- Learn How to optimise your website to start giving your business

Content Marketing

- Learn how to create content and present your products and services



Contact us for Registration: 9555553238, hello@ilexacademy.in

Thank You

This Presentation was conducted under the guidance of FMC