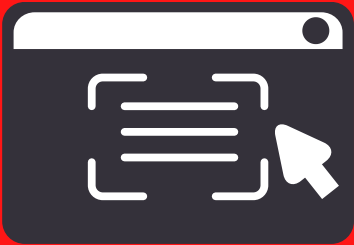


# How to boost your online presence

## 5 WAYS TO MOBILISE YOUR BUSINESS ONLINE

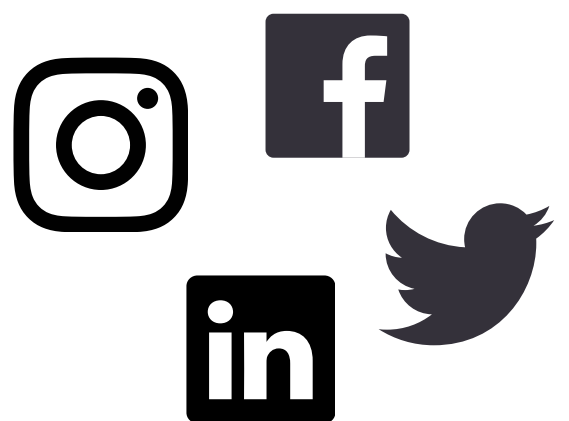


### 1.) GET A WEBSITE/ ADD E-COMMERCE PLUGIN

Platforms such as Shopify, Squarespace, Rocketspark or WordPress make it super easy to launch a basic website in just a couple of hours. Alternatively, if you already have a website check if your platform offers an e-commerce plugin, so you can start selling online.

### 2.) USE SOCIAL MEDIA

If you don't have a Facebook, Instagram or LinkedIn page for your business yet, now is the time to set one up. Engaging with your audience on these platforms and even selling your products (Facebook Shops) is becoming critical, as they're likely to spend a lot of time on these channels.

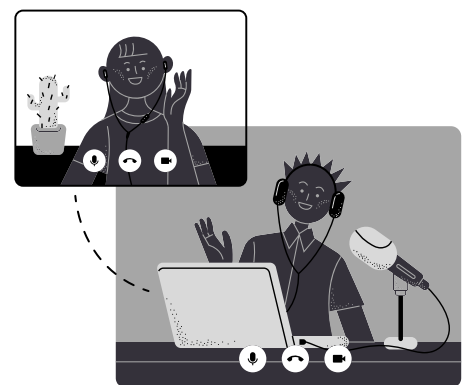


### 5.) USE FREE TOOLS

Our current favourites are Canva, a drag-and-drop design tool that lets you create pretty much any type of visual content with ease. The new YouTube 'Video Builder Tool' is also great, as it enables you to create video content with easy-to-use templates.

### 4.) SHIFT EVENTS ONLINE

Instead of cancelling physical events, consider live streaming them via Facebook Live or YouTube Live which are both free to use.



### 3.) ACCESS FREE SUPPORT

Your business might be eligible for 100% funding for digital enablement training from the COVID-19 Business Advisory Fund, valued at up to \$5000 excl. GST. HMC is a registered training provider.



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