

HOW TO

FREE
GUIDE
SERIES

Leverage the digital
world for business
growth

Take your business to the next level



Your strategic business growth plan

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WHAT IS DIGITAL TRANSFORMATION?



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Digital Transformation is the adoption of digital technology to transform services or businesses, through replacing non-digital or manual processes with digital processes or replacing older digital technology with newer digital technology ([Wikipedia](#)).

The buzz words being used include the 4th Industrial Revolution (4IR), the Internet of Things (IoT), the Digital World, and Digital Transformation.

The digital world, the Internet, technology, and the 4th Industrial Revolution has introduced disruptive change to the business world. We are in an era of exponential change and business needs to make their strategies agile to adapt to and leverage this change.

Having agile strategies allows you to continuously adapt to a rapidly changing world. It's not just about embracing change but rather driving change on a regular basis. This means business owners need to take more risks which allows them to make smarter decisions which creates opportunities.

The next century is going to require business owners to be more digital by leveraging technology in the best possible ways for your business needs. The business landscape continues to transform around us but having the confidence to set and even adapt business goals, will set you steps ahead of your competition.



It is not just about having an agile strategy but having a strategy for being agile. The pace of change is accelerating with the combination of automation and globalization transforming business, markets, products, and services right before our eyes. The digital age has reduced barriers to entry for new businesses where new players can rapidly enter the market through entrepreneurship and start-ups.

Start-ups make use of technology, software, and the social media networks to reach and scale quicker by spreading their brand, products, and services faster than traditional businesses can.

This pace of change means that businesses former approach to strategy needs a complete rethink to compete in the digital world.

The combination of automation and globalization allows us to communicate instantaneously anywhere in the world with any message format we want being visual, audio, or video and the new players are masters in this field.



The change in how business works in this new age means businesses need to revisit the fundamentals of business to ensure they are in place and form a solid foundation to scale to the next level. The fundamentals define what makes for a solid foundation to build growth strategies on that can potentially double, triple, and even quadruple your revenues.

Business owners need to create strategies to take advantage of the opportunities created by this new world of rapid change.

Strategy is traditionally about change management, but the new digital world is going to require you to manage change instead as the only constant in business... is change.

This may sound unmanageable, but with technology and the Internet, numerous strategies and processes can be automated and literally run on their own once set-up correctly.

The combination of technology, the Internet, and the 4th Industrial Revolution offer both an opportunity and a threat to small business owners. Small business owners have an opportunity to grow their business by taking advantage of the digital world but, at the same time, there is the threat of their competitors adapting to this change quicker than them.

With the increased focus on digital transformation, a new threat has emerged where business owners are being taken advantage of by those more technologically and Internet savvy. Business owners are being charged ridiculously high prices for the development, adaptation, and creation of their digital footprint which is the foundation for effective digital transformation.



THE DIGITAL WORLD AND YOUR BUSINESS.

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There can be no arguing the power of having your business online to reach a bigger audience but, there is a high percentage of small business owners who do not have an online presence. I am not talking about doing business online. I'm talking about having your business online.

This doesn't necessarily mean you need a full functional ecommerce website that costs you 1000's to have designed and hosted online. What it does mean is identifying the opportunities that exist online for your business in terms of attracting more prospects, leads, and clients, then creating your online presence to take advantage of those opportunities.

The advancement of technology and the Internet continues to expand local, national, and global reach for business owners in ways that only a few years ago was not possible. The next decade is going to be ruled by businesses that have embraced and adapted to the digital world.

Those that adapt will have a competitive advantage as the potential to grow their business is bigger than ever before with the ability to reach more prospects than has even been possible and... all without leaving the office or the need for a large marketing budget.

This provides any business with the platform to showcase their business, products, and services to a wider audience than has ever been possible. It does not require a big investment, time, or resources to achieve this but, it is well worth the effort and will certainly attract more prospects, leads, and customers to your business.

The systems that small business owners can leverage and take advantage of will help speed up processes, automate certain client interaction, automate lead generation, provide access to a much bigger client base, reduce costs, and free up time to allow the business owners to spend more time working on their business instead of in their business.

**The Next Decade Provides Businesses
With Opportunities & Threats.**

**Will You Use The Opportunity To
Leap Ahead Of Your Competitors...
OR... Will They Be A Threat To You
Because They Adapted Quicker?**



There are 3 main elements to a successful lead generating digital footprint which consists of:

1. Optimised LinkedIn profile.
2. Lead capturing website.
3. Relationship building funnel.

Let's break each element down further.

Optimised LinkedIn Profile

For prospect, lead, and customer generating success, your LinkedIn profile needs to be complete and optimised to talk to your client's needs. This requires you to be crystal clear on your ideal client, then understanding the conversation that goes on in their mind. Through the effective set-up and use of company and showcase pages, the right posting strategy will attract attention, increase connections, and build a relationship that can be taken to the next level.

Lead Capturing Website

When you have built your relationships on LinkedIn, the trust will be at a level that if you send them to your website to access valuable information, they will do just that. The landing page you send them to needs to have a compelling message that utilizes the Conversion Equation (Interrupt, Engage, Educate, Offer). This is then followed by a call to action (CTA) where the website visitor leaves their name and contact information in exchange for your offer.

Relationship Building Funnel

Once you have the lead's contact information, your email campaign that is set-up in your autoresponder system, continues to nurture the relationship by offering more value and at exactly the right time, you offer them a free consultation. This gives you the opportunity to pitch your products or services in a less intrusive manner. In a lot of cases, at this point, the lead asks you to pitch as they are interested in what you offer. This has been my experience using this exact process since May 2019.

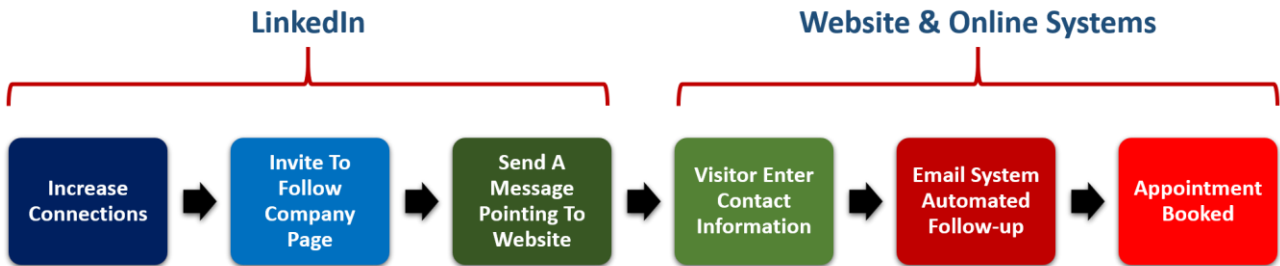
I'm sure that by now you will agree that a website designer, LinkedIn trainer, nor social media marketing specialist has the necessary skillset to ensure every element of this process works effectively. This is where a business transformation specialist with digital transformation expertise will not only save you money, but also reduce your monthly costs.



PROVEN & TESTED LEAD GENERATING PROCESS.

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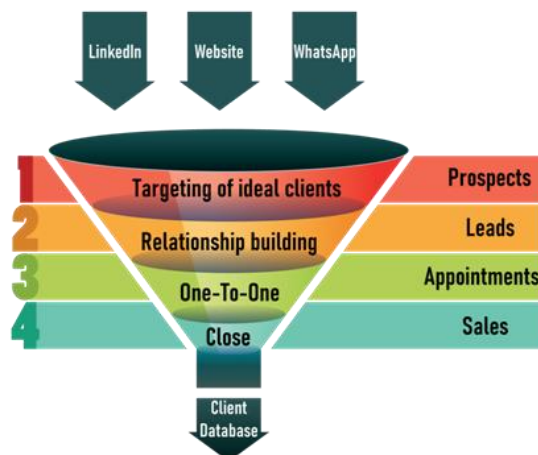
An effective digital footprint for your business consists of a purposefully designed relationship funnel as illustrated below:



This is a [proven and tested process](#) that delivers prospects, leads, and clients every time it is used in the right way. Every step of the process is tailor made for the individual business and its needs and the entire process is monitored to identify modifications required and measure success of the strategies implemented.

"If You Want To Be Successful In Business, Then You Need To Invest In Serious Tools That Get Serious Results!"

When you look at the **relationship funnel** in sections, it consists of LinkedIn, your website, and some online systems. It therefore goes without saying that it takes a good understanding of the entire process to design and set it up correctly.



PUTTING IT ALL TOGETHER



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The topics mentioned in this report represent a lot of work, though the rewards are significant with successful implementation. With that in mind, you want to make sure that your investment in time and resources will provide a return and this is where the Business Coaching Hub can help.

Strategic Business Growth Plan Consultation

Take advantage of the **60-Minute Business Growth Plan Consultation** offered to my **LinkedIn Network**. This offer is **exclusive** to my LinkedIn network.

Here is what will be covered during the 60-minute Zoom video call:

- **Digital Footprint Audit** - I will view all your online accounts to identify areas for improvement to help you generate more leads and sales. This will include your website (*if you have one*) and your social media accounts.
- **Network Growth** - I will show you how to grow your network/s to increase your capability of spreading your brand and generating leads.
- **Lead Generation** - I will show you how to leverage your digital footprint for lead generation... *At NO Cost!*
- **Business Growth Strategies** - I will share strategies with you that can help generate leads and sales *WITHOUT* the need for a marketing or advertising budget.
- **Consultation Recording** - You will be allowed to record the consultation so that you can focus on what is discussed and shown without the need to take notes. You can then refer to the recording anytime to refresh yourself on what was presented.
- **Satisfaction Guarantee** - If at the end of the 60-minute consultation you do not believe you received more value than the R750.00 you paid, you will receive a **100% refund** - *no questions asked*.

Find out more about this amazing offer by [clicking here!](#)

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Exclusive to my LinkedIn Network

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"Your Success Is My Focus!"

Carlos Batista

Business Transformation & Growth Specialist

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