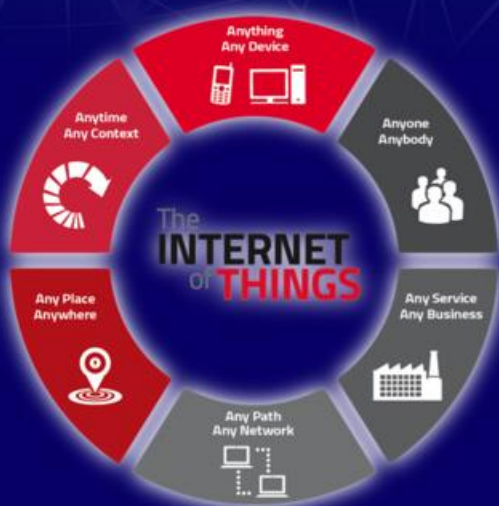


HOW TO **AVOID** THE COSTLY DIGITAL TRANSFORMATION **TRAP**

*Master the Digital World and
Increase your Competitive Advantage*

- What is digital transformation?
- Traps to avoid.
- Elements of an effective digital footprint.
- Your digital footprint audit.



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What is digital transformation?

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.

In the next section, we will look at the traps in detail and how to avoid them.



Traps to avoid.

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. This is where the traps have emerged and avoiding them is a must for your digital transformation success.

So, what traps should you avoid?

The services and skills required to complete the relationship funnel include but are not limited to:

- LinkedIn profile optimization.
- Website design and setup.
- Email marketing series automation and online booking system setup.

It is a rare find if you discover one of these service providers that understands the entire relationship funnel and how to set it up for success.

Most LinkedIn training programs will motivate you to upgrade to a premium profile and make use of sales navigator, both of which come with monthly costs to you, not to mention that the training program can cost you anywhere from R10,000 to R25,000 depending on the service provider you choose. Apart from the costs involved, your profile may not be optimised for your ideal client leaving you with an expensive exercise that delivers few if any valuable leads.

A website designing service provider will deliver the most advanced website with all the bells and whistles but in my experience, the result is a website that loads slowly, and delivers no leads. The email follow and online booking system comes with a cost, once again increasing your monthly expenses. The website design expenses will set you back another R15,000 to R25,000 and this excludes monthly hosting and maintenance fees.



Understanding and setting up an effective relationship funnel that delivers results is what a transformation specialist excels at as they not only understand each part of the process but, can deliver all the required elements cost effectively as they will transfer their skills to the client, releasing them of any long-term support costs and making them self-efficient.



The first step in this process requires you to conduct a gap analysis to identify what processes need to be transformed and what new processes need to be introduced to become competitive in the digital age. The next decade is going to be dominated by those who adapt to and leverage the digital age. Will your business be left behind?

You need to set your business up to be strategically empowered to constantly change and grow.

In the next section, we look at elements of an effective digital footprint.



Elements of an effective digital footprint.

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.

In the next section, we look at the value of your digital footprint audit.



Your digital footprint audit.

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.

Why you need to know this...

Small business owners that don't embrace and adapt to the change will find their competitors out-performing them with relative ease. The digital world offers opportunities to reach more prospects, leads, and customers and it's time to take advantage of this revolution.

This does not require you to be a technology specialist as with the right training, any business owner can create and manage their online presence with relative ease. Most of the skills required can be learned and applied quickly and once in place, takes minimal time to manage but, the rewards are more valuable than your investment.

How to participate in the Digital World...

The first step is to determine what is missing from your business having an online presence then identify the training and resources you require to get this up to date.

This is where the [Business Coaching Hub](#) becomes a valuable resource by offering a [Free Digital Footprint Audit](#). All we require from you is details of your online presence such as:

- Website address.
- Social media profiles.

We do not require any login information as we will be visiting the above from a prospects point of view and with our expertise on business transformation for the digital age, we will document the gaps in your digital footprint as well as recommend changes and updates you require to ensure you position your business to take advantage of the digital world.

We will also provide you with business growth strategies you can implement to put you ahead of your competition. There is **NO COST** for this service and there is **NO CATCH**.

To **Claim** Your **Free Digital Footprint Report**, Copy and Paste the Link Below into Your Browser:

<http://businesscoachinghub.co.za/digital-footprint/>

This report has been compiled to protect business owners from being charged ridiculous amounts for their digital transformation because, in my view, it is not justified.

I have saved my clients 1000's on numerous occasions but also produced the digital footprint they require that delivers results.

My methodology is one of skills transfer which does not require my clients to have long-term contracts that help keep monthly expenses to a minimum.

I trust you have found value in this report and I look forward to providing you with your Digital Footprint audit Report.

If we do not meet, then whatever you do, make sure the service provider you chose is able to deliver what is described in this document or you will find yourself where you started despite investing time and money.

"Your Success Is Our Focus!"



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