Digital Transformation and Digital Readiness

Regional Agency for Entrepreneurship and Innovations - Varna

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Objectives

To improve the basic skills of WEs for digital transformation of their businesses and to prepare them for digitalisation of the companies. To ensure active online presence.

Learning Outcomes

- To learn about solutions for digital marketing.
- To understand the need of social media.
- To be prepared for digital transformation and how AI could be applied.
- To understand about different methods for cyber security.

Content

Digital Transformation and Digital Readiness

| Digital Marketing | Social Media | Cyber Security | AI |

Digital Marketing

- ✓ Use of online channels to communicate and disseminate information with potential and current customers.

- ✓ Used to promote brand, goods and services.

Main channels in Digital Marketing

Website

- Starting point for your digital marketing.

- Used for publishing content.

- Place where the user is invited to take certain actions and where their activities will be reported.

Remember, your website is your business card!

Main channels in Digital Marketing

Website

You can follow some basic steps when you start to build your own website.

Plan the business concept for your website
- ✓ In terms of it's theme, focus and functionality,
- ✓ According to the activities and services you offer,
- ✓ Color scheme and appropriate fonts for the logo and text content on the homepage and all other internal pages

Choosing a proper domain – www.mysite.com (.com, .net, .org, .info, .eu or others)
- ✓ The domain is the first thing visitors to the site see and remember.
- ✓ Choosing a domain name is closely related to the concept and future user focus of your website.
- ✓ The domain - short, memorable and easy to spell.
- ✓ Any change of domain leads to loss of users and popularity.

A software web solution
- ✓ Simple website,
- ✓ Mobile design - or the so-called mobile version - the site has two versions - standard and mobile
- ✓ Responsive design - always works on its own, eliminating the need for a separate mobile version of the site.

Main channels in Digital Marketing

Email Marketing

- Is the process of building a database of regular users, attracting new ones and retaining current ones.
- An excellent opportunity to proactively showcase your brand - products and/or services, promote discounts, offers or simply distribute content.
- Highly effective channel of communication with your target audience.

Types of emails

- Promotional - designed to persuade consumers to make a purchase or action.
- Informational - used to disseminate news or other important information.
- Procedural - give formal instructions and explanations to users.
- Relationship building emails - used to establish/deepen personal contact with consumers.

Main channels in Digital Marketing

Email Marketing

Tips you can follow

- Proper and appropriately organized content will help your campaign succeed.

- Don't send information that affects a specific target group to all your users.

- Organize your content according to your objectives.

- When including a variety of topics in the email, pay attention to the main issues you have to address. Express the main idea at the beginning. Group other topics under common headings.

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Main channels in Digital Marketing

Email Marketing

Some facts about email marketing...

- The average return per $1 is $36;

- 4 billion people use email on a daily basis, This number is expected to rise to 4.6 billion by 2025;

- 55% of all emails are opened from a mobile device;

- 77% of marketers have seen an increase in email engagement in the last 12 months;

- 81% of B2B marketers say their most used form of content marketing is email newsletters.

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Main channels in Digital Marketing

Video Marketing

Video is a unique platform to instantly convey information where the only limitations are your time and imagination. Video can be used to nudge customers towards specific marketing activities- demos, subscriptions, trial periods etc. You can use:

Video marketing

- The advertising - video provides information about a product or service;
- Part of a direct marketing campaign - newsletter, promotion, etc;

Marketing by video

- Aimed at brand or product recognition;
- Aims to evoke an emotional response;

Remember, video should be Short, Memorable, Easy to digest and Measurable!

Main channels in Digital Marketing

Content Marketing

- Content creation is the backbone of any digital marketing strategy

- Content marketing strategy aims to inform, entertain, inspire or persuade your customers.

- Content marketing is the development and distribution of relevant, useful content - blogs, newsletters, social media posts, emails, videos and the like - to current and potential consumers.

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Main channels in Digital Marketing

SEO - Search engine optimization

Are all the On page and Off page actions that we perform on the pages of a given site in order to rank it in leading positions in the organic (non-paid) results in the SERP (Search Engine Results Page).

Advantages

- A reliable and cost-effective way to drive organic traffic to a business site.

- SEO shoots your content up the search engine index.

- SEO increases trust in the brand - good optimization and effective brand management are synergistically related.

- SEO traffic is often the main traffic for a website - organic traffic is much more loyal and long-term.

Main channels in Digital Marketing

SEO - Search engine optimization

Activities

- Technical SEO - Adjusting and improving the loading speed of the site and that of response from the server.
- Keywords - research and analysis .
- Content Optimization
- Link building - Internal and external
- Research - of online competitors

Main channels in Digital Marketing

Online Advertising Models

- **CPC – (Cost-per-click)** – pay for each click on the ad.

- **CPM – (Cost per mile) –** Cost per 1000 / thousand / impressions - getting the ad in the user's eyes.

- **CPA – (Cost per action)** – payment for a specific purchase action (subscription, completed registration form).

- **Quality Score in Google AdWords** – With this you can check how effective your ad is

Main channels in Digital Marketing

Affiliate marketing

A marketing model in which third-party publishers promote a merchant's goods or services and receive a percentage of the sales or web traffic made as a result.

Influencer marketing

- Variant of affiliate marketing
- Boosts social media content

Social Media Marketing

in a separate topic

Main channels in Digital Marketing

Mobile marketing

Mobile marketing
Mobile apps
Mobile-optimized websites

Advantages

- It makes it easier for users to find the information they need about you and your business;

- An instant and highly personal form of communication with consumers;

- Mobile devices can display - banners, mobile video ads, text and multimedia messages.

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Main channels in Digital Marketing

Online PR

It brings together all the tools that help you promote your brand and engage your customers online.

Advantages

- It helps build a good online store image;
- To present your products to the wider public;
- Is closely related to advertising and advertising strategies.

Main channels in Digital Marketing

Conversational AI

Is becoming vital to modern digital marketing.

With the uptake of

- Voice search;
- Chatbots
- Digital assistants

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Main channels in Digital Marketing

Web analytics

Web analytics is the measurement, collection, analysis, and reporting of web data to understand and optimize web usage.
Its ultimate goal is to help you understand your audience so that you can optimize your site's performance and improve their experience.

Tool for

- Business and market research
- Return on investment (ROI)
- Assess and improve website effectiveness

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Online Ad Types and Formats

Text content (blog posts)

Easy and accessible to produce, also applicable for mobile devices.

When creating textual content

- ✓ The choice of title and the link (URL) to the page to which the ad points is important;
- ✓ Good to contain keywords from the search. Which are found on your website and match the product you are advertising ;

Online Ad Types and Formats

Banner advertising

A form of communication that combines text, image and animation. Banners are displayed in the context of another website and attract users to services or products.

- ✓ Contribute to the development of the band and recognition by users;
- ✓ Requires a designer to achieve more stylistic and attractive solutions;
- ✓ There is a wide variety of requirements and standards, which can lead to more complex implementations in different networks or sites.

Online Ad Types and Formats

Native Ads

Their idea is to build everything so that the user experience is not disrupted by irritating display ads.
The more completely they blend into the surrounding background, the more trust they will inspire in users.

✓ They are effective in terms of return.

✓ They provide good opportunities for targeting users.

✓ Native Ads are not a standardized format, i.e. you can each create your own size and style.

Online Ad Types and Formats

Video Ads

They are becoming increasingly effective for business purposes.
If you choose to promote through video,
you need to consider the duration of the ad.
92% of consumers choose to finish a 15-second video
without the interruption option.

✓ An easy and affordable way to reach your users

✓ Wide distribution via YouTube or TikTok, which automatically convert your file into a mobile-optimized video

Why is Digital Marketing successful?

- 24/7 availability of your business. Present in the digital space, you are where your customers are - online.

- Get results fast.

- Audience segmentation by location, demographics, interests, education.

- The creation of personalized messages depending on the profile of the target user.

- You can change anything on the fly.

- Each marketing tool allows you to measure data and advertising effectiveness.

- No budget constraints.

Build a brand above all else

Build a brand

- Brand identity
- Distinguish yourself
- Be consistent
- Use common branding elements to be easily recognizable and to have continuity between different channels, taking into account their specifics.

Content creation rules

Content creation

- Text content- Basic Principles
- Images – Basic Principles
- Videos – Basic Principles

BONUS

Try www.canva.com to create posts quickly and easily with graphic elements.

Online advertising

Main steps

- Choice of campaign goal
- Choice of billing type and budget
- Selection of duration
- Selection of target audience - demographics, lookalike, retargeting
- Choice of where the ad will be displayed
- Creation of the ad

Research the competition – how they write their ads/what they look like

Research keywords - GoogleAds KeyWord Planner.

Self-assessment test

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Please indicate the wrong statement.

❑ The domain is the name of your site and is the first thing visitors see and remember.

❑ The choice of a domain name is closely related to the concept and future user orientation of your site.

❑ The domain should be as short as possible to be easier to remember and write.

❑ Changing the domain to a later one will not affect users and your popularity.

Please state what do you think is most important before advertising in the digital space?

❑ Determining the target group for your product/service

❑ Created advertising banner

❑ Forming a budget

❑ Built advertising strategy

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Which type of marketing provides - short, memorable, digestible and measurable content?

❑ Email Marketing

❑ Video Marketing

❑ Content Marketing

In your opinion, what is the most suitable web software solution if you want to cover all digital channels?

❑ Simple website

❑ Mobile design

❑ Responsive design

Select the correct statements about Search engine optimization (SEO). The answer may be more than one.

❑ Search engine optimization consists of both on-site and off-site activities.

❑ SEO optimization is no longer text-limited.

❑ Over 200 (two hundred) factors affect your SEO.

Self-assessment test - correct answers

Please state what do you think is most important before advertising in the digital space?

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Social media
How to ensure online presence

1. Importance of the social media

2. Advantages of social media for female business

3. How to use Facebook for your business?

4. How to use Instagram for your business?

5. How to use TikTok for your business?

6. How to use Youtube for your business?

7. Social Media Presence Strategy for Women Entrepreneurs

Importance of the social media

Social media is a new communication system and technology where interpersonal relationships are created and maintained.

- How many people use social media? – 3.96 billion users; 150 minutes per day
- Which social media do you use?

Top 5: Facebook. WhatsApp, Youtube, Instagram, TikTok

Advantages of social media for female business

The main advantages for using of social media for women entrepreneurs are:
- Their business could be online 24/7
- Better visibility
- Expanding the target groups beyond of your activities and living
- Social media provide a group of marketing tools for promotion management and optimisation.

Advantages of social media for female business

1. Building a Personal Brand and Brand Visibility
2. Networking Opportunities
3. Marketing and Promotion
4. Market Research
5. Breaking Geographical Barriers
6. Access to Information
7. Remote Work Opportunities
8. Real-Time Feedback
9. Efficient Communication

How to use Facebook for your business?

- Facebook has users across various age groups, a significant portion of users is adults and older teens (18-44). If you target younger audience, maybe Facebook is not exactly for you.

- Facebook has a relatively balanced distribution of male (44%) and female (56%) users.

- Facebook is used worldwide, with a diverse user base in different countries.

- Most of the users access Facebook through mobile devices, including smartphones and tablets.

How to use Facebook for your business?

	Personal profile	Business page
Profile	**Individual Name:** It is associated with an individual's real name. **Friend Requests:** People send and receive friend requests to connect. **Friend Limit:** There's a limit to the number of friends (currently 5,000).	**Business Name:** It is associated with the name of a business, brand, or organization. **Page Likes:** People can "like" the page instead of sending friend requests.
Privacy	**Privacy Settings:** Users have more control over who sees their posts, and they can customize privacy settings for each post. **Limited Public Information:** Only limited information is visible to the public.	**Public Information:** Business pages are typically public, and information is accessible to anyone on Facebook. **Professional Information:** Displays business-related details such as hours of operation, location, and contact information.
Features	**Timeline:** Content is organized chronologically on the user's timeline. **Personal Updates:** Suited for personal updates, photos, and general social interactions.	**Business Tools:** Includes features like Insights (analytics), advertising options, and call-to-action buttons. **Categories:** Business pages can be categorized based on industry.
Interactions	**Likes:** Friends can like and comment on posts. **Messaging:** Users can receive private messages.	**Reviews:** Customers can leave reviews and ratings. **Post Boosting:** Businesses can boost posts for wider reach through paid promotion. **Events:** Pages can create and promote events.

How to use Facebook for your business?

Relevant only for Business profiles

Business page	
Verification	**Verification Badge:** Businesses can get a verification badge, indicating the authenticity of the page.
Analytics	**Insights:** Business pages have access to detailed analytics about the audience, post performance, and engagement.
Advertising	**Ad Manager:** Businesses can create and manage ads through Facebook Ad Manager.
Call-to-Action Button	**CTA Button:** Business pages can include a call-to-action button like "Contact Us," "Shop Now," or "Sign Up."

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Tools with impact on women companies

Facebook Business Page
- Create a professional business page to showcase your brand, products, and services
- Utilize the page to share updates, stories, and engage with your audience

Ads Manager
- Run targeted advertising campaigns to reach specific demographics
- Use custom audiences to target existing customers or a specific group

Facebook Insights
- Analyze the performance of your Facebook page with Insights
- Understand your audience demographics, engagement, and popular content

Facebook Groups
- Create or join Facebook Groups relevant to your business or niche
- Engage with your target audience, share expertise, and build a community

Facebook Live
- Use live video streaming to connect with your audience in real-time.
- Share behind-the-scenes looks, product demonstrations, or host Q&A sessions.

Tools with impact on women companies

Facebook Events	Messenger for Business	Instagram Business Tools	Facebook Shops	Collaborative Ads
• Create and promote events to boost brand awareness • Use events for product launches, workshops, or virtual gatherings	• Leverage Facebook Messenger for customer communication • Provide quick responses to inquiries and offer personalized support	• Connect your Instagram account to your Facebook page for cross-promotion. • Use Instagram for visually appealing content and storytelling	• Set up a Facebook Shop to sell products directly on your page • Streamline the purchasing process for your audience	• Collaborate with other businesses through Collaborative Ads for mutual promotion

How the Facebook Ads are working?

- Facebook Ads operate on a pay-per-click (PPC) or pay-per-impression (PPM) model, depending on your advertising objectives and the type of ad campaign you choose. Here's an overview of how the payment for Facebook Ads is organized

- Within your campaign, you create ad sets, each targeting a specific audience. At this level, you set the schedule, audience targeting, placements, and total budget.

- For e-commerce businesses, we strongly recommend using dynamic ads that automatically show relevant products to users who have visited your website.

What to be checked on Facebook Insights?

- **Followers:** Track the growth of your audience over time.
- **Post Engagement:** Measure interactions (likes, comments, shares) on your posts.
- **Reach:** Understand how many people have seen your content.
- **Demographics:** Analyze the age, gender, location, and language of your audience.
- **Top Posts:** Identify your most engaging posts and understand audience preferences.
- **Organic vs. Paid Reach:** Understand the reach of your content organically versus through paid promotion.
- **Page Views:** See how many people visited your page and which sections they viewed.
- **3-Second Video Views:** Track how many people watched at least 3 seconds of your videos.
- **Response Rate and Time:** Monitor how quickly and consistently you respond to messages and comments.
- **Ad Reach and Engagement:** Evaluate the performance of your paid advertising compared to organic content.

How to use Instagram for your business?

Instagram is **highly visual, making it ideal for businesses** that can **showcase products or services through images and videos.** It is known for high engagement rates, especially with younger audiences. The platform encourages direct interaction through comments, likes, and direct messages. Women entrepreneurs with a focus on brand aesthetics, lifestyle, and storytelling may find Instagram to be a powerful platform to convey their brand message. It is also a hub for influencer marketing - women entrepreneurs can collaborate with influencers to reach a wider audience. Effective use of hashtags on Instagram can enhance discoverability, allowing entrepreneurs to connect with a broader audience interested in specific niches.

How to use Instagram for your business?

	Personal profile	Business page
Account type	**Individual:** Personal profiles are intended for individual users.	**Business or Creator:** Business profiles are designed for businesses, brands, and content creators.
Contact Information	**Limited Business Information:** Personal profiles have limited contact information options.	**Business Details:** Business profiles can include detailed business information such as email, phone number, and address.
Analytics	**Limited Insights:** Personal profiles have access to basic activity insights but lack the in-depth analytics available to business profiles.	**Detailed Insights:** Business profiles have access to Instagram Insights, offering comprehensive data on audience demographics, post reach, and engagement.
Promotion and Ads	**Limited Advertising Features:** Personal profiles have fewer options for running promotions or advertisements.	**Advertising Features:** Business profiles have access to advanced advertising features, including Instagram Ads and promoted posts.
Instagram Shopping	**Limited E-commerce Features:** Personal profiles have restricted access to Instagram Shopping features.	**E-commerce Integration:** Business profiles can set up Instagram Shopping, allowing users to shop directly from their posts.

How to use Instagram for your business?

Relevant only for Business profiles

| Business page	
Call-to-Action Button	**CTA Button:** Business pages can include a call-to-action button like "Contact Us," "Directions" or "Book now."
Creator Studio Access	**Content Publishing:** Business profiles can use Creator Studio for content scheduling and publishing.
Verification Badge	**Verification Option:** Business profiles can apply for a verification badge, indicating authenticity.
Linked Accounts	**Link to Facebook Page:** Business profiles can link to a Facebook Page for cross-platform promotion.

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How the Instagram Ads are working?

- **Create Stunning Visual Content:** You will have 29% more "likes" on photo with visible background than the same without background

- **Utilize Carousel Ads**

- **Use Instagram Stories:** Do not post 10 stories for one day and then disappear for a month.

- **Encourage User-Generated Content:** Foster authenticity by showcasing content created by your followers. Reposting user-generated content can build trust and authenticity.

- **Explore Instagram Shopping:** If you have an e-commerce business, consider setting up Instagram Shopping.

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How the Instagram Ads are working?

- **Strategically Use Hashtags:** Use relevant and popular hashtags to increase the discoverability of your content. Use also emoticons.

- **Run Contests and Giveaways:** Ask users to follow your account, like your post, or tag friends for a chance to win, increasing your reach.

- **Collaborate with Influencers:** Partner with influencers in your niche to expand your reach.

- **Experiment with Video Content:** Instagram supports various video formats. Experiment with short videos, IGTV, or Reels to diversify your content and keep your audience engaged.

- **Leverage Instagram Insights:** Regularly check Instagram Insights to analyze the performance of your ads. Understand your audience demographics, engagement rates, and the effectiveness of your content.

How to use TikTok for your business?

TikTok is a short-form video social media network focused on a highly personalized "For You" feed. Unlike many popular social media sites, TikTok's algorithm shows videos based on users' interactions, making it possible for users to go viral without a huge following.
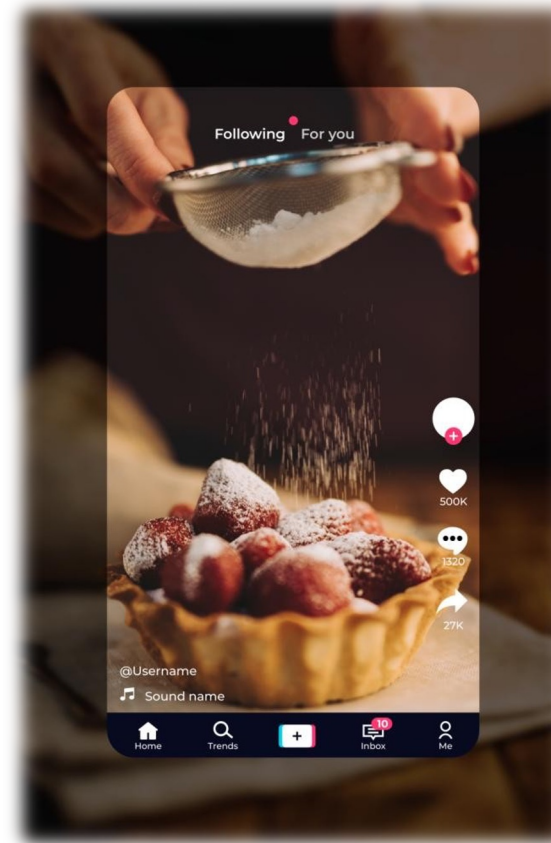
How to use TikTok for your business?

- **Understand Your Audience:** Get to know the TikTok community and understand what resonates with your target audience.

- **Create Engaging Content:** Develop content that is entertaining, authentic, and aligns with your brand.

- **Leverage Trends and Challenges:** Participate in trending challenges and use popular sounds to boost the discoverability of your content.

- **Utilize Hashtags Effectively:** Use relevant and popular hashtags to categorize your content and make it discoverable.

- **Engage with Your Audience:** Respond to comments, ask questions, and engage with your audience.

- **Collaborate with TikTok Creators:** Consider collaborating with popular TikTok creators or influencers relevant to your industry.

How to use TikTok for your business?

- **Educational Content:** Share educational content related to your business or industry.

- **Promote Challenges and Contests:** Run challenges or contests to encourage user participation.

- **Incorporate TikTok Ads:** Utilize TikTok's advertising platform to reach a broader audience.

- **Cross-Promote on Other Platforms:** Share your TikTok content on other social media platforms to increase visibility and drive traffic to your TikTok account.

- **Consistent Posting Schedule:** Establish a consistent posting schedule to keep your audience engaged.

- **Track Analytics:** Use TikTok Analytics to track the performance of your content.

How to use Youtube for your business?

Youtube is dynamic platform which also could contribute to development of women entrepreneurs.

Similarly to Instagram and TikTok it is about of creation of visual content.

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Tips on how to manage to provide content on YouTube

- **Create Compelling Content:** Craft engaging and valuable content that resonates with your target audience.

- **Showcase Your Products or Services:** Use YouTube as a visual storefront. Showcase your products or services through high-quality videos.

- **Build a Strong Brand Presence:** Develop a consistent brand image across your videos. Use a recognizable logo, colors, and tone to reinforce your brand identity.

- **Connect through Storytelling:** Share the story behind your business. Connect with viewers emotionally by narrating your journey, challenges, and successes.

- **Engage with Your Audience:** Foster a community by actively engaging with your audience through comments.

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Tips on how to manage to provide content on YouTube

- **Leverage YouTube SEO:** Optimize your video titles, descriptions, and tags for search engines. Use relevant keywords that potential customers might use to find businesses like yours.

- **Collaborate with Influencers:** Partner with influencers or other businesses in your niche for collaborations.

- **Live Streaming for Real-Time Connection:** Utilize YouTube's live streaming feature to connect with your audience in real-time.

- **Create Playlists:** Organize your videos into playlists to make it easier for viewers to navigate your content.

- **Promote on Other Platforms:** Share your YouTube videos across your other social media platforms.

- **Measure Performance with Analytics:** Leverage YouTube Analytics to understand your audience's preferences.

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How to use Youtube for your business?

Establishing a robust social media presence is a crucial endeavor for women entrepreneurs aiming to elevate their businesses. This involves a strategy that integrates various key components.

1. Think of your business like a person. What personality and values does it have? Keep that vibe in all your posts.

2. Figure out who you want to talk to. What do they like? This helps you make posts they'll enjoy.

3. Make your social media look good. Use the same colors and pics everywhere.

4. Make a schedule for your posts. How often? What's the theme? It helps you stay organized.

5. Respond to comments of your followers and ask questions. Make it a two-way conversation.

6. Use different social media for different things. Instagram for pics, TikTok or YouTube for videos, Twitter for quick chats.

7. Videos are cool, especially short ones. Share behind-the-scenes or tips.

8. People love knowing the face behind the business. Share your journey – the ups and downs.

9. Hashtags help people find your stuff. Make your own or join trending ones.

10. Partner with others in your industry. It can boost both your businesses.

11. Share tips or cool stuff related to what you do. It shows you know your stuff.

12. Sometimes surprise your followers with discounts. It's like a mini online party.

13. Look at the numbers. See what posts are popular. It helps you keep doing great stuff.

14. Ask for feedback. Stay open to changes. Social media is all about connecting.

15. Don't be afraid to search for professional help. Ensuring successful social media presence is not an easy job, but we strongly believe that you will manage.

Cyber Security

Common threats

Scam messages

- Phishing
- Smishing
- Vishing

Ways to mitigate

✓ If a message is from a known entity and seems suspicious, use caution. Contact the person or business separately to check if message is legitimate.

Common threats

E-mail attacks

Ways to mitigate

✓ The best defence against email attacks is training and awareness for your employees.

✓ When staff receive emails like this, the most effective mitigation is to call the sender to confirm they are legitimate.

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Common threats

Malicious software

- Trojan horses
- Spyware
- Malicious Adware
- Cryptojacking
- Backdoors
- Ransomware
- Botnets

Ways to mitigate

- ✓ Staff must be vigilant with emails, websites and file downloads and regularly update their devices to stay secure.

How to Protect Your Business against Cyber Security Threats

Malicious software

- Turn on multi-factor authentication
- Implement access controls
- Use strong passwords or passphrases
- Manage shared accounts

How to Protect Your Business against Cyber Security Threats

Protect your devices and information

- Update your software
- Use security software
- Back up your information
- Secure your network and external services
- Harden your website
- Reset your devices before selling or disposing of them
- Keep your devices locked and physically secure
- Protect your business data

Self-assessment test

Which of the following should you do to restrict access to your files and devices?

- ❑ Update your software once a year.
- ❑ Share passwords only with colleagues you trust.
- ❑ Have your staff members access information via an open Wi-Fi network.
- ❑ Use multi-factor authentication.

Which is the best answer for which people in a business should be responsible for cybersecurity?

- ❑ Business owners. They run the business, so they need to know cybersecurity basics and put them in practice to reduce the risk of cyber attacks.
- ❑ IT specialists, because they are in the best position to know about and promote cybersecurity within a business.
- ❑ Managers, because they are responsible for making sure that staff members are following the right practices.
- ❑ All staff members should know some cybersecurity basics to reduce the risk of cyber attacks.

Backing up important files offline, on an external hard drive or in the cloud, will help protect your business in the event of a cyber attack.

❑ True

❑ False

Which one of these statements is correct?

❑ If you get an email that looks like it's from someone you know, you can click on any links as long as you have a spam blocker and anti-virus protection.

❑ You can trust an email really comes from a client if it uses the client's logo and contains at least one fact about the client that you know to be true.

❑ If you get a message from a colleague who needs your network password, you should never give it out unless the colleague says it's an emergency.

❑ If you get an email from Human Resources asking you to provide personal information right away, you should check it out first to make sure they are who they say are.

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An email from your boss asks for the name, addresses, and credit card information of the company's top clients. The email says it's urgent and to please reply right away. You should reply right away.

❑ True

❑ False

What is ransomware?

❑ Software that infects computer networks and mobile devices to hold your data hostage until you send the attackers money.

❑ Computer equipment that criminals steal from you and won't return

❑ until you pay them.

❑ Software used to protect your computer or mobile device from harmful viruses.

❑ A form of cryptocurrency.

Email authentication can help protect against phishing attacks.

❑ True

❑ False

Correct answers

Which of the following should you do to restrict access to your files and devices?

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That is correct! Everyone has a role to play in cybersecurity, not just IT staff. All staff should know to follow basic cybersecurity practices for a culture of security – and everyone should get regular training.

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Backing up important files offline, on an external hard drive or in the cloud, will help protect your business in the event of a cyber attack.

☑ True

❑ False

> Backing up important files offline can help protect them in case of a cyber attack.

Which one of these statements is correct?

☑ If you get an email that looks like it's from someone you know, you can click on any links as long as you have a spam blocker and anti-virus protection.

❑ You can trust an email really comes from a client if it ~~at least one fact about the client that you know to~~

❑ If you get a message from a colleague who needs yo~~never give it out unless the colleague says it's an em~~

❑ If you get an email from Human Resources asking yo~~right away, you should check it out first to make sur~~

> This is correct! In a phishing scam, you get a message that looks like it's from someone you know. It usually contains an urgent request for sensitive information or asks you to click on a link.
> Before you do that, take steps to make sure the person contacting you is who they say they are – not a scammer.

An email from your boss asks for the name, addresses, and credit card information of the company's top clients. The email says it's urgent and to please reply right away. You should reply right away.

- ☐ True
- ☑ False

> This is correct! It may be a phishing attempt. Check it out first and confirm whether the request was really from your boss.

What is ransomware?

- ☑ Software that infects computer networks and mobile devices to hold your data hostage until you send the attackers money.
- ☐ Computer equipment that criminals steal from you and won't return
- ☐ until you pay them.
- ☐ Software used to protect your computer or mobile device from harmful viruses.
- ☐ A form of cryptocurrency.

Email authentication can help protect against phishing attacks.

- ☑ True
- ☐ False

> This is correct! Email authentication technology helps prevent phishing emails from reaching your company's inboxes.

AI and digitalization for women entrepreneurs

Introduction to AI

What is AI?

AI stands for Artificial Intelligence: The study and development of computer systems that can copy intelligent human behaviour.

- ✓ **Artificial** – Because it is produced by human art or effort, rather than having a natural origin.
- ✓ **Intelligence** – Because it is able to acquire knowledge and use it.

Why Artificial Intelligence (AI) is important for your business?

Artificial Intelligence (AI) is your business' secret weapon! Imagine having a digital ally that can automate tasks, analyse data, and help you make smarter decisions—all without needing advanced tech skills. AI is here to make your life easier and your business more efficient. It can enhance customer experiences, streamline operations, and even uncover new opportunities.

In this training, we'll show you how embracing AI can give your business a competitive edge, empowering you to navigate the digital landscape with confidence and creativity.

It's important to understand what artificial intelligence is so that you can clearly grasp where it might be helpful in your business.

Training in AI for women entrepreneurs

Photo generated by AI, DALL-E (a tool for image generation)

Using Artificial Intelligence in Business

AI isn't limited to big corporations—it's becoming a game-changer for small businesses like yours. Imagine the possibilities in transportation, healthcare, and education; AI has the potential to enhance various sectors, and we're here to guide you through integrating it into your venture.

The current trend? More companies, both large and small, are incorporating AI to enhance their products and services. Governments are also investing in AI research to find innovative solutions to challenges. While AI might seem futuristic, it's quickly becoming a reliable ally for businesses.

Examples of using AI

AI in customer service: One of the most controversial examples of AI in the business field is the replacement of humans with AI in customer service. Now customers can interact with companies straightforwardly to resolve problems and complaints. In the chatbots, they can place orders, get information and make crucial conversations with human customer-care representatives.

Business Intelligence: This AI in Business became a routine adoption to overcome the challenging insights from the increasing amount of available business data.

Personalised and Targeted Marketing: If your goal is to grow the company revenue, you have to know the wants of consumers and what to market to each. And this lengthy process of examining every consumer can be easily done with the help of AI.

Examples of using AI

Product Recommendation and predictive analytics: Companies must be able to recommend products that will retain a customer's interest and satisfy their desires to increase the effectiveness of their marketing efforts and customer engagement. Therefore, companies like Netflix, Spotify, Amazon, etc., use AI technology to understand customers' activities and predict the recommended products.

Natural Language processing: Companies are now using AI to generate automated business reports without the supervision of humans, as well as conduct sentiment analysis to understand the perception of their brand based on online comments, tweets, etc.

Benefits of Artificial Intelligence in Business

1. **Reducing operational time:** Artificial intelligence can automate many operational tasks, allowing business leaders to focus on more complex issues.

2. **Cost Reduction:** Artificial intelligence technologies in businesses save significant salaries and increase revenue by automating tasks such as data analysis that take human resources many hours to complete.

3. **Limit human error:** It lowers human fallibility. Using data science will certainly benefit from reduced errors, allowing better predictions and data analytics as humans are needed to provide context and understand nuanced situations.

4. **Increase Business Insight:** AI capabilities help to forecast common business practices.

Challenges of AI in Business

1. **Lack of Trust:** There always persists a lack of trust in AI technology, whether it is the expectations that it will replace the jobs or the concern about data privacy and security. Businesses must establish confidence in the new technology that runs their operations to ensure that the essential cybersecurity protections are in place to secure consumer data.

2. **Requires a wealth of clean data:** Machine learning algorithms can only be as good as the data used to train them. It will be impossible for AI to learn and analyze without a vast amount of clean data sets.

3. **Requires a large amount of computing power:** A computing power of billions of watts is required to analyze billions of data points, and that kind of hardware is not cheap. To fully utilize AI and big data, businesses need enterprise-level computing power.

The impact of AI across different business sectors

1. **Sales and Business Development** – enables businesses to understand consumer needs

2. **Travel and transportation** – optimization of routes, improvement of safety

3. **Healthcare** – accelerates pharmaceutical research, facilitating the discovery of life- saving drugs and reducing costs

4. **Finance** – providing real-time reporting, accuracy and efficient processing of huge quantitative data

5. **Document and Identity Verification** – identification and identity verification

6. **More Industries Benefiting from AI** – retail and e-commerce

7. **Manufacturing** – optimization of production processes

Practical guide: Generating content for your business, using AI

What is generative AI? Generative AI is artificial intelligence capable of generating new and original content, including images, text, music, code and even dynamically created video game elements. The most common tools in this area include:

- **ChatGPT and GPT-4:** Both GPT-4 and ChatGPT leverage extensive datasets to learn patterns and generate responses.

- **Bard:** Empowered by Google and therefore suitable for searching up-to-date information, incl. weather forecast, latest news about the industry etc.

- **Copy.ai:** Copy.ai is an AI-powered writing tool that generates creative and engaging content, assisting users in crafting compelling copy for various purposes with ease.

Time for Practice!

Practical examples: You can try how to use AI to generate your post for social media following these steps.

1. Open https://chat.openai.com

2. Enter the following prompt: Please create a post for Facebook about the following: Marketing campaign for launching new product – protein bar, produced by Company X. The bar is with high content of proteins and fibers, no sugars and there are five different flavours.

3. Ask ChatGPT to rewrite the post, adding that your target audience are women that are active and practice sports and fitness. Also indicate that there should be a slogan and a call to action in the post.

4. Enter the same prompt, but ask for the content to be tailored for an Instagram post.

You will need an image or reel to add to the post, which you can easily create in canva.com

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Other tools, using AI, that are user-friendly and require basic digital skills

1. **Canva**

   - Purpose: Graphic Design

   - Description: Canva is a user-friendly design tool that allows users to create social media graphics, presentations, posters, documents, and other visual content. While it may not use AI extensively, it provides easy-to-use templates and design elements.

2. **Microsoft PowerPoint Designer:**

   - Purpose: Presentations design

   - Description: PowerPoint Designer is a feature within Microsoft PowerPoint that uses AI to suggest design ideas for your slides. It helps create professional-looking presentations without advanced design skills.

Other tools, using AI, that are user-friendly and require basic digital skills

3. **Wix:**

- Purpose: Websites building

- Description: Wix is a website builder that simplifies the process of creating a professional website. It offers AI tools like Wix ADI (Artificial Design Intelligence) that can assist in creating a personalized website based on user inputs.

4. **Grammarly:**

- Purpose: Writing assistance

- Description: Grammarly is an AI-powered writing assistant that helps improve grammar, spelling, and style in writing. It can be beneficial for crafting professional emails, creating content, or even refining freelancers' proposals.

Other tools, using AI, that are user-friendly and require basic digital skills

5. **Transcriptor:**

   - Purpose: Transcription services

   - Description: Transcriptor is a user-friendly tool for transcription services. It simplifies the process of converting audio and video content into written text.

6. **Trello:**

   - Purpose: Project management

   - Description: Trello is a user-friendly project management tool that organizes projects into boards. While it doesn't explicitly use AI, it's a simple tool for managing tasks and projects, which can be crucial for your business.

Other tools, using AI, that are user-friendly and require basic digital skills

7. **Hootsuite:**

   - Purpose: Social Media management

   - Description: Hootsuite is a platform that allows users to schedule and manage social media posts across different channels. It streamlines social media efforts, making it easier for entrepreneurs to maintain an online presence.

8. **Mailchimp:**

   - Purpose: Email marketing

   - Description: Mailchimp is an email marketing platform that simplifies the process of creating and sending emails. While not heavily AI-centric, it offers user-friendly features for email campaigns.

Other tools, using AI, that are user-friendly and require basic digital skills

9. **SurveyMonkey:**

   - Purpose: Market research

   - Description: SurveyMonkey is an easy-to-use tool for creating surveys. It can be helpful for entrepreneurs looking to gather feedback or conduct market research before launching a product or service.

Most of these tools have a basic free version that would allow you to learn how to use them and would normally suit the needs of a small business or a start-up. When you are more familiar with them and start to use them regularly, you can opt for the paid version.

Conclusion and discussion

As women entrepreneurs, embracing AI is not just a technological leap but a strategic decision that can redefine the future of your business.

Divide in small groups and discuss the opportunities and challenges of using AI in your business.

Thank you for your attention!

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