



# Digital Transformation and Digital Readiness

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# Contents

1. Teaser	3
2. Introduction and module description	3
3. Learning content	4
Subtopic 1: Digital marketing	4
2.1 Main channels in Digital Marketing	4
2.2 Online Ad Types and Formats	8
2.3 Why use Digital marketing tools?	9
2.4 Useful tips	9
Subtopic 2: Social media - how to ensure successful online presence	10
Subtopic 3: First steps in the cyber security	23
1. Cyber Security Introduction	23
2. Common threats	24
Subtopic 4: AI and digitalisation of women entrepreneurs	29
1. Introduction to AI	29
2. Why Artificial Intelligence is important for your business?	30
3. Using Artificial Intelligence in Business	30
4. Benefits of Artificial Intelligence in Business	32
5. Challenges of AI in Business	33
6. The impact of AI across different business sectors – examples	33
7. Practical guide: Generating content for your business, using AI	35
7.1 What is generative AI?	35
8. Time for Practice!	36
9. Other tools, using AI, that are user-friendly and require basic digital skills:	38
Conclusion and Discussion	40
4. Summing up	41
5. Content for self-assessment test	41
Subtopic 1: Digital Marketing	41
Subtopic: Social Media	42
Subtopic Cyber security	43
6. Success case	45
7. Bibliography and further references	47
8. Related training materials	47
9. Keywords	47
10. ESCO competences and skills	48

## 1. Teaser

Unlock the potential of digital tools to grow your business! This training module equips women entrepreneurs with essential skills in digital marketing, social media, cybersecurity, and AI, all tailored to the unique needs of female-led businesses. Transform your business through technology and take the next step toward success!

## 2. Introduction and module description

This training module is designed to equip women entrepreneurs with essential digital skills, bridging the gap between technology and entrepreneurship to drive business growth. By exploring the synergy of technological advancements and business strategies, the module aims to empower female-led businesses in today's digital economy.

The module covers the following key areas:

- **Digital marketing:** Introduction to digital marketing channels, including website optimization, email marketing, SEO, video and content marketing, mobile marketing, and online advertising. Participants will also learn about influencer marketing, online PR, and web analytics, along with practical tips for successful digital campaigns.
- **Social media:** Insights on the importance of social media for female entrepreneurs, and how to build a strong presence on platforms like Facebook, Instagram, TikTok, and YouTube. The content focuses on strategies tailored to female-led businesses, guiding participants to create impactful social media strategies.
- **Cybersecurity:** An introduction to basic cybersecurity principles, helping women entrepreneurs mitigate common online threats and protect their businesses from digital vulnerabilities.
- **AI and digitalization:** Explores how artificial intelligence can transform business operations, presenting opportunities and challenges specific to female-owned businesses. Real-world examples and sector-specific insights will demonstrate AI's potential impact.

This module is developed with a focus on the unique needs of women entrepreneurs, offering practical knowledge to help navigate the digital landscape and leverage technology for business success.

### 3. Learning content

The Module includes 4 sub-topics:

1. Digital marketing
2. Social media – how to ensure successful online presence
3. First steps in the cyber security
4. AI and digitalisation of women entrepreneurs

#### Subtopic 1: Digital marketing

Digital marketing is an essential piece of the puzzle for small businesses. Without a strong digital presence, it can be difficult to attract new customers.

In terms of your business, digital marketing allows you to connect with prospective and existing customers, which is vital for business and brand awareness. Digital marketing is important because it allows you to get creative and stand out from your competitors in congested markets.

#### 2.1 Main channels in Digital Marketing

##### *Website*

The website is often the starting point for your digital marketing. Brands and organisations use their websites to publish content, using other channels for its distribution.

Most digital marketing efforts will be directed to your website, where the user will be invited to take certain actions and where their activities will be reported.

Remember, your website is your business card!

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

- **Plan the business concept for your website** – take into consideration the theme, focus and functionality, according to the activities and services you offer, as well as the right choice of colour and appropriate fonts for the logo and text content on the homepage and all other internal pages.
- **Choosing a proper domain** - [www.mysite.com](http://www.mysite.com) (.com, .net, .org, .info, .eu or others) is one of the most important conditions in the website development process. The domain is the name of your website and it is the first thing visitors see and remember. Choosing a domain name is closely related to the concept and future user focus of your website. At the same time, the domain name should be as short as possible to make it easier to remember and spell. Changing the domain at a later stage will cause a loss of users and popularity.
- **A software web solution** is the next step and again it is related to your concept. Determine the structure and functionality, based on the type of your website:



*Simple website* - a simplistic and already outdated option, less and less usable. Displays content on normal 4/3 screen size monitors. Does not have the function and ability to adapt to different display sizes and does not meet modern requirements and other criteria in terms of e.g. mobility.

*Mobile design* - or the so-called mobile version - is a lightweight version adapted and optimised for the mobile environment - screen resolution and technical capabilities, hiding content of secondary importance and focusing on the main content, in order to make the site easier to load and navigate for the user using a mobile phone. The mobile design is always combined with the regular standard one, i.e. the site has two versions - standard and mobile. The browser automatically recognizes one of the two versions designed for the respective device.

*Responsive design* - is designed to display websites and online stores on all types of displays with different screen sizes. It has the function and ability to adapt and adjust automatically. Its appearance and structure make the website convenient, accessible, viewable and flexible for all internet, desktop or mobile devices. The responsive design always works on its own, eliminating the need for a separate mobile version of the site.

### *Email marketing*

Email marketing is the process of building a database of regular users, attracting new ones and retaining current ones. It is an excellent opportunity to proactively showcase your brand - products and/or services, promote discounts, offers or simply distribute content. It is a highly effective channel for communicating with your target audience.

Please, bear in mind that there are different 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.

There are some simple pieces of advice you can follow:

1. Proper and appropriately organised content will help your campaign succeed.
2. Don't send information that affects a specific target group to all your users.
3. Organise your content according to your objectives.
4. 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.

### **Some facts about email marketing...**

The average return per \$1 is \$36<sup>1</sup>;

4 billion people use email on a daily basis, This number is expected to rise to 4.6 billion by 2025;<sup>2</sup>

55% of all emails are opened from a mobile device<sup>3</sup>;

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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<sup>1</sup> <https://www.statista.com/topics/1446/e-mail-marketing/#topicOverview>

<sup>2</sup> <https://blog.hubspot.com/marketing/email-marketing-stats>

<sup>3</sup> <https://optimonster.com/email-marketing-statistics>

### *Video Marketing*

In today's oversaturated market, what companies need most is a story, or more specifically, a **good story**, they can convey the essence of a brand in less than three minutes, and clever story can make your message enviably compelling.

The stories it presents usually become synonymous with values, not so much with the product.

Even more typical of online marketing, clever storytelling manifests itself most in the form of video.

70% of B2B companies have found video marketing to be the most successful way to reach online audiences. When you upload an online marketing video to a business page, you have a significant chance of getting the attention of someone in a leadership position who would be too busy for an in-person meeting and demo presentation

Video is a unique platform to instantly convey information where the only limitations are your time and imagination.

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!**

Video can be used to nudge customers towards specific marketing activities- demos, subscriptions, trial periods etc.

There are different types of online tools that allow you to track and measure audience engagement with your video content.

Marketing technologies are evolving in this direction and allow you to see who is watching your content and how long you are managing to hold the user's attention.

### *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.

### *Search engine optimization (SEO)*

**SEO can shoot your content up the search engine index.**

Search engine optimization consists of both on-site and off-site activities. The goal is to improve your visibility in search engine results pages using your desired keywords. SEO is no longer text limited. You have to take into account that voice search is becoming more

and more popular. It is highly recommendable your SEO activities adapt to a conversational (voice) approach. Take into account that over 200 factors can influence your SEO.

Search engine results come in 2 (two) types, *organic* - naturally attracted and engaged users, and *paid* - as results of ads posted on the web.

### *Online Advertising Models*

There are different online advertising models:

**CPC (Cost-per-click)** - where you pay for each click on the ad. It is applied to generate traffic to the site, to emphasise a product or service. The price can be:

- *fixed* (Flat Rate) - the popularity of the keyword and the price the competitors are willing to pay is taken into account.
- *auction-based* - the price you are willing to pay to display the ad on a particular item. This is often used by Google, Facebook, X, etc.

**CPM (Cost per mile)** - cost per 1000 impressions.

The objective is to get the message noticed by a larger number of users on the web. It is suitable for advertisers who want to build greater brand/product recognition or image

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

### *Affiliate marketing*

The idea of affiliate marketing is similar to commission sales.

Affiliate marketing is a marketing model in which third-party publishers promote a company's goods or services and receive a percentage of the sales or web traffic made as a result. It is typically considered a key part of modern digital marketing.

### *Influencer marketing*

Influencer marketing can be interpreted as a modern and evolved variation of affiliate marketing. Influencers give a boost to social media content (especially on TikTok).

### *Social Media Marketing*

For more information, please see the topic Social media.

### *Mobile marketing*

The number of smartphone users around the world is steadily increasing. Mobile marketing is becoming an instant and highly personal form of communication with consumers. They are using their devices most to actively research or plan a purchase. Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smartphones.

**Mobile marketing, mobile apps and mobile-optimised** websites make it easier for users to find the information they need about you and your business.

From a business perspective you have to remember that mobile devices can display banners, mobile video ads, text and multimedia messages.

### *Online PR*

Online public relations is basically a type of digital marketing where a member of an online media (journalist, b/vlogger) mentions your brand in their article, interview, etc.

Product reviews by customers, b/vloggers or influencers who mention your brand or products, whether organically or for a fee, also contribute to your online PR.

### *Conversational AI*

With the uptake of voice search, chatbots and digital assistants, conversational AI is becoming vital to modern digital marketing.

Conversational AI is a type of artificial intelligence (AI) that can simulate human conversation. It is made possible by natural language processing (NLP), a field of AI that allows computers to understand and process human language and Google's foundation models that power new generative AI capabilities.

### *Web analytics*

Web analytics is the process of collecting, collating and reporting data. Often Google tools (e.g. Google Analytics) are used for such analytics, but websites can also create their own analytics tools. The data collected can be quantitative or qualitative. They can help you analyse important information such as traffic sources, what's working and what's not, return on investment (ROI), and how you can improve your digital marketing strategies.

## 2.2 Online Ad Types and Formats

### **Text content (blog posts)**

Blog posts are 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. Use keywords from the search which are found on your website and match the product you are advertising.

When selecting keywords, think from the position of someone searching for the product: what words would you search for in this situation? Include, if possible, product price or promotion, unique product features.

Experiment with different keywords and combinations and monitor the results, analyse them to improve ad performance.

### **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. In general, they contribute to the brand development since images, logos and colours are used.

They are more complicated to make and it will involve a designer to achieve more stylistic and attractive solutions.

It is important to use the same colours of your brand to create a connection between it and the ad. Choose high quality images and text and be aware that specially created images carry a great positive message. Don't overcrowd the banner content and use standard sizes.

Use the distribution network tools to put banners into action.

### **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. Native Ads deliver better results than standard banners and they are effective in terms of return.

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

### **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. Once you've created your video, the easiest way to make it available to your users is by uploading it to a popular video site such as YouTube or TikTok. Both of the platforms are free and automatically convert your file into a mobile-optimised video.

### 2.3 Why use Digital marketing tools?

- 24/7 availability of your business.
- Get results fast.
- Audience segmentation by location, demographics, interests, education.
- Personalised messages depending on the profile of the target user.
- You can change anything on the fly.
- You can measure data and advertising effectiveness.
- No budget constraints.

### 2.4 Useful tips

#### **When creating a TEXT CONTENT:**

- Get to know your audience;
- Be concise;
- Put the most important piece of information on the top;
- Write so that the text can be easily "scanned";
- Use calls to action (Call-To-Action; CTA);
- Provide valuable information;
- Be positive;
- Experiment with style and creativity;
- Spell check.

#### **When creating a VIDEO:**

- Create meaningful videos for your followers;
- Experiment with the shooting method;
- Call to action;
- Test videos of different lengths;
- Keep in mind which platform you will be uploading the video to;
- Video often takes more resources (time, energy, money);
- Think it through before you act;
- Use the principle of content repurposing.

#### **When choosing an IMAGE:**

- Use your colour palette;
- Colours should convey the desired feeling;
- Balance – create harmony, do not use too much colours, etc., leave empty spaces;
- Use simple shapes to attract attention;
- Use contrast;
- Do not over process the photos;

- Always make sure the text is easy to read;
- Use inspiration;
- Typography – no more than 3 fonts, use the style to attract attention (bold, thin, size, etc.).

**Bonus - try [www.canva.com](https://www.canva.com) to create posts!**

***“Great stories happen to those who can tell them.” — Ira Glas***

## Subtopic 2: Social media - how to ensure successful online presence

### Social media – how to ensure online presence

**Photo:** [Picture 1](#)

#### Importance of the social media:

Social media's popularity and reach are expanding along with the global digital population. Online platforms, which allow users to access a wide range of information, are part of everyday life and are continuously changing how people engage with one another globally. In their early years, social media sites were mostly seen as online communities for younger populations, however, people of all ages regularly use such platforms for matters of business, socialising, dating, politics, and daily communication.

Over the past ten years, the cultural landscape has seen a significant transformation, with social media platforms including blogs, online forums, and communities now completing the traditional media landscape of newspapers, periodicals, and television programmes. Through dynamic and user-generated content, **social media is a new communication system and technology where interpersonal relationships are created and maintained**. In fact, social media is beginning to influence the younger generation.

#### How many people use social media?

The leading social networks are usually available in multiple languages and enable users to connect with friends or people across geographical, political, or economic borders. In 2022, [social networking sites are estimated to reach 3.96 billion users](#) and these figures are still expected to grow as mobile device usage and mobile social networks increasingly gain traction in previously underserved markets. In 2023, people spent on average 151 [minutes per day](#) on social media

#### What social media do you use?

**Photo:** [Picture 2](#)

According to the latest available data<sup>4</sup>, Facebook is the world's most popular and widely used social media platform. With 3.65 billion monthly active users, that means 37% of the world's population uses Facebook at least once per month. With 2.00 billion users,

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<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

WhatsApp and Instagram are the second most popular social network and the most popular messaging platform.

Social media networks that focus on short-form video content are growing quickly. This includes YouTube, and TikTok. Messenger applications like Facebook Messenger and Telegram have also quickly climbed this list over the past few years.

Ranking	Social Media Network
1	Facebook
2	Youtube
3	Whatsapp
4	Instagram
5	TikTok
6	WeChat
7	Messenger
8	Telegram
9	Snapchat
10	Douyin

### Advantages of social media for female led-business

The main advantages for using of social media are:

- Business could be online 24/7;
- Better visibility;
- Expanding the target groups beyond of business' activities;
- Social media provides a group of marketing tools for promotion management and optimisation.

You can set an example for other women to follow by chronicling and sharing your entrepreneurial journeys on social media.

Social networking is increasingly a component of female business owners' marketing plans. As a result, they are forging closer ties with their target audience and boosting their business' profitability through sales and conversions.

Social media can be a powerful tool for women entrepreneurs to build their brand, connect with their audience, and grow their businesses. Here's a list highlighting the highest importance of social media for women entrepreneurs:

**1. Building a Personal Brand and Brand Visibility** - Social media provides a platform to share personal stories, values, and mission, helping to build an authentic personal brand. It allows women entrepreneurs to showcase their expertise, skills, and unique perspectives, helping to establish authority in their industry.

**2. Networking Opportunities:** Building a network of like-minded professionals, mentors, and peers is crucial for support, advice, and collaboration and building communities around shared interests or causes fosters a supportive environment, helping entrepreneurs connect with their target audience. Social media facilitates collaborations with influencers, other entrepreneurs, and businesses, expanding reach and credibility

### 3. Marketing and Promotion:

- **Direct Communication:** Engaging with the audience directly through comments, messages, and polls helps in understanding customer needs and preferences.
- **Cost-Effective Advertising:** Social media offers cost-effective advertising options, making it accessible for entrepreneurs with limited budgets.
- **Product/Service Promotion:** Entrepreneurs can showcase their products or services to a broad audience, driving sales and brand awareness.

**4. Market Research:** Social media platforms are a valuable source for staying updated on market trends and understanding customer behaviour.

**5. Breaking Geographical Barriers:** Social media allows women entrepreneurs to reach a global audience, breaking traditional geographical barriers.

**6. Access to Information:** Social media is a valuable platform for sharing and accessing information, resources, and industry insights.

**7. Remote Work Opportunities:** Social media enables entrepreneurs to manage their business from anywhere, providing flexibility and accessibility.

**8. Real-Time Feedback:** Entrepreneurs can receive real-time feedback from customers, helping them make improvements and adjustments to their products or services.

**9. Efficient Communication:** Social media allows for quick and efficient communication with customers, partners, and team members.

**Photo:** [Picture 3](#)

#### How to use Facebook for your business?

Before taking of decision of starting business account in Facebook, it is good to be aware about some facts:

- Although Facebook has users across various age groups, a significant portion of users is adults and older teens (18-44). If you target a 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.

At the beginning, it is very important to distinguish the personal Facebook profile from your business one. There are several key differences:

Personal profile	Business page
<b>Profile:</b> <ul style="list-style-type: none"> <li>• <b>Individual Name:</b> It is associated with an individual's real name.</li> <li>• <b>Friend Requests:</b> People send and receive friend requests to connect.</li> <li>• <b>Friend Limit:</b> There's a limit to the number of friends (currently 5,000).</li> </ul>	<b>Profile:</b> <ul style="list-style-type: none"> <li>• <b>Business Name:</b> It is associated with the name of a business, brand, or organisation.</li> <li>• <b>Page Likes:</b> People can "like" the page instead of sending friend requests.</li> </ul>
<b>Privacy:</b> <ul style="list-style-type: none"> <li>• <b>Privacy Settings:</b> Users have more control over who sees their posts,</li> </ul>	<b>Privacy:</b> <ul style="list-style-type: none"> <li>• <b>Public Information:</b> Business pages are typically public, and information is accessible to anyone on Facebook.</li> </ul>



<p>and they can customise privacy settings for each post.</p> <ul style="list-style-type: none"> <li>• <b>Limited Public Information:</b> Only limited information is visible to the public.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Professional Information:</b> Displays business-related details such as hours of operation, location, and contact information.</li> </ul>
<p><b>Features:</b></p> <ul style="list-style-type: none"> <li>• <b>Timeline:</b> Content is organised chronologically on the user's timeline.</li> <li>• <b>Personal Updates:</b> Suited for personal updates, photos, and general social interactions.</li> </ul>	<p><b>Features:</b></p> <ul style="list-style-type: none"> <li>• <b>Business Tools:</b> Includes features like Insights (analytics), advertising options, and call-to-action buttons.</li> <li>• <b>Categories:</b> Business pages can be categorised based on industry</li> </ul>
<p><b>Interactions:</b></p> <ul style="list-style-type: none"> <li>• <b>Likes:</b> Friends can like and comment on posts.</li> <li>• <b>Messaging:</b> Users can receive private messages.</li> </ul>	<p><b>Interactions:</b></p> <ul style="list-style-type: none"> <li>• <b>Reviews:</b> Customers can leave reviews and ratings.</li> <li>• <b>Post Boosting:</b> Businesses can boost posts for wider reach through paid promotion.</li> <li>• <b>Events:</b> Pages can create and promote events.</li> </ul>
	<p><b>Verification:</b></p> <ul style="list-style-type: none"> <li>• <b>Verification Badge:</b> Businesses can get a verification badge, indicating the authenticity of the page.</li> </ul>
	<p><b>Analytics:</b></p> <ul style="list-style-type: none"> <li>• <b>Insights:</b> Business pages have access to detailed analytics about the audience, post performance, and engagement.</li> </ul>
	<p><b>Advertising:</b></p> <ul style="list-style-type: none"> <li>• <b>Ad Manager:</b> Businesses can create and manage ads through Facebook Ad Manager.</li> </ul>
	<p><b>Call-to-Action Button:</b></p> <ul style="list-style-type: none"> <li>• <b>CTA Button:</b> Business pages can include a call-to-action button like "Contact Us," "Shop Now," or "Sign Up."</li> </ul>

Visit the Facebook page creation tool. You can usually find it at: <https://www.facebook.com/pages/create/>

Facebook provides **several tools and features that can have a significant impact on women companies when used strategically.**

Here are some of them that could be particularly beneficial:

<b>Facebook Business Page:</b>	<p>Create a professional business page to showcase your brand, products, and services.</p> <p>Utilise the page to share updates, stories, and engage with your audience</p>
<b>Facebook Manager Ads</b>	<p>Run targeted advertising campaigns to reach specific demographics.</p> <p>Use custom audiences to target existing customers or a specific group</p>
<b>Facebook Insights</b>	<p>Analyse the performance of your Facebook page with Insights.</p> <p>Understand your audience demographics, engagement, and popular content</p>
<b>Facebook Groups</b>	<p>Create or join Facebook Groups relevant to your business or niche.</p> <p>Engage with your target audience, share expertise, and build a community.</p>
<b>Facebook Live</b>	<p>Use live video streaming to connect with your audience in real-time.</p> <p>Share behind-the-scenes looks, product demonstrations, or host Q&amp;A sessions.</p>
<b>Facebook Events</b>	<p>Create and promote events to boost brand awareness.</p> <p>Use events for product launches, workshops, or virtual gatherings.</p>
<b>Messenger Business for</b>	<p>Leverage Facebook Messenger for customer communication.</p> <p>Provide quick responses to inquiries and offer personalised support</p>
<b>Instagram Business Tools</b>	<p>Connect your Instagram account to your Facebook page for cross-promotion.</p> <p>Use Instagram for visually appealing content and storytelling.</p>
<b>Facebook Shops</b>	<p>Set up a Facebook Shop to sell products directly on your page.</p> <p>Streamline the purchasing process for your audience.</p>

<b>Collaborative Ads</b>	Collaborate with other businesses through Collaborative Ads for mutual promotion
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Customising your approach based on your business goals, target audience, and industry will help maximise the impact of these tools. Regularly monitor performance metrics to refine your strategy over time.

### How Facebook Ads are working?

**Picture:** [Photo 4](#)

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 organised.

When setting up a Facebook Ad campaign, you start by defining your **campaign objective**, whether it's to increase brand awareness, drive website clicks, or encourage specific conversions. Additionally, you set a **budget** for your campaign, either on a daily or lifetime basis.

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.

Then you go at the ad level, where you design the **creative elements** of your ads, including images, videos, and ad copy. You can have multiple ads within an ad set to test different creatives.

Then you have to choose a **bid strategy** based on your campaign goals. Options include the automatic "Lowest Cost" strategy, "Target Cost," where you set a specific cost target for each conversion, or "Bid Cap," where you set a maximum bid limit.

Facebook Ads offer flexibility in payment methods, including credit/debit cards, PayPal, or other accepted options. For safety reasons you could use PayPal or to have a separate card for online payments. You're billed based on the ad spend accrued during your billing period. Facebook bills you periodically, triggered by reaching your billing threshold or at the end of your billing cycle. The billing threshold is the amount you need to spend before being charged. You could issue an invoice for all payments made on the name of your company.

We could advise you regularly to monitor your ad performance through Facebook Ads Manager. Adjust your budget, bid strategy, and targeting based on performance metrics to optimise your campaign. On the other hand, Facebook also optimises ad delivery to show your ads to people who are more likely to take the desired action, maximising your campaign's effectiveness.

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

How to make this? Please check the link: <https://www.facebook.com/adsmanager> or check the Help Center.

The other option is to make an appointment at a digital agency which could consult you.

Remember, Facebook's interface may change over time, so the exact steps could be slightly different. If you have any trouble during the process, you can refer to the official Facebook Help Center for step-by-step guides. The Help Center provides comprehensive

information on various aspects of using Facebook, including setting up and managing a business page. Here's a general link to the Facebook Help Center where you can find guides on creating and managing pages: <https://www.facebook.com/help/>

### What to be checked on Facebook Insights?

Facebook Insights provides a wealth of data to help you understand how your Facebook Page is performing. The specific data you should focus on may depend on your business goals, but here are key metrics and insights to consider:

1. **Followers:** Track the growth of your audience over time.
2. **Post Engagement:** Measure interactions (likes, comments, shares) on your posts.
3. **Reach:** Understand how many people have seen your content.
4. **Demographics:** Analyse the age, gender, location, and language of your audience.
5. **Top Posts:** Identify your most engaging posts and understand audience preferences.
6. **Organic vs. Paid Reach:** Understand the reach of your content organically versus through paid promotion.
7. **Page Views:** See how many people visited your page and which sections they viewed.
8. **3-Second Video Views:** Track how many people watched at least 3 seconds of your videos.
9. **Response Rate and Time:** Monitor how quickly and consistently you respond to messages and comments.
10. **Ad Reach and Engagement:** Evaluate the performance of your paid advertising compared to organic content.

Regularly reviewing these metrics will provide valuable insights into your Facebook Page's performance and help you optimise your content strategy.

### How to use Instagram for your business?

#### **Picture:** [Photo 5](#)

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.

Be aware that many businesses benefit from having a presence on both platforms. They can complement each other and reach a wider audience.

At the beginning, it is very important to distinguish the personal Instagram profile from your business one. There are several key differences:

Personal profile	Business page
<b>Account type:</b> <ul style="list-style-type: none"> <li>• <b>Individual:</b> Personal profiles are intended for individual users.</li> </ul>	<b>Account type:</b> <ul style="list-style-type: none"> <li>• <b>Business or Creator:</b> Business profiles are designed for businesses, brands, and content creators.</li> </ul>
<b>Contact Information:</b> <ul style="list-style-type: none"> <li>• <b>Limited Business Information:</b> Personal profiles have limited contact information options.</li> </ul>	<b>Contact Information:</b> <ul style="list-style-type: none"> <li>• <b>Business Details:</b> Business profiles can include detailed business information such as email, phone number, and address.</li> </ul>
<b>Analytics:</b> <ul style="list-style-type: none"> <li>• <b>Limited Insights:</b> Personal profiles have access to basic activity insights but lack the in-depth analytics available to business profiles.</li> </ul>	<b>Analytics:</b> <ul style="list-style-type: none"> <li>• <b>Detailed Insights:</b> Business profiles have access to Instagram Insights, offering comprehensive data on audience demographics, post reach, and engagement</li> </ul>
<b>Promotion and Ads:</b> <ul style="list-style-type: none"> <li>• <b>Limited Advertising Features:</b> Personal profiles have fewer options for running promotions or advertisements.</li> </ul>	<b>Promotion and Ads:</b> <ul style="list-style-type: none"> <li>• <b>Advertising Features:</b> Business profiles have access to advanced advertising features, including Instagram Ads and promoted posts.</li> </ul>
<b>Instagram Shopping:</b> <ul style="list-style-type: none"> <li>• <b>Limited E-commerce Features:</b> Personal profiles have restricted access to Instagram Shopping features</li> </ul>	<b>Instagram Shopping:</b> <ul style="list-style-type: none"> <li>• <b>E-commerce Integration:</b> Business profiles can set up Instagram Shopping, allowing users to shop directly from their posts</li> </ul>
	<b>Call-to-Action Button:</b> <ul style="list-style-type: none"> <li>• <b>CTA Button:</b> Business pages can include a call-to-action button like "Contact Us," "Directions" or "Book now."</li> </ul>
	<b>Creator Studio Access:</b> <ul style="list-style-type: none"> <li>• <b>Content Publishing:</b> Business profiles can use Creator Studio for content scheduling and publishing.</li> </ul>
	<b>Verification Badge:</b> <ul style="list-style-type: none"> <li>• <b>Verification Option:</b> Business profiles can apply for a verification badge, indicating authenticity.</li> </ul>
	<b>Linked Accounts:</b>

	<ul style="list-style-type: none"> <li>• <b>Link to Facebook Page:</b> Business profiles can link to a Facebook Page for cross-platform promotion</li> </ul>
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Visit the Instagram page creation tool. You can usually find it at: <https://www.instagram.com/>

### How are Instagram Ads working?

Advertising on Instagram can be highly beneficial for businesses, especially those looking to engage visually with their audience. Here, we are providing top 10 tips to maximise the benefits of advertising to your business:

1. **Create Stunning Visual Content:** Craft visually appealing images or videos to capture attention. Use professional photography or design to make your content stand out. You will have 29% more “likes” on photo with visible background than the same without background.
2. **Utilise Carousel Ads:** Tell a sequential story or showcase multiple products in a single ad. This format encourages users to swipe through and engage with your content. Posts with marked “location” pass better obtaining 79% higher engagement.
3. **Use Instagram Stories:** Engage users with short, immersive story content. Use features like polls, questions, and countdowns to boost engagement. Do not post 10 stories for one day and then disappear for a month. Make a strategy and upload posts regularly.
4. **Encourage User-Generated Content:** Foster authenticity by showcasing content created by your followers. Reposting user-generated content can build trust and authenticity.
5. **Explore Instagram Shopping:** If you have an e-commerce business, consider setting up Instagram Shopping. This allows users to shop directly from your posts, making the purchasing process seamless
6. **Strategically Use Hashtags:** Use relevant and popular hashtags to increase the discoverability of your content. Create a branded hashtag to encourage user-generated content and community engagement. Also use emoticons.
7. **Run Contests and Giveaways:** Engage your audience by running contests or giveaways. Ask users to follow your account, like your post, or tag friends for a chance to win, increasing your reach.
8. **Collaborate with Influencers:** Partner with influencers in your niche to expand your reach. Influencers can authentically promote your products or services to their engaged followers.
9. **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.

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

**Be aware:** The best day for posting is Thursday!

Using Instagram Ads is very similar to Facebook Ads.

Here's the link to the Instagram Help Center where you can find information about how to use the platform: <https://help.instagram.com/>

The other option is to make an appointment at a digital agency which could consult you.

### How to use TikTok for your business?

TikTok is a short-form video social media network focused on a highly personalised "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.

With a focus on recording dances and lip-syncing videos, TikTok appeals to **younger users**. It is most popular with women aged 10 to 24 years, who make up one-fifth of all users. Male users of the same age group are the app's second-largest demographic.

TikTok could be very beneficial for women-owned businesses in case it takes into account the specifics of the media and its target group. Here we are providing some tips on how to manage to provide content on TikTok:

1. **Understand Your Audience:** Get to know the TikTok community and understand what resonates with your target audience. Explore popular trends, hashtags, and content styles on the platform.
2. **Create Engaging Content:** TikTok is all about creative, short-form videos. Develop content that is entertaining, authentic, and aligns with your brand. Use music, effects, and creative storytelling to capture attention.
3. **Leverage Trends and Challenges:** Participate in trending challenges and use popular sounds to boost the discoverability of your content. This can increase your visibility within the TikTok community.
4. **Utilise Hashtags Effectively:** Use relevant and popular hashtags to categorise your content and make it discoverable. Create a branded hashtag to encourage user-generated content and engagement.
5. **Engage with Your Audience:** Respond to comments, ask questions, and engage with your audience. TikTok's algorithm favours content that receives high engagement, so interaction is key.
6. **Collaborate with TikTok Creators:** Consider collaborating with popular TikTok creators or influencers relevant to your industry. This can help you tap into their existing audience and gain exposure.
7. **Educational Content:** Share educational content related to your business or industry. Quick tutorials, tips, and behind-the-scenes glimpses can be well-received on TikTok.

8. **Promote Challenges and Contests:** Run challenges or contests to encourage user participation. This can help create a sense of community around your brand.
9. **Incorporate TikTok Ads:** Utilise TikTok's advertising platform to reach a broader audience. TikTok offers various ad formats, including in-feed ads, branded hashtags, and branded effects.
10. **Cross-Promote on Other Platforms:** Share your TikTok content on other social media platforms to increase visibility and drive traffic to your TikTok account.
11. **Consistent Posting Schedule:** Establish a consistent posting schedule to keep your audience engaged. Regular activity can help boost your presence on the platform.
12. **Track Analytics:** Use TikTok Analytics to track the performance of your content. Pay attention to metrics like views, likes, shares, and audience demographics to refine your strategy.

Remember to keep your content fun, authentic, and aligned with TikTok's creative culture. Stay updated on the latest trends and continually adapt your approach based on audience feedback and engagement.

**Picture:** [Photo 6](#)

You can create account by using:  
<https://support.tiktok.com/en/getting-started/creating-an-account>

For any further support you could use: <https://support.tiktok.com/en/>

The other option is to make an appointment at a digital agency which could consult you.

### How to use Youtube for your business?

**Picture:** [Photo 7](#)

Youtube is a dynamic platform which also could contribute to the development of women entrepreneurs. Similarly to Instagram and TikTok it is about the creation of visual content. Here we are providing some tips on how to manage to provide content on YouTube:

1. **Create Compelling Content:** Craft engaging and valuable content that resonates with your target audience. Share your expertise, tell your story, and offer solutions to common challenges in your industry.
2. **Showcase Your Products or Services:** Use YouTube as a visual storefront. Showcase your products or services through high-quality videos. Demonstrate how they work, share customer testimonials, and highlight their unique features.
3. **Build a Strong Brand Presence:** Develop a consistent brand image across your videos. Use a recognizable logo, colours, and tone to reinforce your brand identity. Create a memorable channel name that reflects your business.
4. **Connect through Storytelling:** Share the story behind your business. Connect with viewers emotionally by narrating your journey, challenges, and successes. Authentic storytelling builds trust and fosters a sense of community.



5. **Engage with Your Audience:** Foster a community by actively engaging with your audience through comments. Respond to questions, thank viewers for their support, and consider viewer suggestions for future content.
6. **Leverage YouTube SEO:** Optimise your video titles, descriptions, and tags for search engines. Use relevant keywords that potential customers might use to find businesses like yours. This enhances your video's discoverability.
7. **Collaborate with Influencers:** Partner with influencers or other businesses in your niche for collaborations. This can introduce your brand to new audiences and provide valuable cross-promotion.
8. **Live Streaming for Real-Time Connection:** Utilise YouTube's live streaming feature to connect with your audience in real-time. Host Q&A sessions, product launches, or behind-the-scenes looks to enhance engagement.
9. **Create Playlists:** Organise your videos into playlists to make it easier for viewers to navigate your content. Playlists can be themed around specific topics, product categories, or series.
10. **Promote on Other Platforms:** Share your YouTube videos across your other social media platforms. Use snippets, thumbnails, or teasers to encourage your audience to click through to your YouTube channel.
11. **Measure Performance with Analytics:** Leverage YouTube Analytics to understand your audience's preferences. Analyse metrics like watch time, click-through rates, and audience demographics to refine your content strategy.

For any support you could read more: [https://www.youtube.com/t/contact\\_us](https://www.youtube.com/t/contact_us)

The other option is to make an appointment at a digital agency which could consult you.

### **Social Media Presence Strategy for Women Entrepreneurs**

Establishing a robust social media presence is a crucial endeavour 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 colours and pics everywhere.
4. Make a schedule for your posts. How often? What's the theme? It helps you stay organised.
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, X (ex-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.

By doing these things, you'll build a strong online presence, connect with your audience, and make your business shine!

**Picture:** [Photo 8](#)

## Subtopic 3: First steps in the cyber security

### 1. Cyber Security Introduction



Cyber Security is a wide and complex topic since it should be considered at all steps ranging from hardware design to employee policies. It includes password policies, competences in dealing with malicious emails or other social engineering threats, security enhancing software like firewalls or just physically locking the door to a company's server room.

However, cybersecurity can feel overwhelming and terribly complicated. Not every manager or small business owner has a technical background, so wading through all of the technical jargon and conflicting information can put off even the most careful and security-oriented among us.

## 2. Common threats



### 2.1 Scam messages

#### Phishing

The technique of pretending to be another person or entity via email, leading the user to perform some action on a fraudulent page in order to obtain passwords or download an infected file.

#### Smishing

SMS + phishing. Similar to phishing, this technique uses SMS messages for the same purpose.

#### Vishing

Voice + phishing. In this case, the attacker pretends to be someone else on a phone call, often posing as technical support for the device or the phone company.

#### *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 the message is legitimate.** Use contact details you find through a legitimate source, for instance by visiting the business's official website, and not those contained in the suspicious message.

### 2.2 E-mail attacks

In addition to scams like phishing, a common email attack against small businesses is **business email compromise (BEC)**. Criminals can impersonate business representatives by using compromised email accounts, or through other means – like using a domain name that looks similar to a real business. Aside from stealing information,

the goal of these attacks is usually to scam victims into sending funds to a bank account operated by the scammer.

### *Ways to mitigate*

The best defence against email attacks is training and awareness for your employees. Ensure your staff know to always be cautious of emails with the following: requests for payments, especially if urgent or overdue, change of bank details, an email address that doesn't look quite right, such as the domain name not exactly matching the supplier's company name.

While these attacks can be devastating, the mitigation measures are easy and cost almost nothing. **When staff receive emails like this, the most effective mitigation is to call the sender to confirm they are legitimate.** Do not use the contact details you have been sent as these could be fraudulent. Introduce a formal process for staff to follow when payment requests are received or bank details are changed.

## **2.3 Malicious software**

**Malware** is a blanket term for malicious software designed to cause harm, such as ransomware, viruses, spyware and trojans. Malware can steal or lock the files on your device, steal your bank or credit card numbers, steal your usernames and passwords and take control of or spy on your computer.

- **Trojan horses**

Trojan horses are seemingly benign looking programs containing malicious code. But in fact, manipulated/malicious versions of software can replace benign versions without appearing suspicious to the users and system administrators.

- **Spyware**

Spyware monitors the victims' computer. A rather common form of monitoring is done by using a keylogger, in which passwords are saved and sent to the adversary. Other forms include screenshots, process monitoring, and memory dumps.

- **Malicious Adware**

Malicious adware injects advertisements on a victims' computer. Usually, the adversaries' intention is to make profits but it can also have privacy implications. Malicious sites often repackage existing software with adware and make them available as a download with the intention of making profits from unknowing and ignorant users.

- **Cryptojacking**

Cryptojacking uses the computing resources of the computer to mine cryptocurrencies for the adversary. These can be sold by the adversary without a trace, but with the aim of making profit.

- **Backdoors**

Backdoors are not a specific kind of malware but cover a range of different ways to enable attackers to gain access again at a later stage. This can be achieved by the creation of user accounts that are unknown to the benign system administrators or through malicious versions of software.

- **Ransomware**

**Ransomware is a common and dangerous type of malware.** It works by locking up or encrypting your files so you can no longer access them. A ransom, usually in the form of cryptocurrency, is demanded to restore access to the files. Cybercriminals might also threaten to publish or sell data online, unless a ransom is paid.

- **Botnets**

This is the use of the victims' computer as 'zombie' in botnet. A botnet is a collection of computers that have been compromised and they are under the control of an adversary. This adversary can then use the botnet for Distributed Denial-of-Service (DDoS) attacks by spreading email spam, hosting malicious sites, and so on.

#### *Ways to mitigate*

While anti-virus or security software can help protect you from malware, no software is 100% effective. Staff must be vigilant with emails, websites and file downloads and regularly update their devices to stay secure.

### **3. How to Protect Your Business against Cyber Security Threats**

```
function start()
{
    var today = new Date();
    var h = today.getHours();
    var m = today.getMinutes();
    var s = today.getSeconds();
    m = correctTime(m);
    s = correctTime(s);
    document.getElementById('clock').innerHTML = h + ":" + m + ":" + s;
    //calling the function again
    var t = setTimeout(start, 1000);
}

//adding the zero if needed
function correctTime(i)
{
    if (i < 10)
    {
        return "0" + i;
    }
    else
    {
        return i;
    }
}
```



### **3.1 Secure your accounts**

#### **Turn on multi-factor authentication**

MFA adds another layer of security to your account. Anyone who logs into your account will need to provide something else in addition to your username and password. This could be a unique code from a text message or an authenticator app.

#### **Implement access controls**

Restricting user access can limit the damage caused by a cyber security incident. Access control is a way to limit access to certain files and systems. Typically, staff do not require full access to all data, accounts, and systems in a business. They should only be allowed to access what they need to perform their duties. For example, if a staff member's computer is infected with ransomware, with proper access controls it might only affect a small number of files rather than the entire business.

#### **Use strong passwords or passphrases**

Protect your accounts from cybercriminals with a secure password or passphrase. Many small businesses face cyber attacks as a result of poor password behaviours. For example, reusing the same password on multiple accounts. You can use both password managers and passphrases to create strong passwords. A password manager acts like a virtual safe for your passwords. For accounts that you sign into regularly, or that you otherwise don't want to store in a password manager, consider using a passphrase as your password. Passphrases are a combination of random words, for example 'crystal onion clay pretzel'. They are useful when you want a secure password that is easy to remember. Use a random mix of four or more words and keep it unique – do not reuse a passphrase across multiple accounts.

#### **Manage shared accounts**

In a small business, there may be legitimate reasons why staff needs to share accounts, but it should be avoided as much as possible. When multiple staff use the same account it can be hard to track activity back to a specific employee and even harder to track cybercriminals breaking in.

### **3.2 Protect your devices and information**

### **Update your software**

Keeping your software up-to-date is one of the best ways to protect your business from a cyber attack. Updates can fix security flaws in your operating system and other software, so that it is harder for a cybercriminal to break in. New flaws are discovered all the time, so don't ignore prompts to update. Regularly updating your software will reduce the chance of a cybercriminal using a known weakness to run malware or hack your device.

### **Use security software**

Security software such as antivirus and ransomware protection can help protect your devices. Use security software to detect and remove malware from your devices. Antivirus software can be set up to regularly scan for suspicious files and programs. When a threat is found, you will receive an alert and the suspicious file will be quarantined or removed.

### **Back up your information**

Regular backups can help you recover your information if it is lost or compromised. Backing up important information should be a regular or automatic practice in your business. There are many methods and products you could use to back up your information. The best option will vary for each business, so speak with an IT professional if you are unsure.

### **Secure your network and external services**

Protect your business from a cyber attack by addressing potential vulnerabilities in your network. The devices and services in your network can be a prime target for cybercriminals. Many of these systems can be complex to secure, so discuss the following recommendations with an IT professional.

- *Secure your servers:* If you use a NAS or other server in your home or business, take extra care to secure them. These devices are common targets for cybercriminals because they often store important files or perform important functions.
- *Minimise external-facing footprint:* Audit and secure any internet exposed services on your network. This might include Remote Desktop, File Shares, Webmail and remote administration services.
- *Migrate to cloud services:* Consider using online or cloud services that offer built-in security, instead of managing your own. For example, use online services for things like email or website hosting rather than running and securing these services yourself.
- *Improve your router's security:* Follow our guidance on ways to secure your router, including updating default passwords, turning on "Guest" Wi-Fi for customers or visitors, and using the strongest encryption protocols.
- *Understand your cyber supply chain:* Modern businesses often outsource multiple services. Security issues with these services or providers could have a significant impact to your business.

### **Harden your website**

Websites are a prime target for cyber attacks. Protect your website from being hijacked by following some basic security measures:

- secure your website login with multi-factor authentication or a strong password;
- regularly update your website's content management systems and plugins;
- back up your website regularly so you can restore it after a cyber attack.

### **Reset your devices before selling or disposing of them**

The data on your old devices could be accessed by strangers. If you do not dispose of your devices securely, cybercriminals could access the information on it. This could include emails, files and other business data. Remove all information from your business devices

before selling, trading or throwing them away. For example, by doing a factory reset. This will help wipe any information and restore the device to its original settings.

### **Keep your devices locked and physically secure**

Restricting access to your business devices will reduce opportunities for malicious activity. Limiting physical access to your business devices is a simple way to prevent data being stolen or other malicious activity. Business devices should not be kept where unauthorised staff or members of the public could access them. Use security controls to further protect your business devices. At a minimum, they should be locked with a passphrase, PIN or biometrics. Ensure these devices are set to automatically lock after a short period of inactivity.

### **Protect your business data.**

Understand the data your business holds and your responsibilities to protect it.

Data held by your business is an attractive target to cybercriminals.

- Consolidate your business data. You might have data stored across numerous devices or services. When data is decentralised, it increases the number of systems you have to keep secure and backed up. Where possible, store your business data in a central location that is secure and backed up regularly. Centralising your data can create a bigger breach if your systems are compromised, so ensure this central location is adequately protected with secure configurations and restricted access. Speak to an IT or cyber security professional for advice.
- Know your obligations for protecting data. Consult with a legal professional if you are unsure.

## Subtopic 4: AI and digitalisation of women entrepreneurs

### 1.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





## 2. Why Artificial Intelligence is important for your business?

Artificial Intelligence (AI) is your business' secret weapon! Imagine having a digital ally that can automate tasks, analyze 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 our 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.

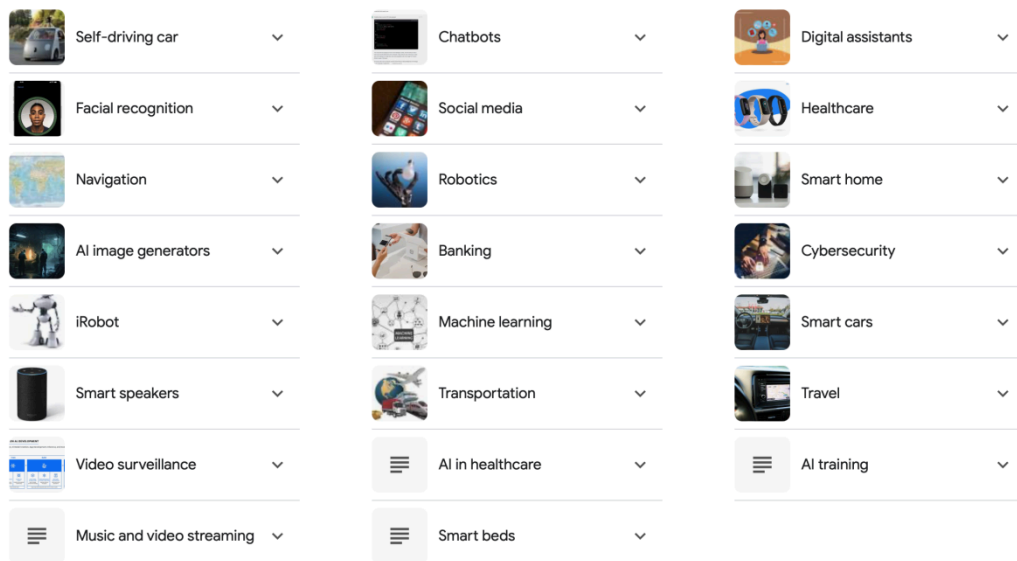
It's important to understand what artificial intelligence is so that you can clearly grasp where it might be helpful in your business.

## 3. 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.

**Smart, AI-Enabled Products and Services – as suggested in a Google search:**



In today's data-driven era, the rise of artificial intelligence technologies is transforming the business landscape. Think of AI as your digital assistant, enabling advanced data analytics and personalized business services. In our training sessions, we'll delve into real-world examples of how AI is making waves in the business world, helping you grasp its practical applications and empowering you to leverage these technologies for your own entrepreneurial journey.

Here are some examples to illustrate the use of artificial intelligence in different business areas:

### 3.1. 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.

### 3.2. Business Intelligence

This AI in Business became a routine adoption to overcome the challenging insights from the increasing amount of available business data. Through these insights, companies can improve their marketing strategies, better understand their customers, segment them to offer personalized experiences, create business strategies, and utilize artificial intelligence to manage their businesses.

### 3.3 Personalized 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. Companies can now use AI to market a product more effectively by analyzing customers' online activities

to predict and target the right people to market to increase the chances of sales and marketing effectiveness by knowing how to apply AI in business. And this process, at the same time, reduces the overall marketing cost.

### **3.4. 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.

### **3.5. 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. Companies can continuously understand by conducting this type of sentiment analysis; you can learn how people perceive your products and services. As a result, services are more personalized, and products are higher quality.

## **4. Benefits of Artificial Intelligence in Business**

The use of AI poses significant benefits. These are some of the benefits of artificial intelligence in business.

### **4.1. Reduce operational time**

Artificial intelligence can automate many operational tasks, allowing business leaders to focus on more complex issues.

### **4.2. 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.

### **4.3. 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.

### **4.4. Increase Business Insight**

AI capabilities help to forecast common business practices. For things that are too time-consuming for companies, artificial intelligence can process billions of data points in seconds, even using historical data to predict future outcomes with high accuracy.



## 5. Challenges of AI in Business

Despite the benefits, AI also poses certain challenges. The following are the challenges of AI in business.

### 5.1. 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.

### 5.2. 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 analyse without a vast amount of clean data sets.

### 5.3. Requires a large amount of computing power

A computing power of billions of watts is required to analyse billions of data points, and that kind of hardware is not cheap. To fully utilise AI and big data, businesses need enterprise-level computing power.

## 6. The impact of AI across different business sectors – examples

Let's explore how AI is revolutionising operations and fostering growth across different business sectors:

### 6.1 Sales and Business Development

✓ Transformational Role of AI: • AI's ability to process unstructured data empowers businesses by understanding consumer needs and enhancing productivity. *Example: Alibaba* • Alibaba utilises AI to predict customer preferences, creating efficient product descriptions that prioritise productivity.

6.2 Travel and Transportation 🚗🌐 Revolutionizing Logistics with AI: • Explore how AI simplifies the identification of demand and supply in transportation, improving safety and reducing congestion.

*Example:* Uber • Uncover how Uber, a ride-hailing giant, owes its success to AI, optimizing routes and providing seamless travel experiences.

6.3 Healthcare 🏥💉 AI's Impact on Medicine and Pharmaceutical Innovation:

- AI accelerates pharmaceutical research, facilitating the discovery of life-saving medicines and reducing costs.

*Example:* Kelvin Health • Kelvin Health uses a mobile thermal imaging camera that captures the heat of the body, segments the thermal image, and applies AI to detect anomalies related to vascular conditions.

6.4 Finance 💼📈 Essential Role of AI in Finance:

- AI has a pivotal role in finance, ensuring real-time reporting, accuracy, and efficient processing of vast quantitative data.

*Example:* JPMorgan Chase • JPMorgan Chase employs AI for risk management, fraud detection, and customer service, enhancing overall financial operations.

6.5 Document and Identity Verification 📄🔒

Critical Role of AI in Verification:

- Explore the significance of AI in identification and verification, capturing details swiftly and conducting seamless face-matching within seconds.

*Example:* Onfido • Onfido utilizes AI for identity verification, using facial recognition and document analysis to enhance security in various industries.

6.6 More Industries Benefiting from AI:

Retail and E-Commerce 🛒🤖 • Understand how AI-driven personalization transforms the retail experience, predicting customer preferences and optimizing product recommendations.

*Example:* Amazon • Amazon's AI-driven recommendation engine suggests products based on user behavior, enhancing the online shopping experience.

6.7 Education 📖🔍

- AI's role in aiding educators with personalized learning experiences, automating administrative tasks, and providing data-driven insights.

*Example:* Carnegie Learning • Carnegie Learning utilizes AI for personalized education solutions, adapting content to individual student needs for more effective learning.

6.8 Manufacturing 🏭⚙️

- AI optimizes production processes, predicting maintenance needs, reducing downtime, and enhancing overall efficiency.

*Example: Siemens* • Siemens employs AI for predictive maintenance in manufacturing, enhancing equipment reliability and minimizing unplanned downtime.

## 7. Practical guide: Generating content for your business, using AI

In this last part of your training on AI, you will tap into one of the main areas of its application – how to create and modify content in a way that is useful for your business.

### 7.1 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.

Rooted in machine learning, this subset of **AI** examines patterns such as style, structure and aesthetics from vast amounts of existing data. When prompted, it generates new material that is based on the features of the training data but contains new, original elements.

This ability to learn and replicate patterns from existing data is what makes generative AI a valuable tool promising to drive creativity, efficiency and competitiveness in business.

### 7.2 AI Tools for content generation

Generative AI can create engaging, personalised and original content at scale. The most widely recognised tools in this field include:

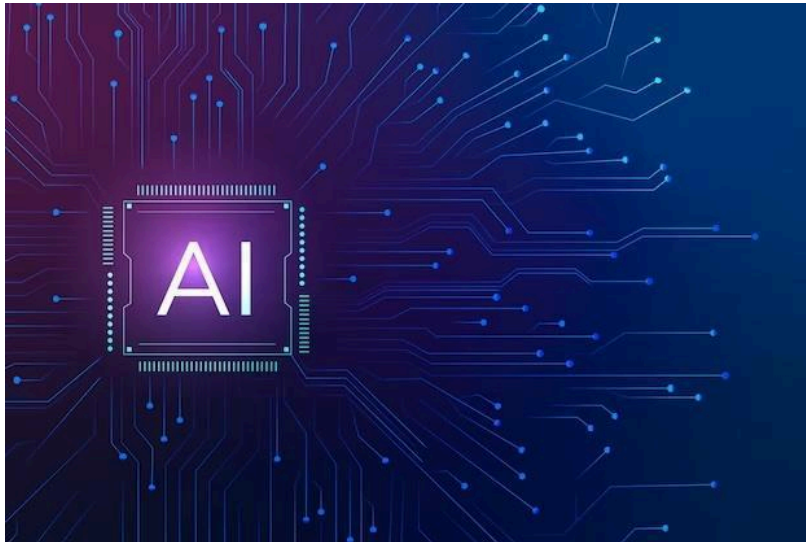
- **ChatGPT and GPT-4** – Both GPT-4 and ChatGPT leverage extensive datasets to learn patterns and generate responses. However, GPT-4 can handle real-time and up-to-date information better, enabling it to provide more relevant responses in dynamic contexts
- **Bard** – empowered by Google and therefore 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.

Examples of text generation outputs include news articles, social media posts, product descriptions, advertisements, code snippets, and even creative writing and poetry.

In addition to text generation, generative AI can create original artwork and offer new visual and auditory experiences through generated digital images, paintings, music compositions and more.

Some more commonly known **art generator** tools include **DALL-E, Craiyon and ArtBreeder.**

Examples of **AI music generators** include: **Aiva, Soundful, Riffusion.**



## 8. Time for Practice!

### 8.1 Practical examples:

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

- **Open** <https://chat.openai.com>
- **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.

#### Result:

🚀 Exciting News Alert! 🚀  
Hey, #FitFam! 🎉 We're thrilled to announce the launch of our brand new product - the *Protein Powerhouse Bar* by Company X! 💪  
Get ready to fuel your fitness journey with a protein bar like no other! ✨ Packed with high-quality proteins and fibers, this game-changer is designed to support



your active lifestyle. And guess what? We've cut out the sugars to give you a guilt-free indulgence! 🍫🚫

What makes our Protein Powerhouse Bar stand out? 🌈 We're offering not one, not two, but FIVE delicious flavors to satisfy every craving! From classic Chocolate Crunch to the refreshing Berry Blast, there's a flavor for everyone. 🍓🍫

☀️ Key Features: ✅ High Protein & Fiber Content ✅ Zero Added Sugars ✅ Five Mouthwatering Flavors ✅ Perfect On-the-Go Snack

Ready to take your snacking game to the next level? Join us on this exciting journey towards a healthier, more delicious you! 🚀

Tag your workout buddy, share the news, and let's make the Protein Powerhouse Bar the talk of the town! 🎉 #FuelYourFitness #ProteinPowerhouse #CompanyXLaunch 🚀

**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.**

### Result

🌸 Empower Your Workout with Elegance! 🌸

Ladies, it's time to elevate your fitness routine with the all-new *FemmeFit Protein Bar* by Company X! 💪✨

Unleash the power of our decadent protein bars designed exclusively for active and dynamic women like you! 🧘‍♀️ Packed with premium proteins and fibers, our bars are a tasteful blend of strength and grace. Plus, we've ditched the sugars to keep it sweet and guilt-free! 🍫🚫

Indulge in five fabulous flavors crafted for the fitness-focused femme: from the rich Chocolate Raspberry to the energizing Vanilla Almond Bliss, every bite is a celebration of strength and flavor. 🍇🍫

☀️ Key Features: ✅ Strength and Elegance in Every Bite ✅ Sugar-Free Bliss ✅ Five Divine Flavors ✅ Empower Your Active Lifestyle

💖 Slogan: "FemmeFit - Where Strength Meets Grace!"

Ready to embrace your inner strength? Elevate your workouts and redefine your fitness journey with FemmeFit! 🧘‍♀️✨

Tag your workout soul sister, spread the word, and let's embark on this empowering journey together! 🌸✨ #FemmeFitRevolution #StrengthInElegance #CompanyXLaunch 🚀💪



**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](https://www.canva.com))

🌸✨ Elevate Your Workout, Beauties! 💪💖 Introducing the FemmeFit Protein Bar by Company X - where fitness meets elegance! 💎✨

Swipe left and indulge in a burst of flavors designed for the active, dynamic women of Instagram! 🏋️‍♀️ From the luscious Chocolate Raspberry to the invigorating Vanilla Almond Bliss, discover the taste of strength and beauty in every bar. 🍷🍫

🌟 Features:

- ✅ Strength and Elegance in Every Bite
- ✅ Sugar-Free Bliss
- ✅ Five Divine Flavors
- ✅ Empower Your Active Lifestyle

💖 Slogan: "FemmeFit - Where Strength Meets Grace!"

Ready to transform your fitness journey with a touch of elegance? Double-tap if you're excited and tag your workout partner-in-crime! 🏋️‍♀️✨ Let's make FemmeFit the new must-have for our fit and fabulous IG community! 🌸💖  
 #FemmeFitRevolution #StrengthInElegance #CompanyXLaunch 🚀💪

9. 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:* Presentation 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.

3. **Wix:**

- *Purpose:* Website 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.

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.

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.

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.



## Reflection

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

- Which aspect of AI excites you the most?
- Will it help you to solve a specific problem?
- Will you save time and effort by using AI tools in completing tedious tasks? How?
- Do you think that AI can help you bring your business to the next level:
  - selling online,
  - making a campaign on social media or
  - betterer understanding the market situation and the needs of your clients?

## 4. Summing up



For women entrepreneurs, establishing a strong digital presence is essential for attracting and engaging customers in today's competitive market. Leveraging digital marketing and social media allows for impactful and creative promotion, setting your business apart from competitors. At the same time, safeguarding your digital assets through robust cybersecurity measures is crucial. Implementing Multi-Factor Authentication (MFA), keeping software updated, managing passwords securely, and training employees on cybersecurity best practices will help protect your business from various threats. Additionally, embracing AI can significantly enhance efficiency by automating tasks and providing valuable data insights, giving you a competitive edge and fostering innovation. By integrating these strategies, you can effectively promote your business while ensuring its security and leveraging technology to drive growth.

## 5. Content for self-assessment test

### Subtopic 1: Digital Marketing

1. 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**

2. 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**

3. 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**

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

- Email Marketing
- **Video Marketing**
- Content Marketing

5. 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

### Subtopic: Social Media

Q.1: **Why is video content important?**

- A. It's a passing trend
- **B. Enhances content strategy**
- C. Adds unnecessary complexity

Q.2: **What does the text recommend regarding hashtags for increased discoverability?**

- A. Avoid using hashtags
- B. Create only industry-specific hashtags
- C. Establish a branded hashtag and participate in trending ones

**Q.3: How can women entrepreneurs connect authentically with their audience?**

- A. Share generic content
- B. Humanize the brand by sharing their entrepreneurial journey
- C. Avoid responding to audience comments

**Q.4: What is the significance of creating a content calendar in the social media strategy?**

- A. It's optional and unnecessary
- B. Ensures a consistent and varied content mix
- C. Limits creativity in posting

**Q.5: Which platform is mentioned as being particularly beneficial for visually appealing content and storytelling?**

- A. Facebook
- B. TikTok
- C. YouTube

**Q.6: Why is it suggested to leverage multiple social media platforms strategically?**

- A. To confuse the audience
- B. To showcase the same content on different platforms
- C. To highlight different facets of the business

**Q.7: What is the recommended approach for fostering engagement on social media?**

A. Ignore comments and messages

B. Post sporadically without a schedule

C. Actively respond, ask questions, and initiate conversations

**Q.8: Why is storytelling considered essential in the context of building a brand on social media?**

A. Storytelling is irrelevant for brand-building

B. It helps build a personal connection and authenticity

C. It complicates the brand message

## Subtopic Cyber security

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



- A. Update your software once a year.
- B. Share passwords only with colleagues you trust.
- C. Have your staff members access information via an open Wi-Fi network.

**D. Use multi-factor authentication.**

**2. 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** or False

**This is correct!** Backing up important files offline can help protect them in case of a cyber attack.

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

- A. 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.
- B. IT specialists, because they are in the best position to know about and promote cybersecurity within a business.
- C. Managers, because they are responsible for making sure that staff members are following the right practices.

**D. All staff members should know some cybersecurity basics to reduce the risk of cyber attacks.**

**This 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.

**4. Which one of these statements is correct?**

- A. 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.
- B. You can trust an email which 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.
- C. 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.

**D. If you get an email from Human Resources asking you to provide personal information right away, you should check the sender first to make sure they are who they say are.**

**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.

**5. 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 or False?**

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

**6. Email authentication can help protect against phishing attacks. True or False?**

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

7. What is ransomware?

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

B. Computer equipment that criminals steal from you and won't return until you pay them.

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

D. A form of cryptocurrency.

## 6. Success case

Within the layout of the training materials

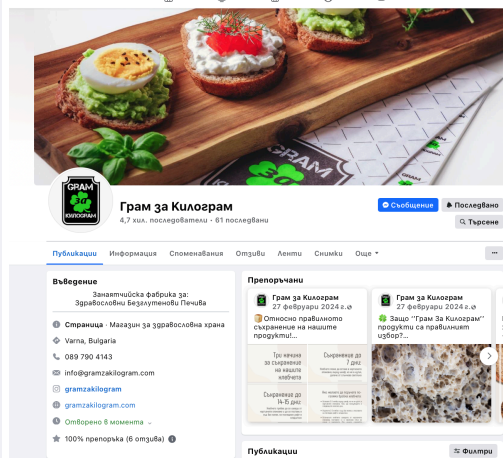
Case Study: Gram za Kilogram – Social Media Done Right

Gram za Kilogram, a family business led by Ivelina Tsvyatkova, has perfected the use of social media to promote healthier eating and reduce food waste. Known for their gluten-free and keto-friendly products, the company has built a loyal community by combining heartfelt storytelling with platform-specific strategies.

On Facebook, they run engaging social campaigns like donation drives and food-saving challenges that inspire action and bring people together.

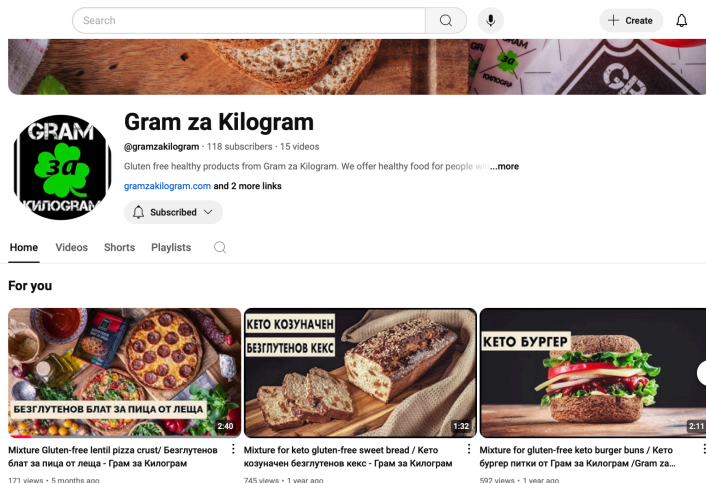
<https://www.facebook.com/GramZaKilogram>





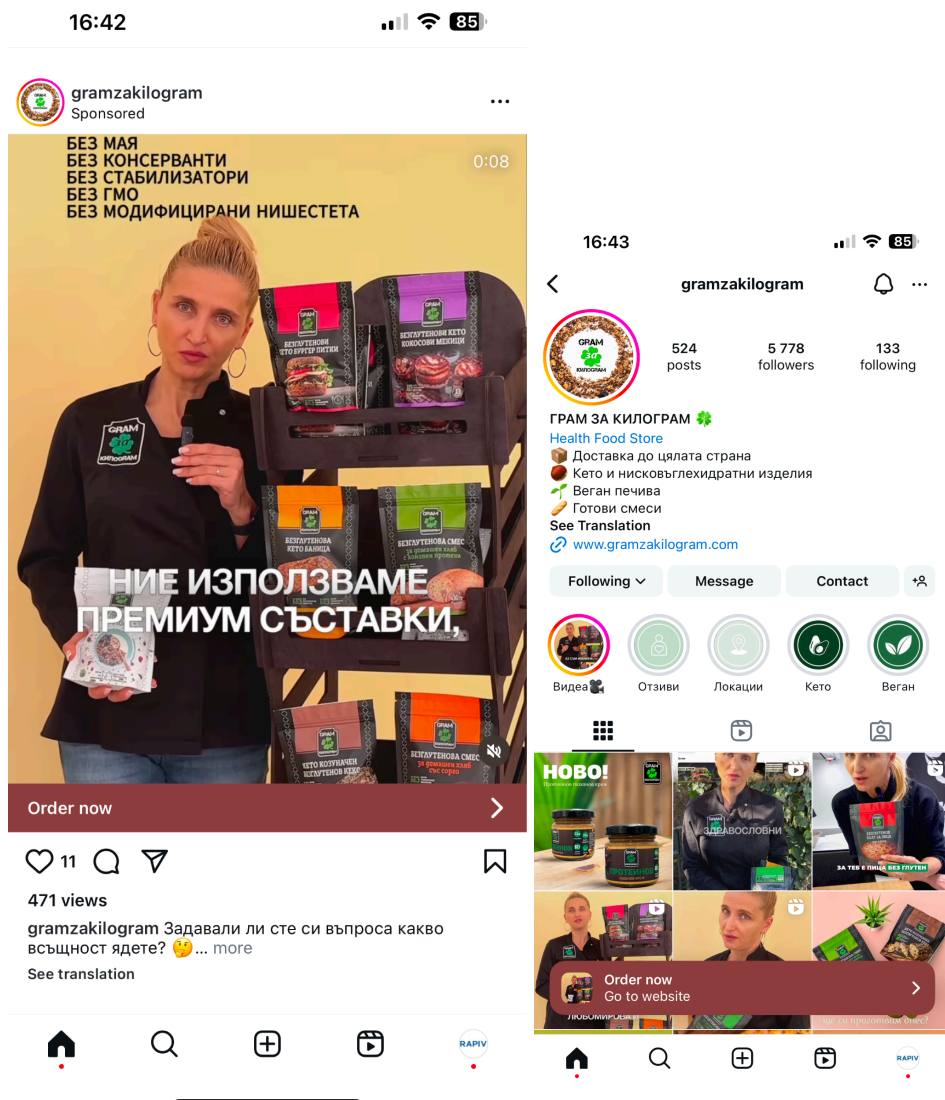
Their YouTube videos share behind-the-scenes content, recipes, and tips, building trust and excitement.

<https://www.youtube.com/@gramzakilogram>



On Instagram, they focus on visually appealing posts, featuring beautiful product shots, customer stories, and lifestyle tips.

<https://www.instagram.com/gramzakilogram?igsh=eTljbnNnbDBqeGtt>



By leveraging targeted ads, influencer collaborations, and creative content, Ivelina has turned Gram za Kilogram into a leading example of how a family business can thrive and make an impact through social media.

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## 8. Related training materials

- RE-FEM Training Module 3: Servitization and innovation

## 9. Keywords

cybersecurity, social media, network, advertising, digital marketing, AI

## 10. ESCO competences and skills

- Transversal skills and competences
  - o Social and emotional skills
  - o Critical thinking
  - o **Analytical thinking**
  - o **Problem-solving**
  - o **Self-management**
  - o Business management
  - o **Adaptability**
  - o Resilience

- o **Creativity**
  - o **Networking**
  - o Initiative
  - o **Flexibility**
  - o **Openness**
  - o **Understanding complexity**
  - o Cooperation
  - o Empathy
  - o **Innovation**
  - o Leadership
- Skills
  - o **Technological skills**
  - o Product marketing
  - o **Digital marketing**
  - o **Digital skills**
  - o **Communication**
  - o Cooperation
  - o Emotional intelligence
- Knowledge
  - o Business management
  - o **Online learning and training**
  - o **Advertising**
  - o **Cloud computing**
  - o **Big data**
  - o **E-commerce**
  - o **Artificial intelligence**
  - o IoT
  - o Digital literacy
  - o **Cybersecurity**
  - o Data mining and analysis
  - o Sustainability
  - o Well-being
  - o Climate change
  - o **Social media management**





**Website:**

**[www.refem.eu](http://www.refem.eu)**

**Email:**

**[hetfa\\_re-fem@hetfa.eu](mailto:hetfa_re-fem@hetfa.eu)**

**Facebook:**

**[www.facebook.com/REFEM0](https://www.facebook.com/REFEM0)**

**X(Twitter):**

**[@RE-FEM project](https://twitter.com/RE-FEM_project)**

**Linkedin:**

**[www.linkedin.com/RE-FEM](https://www.linkedin.com/RE-FEM)**



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