



# Using of ICT for online promoting and selling



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## Partners



Small Educational Projects  
(Romania)

<https://www.sep-ngo.eu/>



institute of  
Entrepreneurship  
Development

IED - Institute of Entrepreneurship Development  
(Greece)

<http://www.ied.eu/>



Inercia Digital  
(Spain)

<http://www.inerciadigital.com/>



Consulenza e Formazione

Info Log  
(Italy)

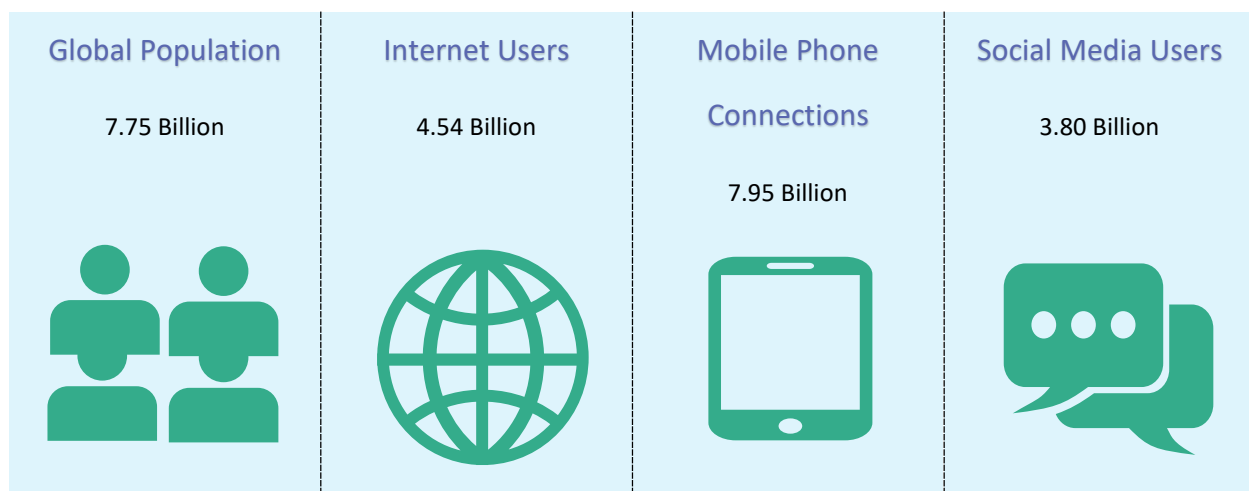
<http://www.infologsrl.it/>





## 1.0 Introduction

ICT, **Information and Communications Technology**, has been an integral part of the EU enterprises the last few decades. Nowadays, technology is one of the most developed science in the world, therefore it's inevitable that the internet changes human's personal and professional life, their between communication and relation. Over the 77%<sup>1</sup> of the EU enterprises have a website, which **contributed impressively on their e-sales**. Considering that **85%<sup>2</sup> of EU population are internet users**, it's worth to learn how to use ICT in work environment to promote and sell online.



Source: [We are social & Hootsuite \(2020\)](#)<sup>3</sup>

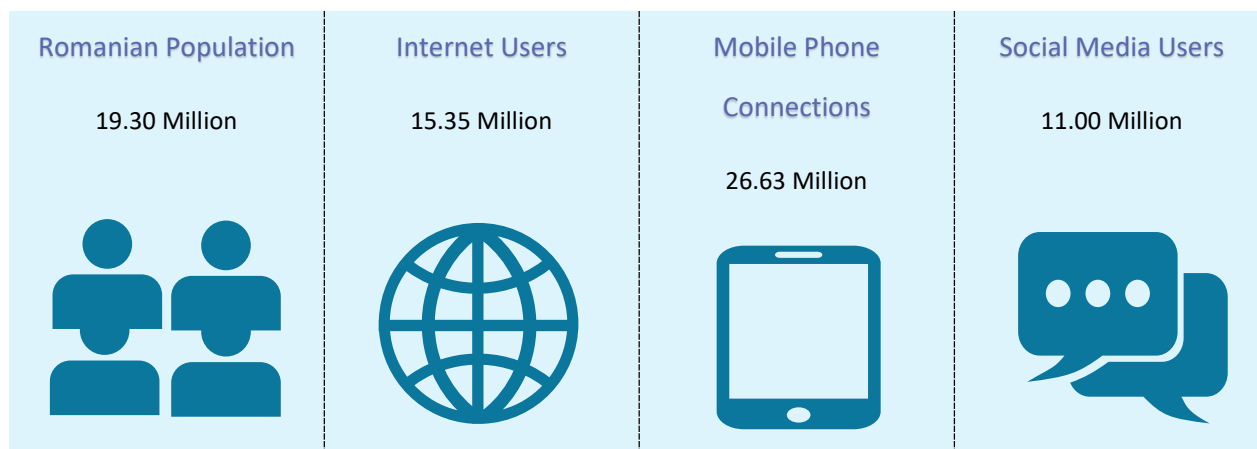
<sup>1</sup> Eurostat. December 2019. "Ecommerce statistics". Retrieved from [shorturl.at/cjMN2](https://shorturl.at/cjMN2)

<sup>2</sup> Eurostat. "Individuals – internet users". Retrieved from [shorturl.at/nxIW6](https://shorturl.at/nxIW6)

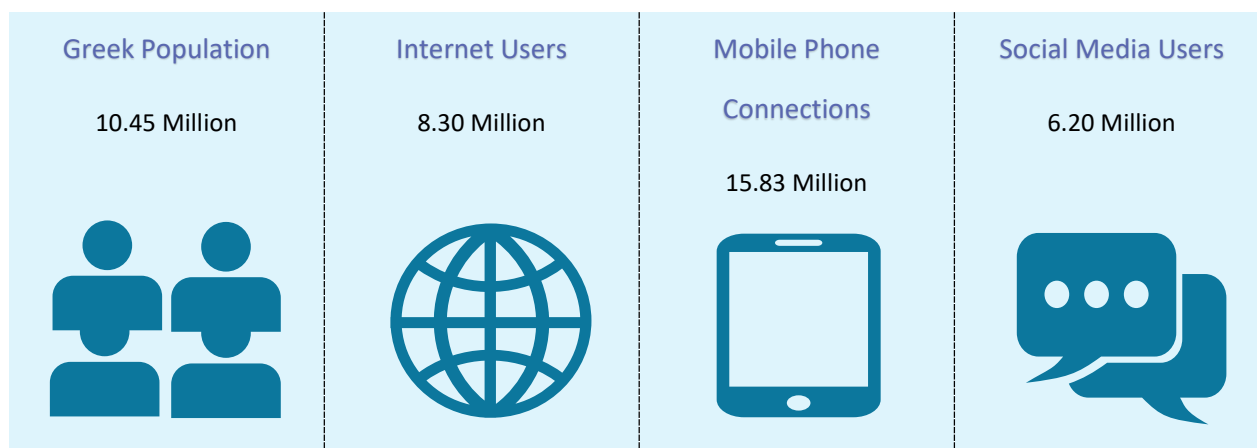
<sup>3</sup> We are Social & Hootsuite. 2020. "Global Digital Overview 2020". Retrieved from <https://wearesocial.com/digital-2020>



## Romania



## Greece



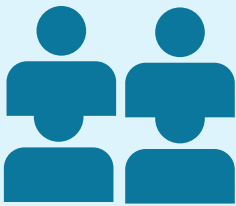


Italy



#### Italian Population

60.51 Million



#### Internet Users

49.48 Million



#### Mobile Phone Connections

80.40 Million



#### Social Media Users

35.00 Million



Spain



#### Spanish Population

46.75 Million



#### Internet Users

42.40 Million



#### Mobile Phone Connections

54.11 Million



#### Social Media Users

29.00 Million





In the above illustrations are presented country-based data of population, internet and social media users in order to create a clear idea of how ICT and internet are influencing people's life. As you can notice, the number of Mobile Phone Connections exceeds the number of the total population in each country and world widely. This stems from the fact that one person may own more than one mobile phone connection in two or more mobile phone companies. Compared to 2019, active Social Media Users increased by (+4.4%) 20 million new users and Internet users increased by (+1.6%) 11 million new users in Europe.

### The most common ICT tools applied by EU Enterprises

The overwhelming majority of the enterprises across EU are using ICT software, hardware and tools to carry out their business activities as demonstrated below:<sup>4</sup>



Email



Storage of files



Office software



Hosting the enterprise's database



Financial or accounting software applications



CRM software applications



Computing power for enterprise's own software

<sup>4</sup> Eurostat. May 2019. "Digital Economy and Society Statistics - enterprises", Retrieved from: [shorturl.at/cgtu6](https://shorturl.at/cgtu6)





It is no coincidence that 20% of the business in EU are employing ICT specialists. ICT can affect positively or negatively the business environment and trade facilitation contingent on way is used.

## 2.0 Ethical Marketing

### 2.1 Marketing

A vast majority of people has a misconception of what actually marketing means, as they believe that marketing is just advertising or selling. Marketing has been widely used not only for advertising, but for communication and delivery of products or services, reaching the potential customers and consumers, understanding customers behavior etc. Therefore, as a term is difficult to defined. However, the prevailing concepts are:

**“Marketing is a job that involves encouraging people to buy a product or service.”**

*Cambridge Dictionary*





“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services”

Dr. Philip Kotler

## 2.2 Business Ethics

*“A business is a productive organization—an organization whose purpose is to create goods and services for sale, usually at a profit. Business is also an activity. One entity (e.g., a person, an organization) “does business” with another when it exchanges a good or service for valuable consideration. **Business ethics** can thus be understood as the study of the ethical dimensions of productive organizations and commercial activities. This includes ethical analyses of the production, distribution, marketing, sale, and consumption of goods and services”*

Stanford Encyclopedia of Philosophy



In human history, **business ethics** is one of the most complicated subjects to be determined. *The relationship between doing the right thing and making profit has been studied by both academics and business leaders for years little consensus reached.*<sup>5</sup>

## 2.3 Ethical Marketing

Ethical Marketing is a combination of marketing strategy and marketing philosophy, place an emphasis mainly on the philosophy. *It seeks to promote honesty, fairness and responsibility in all advertising and dissemination activities.* Due to the fact that what is “right” and what is “wrong” is difficult to be determined in each business activity, **business ethics is a general set of guidelines to assist companies as they create or evaluate the marketing strategies.**<sup>5</sup>

Strategy differs from company to company or person to person and depends on the knowledge, skills, experiences, ethics and priorities each company or person has. Lately it is observed 92% of consumers (mainly millennial) are more likely to buy products from ethical companies. Therefore, creating an ethical marketing strategy will help you build a strong business path and brand authenticity.

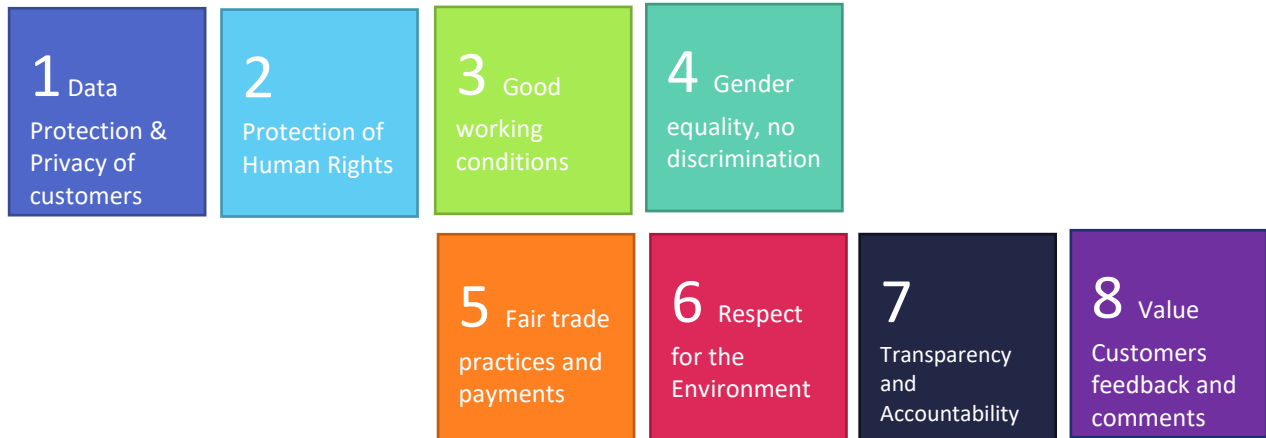
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<sup>5</sup> Marketing-Schools.org. “Ethical Marketing”. Retrieved from: <http://shorturl.at/dnz16>





## 2.4 Principles of ethical marketing



## 2.5 Marketing Benefits

An enterprise can benefit from marketing objectives contributing to its sustainability, growth and visibility. The general benefits of the marketing can:

- ✓ Launch new products or services to the marketplace
- ✓ Approach new customers by providing them products or services that meet their needs and desires
- ✓ Retain customers by offering them discounts or gifts
- ✓ Build brand awareness
- ✓ Measure results
- ✓ Increase sales or probability
- ✓ Cost-effective
- ✓ Global reach, National & International
- ✓ Grow your business fast





## 3.0 Online and Off-line promotion

A product or service promotion can be conducted **online, using ICT digital technologies**, or **off-line using traditional technologies**. Young people are usually looking for easy, fast, effective and low-cost ways to start their own business and promote it online. Although there are various ways to promote their business online and offline, and below will be presented the most easy, low-cost but effective ways.

### Online Promotion

#### **SOCIAL MEDIA**

Using social media platforms (e.g. Facebook, Instagram, Twitter etc.)

#### **WEBSITE**

Is a place that holds a concrete environment of your business, where you can write your story, provide your products, inform your customers etc.

#### **EMAIL**

Is the oldest form of online promotion. Email marketing is used for direct communication with your customers, to highlight content, offer special deals, or to promote an event.

### Off-line promotion

#### **PRINTING MATERIALS**

Designing of brochures, flyers, leaflets etc.

#### **NEWSPAPPER**

Is one the oldest form of offline promotion. Share an event you organize, or the product that you will launch to the local newspaper.

#### **PHONE**

An easy and fast way to disseminate an event you may organize for your new product or service.



## 4.0 Ways to promote your business online

Let's suppose you have already found the product or service you will sell. As abovementioned, new people with new businesses are searching for effective and low-cost ways to build brand awareness and start sharing their product or service.

You can start with 3 steps:

Step ① Social Media

Step ② Website

Step ③ Email


But before,

you need to identify which is your:

### Target Audience

**Segmentation** is a process that will allow you to divide your potential customers into small groups, based on their characteristics they have in common. Your audience can be divided into 4 basic categories:

- 
- Geographical**
- Country
  - City
  - Language

- 
- Demographical**
- Gender
  - Age
  - Occupation
  - Educational level

- 
- Behavioral**
- Usage rate
  - Usage situation

- 
- Psychological**
- Activities
  - Interests
  - Life style



It is still difficult for you to identify which is your audience and will you need additional help by reading existing examples? [Examples](#) of how to make your audience segmentation can be found in this [list](#). In addition, you can start using the **template** from [yourfreetemplates.com](https://yourfreetemplates.com).

## 4.1 Social Media

### Choose your social Media

Social Media create a great benefit to startups and small businesses that enable them to communicate directly to the customers and followers.

#### The most popular social media

*(source: data of monthly active users were retrieved form: We Are Social, Hootsuite, Kepios Analysis and Statista.)*



**Facebook**

2.45 Billion monthly active users. Facebook is largest social network in the world and the most important platform for marketers. Italy and Spain are on the list of the top 20 countries worldwide with the great potential Facebook advertising reach.



**YouTube**

2 Billion monthly active users. YouTube is the largest multimedia platform in the world. It is used for uploading very long, long or short duration videos.



**Instagram**

1 Billion monthly active users. Instagram is mainly used for sharing images, videos and stories. This platform is mainly famous among young people.





**TikTok**

800 Million monthly active users. TikTok is used for short duration videos. This platform is mainly famous among young people.



**Pinterest**

322 Million monthly active users. Pinterest is used for images and short duration videos.



**Twitter**

340 Million monthly active users. Twitter is mainly used for post status via text messages for what's happening in the world in real time. This platform famous among celebrities and famous personalities.



**LinkedIn**

303 Million monthly active users. LinkedIn focuses on professional networking and career development. It's mainly famous among businesses and people who are looking for work, training or seminars.



**Tumblr**

321 Million monthly active users. Tumblr is used for blogging. This platform is famous for ecommerce store owners and people who emphasize on their brand.



**WhatsApp**

1.6 Billion monthly active users. Is the most used application for direct messaging and requires registration with your personal phone number. It will help your costumers to reach you if they will need additional information for the products they may wish to buy.





## REMEMBER



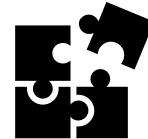
### AUDIENCE

Which is your target audience?  
What are their common characteristics? In which social media is more likely to reach them?



### TIME

Identify how much time will work though the selected social media. 30' minutes per social account could be enough at the begging of your business.



### RESOURCES

What digital resources will you need? What skills or competences are required to make effective posts?

## Posting Strategy

### What will you post? Prioritization....

- Video
- Images or graphic text
- Stories or Videos
- Articles
- Links

You can use different type each time, in order to reach all the groups of your target audience, those who love reading, those who prefer to watch videos or those who like visualization. <sup>6</sup>

<sup>6</sup> Kevan Lee. September 2017. Buffer Marketing Library. "How to Create a Social Media Marketing Plan From Scratch". Retrieved from: <http://shorturl.at/wzELS>





## How often will you post?

At the beginning you can post once a week. This will be a great opportunity to check if your audience like you post and updates. Don't be disappointed if you don't reach reactions immediately, but try to follow what you have schedule. Over time, you can increase your dissemination activities by posting more often.

## When will you post?

It's all about timing. Each social account requires a different time for posting. Indicatively...<sup>7</sup>

Facebook	<ul style="list-style-type: none"><li>Monday to Wednesday &amp; on Weekends 13:00 to 16:00 pm</li><li>Thursday and Friday 13:00 to 15:00 pm</li></ul>
YouTube	<ul style="list-style-type: none"><li>Monday to Wednesday 14:00 to 16:00 pm</li><li>Thursday and Friday 12:00 to 15:00 pm</li><li>On Weekends 09:00 to 11:00 am</li></ul>
Instagram	<ul style="list-style-type: none"><li>Daily 17:00 to 18:00 pm</li><li>On Weekends 11:00 to 13:00 pm and 19:00 to 21:00 pm</li></ul>
TikTok	<ul style="list-style-type: none"><li>Daily 17:00 to 18:00 pm</li><li>On Weekends 11:00 to 13:00 pm and 19:00 to 21:00 pm</li></ul>

<sup>7</sup> Sproutsocial. March 2020. "The best times to post on social media in 2020". Retrieved from: <http://shorturl.at/fijMO>



Pinterest	<ul style="list-style-type: none"><li>• Daily &amp; on Weekends 14:00 to 16:00 pm and 20:00 to 23:00 pm</li></ul>
Twitter	<ul style="list-style-type: none"><li>• Monday and Thursday 13:00 to 15:00 pm</li></ul>
LinkedIn	<ul style="list-style-type: none"><li>• Daily &amp; on Weekends 07:00 to 08:00 am and 17:00 to 18:00 pm</li><li>• Tuesdays 11:00 to 12:00 am</li></ul>
Tumblr	<ul style="list-style-type: none"><li>• Daily &amp; on Weekends 13:00 to 15:00 pm</li></ul>

### Collect and Analyze the results

At the end of each month, you can collect all the posts you've made in social media accounts and you can start analyze them. Write which social media and posts stats the best, and how many likes and followers you reach in each one. Over time, you will realize which media work perfectly and what will you need to adapt or change in the upcoming period. Additionally, you can advise the [5 Ways to Analyze your Social Media Marketing Performance](#).<sup>8</sup>

### Use #hashtags

Hashtags play a significant role in increasing your visibility. Including a hashtag in your post allows users to view and find your content while they are searching for their interests. It also helps you to get more followers and reach more likes. **Create a list of 10-15 hashtags.** One or two hashtags based on your business name and slogan (if you have any), and the ten to twelve based on your

<sup>8</sup> Social Media Examiner. February 2017. "5 Ways to Analyze Your Social Media Marketing Performance" Retrieved from: <http://shorturl.at/pBFTZ>





business topic. You can use different hashtags in your posts, but it will definitely help you to have a list where you can be inspired and advise each time. The list of course can be updated every time you find additional appealing hashtags. Try to avoid using a lot of hashtags, 4 to 5 hashtags per post will be enough.

### For example

Let's suppose that you are working in the field of tourism, and your business named "example" is offering boat tours in Zakynthos island. The list of hashtags:

#### Addressed to your business name

#example #example\_zakynthos #example\_boattours etc.

#### Addressed to your business topic

#boating #sea #zakynthosgreece #naturalactivities #summeringreece #sun #travelphotography #adventures #tourism #visitgreece #boattrip #greekislands #islands #shipwreckbeach #holiday #navagiobeach #nature #trip #travelling etc.

## Join Groups

Social Media groups are essential when you launch or promote your product, and when you organize an event. It's more likely to reach your target audience in these groups. How to start?

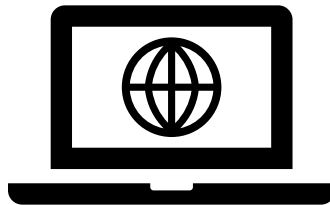
**Research with keywords** and choose to join the groups you believe are more appropriate for you and for your business. The groups can be local, national or international.





## 4.2 Website

A well-build website can deliver strong marketing messages regardless if your business is new and small. In case your business offers products and services appropriate for sale over the internet, then you will need to take into consideration of building an ecommerce website. Both ways, a typical website or an ecommerce website, it's crucial to use and advise the followings:



- Have a URL that is easy to remember.
- All the important information about your products, services, offers, organization mission and vision, and your team should be visible.
- The website should be well structured and easy to navigate.
- The design and colors should have a nice look.
- The website should be smart device friendly, and have a responsive design for mobile phones, tables and iPads.

An easy and free way to create your website is by using<sup>9</sup>

[Wordpress](#): most of clients are hosted on WordPress. The structure is user-friendly and adaptable. You can create your own basic website for free.

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<sup>9</sup> Blue corona. "Why your business needs a website?" Retrieved form: <http://shorturl.at/ckvV9>



[Squarespace](#): a platform recommended for beginners and ecommerce. It's very easy to use but you need pay for it.

As soon as you build your website, **Google Analytics** can be used to track and analyze your website traffic.

- The most widely used web analytics service on the Internet.
- A free web analysis tool offered by Google.
- Tracks the Website traffic
- Provides websites with reports
- Provides an SDK that allows gathering usage data from [iOS](#) and [Android](#) Apps, known as *Google Analytics for Mobile Apps*

## 4.3 Email

Email Marketing is one of the highly effective digital marketing strategies. It's a direct way to inform your customers about your services or events, and it's always up to date and a part of your identity. A huge majority of businesses use emails to communicate with their partners, suppliers, existing customers and potential customers. Start your day by checking your emails. Plan which hours of the day you will check your emails. A trusting relationship will start to build between your business and your external collaborators and customers if you respond on daily base in your emails. You can set a timeline based on your business requirements (e.g Monday to Friday you can check your emails one hour in the morning and one hour in the afternoon)



## Email List

To start creating a networking community for your business you build an email list by including your existing contacts.

- Personal contacts
- Professional contacts
- Social Media contacts

## 5.0 Developing a Web Marketing Plan

A marketing plan serves guidelines and useful information for the communication and exploitation activities will be implemented during a certain period in order to achieve specific results. Though marketing plan will be identified all the relevant channels, audience, information and content to be produced and disseminated to the target audience.

### Your Goals

Start writing your marketing plan by defining which are your goals. Do you need to create traffic on your website? Do you need to reach likes on Facebook? You may have more than one goal for your online marketing, but this step will help to find out which are your goals, prioritize them, create a timeline and estimate how many hours will be needed to work on them.

### Targeted Audience

Your online marketing will perform better if you clarify your targeted audience. Using audience segmentation (as abovementioned) you can find out which are your target groups, what are they characteristics and how will you possibly reach them.





## SWOT Analysis

SWOT analysis is a powerful tool enables you to understand and evaluate your business. As strategic planning technique, SWOT analysis helps you identify your business strengths, weaknesses, opportunities and treats.

### STRENGTHS

- What assets do you have such as customers, equipment, technology?
- What assets do you have such as knowledge, network, skills?

### WEAKNESSES

- What resources are you missing?
- Will you need to get trained in social media platforms?
- What communication process need improvement?

### OPPORTUNITIES

- Do you have a strong partnership?
- Are you organizing an event?

### CHALLENGES (or treats)

- What can affect negatively your online activities?

## Logo

The logo is one of the most important parts of your business. If you haven't already developed it, it crucial to proceed with it. [Top 20 Logo Makers Online: Create Your Own Logo](#).







## Channels & Tools

What tools and channels will you use for the promotion of your business? Communication channels and tools ensure to improve your business visibility and build long-term relationship with your target audience. A website, social media accounts and email are the more appropriate tools for your online business.

## Advertisement

Launching a new product or service often requires advertising procedures. Paid advertising on Facebook or paid publication in Press will help you attract more audience. In addition, you can create flyers or brochure which you can share through your website, social media accounts or email. In case you organize an event, banners and posters are crucial to be printed.

## Events

Conferences and workshops provide a great opportunity to expand your network, meet specialists, exchange information and share your business mission and vision. You can look for events are taking place in your city, in your country or around the world. Evaluate and choose those which creates value for your business.

## Timeline

The marketing plan can be completed by creating an overall timeline of the activities need to undertake over a period of time. To start with, a timeline of one year can designed.



## Example

Tasks & activities	Who	lifetime months											
		2019		2020									
		N	D	J	F	M	A	M	J	J	A	S	O
		1	2	3	4	5	6	7	8	9	10	11	12
Development of the Marketing Plan													
Development of the logo													
Development of the website													
Update of the website													
Development of the social media profiles													
Update of the social media profiles													
Development of the flyer and poster													
Brochure													

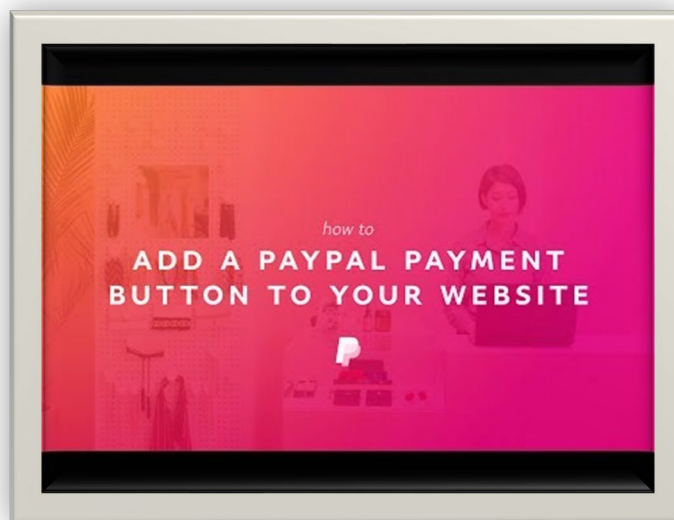


## 6.0 Web tools for online selling

### 6.1 PayPal

PayPal is a service that enables users to pay, send money and accept payments. It uses data encryption and anti-fraud technology to keep information secured, reducing the risk of online fraud.

**How can you add a PayPal payment button on your website?**



Source: [Youtube - Paypal](#)





## 6.2 Etsy

Etsy is an ecommerce website focuses on handmade and vintage items and craft supplies. These items fall under a wide range of categories, including jewelry, bags, clothing, home décor and furniture, toys, art, as well as craft supplies and tools.

### How to sell on Etsy?



Source: [Youtube - Cedcommerce](#)

## 6.3 WooCommerce

Woo Commerce is a flexible, open source eCommerce platform, built on WordPress. Woo Commerce converts your site into an online store by setting up shipping options, managing inventory, tax settings, accepting payments though gateways like PayPal and extracting detailed








reports of your store's overall performance. A [Step-by-step guide on start selling online](#) is provide by the platform.


**A success story of a store powered by WooCommerce.**





[Shop](#)
[Collections](#)
[Co Brand](#)
[About](#)
[Why No Plastic](#)

## Know your size




	Espresso	Macchiato	Piccolo	Cafe Latte	Flat White	Cappuccino	Long Black	Tea
XS	4oz	118ml	✓	✓	✓			✓
S	6oz	177ml		3/4	3/4	3/4	✓	✓
S/M	8oz	236ml		✓	✓	✓	✓	✓
L	12oz	345ml		✓	✓	✓		✓
XL	16oz	454ml		✓	✓	✓		✓




Joco Cup 4oz  
\$23.95 XS • 118ml

● ● ● ● ● +10




Joco Cup 6oz  
\$25.95 S • 177ml

● ● ● ● ● +35



8oz JOCO Cup  
\$27.95 S/M • 236ml

● ● ● ● ● +16



12oz JOCO Cup  
\$29.95 L • 345ml

● ● ● ● ● +27





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<https://www.flaticon.com/>

<https://unsplash.com/>

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