

Digital transformation: 90-day action plan

Month 1: Foundation Building

Week 1-2:

Enrol and fully develop your Google My Business page, make Facebook and Instagram company pages, establish WhatsApp Business, and count your current customer base to get ready to go online.

Week 3-4:

Learn how to do simple product photography, write a business story that sells and build a content calendar during the first month, and analyze how competitors are active online to develop an effective online marketing strategy and create the initial contact with the audience.

Month 2: Learning and Involvement

Week 5-6:

Post on social media three or four times a week, answer customer questions online, record the first video content with a phone, and post real customer reviews to develop interaction.

Week 7-8:

Create a WhatsApp about us, start gathering emails and contacts with customers, and don't be afraid to rejuvenate the relationships by sending comments and messages to get things off to a strong start and motivate customers to make their initial purchases.

Month 3: Optimisation and E-Commerce

Week 9-10:

Easy e-commerce with Instagram, Facebook Shopping, or marketplaces allows digital payment systems to design a simple site or landing page and teach staff some new digital operations efficiently.

Week 11-12:

Evaluate initial performance and customer feedback, optimise products (with reference to digital interaction), design strategy of the next quarter, and congratulate minor team successes to keep the motivation and ongoing enhancement.

Resources and Tools for Traditional Indian Business

Basic Digital Resources (Mostly Free or Low-cost)

Website and E-Commerce:

- Instamojo: Indian service allows setting up an online store, making payments, shipping, analytics, and providing easy business management features.
- Dukaan: Mobile-first platform that lets one create an online store within minutes, manage products and be thoroughly integrated with WhatsApp and social media.
- Shopify: Full e-commerce platform with themes that are customizable themes, multichannel retailing, AI applications, and safe global payment processing.
- WordPress + WooCommerce: An adaptable open-source ecosystem that enables complete website control, various payment gateways, and is highly customizable for online stores.

Social Media Management:

- Meta Business Suite: Take control of Facebook and Instagram at once, plan posts, control performance, and work with messages effectively.
- Buffer/Hootsuite: Plan and post to various platforms, track interactions, and measure the effectiveness of social media.
- Canva: Design professional-quality graphics, social media posts, and marketing materials without sophisticated design knowledge.

Communication:

- WhatsApp Business: Engage the clients, display the product range, and enable automatic responses to conduct business professionally.
- Google Voices: Use a special business phone number to make and receive calls, texts, and voicemail.
- Zoom: Have virtual meetings, webinars and consultations with clients using quality video and screen sharing capabilities.

Analytics:

- Google Analytics: Measure and monitor conversions, tracking traffic sources and visitors to your site to gain a deeper insight into marketing.
- Google My Business Insights: Understand how customers discover and engage with your business using local search results.
- Facebook/Instagram Insights: See data on reach and engagement, and demographic insights of the audience to optimise social media strategy.

Inventory and Operations:

- Zoho Inventory: Stock control, automate order processing and connect with online sales systems at a low cost.
- Tally: Accounting, invoicing, GST and inventory management software for small businesses in India, and a combination of it.
- Google Sheets: Easy, free spreadsheet application to keep a record of sales, inventory and performance tracking.

Payment Processing:

- Razorpay: Indian stable payment system with cards, UPI, wallets, EMI and a real-time dashboard.
- Paytm: The most popular platform that provides UPI, wallet, and QR-payments to businesses and people.
- PhonePe/Google Pay: Simple UPI-based apps to facilitate secure and immediate payments and transactions between companies and customers.

Learning Resources

Free Online Courses:

Find useful and free learning material, such as Google Digital Garage on digital marketing, Facebook Blueprint on social media, YouTube Creator Academy on video creation, and government programs at NIESBUD, to earn and improve entrepreneurial and online skills, which are available to traditional business proprietors.

Communities and Support:

Become a member of local industry associations, Facebook groups of traditional business owners, government support programs and startup incubators in the region to get mentorship, business networking, funding, and ongoing support in adopting digital transformation successfully.