



KONSTANT  
INFOSOLUTIONS PVT. LTD.

Creative • Innovative • Functional

# HOW TO BUILD A STRONG



# ONLINE BUSINESS PRESENCE

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This is the world of digital transformation and having an online presence is most important for business survival. Organizations and businesses need to ensure that each of their products and services is reaching to global audiences, and for that, they have to go online/mobile.

Digital marketing strategies are different and intricate than traditional offline marketing that companies followed years ago. Now it's more about focusing on the right target audience and triggering at the right time. Nonetheless, the basics of marketing apply likewise to online building and digital branding. The methods and ways have changed with the audience's interest.

In line with the belief that a business is all about its consumers and clients, a digital appearance is what you can't ignore. Since more than 75% of the world's users look for convenience and quickness in checking out a product or a service, their laptops, tablets, smartphones and wearables have become an integral part of their daily activities. The company who takes advantage of this fact can only qualify this competition- it's tough and intense.

The next question here is 'how'? How can my business stand out? Why should people choose my product from the list of hundreds or thousands of the same kind?

You can get all the answers in this white paper. This white paper on 'how to build a strong online presence' focuses on a comprehensive digital marketing strategy that is essential for building a business presence on the internet. It also covers key elements to consider (for both beginners and existent players in the market) while choosing digital platforms for business marketing. With the aim at educating businesses and companies, this paper gives important insights into current trends and latest statistics on the number of web and mobile users across the globe. It also discusses how to go beyond your potentials and make a lasting impression on your consumers. So, get ready to transform your business ideas into reality by adopting some (as mentioned in this paper further) out-of-the-box techniques and grow your online presence.



How many times does it happen that people really do not realize that you were in the room? Just think about it.

Can publishing a social post on Facebook, Twitter, LinkedIn everyday boost your traffic and leads? Really? Your competitors are doing the same, then how are you different?

These are some of the questions every company must ask to themselves and then find the best solutions to make an outstanding online presence.

Once you are ready with your product and services, the next crucial step is to choose the right marketing strategies. In modern day business, digital is one of the most trusted and popular platforms for getting identified by a large number of users. Digital marketing is indeed as daunting as any other task in the organization and needs proper planning and execution. It is important to note that online marketing is not only recommended for Internet-based businesses but also for small and medium enterprises. Your small business can become big only if it reaches to the audience, and the best channel is digital media.

***"It's not something that happens overnight.  
Going online requires time, effort and some money  
investment, of course."***

The best approach towards a strong online presence is moving step-by-step, including the essentials and the contemporary methods. Read through to learn the best ways for making an effective start and then moving ahead like a pro. This article reveals latest trends and important statistics asserting why these strategies are worth adopting.

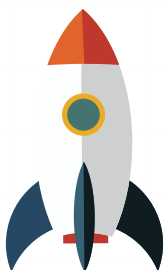
*"Websites promote you 24/7: No employee will do that."*

- Paul Cookson



LAUNCH

Your website is the first and foremost presentation of your services to the world. It is the key interface that helps the audience to know who you are, how many years you have been in the industry, your clients, product description, partners, associates, your successful deliveries, client reviews and everything else. So this is a compulsory step to show your existence on the web.

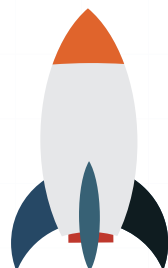


DEVELOP

**Remember, whatever content you post on your website should be true and genuine.**



**Tip for small businesses:** If you think that developing and launching a website requires a lot of money then you may be wrong. It is, in fact, the most budget-friendly deal for your business. You can either hire a web development agency or a technical expert. Nonetheless, it is preferred to contact a full-time website development company as it has the most expert and experienced team that is all-time dedicated to creating powerful websites for any industry you say.



DESIGN

### Make your website SEO ready

Once you have launched your website, the next big thing is Search Engine Optimization (SEO). As you want Google to find out your website from the vast pool available and list it with a high ranking in organic results, you have to optimize it using most searched keywords. Clearly, websites that appear high in results page receive more traffic.

Search Engine also captures new content on priority and thus, keep on updating your content with quality.

At the same time, you should not delay your website launch just to make it SEO perfect. Search optimization is an ongoing process and demands improvements and updates time and again. Don't wait too long to go live as you will miss out the competition.

*"Future is Mobile Computing- Smartphones and Tablets are just elements of it. The industry is on the verge of a whole new paradigm."*

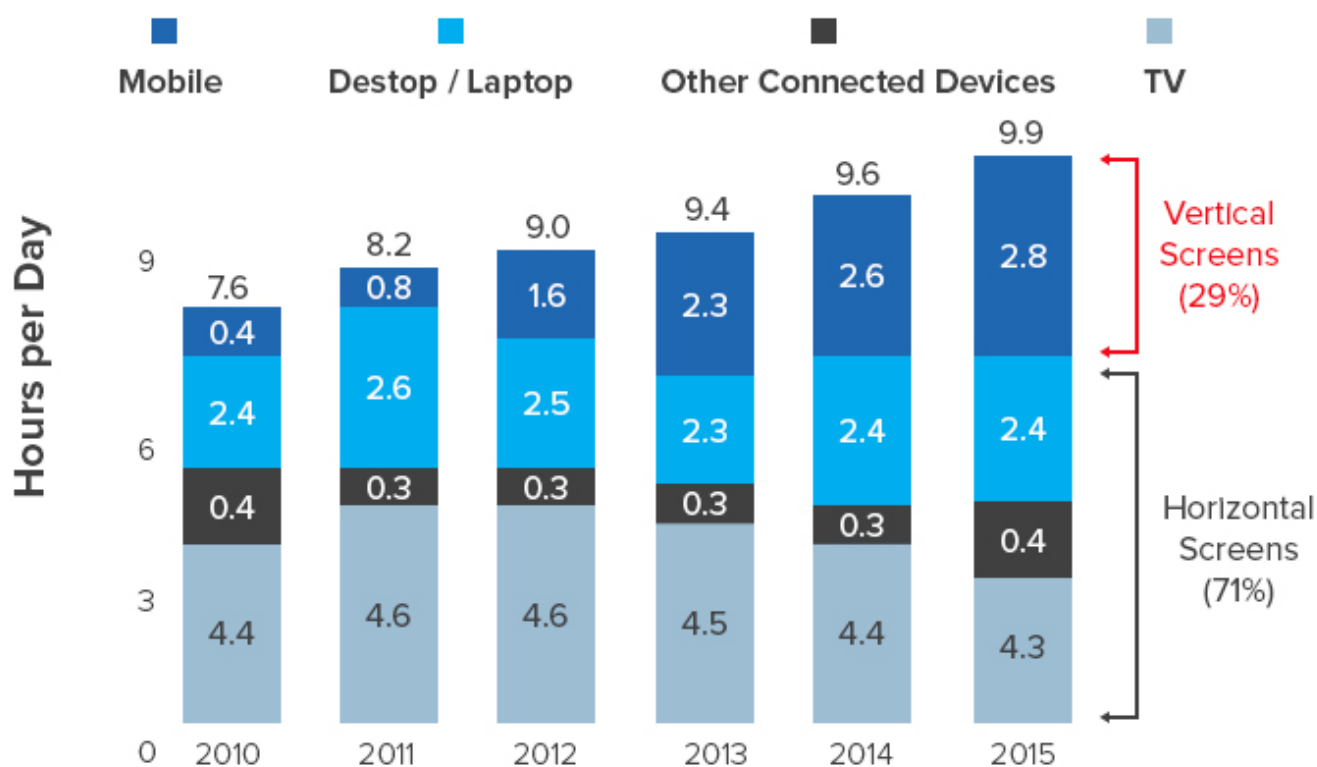
- Thorstein Heins

You have got a website up and running, now what? What is the next step for this passionate, tech-savvy audience?

No wonder, it's a mobile app. Since we have around **2Billion smartphone users** in the world today, what better platform can we get to reach out to the audiences worldwide.

eMarketer estimates that U.S. adults spend an average of 3 hours 15 minutes per day using mobile apps (excluding voice activities). Mobile apps are a favorite of users because you can find just anything through them; anything that you need.

## Time Spent on screens by Orientation(Hour/Day), USA, 2010-2015



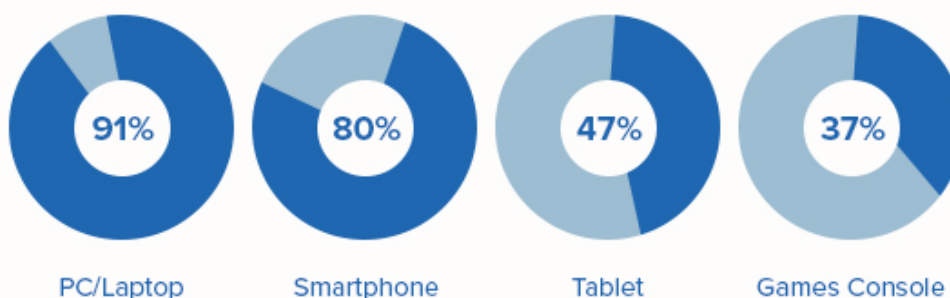
**Source:** eMarketer. Here, mobile includes both smartphone and tablet. Usage refers to both home and work.

Though having responsive (mobile-friendly) website is equally important, an app will move you up in the Google ranking too. The new algorithms of Google ranking reveal that it ranks brands with Android mobile apps higher in mobile searches. And if you have developed a mobile app successfully from a potential mobile app development company, make sure it is compatible with all- Android, iOS, Windows and other frequently-used operating systems.

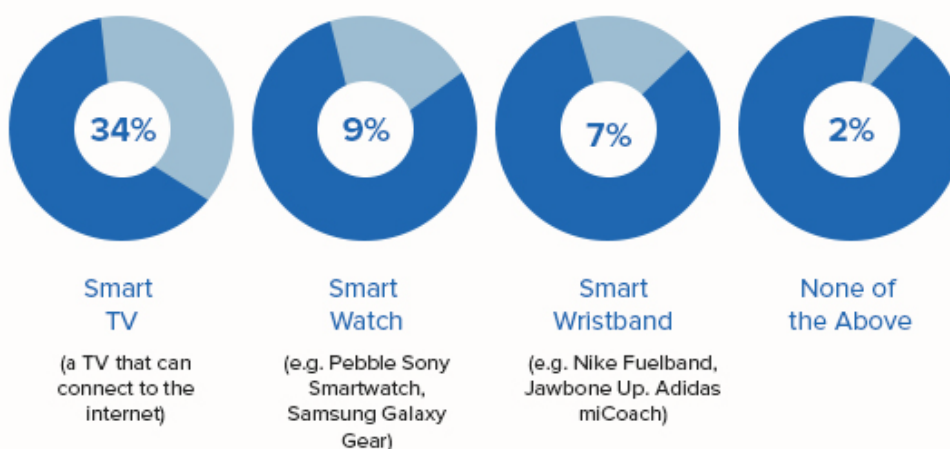
If you are still in doubt for having a mobile app for your business, check out the below graphs and eCommerce statistics.

## Which Devices Are Most Popular? 80% of internet Users Own a Smartphone

### Most Popular Devices Used to Search the Internet



### Emerging Devices used to search the Internet

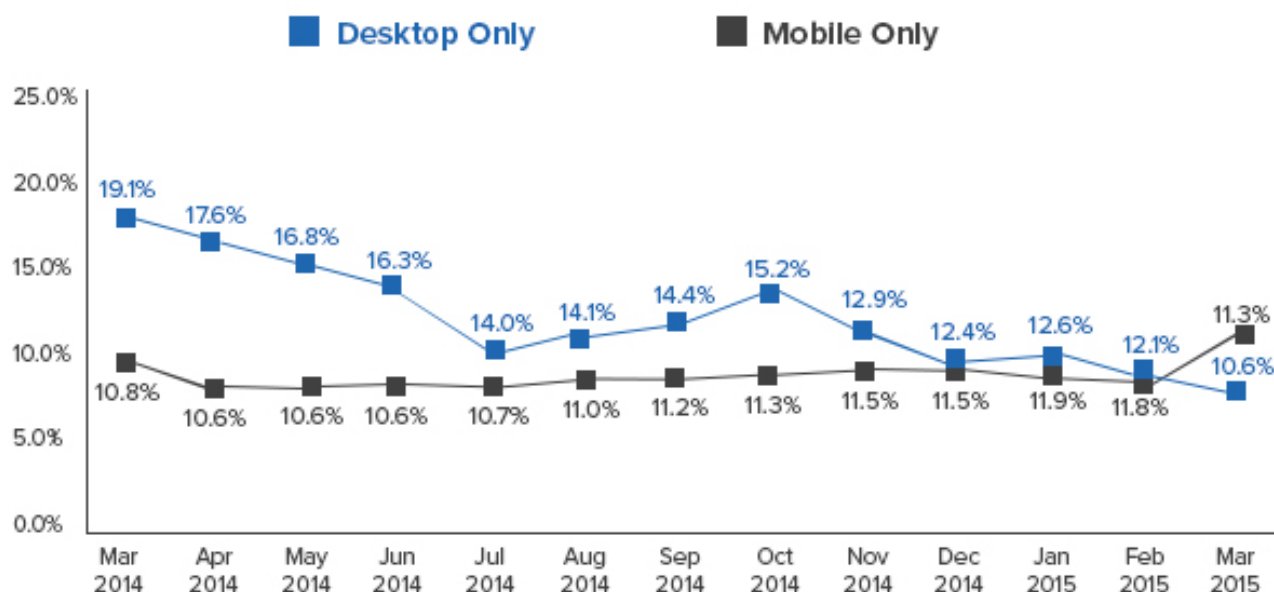


**Source:** GlobalWebIndex. The number of smarphone users is growing at the fastest rate than desktop, tablet and games console.

- » The number of online shoppers will reach 215 Million by 2018 (statista).
- » Last year, in March, the number of mobile-only users exceeded the number of desktop-only users.

## Single Platform Users' Share of Total Digital Population

Source: comscore Media Metrix Multi-Platform, U.S., Age 18+, Mar 2014- Mar2016



- » 54% of global Millennials said that a poor mobile experience makes it less likely for them to use a business' products.

Thus, there must be no second thought about having a mobile app developed for your business. To have a seamless, user-centric app, contact **Konstant Infosolutions** a leading name in the industry since 13 years now.





*"Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage."*

- Amy Jo Martin.



Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram and several others are the most powerful digital channels of communication (personal and professional). Free to use or involving minimum fee, take full advantage of these globally accepted media channels, but with a result-oriented mindset.

### Here are few stats about today's social media that will blow you off:

**Facebook:** The largest platform used by businesses to promote their products and services.

- » Worldwide, there are over **1.59 billion monthly active Facebook users (MAUs)**, a 14 percent increase year over year.
- » **72% of online adults** visit Facebook at least once a month
- » As of Dec 2015, **Facebook business pages climbs to 50 Million**

Facebook contends that the number of active small business pages keep growing each year.

**Twitter:** A major social channel after Facebook is Twitter.

- » There are around **320 Million active users** on Twitter
- » Every second, **around 6000 tweets** are tweeted on Twitter
- » According to Twitter, **74% of the people follow brands** to receive product updates.

With such huge traffic, you can't skip promoting your brand to the potential customers on Twitter. A high number of followers can give you more conversions.

**Pinterest:** One of the most unique social media panoramas in the present time. Most of your customers are on Pinterest and you can target the new ones because:

- » There are currently **47Million people using Pinterest** and the number is expected to grow.
- » With unique ways of displaying your brands, **5% of all traffic to the 300,000 websites** came from Pinterest as per **Shareaholic Social Media Traffic Report 2015**.

According to Forrester's Nate Elliott, Pinterest will drive more sales than Facebook one day. It has superbly engaging boards on almost every industry you search.

**The bottom line here** is that having a strong online appearance lies in these popular digital channels. Most importantly, you have to make sure that your strategy should not be only 'post and run.' Be active in your community and join other business communities. Follow others and reply to your customer's comments each time you get one on your public post. Share interesting and fun facts weekly to engage more number of social users. Share informative articles and blogs with recent stats revealed.



As they say, social media is a round-the-clock enterprise and in order to hit global audiences, you must manage and schedule your updates according to different time zones. Choose to automate your posts to stay in the forefront. Social media is all about being active.

Content marketing is again an important way to advertise your products on the Internet and receive a backlink for your website. You must share informative articles as many places as you can to make it viral and get a high number of views. Reach out to websites for guest blogging and develop valuable content for readers.

Don't be in a misconception that good content gives you good results only when posted on your own blog. Move ahead, and take a plunge into other industry-centric websites that have good Google ranking and known to a large pool of readers.

Build relationships with other bloggers and blogging websites and show them the value you have to offer. Guest posting is an excellent way to improve your website traffic. A strong backlink can give you a lot of social love; you just need to track well all this using Google Analytics or other analysis analytics service.

## FINAL WORDS

You don't have to jump into every platform for making a business impression, but you have to hit the right platforms at the right time with the right strategy to let people notice your brand. Getting people's attention is not a doddle; you have to be agile and smart in your methods since today's audience is smarter and more technically sound.

An optimal selection of digital strategies will give you a better scope and panorama to pull traffic and gain audience's trust. Focus on what the global audience is indulged in- follow the trends and lifestyle changes of people around the world. Make use of the above facts to move ahead with an online-first/-mobile-first strategy and sell your products and services to millions of consumers.

With the above-mentioned tips, you can at least position yourself in this race and give a direction to your plans and strategies. So get ready to roll in the digital landscape of business and making money online.

Konstant Infosolutions is a leading mobile app development company with a progressive and extensive work experience for over 13 years. Many of the world's most successful enterprises like Nestle, Citrix Solutions, Provogue, Rawbank, Blueair, Scholastic rely on Konstant Infosolutions for a whole new digital transformation.

With expertise in website design and mobile app development, we can help you achieve an online presence by developing powerful web and mobile solutions across industries. Delivering 3,500 projects to 2,550 happy clients until now, Konstant's workforce helps clients provide seamless user experience through professional websites and cutting-edge mobile apps. We understand that consumers today need convenience and ease to access everything either on their laptops or mobile phones, which is why our team works for user-centric design and rock-solid development. We offer a unique amalgamation of technology and business with comprehensive market-ready solutions aiming the growth of all types of organizations to ensure wide global traffic and high return on investment (ROI).

At Konstant Infosolutions, we believe in building a two-page plan that defines who the end-user is and what are their requirements and expectations from our clients before proceeding with any development or design work. More than ever, it's our client's customer satisfaction that we work for,

***“We just don't create websites or mobile apps. We create brands. “***

Serving from startups to mid-sized businesses to large enterprises, we give everything your business needs to make an impactful online identity:

- » Creating engaging website design
- » Responsive websites catering to mobile audiences
- » High performance and fast loading apps
- » Creating apps that adapt to user's needs
- » Utilizing the newest tools and technologies
- » Simple and easy navigation
- » Extremely helpful client support
- » Our team comprises industry certified developers and designers
- » A fully dedicated in-house team of technical experts, Business Analysts and Project Managers
- » Cost-efficient services within time



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## About Konstantinfo.com

Konstant Info is an award-winning web and mobile development company delivering the best-in-class solutions. We've developed thousands of custom applications for some of the supreme brands including NASSCOM, Scholastic, Seconds, Citrix, Rawbank, Nestle and more. Having more than 13 years of progressive experience, our team of 170+ professionals has acquired knowledge and expertise in business analysis, mobile development, web design, quality assurance and various other verticals.

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