



Workshop Objectives

- ✓ Understand how digitalization can rapidly scale small businesses in Pakistan
- ✓ Identify which digital tools/platforms are essential for their business stage
- ✓ Implement quick, practical steps for branding, marketing, payments & customer management
- ✓ Create a simple digital roadmap for the next 30 days
- ✓ Ask real-life business questions solved live during the Q&A



WHY DIGITALIZATION MATTERS

- ✓ Earn from home with flexible hours
- ✓ Reach customers beyond locality
- ✓ Reduce operational costs
- ✓ Build instant credibility
- ✓ Automate tasks & save time
- ✓ Compete with bigger brands





Examples of Digitalized Businesses in Pakistan

- ✓ Home-based bakers using Instagram
- ✓ Clothing & jewelry sellers scaling on WhatsApp Catalog + Facebook Marketplace
- ✓ Skincare and craft sellers earning through TikTok Shops
- ✓ Women offering virtual services on Instagram and Fiverr



DIGITAL FOUNDATIONS YOU MUST BUILD

- ✓ Own Website: Shopify, WordPress, Google Business Website (GBS) Free
- ✓ Social Media: Instagram, Facebook, TikTok
- ✓ Branding basics: Bio, highlights, visuals
- ✓ WhatsApp Business setup
- ✓ Payment options: JazzCash, Easypaisa, Bank, COD...
- ✓ Delivery: Rider, Trax, Leopards, TCS...
- ✓ Customer Journey Setup

BUILD YOUR ONLINE PRESENCE

Why Your Own Website?

- ✓ **Credibility** (customers trust you more)
- ✓ **Professional identity**
- ✓ **A central place to showcase products**
- ✓ **Better visibility on Google**
- ✓ **Freedom from depending on Instagram/Facebook algorithms**
- ✓ **A permanent digital home**



BUILD YOUR ONLINE PRESENCE
Easy Website Options for Beginners

- ✓ **Shopify** (for online stores)
– perfect for ecommerce
- ✓ **Wix / Squarespace**
– simple drag-and-drop
- ✓ **WordPress** – scalable, flexible
- ✓ **Google Business Site (Free)**
– quick setup for service-based businesses



BUILD YOUR ONLINE PRESENCE
What to include on your website

- ✓ **Business name & story**
- ✓ **Products/services**
- ✓ **Prices & delivery details**
- ✓ **WhatsApp button**
- ✓ **Contact & payment info**
- ✓ **Customer reviews**



SOCIAL MEDIA ESSENTIALS
Best Platforms by Business Type

- ✓ **Fashion / Jewelry / Accessories**
→ Instagram + TikTok
- ✓ **Food / Homemade Items**
→ Facebook Page + WhatsApp
- ✓ **Services** (coaching, makeup, baking classes) → Instagram + YouTube
- ✓ **Home décor / Handmade crafts**
→ Instagram + Pinterest
- ✓ **Local services** (tailoring, stitching, cakes) → Facebook Groups + WhatsApp

DIGITAL FOUNDATIONS



SOCIAL MEDIA ESSENTIALS

Minimum Setup Required

- ✓ Complete profile
- ✓ Branded profile photo
- ✓ Clear, benefit-oriented bio
- ✓ Story highlights: Products | Prices | Delivery | Reviews | FAQs

DIGITAL FOUNDATIONS

BRANDING BASICS

Branding builds trust — and trust creates sales

- ✓ Use Canva to design posts, banners & logos (*free tool*)
- ✓ Choose 2 colors + 1 font for consistent branding
- ✓ Use real product photos with clean backgrounds
- ✓ Maintain the same tone, colors, and look on all platforms

DIGITAL FOUNDATIONS



BRANDING BASICS

WhatsApp Business Setup

- ✓ Auto-reply messages
- ✓ Catalog with product photos
- ✓ Pricing list
- ✓ Working hours
- ✓ Quick replies for FAQs

DIGITAL FOUNDATIONS



DIGITAL FOUNDATIONS

**BRANDING
BASICS**
Payment Solutions

- ✓ JazzCash
- ✓ Easypaisa
- ✓ Local bank transfer
- ✓ *Cash on Delivery (COD)



DIGITAL FOUNDATIONS

**BRANDING
BASICS**
Delivery Partners

- ✓ Own Riders, BYKEA/YANGO etc. (for quick, local deliveries)
- ✓ Courier Companies – Trax, Leopards, TSC, M&P, PostEx



Customer Journey Setup

- ✓ *Your goal is to make it extremely easy for customers to understand what you sell, how to order, and how to pay, without confusion*

DIGITAL FOUNDATIONS



CUSTOMER JOURNEY SETUP
Clear Product Display

- ✓ High-quality photos
- ✓ Simple descriptions
- ✓ Sizes, colors, variations
- ✓ Transparent pricing

CUSTOMER JOURNEY SETUP



CUSTOMER JOURNEY SETUP
Easy Ordering Process

- ✓ Step-by-step "How to Order"
- ✓ Clear call to action (Order Now / Message Us / Add to Cart)
- ✓ Minimal steps — keep it simple

CUSTOMER JOURNEY SETUP



CUSTOMER JOURNEY SETUP
Complete Business Information

- ✓ What you sell
- ✓ Where you deliver
- ✓ Operating hours
- ✓ Response time

CUSTOMER JOURNEY SETUP



CUSTOMER JOURNEY SETUP

Trust-Building Elements

☒

Customer reviews

☒

Before/after photos

☒

Real testimonials

☒

Return/exchange policies (if applicable)

CUSTOMER JOURNEY SETUP



CUSTOMER JOURNEY SETUP

Payment Convenience

☒

Show available payment methods upfront

☒

Mention "Cash on Delivery" if offered

☒

Ensure instructions are visible in bios, highlights, or website sections

CUSTOMER JOURNEY SETUP



CUSTOMER JOURNEY SETUP

Delivery Clarity

☒

Delivery time

☒

Delivery charges

☒

Areas covered

☒

Tracking (if available)

CUSTOMER JOURNEY SETUP

DIGITAL MARKETING THAT ACTUALLY WORKS

- ✓ Content Strategy (Simple & Practical)
- ✓ Three Content Types
- ✓ Step-by-Step Weekly Posting Plan
- ✓ Ads for Beginners



CUSTOMER COMMITMENT

DIGITAL MARKETING THAT ACTUALLY WORKS

Content Strategy (What to Post)

- ✓ Product photos
- ✓ Customer reviews
- ✓ Behind-the-scenes
- ✓ Short product demos
- ✓ Story updates daily
- ✓ Offers & bundles



DIGITAL MARKETING THAT ACTUALLY WORKS

Three Content Types

- ✓ **Value Content** – tips, ideas, styling guides
- ✓ **Trust Content** – testimonials, packaging videos
- ✓ **Sales Content** – clear pricing + call to action



DIGITAL MARKETING THAT ACTUALLY WORKS

Step-by-Step Weekly Posting Plan

- ✓ 3 posts weekly
- ✓ 5-7 stories daily
- ✓ 1 reel per week



DIGITAL MARKETING THAT ACTUALLY WORKS

Ads for Beginners

- ✓ Start with Boost Post on Facebook/Instagram
- ✓ Target: women 18-35, city-based
- ✓ Budget: Rs. 500-800/day for 3-7 days
- ✓ Measure via insights, not guesses



USING DIGITAL TOOLS TO GROW FAST

Practical tools use Immediately

- ✓ Canva - design content
- ✓ CapCut - edit videos/reels
- ✓ Google My Business - build credibility
- ✓ Trello or Notion - organize teams and orders
- ✓ ChatGPT - captions, product descriptions, ideas, content
- ✓ TikTok Trends - reach thousands without ads
- ✓ Meta Business Suite - schedule posts

DIGITAL TOOLS TO GROW FAST

BUILDING TRUST & INCREASING SALES DIGITALLY

Customer Service Techniques

- ✓ Respond quickly
- ✓ Use voice notes for stronger connection
- ✓ Clear pricing & delivery info
- ✓ Follow-up messages



BUILDING TRUST & INCREASING SALES DIGITALLY

Simple Upsell Strategy

- ✓ Offer bundles
- ✓ Add "Buy 2 Get 5% Off"
- ✓ Limited-time deals
- ✓ New-arrival preview for existing customers



BUILDING TRUST & INCREASING SALES DIGITALLY

Reviews that Drive Sales

- ✓ Ask for video reviews
- ✓ Add before/after shots
- ✓ Use highlight named "Feedback"
- ✓ Ask for referrals





30-Day Growth Roadmap

- ✓ Week 1: Build pages + WhatsApp Business
- ✓ Week 2: Post 3-5 times + reels + highlight setup
- ✓ Week 3: Collect reviews & run a small ad
- ✓ Week 4: Introduce bundles + improve branding
- ✓ Review. Analyze. Modify/improve. Continue the cycle

Q&A Session

- ✓ Page reviews
- ✓ Personalized advice
- ✓ Pricing & branding guidance
- ✓ Reel creation tips
- ✓ Any Questions & Troubleshooting



What Next?

One digital step You will take in the next 24 hours.

IKTAR
www.IKTAR.org

Your Post-Workshop Advantage

1. Complimentary Guidance for All Participants
You will receive direct support from me after the workshop:

- ✓ Ask questions anytime
- ✓ Share your challenges
- ✓ Get personalized advice
- ✓ Receive practical guidance for implementation

This is my way of ensuring you don't just learn -
you actually grow and transform your business.

TEKSOFT
www.TEKSOFT.com

Your Post-Workshop Advantage

2. Need Hands-On Help With Digital Setup or Marketing?
If you ever need professional support in:

- ✓ Website & online store setup
- ✓ Social media & digital marketing
- ✓ Branding & content
- ✓ CRM, automation & digital systems

Our partner company **TekSof** is available to assist with
practical, affordable, and business-friendly solutions
tailored for small and growing businesses.
Just a trusted team you can rely on - if you need it.

 Your Growth Partners — During & After the Workshop


