Digital Marketing - Sales

NOTES

"**ICON WOM-EN**" - Integrating Innovation and Promoting Cluster Organization in WOMen Enterprises

Action 4.2 Educational Platform - Action 4.3. Educational Material
Implementation: PIKEI OE- PROTEA IKE

INTRODUCTION

The section deals with the concepts of **Digital Marketing & Sales** and **Personnel Management** in the **Digital Business world.**

LEARNING OBJECTIVES

the understanding by the potential entrepreneur of the following:

- ✓ of Digital Marketing,
- ✓ Digital Transformation of Sales,
- ✓ and the modern way of Personnel Management.

EXPECTED RESULTS

The understanding by the Entrepreneur of the need to switch to Digital Solutions in her Business as well as the basic elements of Digital Marketing and Sales.

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1. DIGITAL MARKETING
2. MARKETING MIX MODELS FOR DIGITAL MARKETING
3. DIGITAL SALES TRANSFORMATION
4. DIGITAL HR TRANSFORMATION
5. DIGITAL TOOLS

1. - e-Commerce

Main definitions

- "E-Commerce" refers to the purchase and sale of products and services through electronic systems such as the Internet and is carried out remotely.

- E-Commerce fully and digitally follows the "value chain" of traditional commerce and therefore much faster than it.

| Suppliers | Business | Commerce channels | Clients |

- Therefore e-Commerce also includes many technologies that link it to all trade-related activities, such as e-search, e-shopping cart, e-financial transaction, e-document exchange, e-shipping , e-receipt, email etc.

1. - e-Commerce

Types of e-Commerce Types

- As with conventional commerce, when e-commerce takes place between businesses, we refer to it as Business-to-Business commerce, or B2B for short. For example B2B is Amazon Business which supplies its products only to businesses and is the B2B side of Amazon.

- E-commerce between businesses and consumers is called Business-to-Consumer commerce with the corresponding acronym B2C. Examples of B2C are all known e-shops e.g. www.nextdirect.com/gr

- Electronic transactions are made between three parties, two types of businesses and one end customer. In this case a company provides products or services to a customer company. It then provides the same product or service, adding or not adding value to it, to its own consumer-customers (or even employees). In this case there is the (Business-to-Business-to-Consumer) B2B2C. An example of B2B2C is www.skroutz.gr which sells to its customers, products of other companies.

- Consumer-to-Consumer E-Commerce (C2C): In this category, transactions (direct sales) are made between consumers. An example is the www.eBay.com platform where users can sell used products to other users.

1. - e-Shop

Online Store/ e-Shop (1)

- The Online Store e-Shop / Online shop, is the online version of the real store. Customers enter the store through a browser (eg Chrome, Firefox, Safari etc) and make their e-purchases…..

their e-purchases; With cards; How does the cashier work? How does the customer receive the product?

•Understandably, all procedures should be electronic as well.

•With the spread of e-Commerce, setting up and integrating an e-Shop on a business website, are now simplified procedures. This is due to the fact that a number of e-Shops creation applications have been developed, with several of them available for free as they are free software applications.

•In addition, these applications often include extra modules that cover all the procedures of the above queries, and even more.

1. - e-Shop

Online Store/ e-Shop (2)

- A potential or even an existing entrepreneur can acquire their own e-Shop, in the following ways:

→ To hire a professional who will create it based on its requirements. Cost & Time & Unique result

→ To integrate in the existing web site of the store an e-Commerce platform, ie ready-made software that provides all the features and services required for a business to conduct its transactions electronically. You need an expert. Cost & Time & Common result

→ Use an all-in-one e-Commerce package with all the necessary features and services integrated. No programming knowledge required.
Less Cost & More Time & Common Result

- But regardless of the technical part, the most important ingredient of success behind an e-Shop, is the product / service for sale.

- In addition, the nature of the product you intend to market should allow the product to be sold electronically as well as safely transported to the customer.

- It is also important that the product or service is innovative or in some way differentiated from the competition, in order to attract the interest of consumers.

- The fact that the internet is an "open market" allows for quick copying of smart ideas. Therefore you need to move fast and methodically to get the best possible results.

1. - e-Shop

Online Store/ e-Shop (3)

- After choosing the product or service that you will market, the next steps to study for the final implementation are the following:

- You should first look for an external company (Hosting Provider - Host) and a hosting package for hosting your e-Shop. This external company (Host) should be reliable, so that your e-Shop is as reliable as possible, as through it financial transactions will be carried out.

- The stability and speed of the equipment (server) of the Host are the most important factors for the final choice of hosting space.

- Then you have to decide whether to integrate the online store into a CMS (eg a combination of Joomla with Virtuamart) or whether to implement it with an e-Shop platform, such as Zen Cart, Magento, etc. Alternatively, code can be developed by authority, from a site construction company.

- Finally, choose the way in which the financial transactions will be realized through your e-Shop and make sure that they are carried out with the maximum possible security.

- In case you want the transactions to be done entirely through the page of your online store, you will need to install a security certificate (SSL certificate) which will encrypt the personal and financial data that your customers will enter.

- The way in which the billing will be done can be implemented either through ready-made modules supported by ready-made e-Commerce applications or by code that will be developed specifically for the billing process by a developer.

- In any case you should turn to a professional developer.

2. - e-Marketing

<u>Main Definitions</u>

- "Marketing" refers to activities undertaken by a Company to promote the purchase or sale of a product, service or good. It is one of the key components of business management and commerce.

- Likewise, "Digital Marketing" is the marketing component that uses internet and digital technologies such as computers, mobile phones and other digital channels and platforms to promote products and services.

- Its development during the 90s-20s, changed the way Firms and Businesses use technology for marketing.

- "Digital Marketing" promotes products and services by utilizing digital channels for contact with consumers, in a very efficient way.

- It includes many techniques and practices that can be found in Internet Marketing (e-Marketing).

- Digital Marketing is not a branch of internet e-Marketing, on the contrary, it extends beyond that. The reason is that it can include as digital advertising and promotion channels, mobile phones (SMS / MMS), digital giant screens, mobile phone applications (android & iOS), etc., which do not require a direct internet connection. Social media and search engines are also important channels.

2. - e-Marketing

10 Benefits of Digital Marketing

1. Provides worldwide web promotion
2. Effective audience targeting
3. Increases the results of offline marketing tactics
4. Lower cost of implementing the Marketing Strategy
5. Provides variety in digital Marketing strategies
6. Provides multiple types of content
7. Causes increased user engagement
8. It has speed
9. Provides Analytics to optimize Strategies
10. No specialization is required to get started

2. - E-MARKETING MIX 4 Ps

<u>e-Marketing 4Ps Model</u>

- The 4 Ps Marketing model (Product, Price, Place, Promotion) has been the dominant model in marketing for several years.

- Every entrepreneur is called to make decisions in relation to the following.

The Products or Services that it will offer to the market that it has chosen as a target

The Price Policy that will follow for the sale of the Product / Service

The Points of Sale and the Method of Distribution to them but also to the buyers

The Methods of Promoting the Products or Services that it markets

2. - E-MARKETING MIX 4 Ps

➢ Let's see soon how these 4 factors are involved in the sales of mainly products

Product / Service	Pricing Policy	Points of Sale / Distribution	Promotion
A product is considered as an item that meets the requirements of the consumer. It is a tangible good or an intangible service. For each product we must take into account its characteristics, its properties, the value it offers to the consumer both utilitarian (ie with the use of the product) and emotional. Each product has a life cycle that includes a growth phase, followed by a maturity phase and finally, a potential period of decline to a drop in sales.	Price is very important, as it determines the company's profit and as a million therefore, its survival. Price regulation has profound implications for marketing strategy and depending on the price elasticity of the product, demand as well as sales are often affected. The pricing must be commensurate with the product, its build quality and of the value it offers to the consumer.	It concerns the delivery of the product, in a place that is convenient and accessible to the consumer. Finding the right points of sale for products / services is important and is equivalent to the geographical coverage offered by the company. The parts that the products are available or not available, directly affect the sales.	The communication methods that a business can use to provide information at various points about the product / service. Promotion includes elements such as: advertising, public relations, sales organization and sales promotion.

2. - e-Marketing

A Few Extra Figures for Digital Promotion

Here are some key point as moving forward in 2021:

- **Multichannel marketing:** The journey of consumers is now taking place on more devices, platforms and channels than ever before, making it even more important to have a presence on the channels that are most relevant to your target audience. **For example,** if your potential customers use Instagram frequently, you should also have a presence on the specific Social Media with your Store Profile, in order to direct them to your real e-Shop.

- **Personalized experiences:** The more relevant you can make your presence to the target audience, the more enjoyable the "experience" of potential customers will be and the more attractive your messages will be to customers, who will begin to "bond" with your name. **For example,** if the target audience is boys in the age group 20-25, and your e-shop sells Men's Clothing, then on Social Media you should promote youthful and economical products in order to reach their attention.

- **Integrated Marketing and Sales Plan:** Today's Firms need combined Marketing and Sales Strategies to prevent the loss of potential customers. The loss may occur due to competition or a delay in the Sales Strategy after approaching the Customer. **For example,** while you have attracted the customer through Social Media and did not immediately send him the discount list for new customers.

- **Reaching Customers:** Many online companies make the mistake of focusing all their attention on approaching potential customers online without devoting sufficient resources to turning them into Buyers and retaining them. **For example,** while they have an amazing online product catalog, the e-commerce department is impromptu and creates doubts in the customer regarding his payments.

- **Brand Name:** Today's consumers want authentic experiences. Offering them authentic experiences, the e-Shop will gradually gain a positive reputation. This reputation becomes fragile if entrepreneurs do not follow ethical practices. **For example,** selling a product / service at a price disproportionate to its true value.

- **Public Relations:** e-Businesses do not always give Public Relations the attention it deserves in the digital age. But Public Relations is an invaluable tool for creating, maintaining and even changing the image of your brand. **For example,** you have gained a reputation for being an expensive e-shop. Using Public Relations online you can reach out to influencers and convince them that this is not the case and that you are offering a pricing policy that is accessible even by low-income customers.

- **Automation:** As the digital marketing workload increases, Businesses need to automate as much repeat work as they can to successfully manage multi-channel campaigns, maintain costs, and grow as quickly as possible. **For example,** posting a post per week to 4 different groups on Facebook can be automated, so that the time earned can be used to post a similar post on another medium e.g. on Twitter.

2. - E-MARKETING MIX 7 Ps

e-Marketing 7Ps Model

- The success of the 4Ps model has been undeniable for the products, but not for the services. For this reason, in the 80's the model was expanded to 7Ps, adding additional 3Ps: ie People, Processes, Physical evidence.

- With the introduction of trade and services, the model expanded to 7 Ps (Product, Price, Place, Promotion-Προβολή, People, Processes, Physical Evidence).

The People he will hire or work with in the business

The internal Procedures of the company in order for the customer to receive the expected product exactly as he expects

How the customer sees the product / service you offer with Measurable Evidence

PRICE
PLACE
PROMOTION
PROCESS
7 'P's MARKETING MIX
PHYSICAL EVIDENCE
PRODUCT
PEOPLE

2. - E-MARKETING MIX 7 Ps

➢ Let's see soon how these 3 additional factors are involved in the sales of products and services

People	Procedures	Measurable Evidence-Business Environment
People are an important element of the Marketing mix, because it is an integral part of service delivery and product development. Therefore, in order to achieve excellent performance, it is good for the staff to be trained in the required skills and to be paid sufficiently to be satisfied by the company. Especially in commercial companies, the employees who come in contact with the customers must be excellent in behavior and knowledge of the object of the business.	The nature of the various processes, their degree of complexity and the time required to complete them are also important elements of the Marketing mix. It is obvious that a company that has uncoordinated processes will serve customers later and perhaps worse than another with well-tuned processes.	Almost all services include some physical elements, even if most of what the consumer pays is intangible. For example, an insurance company provides its service and completes by delivering to its customers the printed contract or Pdf. These physical proofs are documents that prove the implementation of the services and are therefore related to the performance of each business. Therefore it is good for each company to have a system for measuring sales, but also other factors e.g. degree of customer service etc.

2. - E-MARKETING MIX 7 Ps

➢ Let's see now how the 7Ps Marketing Model works in the modern, digital business environment and specifically on the web..

➢ Suppose the Entrepreneur has a Web Site or even better an E-Shop to sell her products.

PRODUCT / SERVICE

- The products / services offered must be the core and essence of the business. Even if the product is intangible, such as a consulting service, it should stand out in the market either because of its unique quality or because it is offered on better terms than any other on the market.
- Questions that the Entrepreneur must answer before launching a Product on the market are:
  o Does the product serve the needs of consumers?
  o What do they need to be satisfied?
  o How is the product different from those of competitors?
  o What brand would make it stand out?
- The most important thing is to offer a valuable product or service so that customers think that by buying it they will gain some kind of value.
- It is extremely important that customers entering the website see the capabilities and features of the product. This can be achieved through well-designed graphics or photos that highlight the product.
- In addition, Influencers can be used. With the popularity of YouTube, Facebook and Social Media growing rapidly, many companies are hiring Influencers to showcase their product features, making e.g. unboxing videos.

2. - E-MARKETING MIX 7 Ps

PRICE POLICY

- The big challenge for the Entrepreneur is to set an appropriate price that will entice consumers and at the same time ensure profits for the development of the company. The questions that must be answered before determining the Price of the product are:
  - How much would you pay for the product if it were the consumer himself?
  - What is the price of similar products on the market?
  - Will a small price increase go unnoticed to increase the profit margin?
  - Can a small price reduction bring additional market share?
  - What discounts can be made on the purchase of this product?
- There are various Pricing Strategies in Internet Marketing in order to differentiate the product from the competition:
  - Discount Codes on other products
  - Online discount coupons
  - Offers packages with cheaper price per unit
  - Product / service access subscription service
- Amazon in 2018 exceeded $ 258 billion in online retail sales in the US (49.1% of all online retail spending in the United States). Amazon vouchers and discounts have contributed significantly to these sales, demonstrating how important pricing strategies are in digital marketing.

2. - E-MARKETING MIX 7 Ps

PLACE/ DISTRIBUTION

•A product should be placed in a place where potential customers can easily access it, learn about it and eventually buy it. In internet marketing this is more easily achieved as the physical store (if any) is completely separated from the point of sale. The Businesswoman must answer the following:

    o Where do consumers look for similar products?

    o Where do competitors sell their products?

    o How does product placement differ from the competition?

•In internet marketing, there are many options / platforms for selling products. The Entrepreneur should diagnose which points and platforms are most used by her desired customers. For example :

    o Social Media platforms (Facebook Shop, or using links to other points of sale, eg in the e-shop.

    o In existing e-Shops (Shopify, Etsy, eBay, Amazon).

    o In the e-Shop (if any) of the Company.

•Online stores have the advantage of being available to anyone with Internet access. But that means the buyer can be anywhere. It is a good idea to indicate the area covered by the business at the point of sale of the product. Finally, it should be studied in advance, which channel will be used each time for the delivery of the product in a reasonable time.

2. - E-MARKETING MIX 7 Ps

PROMOTION

- E-Marketing Promotion is about using online communication tools to reach your target audience. Promotion can include the use of online advertising, public relations, direct communication, sponsorship, sales promotion, etc. to reach and influence the public.
- There are many effective Promotion Strategies that are partially influenced by the multiple Web Platforms. Every business and product requires different promotions to their customers. Therefore, it is good for the Businesswoman to answer the following questions:
  - Where can a product be promoted?
  - Which platform does the desired audience visit the most?
  - How do competitors promote their products?
  - When is the best time to promote your product?
  - Can the goal be achieved with the right strategy?
- As it is not possible to invest in every Promotion channel due to cost, you must first understand your audience. It will greatly help you to design an effective internet marketing strategy.
- Some Possible Online Promotion Methods For Every Entrepreneur To Consider:
  - Search Engine Marketing (Google, Bing),
  - Search Engine Optimization (SEO)
  - Content marketing
  - Online Public Relations
  - Advertising on Social Media
  - Video on Youtube
  - Photos on Pinterest
  - Branding on LinkedIn
  - Shop on Facebook
  - Email Marketing
  - Collaboration with other websites & social profiles

2. - E-MARKETING MIX 7 Ps

PEOPLE

- People in the 7Ps model refer to the people in the business and specifically to those who come in contact (directly or indirectly) with the customer. They are an important element of the Marketing mix, because they are an integral part of service delivery.
- The saleswoman in a commercial store is essentially the first person the customer sees, as is the store owner. The ways they use to serve the customer, their attitude and even their appearance, are an important part of Customer Service and affect their experience and therefore whether they will return to the store.
- Apart from the People in the Sales department of a business there are other roles that affect the success of the business. Depending on the product or service provided, an after-sales Customer Support service may be required. There are many options and combinations of online support that you can incorporate into your business workflow. For example, you can integrate social media as a customer support channel (FB etc), or chat services (messenger, telegram, viber etc) or even chat services (skype, zoom etc).
- In general, the good choice of online customer support systems, through which customers and staff can interact seamlessly, improves the customer experience and therefore the image it forms for the business.

PROCESSES

- The Procedures in the internet marketing mix, concern the necessary actions for the optimization of the delivery of the products / services to the customer and the experience that he experiences.
- Process optimization is based on continuous measurement and evaluation of performance indicators (KPIs). Monitoring and measuring the results of the marketing mix we apply, allows to find critical errors that may occur or if they have occurred to be corrected.
- Practically some such indicators are:
  - Website / e-shop speed. Customers become more impatient, if it takes a long time to load a website, you could lose potential customers.
  - Time of arrival of the product / service to the customer. If the time is long, it will create a negative experience for the customer and he may not return to your e-shop.
  - Website / e-shop functionality. With the majority of customers browsing smartphones, tablets, laptops, etc., can your e-shop be adapted to all devices? How easy is it for the customer to make a payment? If he is from another country and uses another currency?
  - After all, how many steps does it take for an e-shop visitor to successfully complete a purchase? How can these be reduced?
- Procedures include other functions such as
  - Return functions of products / services & money
  - Collection of Customer Comments and their evaluation
  - Terms and conditions that your customers agree with, defining your processes and protecting your business.

MEASURABLE EVIDENCE

- The measurable evidence for the success of a Digital Marketing Strategy could be the following:
  - The measurable evidence for the success of a Digital Marketing Strategy could be the following:
  - The number of online sales.
  - The number of returning online customers.
  - The number of new online customers.
  - Recorded customer opinions on social media on the company's profile (FB, Instagram, Pinterest, etc.)
  - The number of complaints received through e.g. emails
  - The rating that may exist in third party applications, such as TripAdvisor, Booking, Trustpilot etc.
  - The references to the company or the Brand in the specialized electronic press and magazines

Incorporating the 7P model of internet marketing into a company's marketing decision flow will greatly help in developing a better marketing strategy for your business.

The benefits of marketing decisions about product, price, place, promotion, people, process and physical elements are huge. Businesses that understand how to put all the pieces together can improve their competitiveness in the market through marketing.

3. - DIGITAL SALES TRANSFORMATION

Main definitions

- Digital Sales Transformation (DSF) refers to changing the way your Business sells and how it interacts with customers to match the way shoppers buy and use products and services today.

- Digital Sales Transformation is not just about upgrading a Business Sales Department with Digital Equipment. It mainly concerns the achievement of sales based on Digital Data, so that both the company has the maximum financial benefit, and the customer can buy smoothly.

- The fact that the daily life of the average person is now largely "digital", is the main reason and need for the Digital Transformation of Businesses and therefore of the Sales Departments.

- In the near future, technologies such as Artificial Intelligence, Internet of Things (IoT) and Data Analytics will play an important role in enabling the sales team to deliver a better experience to the digitally enabled buyer.

Sales management in the digital world (1)

- The difference between Digital and Classic Marketing is the many digital communication channels that can be used. As a result, the Company has the ability to collect data that it can use in order to increase digital sales.
- Such are for example the following:
  - What products did the visitors see in the online store?
  - How often did they visit them?
  - How long did they stay on the page of each product.
  - Which products have the most impact.
  - Which products were finally sold.

3. - DIGITAL SALES TRANSFORMATION

Sales management in the digital world (2)

- Especially if the Company uses a Customer Reward Program (eg collection of points) then the data is multiplied as it may additionally include:
  o Full name.
  o Age.
  o Ply
  o Country of origin
  o Place of residence
  o Contact info
- Businesses now need to know their Customers very well. So good that they can communicate with them whenever and however they want and communicate things that are related to his preferences and activities, so that the consumer is receptive to the message he will receive from the Company.
- In order to achieve the above goal, a Company must know all the communication channels in which it can find the customer and immediately meet any of his consumer expectations:
  o On his cell phone
  o In his social media profiles
  o In his email
  o At points of sale
- Modern Marketers, knowing all this information, can use it and create coordinated actions that will motivate the consumer to be willing to buy products or services of the Company.
- Knowing the Customer and having information about the expectations he has from the Company, the Marketing Manager can design a number of People (Personas) who represent the basic types of customers, and together with the Sales Manager can design mini Strategies specifically for them.
- Email, sms, posts etc digital communication media can be used to keep the customer informed about:
  o New products / services available from the e-shop
  o Offers on products that match the profile of each customer
  o Discounts on products etc.

3. - DIGITAL SALES TRANSFORMATION

Sales management in the digital world (3)

- In order for a customer to remain loyal to the company and not succumb to the offers he receives from the competition, the company must keep him close to him. Adopting a Customer Reward Program Can Significantly Contribute to Digital Sales. Such a program may include all of the above and in addition:

    o Offers only for "Members"

    o Exclusive products

    o Discount Coupons with points collection

    o Send Catalog

Marketing & Sales Department Cooperation (1)

- It is obvious that the close cooperation of the Marketing and Sales Departments is a factor of success for every Business. But how can this cooperation be ensured?

- There should be Frequent Meetings between the executives of the 2 Departments. In the meetings there should be a discussion about the Persons representing the Customers. Ask questions to each other, so that all questions are answered and thus the Sales Strategy is aligned with each individual Person who has created Marketing.

- There is another reason for holding such meetings. It concerns the mutual understanding of the needs of the Customer and the Market in general. With frequent such meetings, the Marketing department can plan actions to help the Sales department. And vice versa, the Sales department can adapt sales strategies to the directions of Marketing.

- The key is for both parties to talk not only about themselves and their needs, but also about the Customer and his needs. Once this is done, any collaboration problems will quickly disappear.

3. - DIGITAL SALES TRANSFORMATION

Marketing & Sales Department Cooperation (2)

- The role of a Marketing Team is to create digital "stimuli" that the potential Customer will see and will "warm up" for the purchase of the Product / Service. The role of the Sales Team is to turn the "warm" Customer into a regular Customer who will buy. Therefore, by nature there is a cooperative relationship between the two Departments.

- Sales can help Marketing better understand the Customer. The Sellers are closer to the Customers and to a certain extent they know their wishes. Therefore the Sales Team has a good idea of what might attract the Customer. By transferring this image to the Marketing Team, it can design customized Approach Strategies that will meet Customer Expectations.

- It is in the nature of the Sales team to look for the easiest goals. The hottest sales prospects will turn into faster and simpler sales. But what about the most "reluctant" potential Customers who need a little more time and effort to become Customers?

- This case shows how Sales can work with Marketing. With the help of Marketing, these "reluctant" Customers will not be lost looking for solutions to competitors. A special campaign designed by the Marketing department can ensure that "reluctant" and "indifferent" customers will "warm up" enough for the Sales department to take over.

- In addition, many times the Marketing team may face problems such as lack of inspiration for campaign design or lack of knowledge about the Customer. The Sales Team can assist the Marketing Team in designing and producing content, as the Salesmen are the ones who come in direct contact with the Customer and therefore know his expectations.

- It is also common for Marketing Executives to not be fully aware of the results of their Strategy. The Sales Team can provide information about the effectiveness of a campaign so that appropriate changes can be made to it.

- In general, it is important for Sales Executives to constantly communicate information to the Marketing team about any comments made by Customers, as this helps Marketing to improve and make their own (Sales) role even easier.

- In short, the cooperation between the two Marketing and Sales Departments is necessary in order to achieve success in Sales.

3. - DIGITAL SALES TRANSFORMATION

Digital Marketing & Sales Tools

- A modern business that wants to achieve digital sales, should also use the appropriate digital tools.

- The acquisition and implementation of a CRM - Customer Relationship Management solution, enables the collection of customer data and therefore supports sales CRM tools

- CRM systems are software for managing all of the Company's relationships and interactions with its customers. The goal is simple: to improve business relationships. A CRM system helps Businesses stay connected with customers, optimize processes and improve profitability. CRM systems can be used with past, current and potential customers.

- Similarly, the integration of a MAP - Marketing Automation Platform is the key to Marketing success.

- MAP systems refer to software platforms and technologies designed for Marketing departments to make more efficient use of multiple channels on the Internet (such as email, social media, websites, etc.) and to automate repetitive tasks. In addition, these platforms allow you to design, coordinate, manage and measure all your marketing campaigns, both online and offline.

- There are now systems that integrate both types of services.

4. - DIGITAL TRANSFORMATION OF HUMAN RESOURCES DEPT.

Main Definitions

- The Digital Transformation of Human Resources (HR) concerns the respective Department and the procedures it applies in the modern Digital environment.

- Modern HR departments now use data to perform processes such as:
  - performance management,
  - human resource development,
  - payroll and bonuses,
  - even recruitment.

- Modern HR departments come up with data to answer a series of questions such as:
  - How effective are recruitments in terms of value or cost?
  - Which of the staff are talented in their work?
  - Who is the staff that should receive a performance bonus?

Functional efficiency of human resources

- The 1st Step for the transformation of HR is the use of digital tools (HRMS) in the internal processes of the Department, in order to measure basic parameters of the available Human Resources of the Company, in order to improve its Efficiency.

- Measuring staff performance helps, for example, to identify skills shortages and thus paves the way for Staff Development processes, or Evaluation and Rewarding or even reassignment.

- Having the right data, HR can perform a number of procedures such as:
  - workforce skills management,
  - recruitment in the specialties that need support,
  - workforce planning,
  - integration of new potential,
  - succession planning,
  - and other key human resources processes

  thus providing high human resource efficiency and business value.

4. - DIGITAL TRANSFORMATION OF HUMAN RESOURCES DEPT.

Using Omni-Channel Strategies

- Step 2 concerns the adoption of Omni-channel Strategies by the HR department.

- For his part, the workforce now spends more and more time online finding the right job, has high expectations of current and future employers, conducts in-depth research before making the next move in his career, and shares his experiences with others on social media giving.

- Essentially the potential staff scans the internet for possible jobs posted by HR departments to claim them. This is the usual practice.

- The Omni-channel Strategy concerns the activation of HR departments. That is, in addition to posting the job vacancy, in addition to scanning the internet in order to find suitable candidates.

- Nowadays, modern HR has to apply new ways of approaching and interacting with the current and future workforce, creating a seamless experience throughout the life cycle of an employee, through many different points of contact.

- In today's competitive market, after all, talent and experience are scarce resources, so the implementation of a Strategic Human Resources approach is an important competitive advantage.

- Methods that can be applied include traditional media (eg email, phone calls, targeted advertising) but also digital media such as Messaging / Chating as it offers a two-way communication channel where candidates can continue to receive information about the company and at the same time receiving answers to questions they did not initially think of when they first met HR.

- Another way to open a two-way communication channel is through QR codes that lead to Business chat or Business Social Media. QR Codes can be posted on digital points (eg business FB,

- Thus, after the first contact between the Candidate and the Company, a two-way channel is created, which is extremely important for the two sides to come to a win-win situation or to decide to part ways.

Human Resource Management Systems (HRMS)

- Step 3 concerns the integration into the HR processes of digital tools of HRMS - Human Resources Management System. The features of HRMS are the following:
    - Human Resource Planning.
    - Recruitment and Inclusion in the Potential.
    - Policy setting and compliance measures.
    - Employee information management.
    - Licensing and presence policy.
    - Payroll processing and salary disbursement.
    - Regulatory compliance and reporting.
    - Staff training and development.
    - Performance evaluation.
    - Exit process management.
    - Succession planning.
- With the use of such tools by the Companies for the proper management of the Personnel based on tangible digital data, the efficiency of the Company is multiplied.

5. - DIGITAL APPLICATIONS, e-SHOPS

Digital Marketing & Sales Tools

- A modern business that wants to achieve digital sales, should also use the appropriate digital tools.

- The acquisition and implementation of a CRM - Customer Relationship Management solution, enables the collection of customer data and therefore supports sales. CRM systems are software for managing all of the Company's relationships and interactions with its customers. The goal is simple: to improve business relationships. A CRM system helps Businesses stay connected with customers, optimize processes and improve profitability. CRM systems can be used with past, current and potential customers.

- Similarly, the integration of a MAP - Marketing Automation Platform is the key to Marketing success. MAP systems are software platforms and technologies designed for Marketing departments to make the most efficient use of multiple channels on the Internet (such as email, social media, websites, etc.) and automate repetitive tasks. In addition, these platforms enable the design, coordination, management and measurement of all marketing campaigns, both online and offline.

- There are now Packages that incorporate both types of services.

5. - DIGITAL APPLICATIONS, e-SHOPS

Online Store/ e-Shop

- Digital form of the classic store is the e-Shop (online store). An e-shop usually consists of three distinct subsystems:

    o A product repository:
    - There the entrepreneur or the manager places the Products that are intended for Online Sale.

    o An electronic cart:
    - There are many software packages on the market that implement this subsystem.
    - Its main functions are the purchase and sale of products and / or services, the monitoring of customers and their orders as well as the smooth operation of all internal processes required to handle an e-commerce system.

    o A financial transaction system:
    - It is common practice to work with a bank to charge debit or credit cards online.
    - In addition, an account can be opened for transactions via Paypal or an alternative method of transaction, such as PaySafeCard.

    o A system of transport and delivery of products:
    - Most online stores that sell natural products use a courier company as a means of transportation and delivery. This is also the best solution for faster and safer transportation, with minimal chances of damage or error.
    - Some online stores offer to pick up products from the store as an alternative.

- As the e-shop of a Business is the main point of Digital Sales, it is recommended that the implementation be carried out by a professional Developer.