

A decorative graphic in the top-left corner consisting of a network of interconnected nodes and lines, resembling a molecular or digital structure, in a light gray color.

NETCLUES!

ACCEPTING ONLINE PAYMENT & ONLINE MARKETING



MINISTRY OF
FINANCIAL SERVICES,
COMMERCE & ENVIRONMENT
CAYMAN ISLANDS GOVERNMENT

A decorative graphic in the bottom-right corner consisting of a network of interconnected nodes and lines, resembling a molecular or digital structure, in a light gray color.

An abstract graphic featuring a network of interconnected nodes and lines, resembling a molecular structure or a digital network. The nodes are represented by circles of varying sizes and colors (blue, grey, white), and the lines are thin and grey. The graphic is positioned in the top-left and bottom-right corners of the slide, framing the central text.

ONLINE MARKETING

A decorative background graphic consisting of a network of interconnected nodes and lines. The nodes are represented by small circles, some of which are solid grey and others are hollow with a grey outline. The lines connecting them are thin and grey, forming a complex web-like structure that is more dense on the left and right sides of the slide.

**How do you REACH
your customers?**



“



traditional media
vs
new media

which marketing methods are best?

FX

Scope of Modern Methods of Online Marketing

27%

**Purchased
a Product
or Service
Online**

32%

**Searched
Online for a
Product or
Service to
Buy**

13%

**Made an
Online
Purchase
with Laptop
or Desktop**

35%

**Made a
Purchase
using a
mobile
phone.**

What is Online Marketing?



“ Any activity which is not paid which you do to promote your business online.”

Why Website is an important tool for Online Marketing?



Cost-Effective Advertising

Websites offer a low cost advertising solution compared to traditional media.



Analysis of Customer Behavior

Internet analytics enable businesses to log and track everyone who visits their websites.



Round-the-Clock Availability

Operating a website enables a business to be available to new and current customers 24 hours per day.



Customer Feedback

Websites allow customers to interact with companies and provide feedback on their experience.



Niche Markets

The relatively low cost of running a website allows small and medium-sized businesses to cater for niche markets.



Business Profile

Doing business online levels the playing field for small and medium-sized companies.

Why is Online Marketing Important?



It thinks like your customers



Cost Effective



Builds Relationships



Personalized



Wider Reach



It is SOCIAL!

SEARCH ENGINE OPTIMIZATION

SEO = visibility



93%

of your customers
won't go further
than the first page
of Google



These ones won't see you !



Those ones may see you...

Online ADS

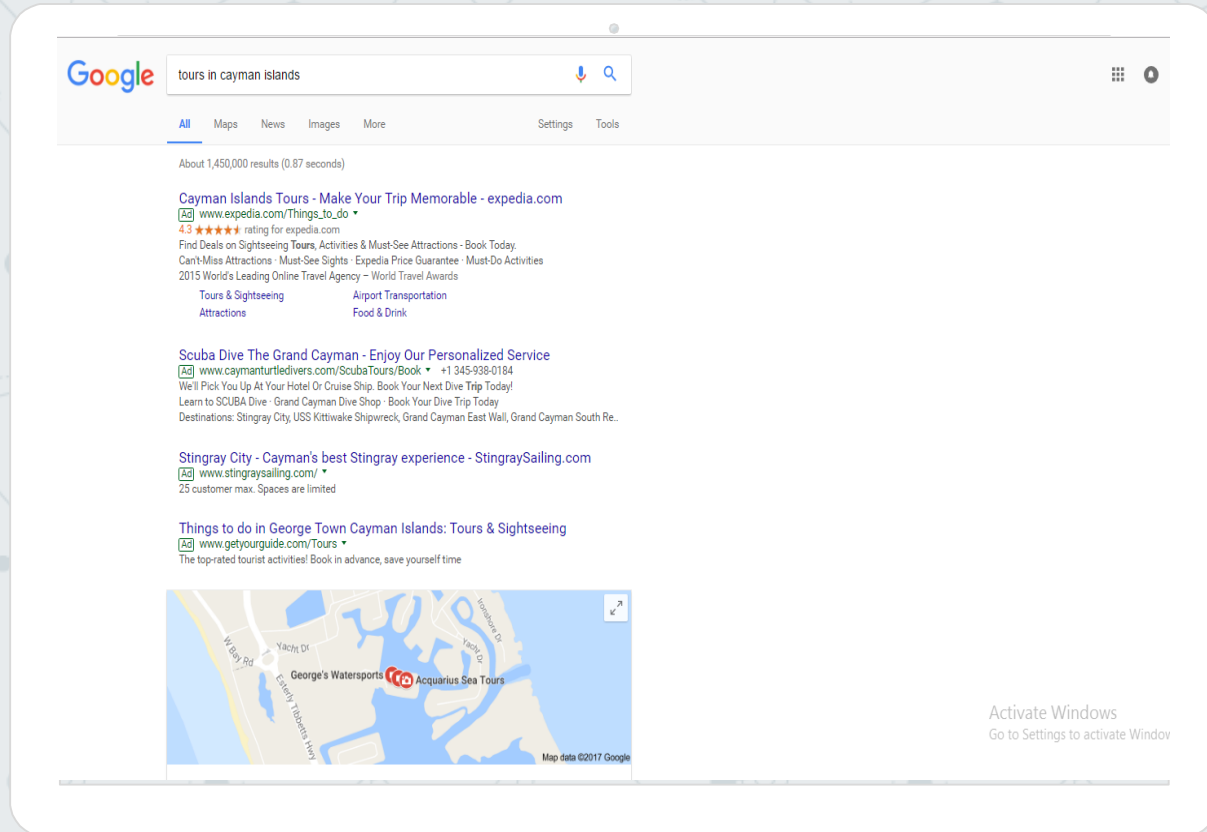
Text Ads

Display Ads

**Remarketing
Ads**

**Programmatic
Ads**





Example of Text Ads



Example of Display Ads



Example of Remarketing Ads

What are Programmatic Ads?

Programmatic Ads use
Technology & Audience Insights
TO
Buy & Run A Campaign
REAL TIME





Why Programmatic?

Unprecedented reach over multiple networks

The Google logo, consisting of the word "Google" in its multi-colored sans-serif font, is centered within a light gray circular border.The Facebook logo, featuring the word "facebook" in a blue sans-serif font, is centered within a light gray circular border.The DoubleClick logo, which includes a green circular icon with a white dot and the text "DoubleClick by Google", is centered within a light gray circular border.The AppNexus logo, featuring an orange square icon with white curved lines and the text "AppNexus", is centered within a light gray circular border.The theTradeDesk logo, which includes a blue circular icon with a white dot and the text "theTradeDesk", is centered within a light gray circular border.



Access to Third Party Data + Consumer Insights + Improved Targeting =

- **Improved Quality**
- **Better CTR**
- **Better Viewability**
- **More Customer Engagement**
- **Fair Pricing**
- **Local Reach**
- **Real Time Bidding**

A decorative background featuring a network diagram. It consists of numerous nodes, represented by circles of varying sizes and styles (some solid, some dashed), connected by thin lines. The nodes are distributed across the page, with a higher concentration in the top-left and bottom-right corners, leaving the center area more open for the text.

How Does it Work?



**User goes to
a Website**

Website pings that an ad slot is available



Request sent for Ad Placement



An illustration featuring three people holding signs that say 'BID'. On the left, a man with glasses and a suit holds an orange sign. In the center, a woman with dark hair holds a green sign. On the right, another person holds a red sign. The background is a light tan color with stylized starburst shapes. A dashed white line connects the text to the orange sign.

Bids are placed
based on
targeting
criteria

Highest bid wins and ads are placed at available slots



Social Media Marketing



10 Benefits of Social Media Marketing



A decorative network diagram in the top right corner, consisting of a cluster of interconnected nodes and lines, rendered in a light gray color.

Oh Yes!

It's **FREE**

A decorative network diagram in the bottom left corner, consisting of a cluster of interconnected nodes and lines, rendered in a light gray color.

The Basics – Social Media Marketing Plan

1. Research

- Identify Industry Trends
- Do a Competitive analysis
- View Social Media Impact

2. Strategize

- Choose best Platforms
- Outline your Content
- Develop a Schedule

3. Implement

- Follow your Schedule
- Give time to Build
- Analyze your Results

4. Modify

- Utilize your best Platforms
- Adjust your plan as needed
- Move in a better Direction





ANY QUESTIONS?