

A decorative background consisting of a network of interconnected nodes and lines, resembling a molecular structure or a digital network, in shades of blue and grey.

NETCLUES!

ACCEPTING ONLINE PAYMENT & ONLINE MARKETING



MINISTRY OF
FINANCIAL SERVICES,
COMMERCE & ENVIRONMENT
CAYMAN ISLANDS GOVERNMENT



ONLINE MARKETING

A background graphic consisting of a network of interconnected nodes and lines. The nodes are represented by small circles, some of which are larger and have a double-circle outline. The lines are thin and grey, connecting the nodes in a complex, web-like structure. The network is more dense on the left and right sides of the page, with fewer connections in the center where the text is located.

**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



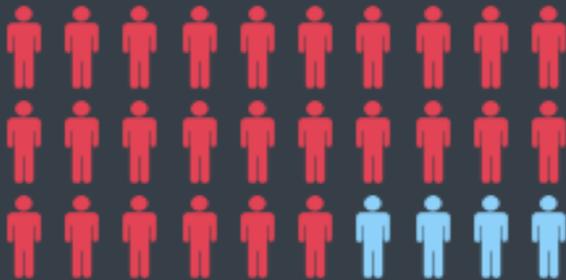
Wider Reach



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

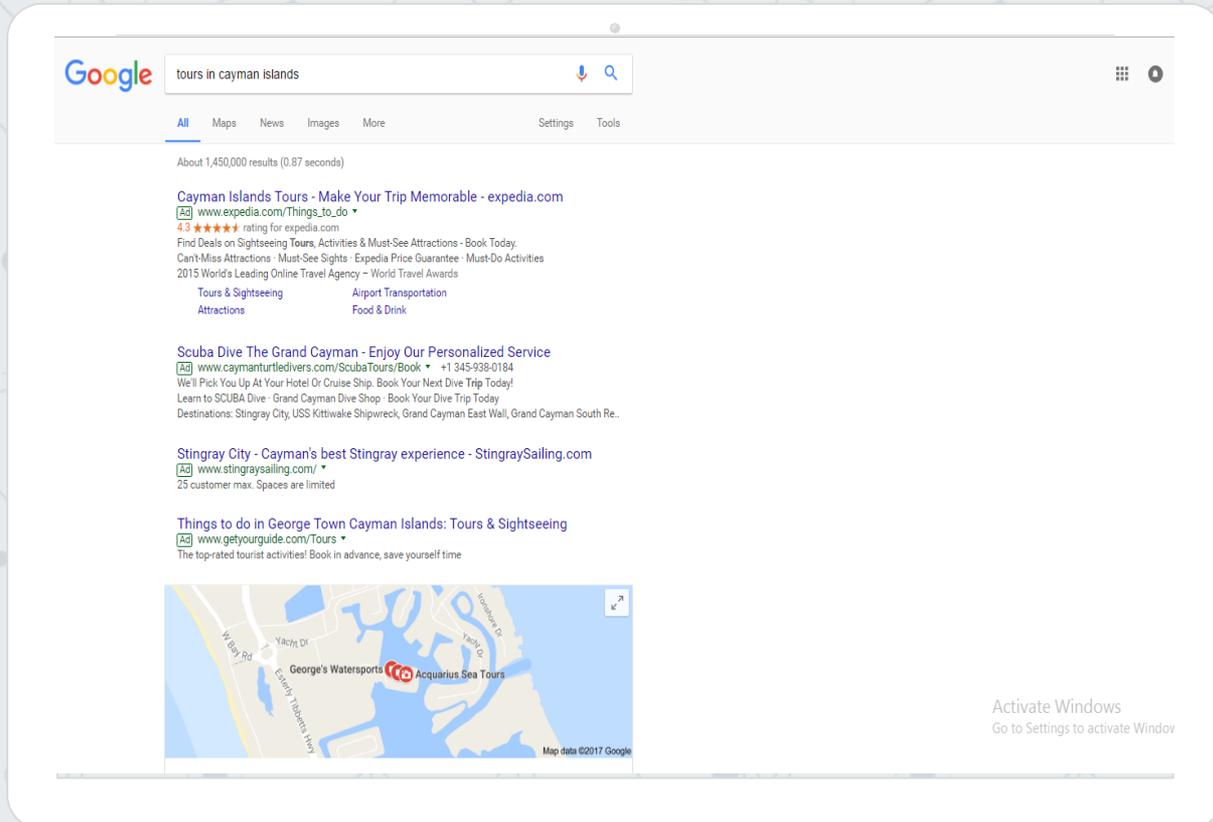
Text Ads

Display Ads

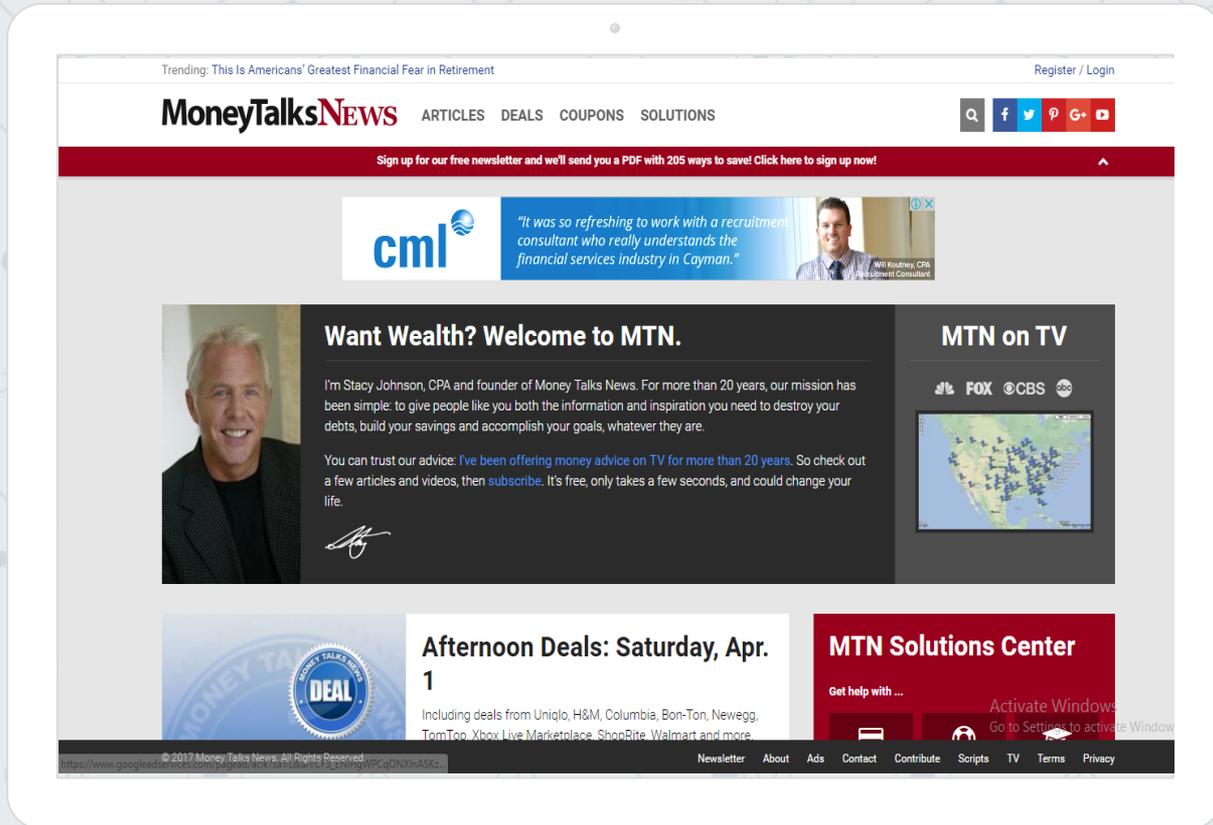
**Remarketing
Ads**

**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



A decorative network diagram in the top-left corner, consisting of various sized nodes (some solid grey, some hollow white with a grey border) connected by thin grey lines. The nodes are arranged in a complex, interconnected pattern.

Why Programmatic?

A decorative network diagram in the bottom-right corner, similar to the one in the top-left, with nodes of varying sizes and styles connected by thin lines.

Unprecedented reach over multiple networks



A background network diagram consisting of interconnected nodes and lines, with some nodes highlighted in grey and others in white. The nodes are arranged in a complex, non-linear pattern, suggesting a data network or social graph.

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 network diagram in the top-left corner, consisting of various sized grey circles (nodes) connected by thin grey lines (edges). Some nodes are solid grey, while others are hollow with a dashed border. The network is dense and irregular, extending from the top-left towards the center.

How Does it Work?

A decorative network diagram in the bottom-right corner, similar to the one in the top-left. It features a cluster of grey nodes connected by lines, with some nodes being solid and others hollow with dashed borders. The network is dense and irregular, extending from the bottom-right towards the center.



**User goes to
a Website**

Website pings that an ad slot is available



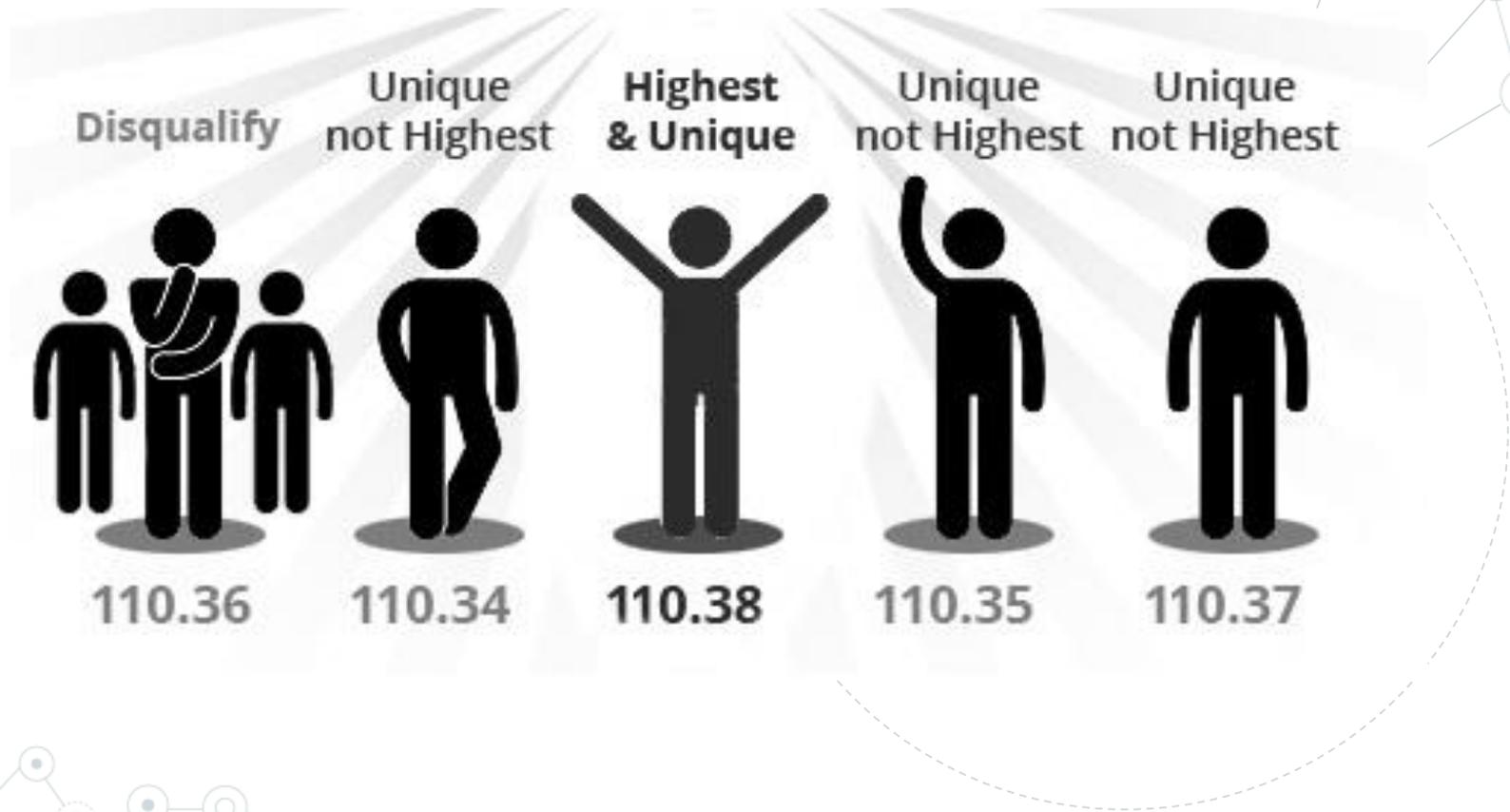
Request sent for Ad Placement





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 various sized circles (nodes) connected by thin lines (edges). Some nodes are solid grey, while others are hollow with a grey outline. The connections form a complex, branching structure.

Oh Yes!

It's **FREE**

A decorative network diagram in the bottom left corner, similar to the one in the top right, featuring nodes of different sizes and colors (solid grey and hollow grey) connected by thin lines.

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?