

# LEVERAGING TECHNOLOGY NOW!

SIT DOLOR AMET

A few technology quick wins.

# AGENDA

1. Inbound Marketing
2. Professional Domain & Website
3. Professional Email
4. Google Business
5. Professional WhatsApp
6. Digital Business Card
7. Bonus 1 & 2

# TWO META-PHYSICAL CONCEPTS

- You are not your customer
- Inbound marketing is happening whether you know it or not

# INBOUND MARKETING WINS

Now that we know what it is, what does this look like?

1. Try and think like your customer and search for what your business does  
(e.g. car repairs in Fish Hoek)

Google 1 car repairs fish hoek

All Maps Images Shopping Videos More Tools

About 375 000 results (0,28 seconds)

Results for Fish Hoek, Cape Town · Choose area

Businesses Rating Hours

Sponsored

RIVAL MOTORS

4,0 ★★★★★ (34) · Mechanic  
20+ years in business · 10C Pinetree Business Park  
Open · Closes 5 pm  
Work Done To All Vehicles - Electronic diagnostics & electrical repairs to starters, alternators, windows ...

5 Website Directions

Car Care Clinic Fish Hoek

4,2 ★★★★★ (60) · Auto repair shop  
37 Main Rd · 021 110 0300  
Open · Closes 5:30 pm  
"Just fixed my dear old mother's car, very cheap and honest service!"

Website Directions

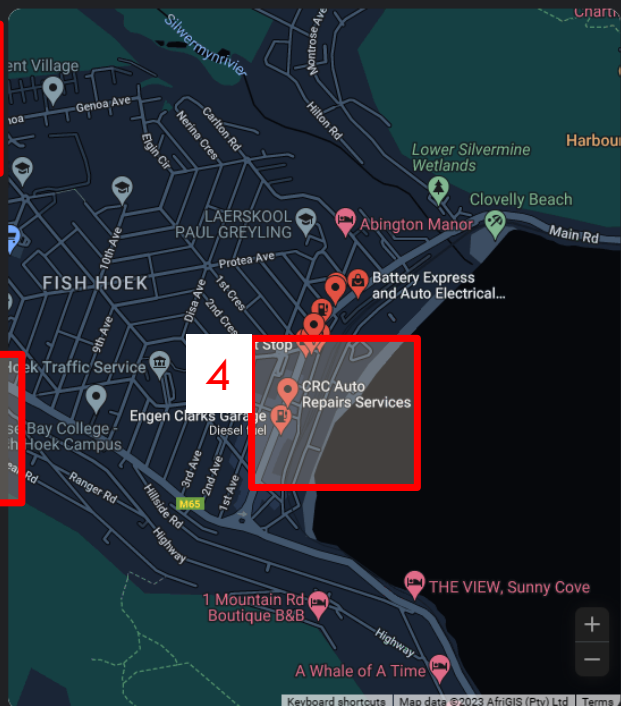
2 CRC Auto Repairs Services  
4,0 ★★★★★ (16) · Auto repair shop  
3+ years in business · At the back of Shell Petrol Stati...  
Opens soon · 8:30 am  
"If you are looking for repairs on your car..."

4 Website Directions

Motorworld

4,3 ★★★★★ (46) · Auto repair shop  
5+ years in business · Western Cape · 021 782 32 8  
Open · Closes 5 pm  
"Decent prices on a wide range of car parts."

3 Website Directions



More businesses →

Kandua  
https://kandua.com · mechanic · fish-hoek

### Find the 10 Best Mechanics near you in Fish Hoek

Here are Fish Hoek's 10 best Mechanics (car, diesel and bakkie) as rated by 1000's of locals in your community. All Pro's are vetted and reviewed.  
★★★★★ Rating: 4,7 · 34 reviews

Facebook  
https://www.facebook.com · crcautorepair

### CRC Auto Repairs Services | Fishhoek

Contact us for a free quote. Minor or major services offered. CRC Auto Repairs Services 61 Main Road, Fish Hoek (At the Shell Garage) 064 911 0855.  
★★★★★ Rating: 5 · 3 votes



1. Google what they would search for.
2. If you are not on the first page, you are not on the Web.
3. If you do not have a website, you don't really exist.
4. To get on the map, you must be on the map. (Ideally – depends on your business.)
5. If you want them to come to you, they want directions.

# INBOUND MARKETING WINS

Now that we know what it is, what does this look like?

1. Try and think like your customer and search for your business (generic)
2. Google your business name (What's in a name? Suchomimus Psychedelics )



Go **1**

All Maps Shopping News Images More Tools

About 37 800 000 results (0,45 seconds)

**2**

**Facebook**  
https://www.facebook.com/crcautorepair

### CRC Auto Repairs Services | Fishhoek

Contact us for a free quote. Minor or major services offered. CRC Auto Repairs Services 61 Main Road, Fish Hoek (At the Shell Garage) 064 911 0855.  
★★★★★ Rating: 5 - 3 votes

**Website**  
http://crc-auto.co.za

### We service and repair your car!

\* CRC Auto Repairs and Services is our companys trusted mechanic for all our company vehicle repairs and services. The team is friendly and efficient and they ...

People also ask

What is CRC automotive?

**CRC Industries**  
https://www.crcindustries.com/auto-cleaners-degreas...

### AUTO CLEANERS & DEGREASERS | PRODUCTS

Auto Cleaners & Degreasers ; CRC® T-Force® Next Generation Degreaser, 18 Wt Oz. No. 1750018. Item# 1750018 ; CRC® GDI IVD® Intake Valve & Turbo Cleaner, 11 Wt Oz.

**crindustries.co.za**  
https://crindustries.co.za/automotive

### Automotive - CRC Industries

Automotive. Check out our latest automotive products. (5089) Brakleen® Brake Parts Cleaner · (32712) Air Sensor Clean Pro · (32548) GDI Valve Cleaner ...

**YouTube**  
https://www.youtube.com/watch

### CRC Auto AC Pro Cleaner - YouTube

For more information head over to our website:  
https://bit.ly/AutoACProCleaner CRC Auto AC Pro Cleaner cleans and...

YouTube · CRCNZ · 06 Apr 2022

**CRC Auto Sales**  
https://www.crcautosales.com

### CRC Auto Sales – Car Dealer in Fort Mill, SC

CRC Auto Sales offers car buyers competitively priced vehicles and service with a smile. Their friendly and experienced staff will help you find a vehicle that ...

**CRC-Auto Paint**  
https://crc-autopaint.gr

### CRC-Auto Paint

Auto paint and repair in Argiroupoli, Athens, Greece.

**3**

**CRC Auto Repairs Services**

Auto repair shop in Cape Town

Address: At the back of Shell Petrol Station, 61 Main Rd, Fish Hoek, Cape Town, 7975

Hours: Opens soon · 8:30 am -

Phone: 064 911 0855

4,0 ★★★★★ 16 Google reviews

Website Directions Save

Questions & answers  
Be the first to ask a question

Reviews from the web  
5/5 Facebook · 3 votes

16 Google reviews

Write a review Add a photo

Send to your phone

Profiles  
Facebook

Updates from CRC Auto Repairs Services  
View previous updates on Google

From CRC Auto Repairs Services  
"We do maintenance work, service and repair for all brands. We also do car interior detailing"

People also search for  
View 15+ more

Car Care CALTEX Motorworld Pit Stop

1. Google your actual name. (They heard about you.)
2. If you are not on the first page, you are **DEFINITELY** not on the Web & your should be **FIRST**.
3. You really should have a Google Business pane.
  1. See what all people can see about you
  2. Look at the review score
  3. Look at your competitors

# INBOUND MARKETING WINS

Now that we know what it is, what does this look like?

1. Try and think like your customer and search for your business (generic)
2. Google your business name (What's in a name?)
3. Google your competitors – compare and learn



crc auto

All Maps Shopping News Images More Tools

About 37 800 000 results (0,45 seconds)

**Facebook**  
<https://www.facebook.com/crcautorepair>

**CRC Auto Repairs Services | Fishhoek**  
 Contact us for a free quote. Minor or major services offered. CRC Auto Repairs Services 61 Main Road, Fish Hoek (At the Shell Garage) 064 911 0855.  
 ★★★★★ Rating: 5 · 3 votes



**Website**  
<http://crc-auto.co.za>

**We service and repair your car!**  
 \* CRC Auto Repairs and Services is our companys trusted mechanic for all our company vehicle repairs and services. The team is friendly and efficient and they ...



People also ask

What is CRC automotive?

Feedback

**CRC Industries**  
<https://www.crcindustries.com>

**AUTO CLEANERS & DEGREASERS | PRODUCTS**  
 Auto Cleaners & Degreasers ; CRC® T-Force® Next Generation Degreaser, 18 Wt Oz. No. 1750018. Item# 1750018 ; CRC® GDI IVD® Intake Valve & Turbo Cleaner, 11 Wt Oz.



**Website**  
<https://www.crcindustries.co.za>

**Automotive - CRC Industries**  
 Automotive. Check out our latest automotive products. (5089) Brakleen® Brake Parts Cleaner - (32712) Air Sensor Clean Pro - (32548) GDI Valve Cleaner ...

**YouTube**  
<https://www.youtube.com/watch>

**CRC Auto AC Pro Cleaner - YouTube**

For more information head over to our website:  
<https://bit.ly/AutoACProCleaner> CRC Auto AC Pro Cleaner cleans and...  
 YouTube · CRCNZ · 06 Apr 2022

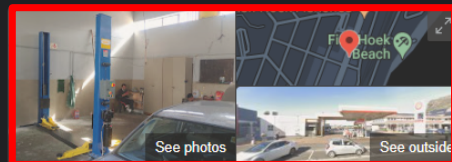
**CRC Auto Sales**  
<https://www.crcautosales.com>

**CRC Auto Sales – Car Dealer in Fort Mill, SC**  
 CRC Auto Sales offers car buyers competitively priced vehicles and service with a smile. Their friendly and experienced staff will help you find a vehicle that ...



**CRC-Auto Paint**  
<https://crc-autopaint.gr>

**CRC-Auto Paint**  
 Auto paint and repair in Argiroupoli, Athens, Greece.



CRC Auto Repairs Services

Website Directions Save

4,0 ★★★★★ 16 Google reviews

Auto repair shop in Cape town

Address: At the back of Shell Petrol Station, 61 Main Rd, Fish Hoek, Cape Town, 7975

Hours: Opens soon · 8:30 am -

Phone: 064 911 0855

Suggest an edit · Own this business?

Questions & answers

Be the first to ask a question

Ask a question

Reviews from the web

5/5 Facebook · 3 votes

Reviews

16 Google reviews

Write a review Add a photo

Send to your phone

Send

Profiles



Facebook

Updates from CRC Auto Repairs Services

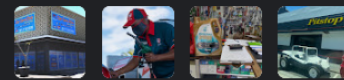
View previous updates on Google

From CRC Auto Repairs Services

"We do maintenance work, service and repair for all brands. We also do car interior detailing"

People also search for

View 15+ more



car care clinic fish hoek

All Maps Shopping News Images More Tools

About 1 410 000 results (0,39 seconds)

Results for Fish Hoek, Cape Town · Choose area

**Car Care Clinic**  
<https://carcareclinic.co.za>

**Car Care Clinic: Home**  
 Get Premium Auto Car Service. Our fully trained and knowledgeable technicians will conduct repairs to your vehicle using the latest diagnostic equipment to ...

**Book Now**  
 info@carcareclinic.co.za · Location. Cnr Ontdekker Rd & CR Swart ...

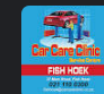
**Find A Branch**  
 Fishhoek Branch, Green Point Branch, Hermanus Branch ...

**Major & Minor Services**  
 info@carcareclinic.co.za · 011 764 1626 · BOOK A SERVICE ...

**Specials**  
 info@carcareclinic.co.za · Location. Cnr Ontdekker Rd & CR Swart ...

More results from carcareclinic.co.za »

**Facebook**  
<https://www.facebook.com> · CarCareClinicFishHoek



**Car Care Clinic Fish Hoek | Fishhoek**  
 Car Care Clinic Fish Hoek, Fishhoek, Western Cape, South Africa. 250 likes · 9 talking about this · 2 were here. Free 76 point safety check Genuine...  
 ★★★★★ Rating: 3 · 10 votes

**Facebook**  
<https://m.facebook.com> · ... · Car Care Clinic Fish Hoek



**Car Care Clinic Fish Hoek | Fishhoek**  
 Get your Car Serviced at anyone of your 35 nationwide branches, starting at R995...  
 We cars [www.carcareclinic.co.za](http://www.carcareclinic.co.za)  
 ★★★★★ Rating: 3 · 10 votes

**Western Cape Info**  
<https://www.western-cape-info.com> · business · car-ca...

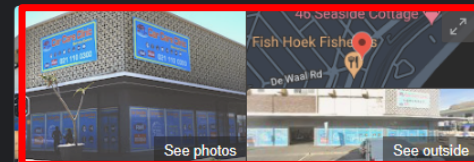
**CAR CARE CLINIC SERVICE CENTRE, WESTERN CAPE**  
 Car Care Clinic Service Centre in the Western Cape. Branches in: Bellville - Stellenbosch - Green Point - Paarl - Table View - Hermanus - Fish Hoek - Strand ...

**Hellopeter**  
<https://www.hellopeter.com> · car-care-clinic

**Car Care Clinic Reviews**  
 Car Care Clinic reviews, customer feedback & support. Contact & review Car Care Clinic.  
 ★★★★★ Rating: 1,9 · 298 reviews

**AutoYas**  
<https://www.autoyas.com> · South Africa · Fishhoek

Car Care Clinic Fish Hoek, 37 Main Road, Fishhoek (2023)



Car Care Clinic Fish Hoek

Website Directions Save

4,2 ★★★★★ 60 Google reviews

Mechanic in Cape town

Address: 37 Main Rd, Fish Hoek, Cape Town, 7974

Hours: Open · Closes 5:30 pm -

Phone: 021 110 0300

Suggest an edit

Questions & answers

Be the first to ask a question

Ask a question

Reviews from the web

3/5 Facebook · 10 votes

Reviews

60 Google reviews

Write a review Add a photo

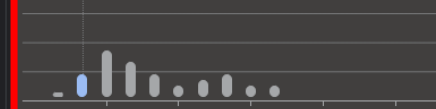
Send to your phone

Send

Popular times

MON TUE WED THU FRI SAT SUN

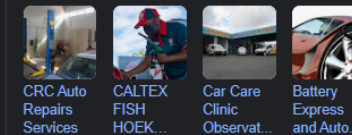
8 am: Usually not too busy



People typically spend 15 min here

People also search for

View 15+ more



# What do you see? Who would you choose?

Google

car repairs fish hoek

Rating Hours Sort by

**Car Care Clinic Fish Hoek**  
4,2 ★★★★★ (60) · Mechanic  
Open · Closes 5:30pm · Cape Town · 021 110 03...  
"Just fixed my dear old mother's car, very cheap and honest service!"

Website Directions Call Share

**CRC Auto Repairs Services**  
4,0 ★★★★★ (16) · Vehicle repair shop  
Open · Closes 5pm · Cape Town · 064 911 0855  
"If you are looking for repairs on your car."

Website Directions Call Share

**Motorworld**  
4,3 ★★★★★ (46) · Vehicle repair shop  
Open · Closes 5pm · Cape Town · 021 782 3288  
"Decent prices on a wide range of car parts."

Directions Call Share

**CALTEX FISH HOEK AUTO CENTA**  
4,2 ★★★★★ (141) · Petrol Station  
Open 24 hours · Cape Town · 021 782 4136  
"Great service, we were attended to quickly."

Website Directions Call Share

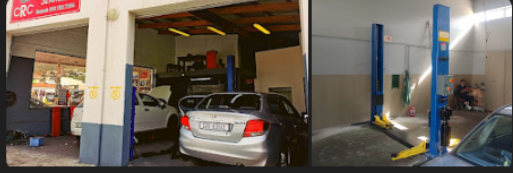
**Magic Autobody Repairs and assessments**  
4,9 ★★★★★ (9) · Car Body Shop  
Open · Closes 5pm · Cape Town · 062 737 2859  
"Highly recommend Magic Autobody Repairs."

Website Directions Call Share

**RIVAL MOTORS**  
4,0 ★★★★★ (34) · Mechanic · 20+ years in bu...  
Open · Closes 5pm · Cape Town · 021 785 8464  
Provides: Vehicle Service

Website Directions Call Share

**Engen Clarks Garage**  
4,1 ★★★★★ (30) · Petrol Station  
Open 24 hours · Cape Town · 021 782 6059



**CRC Auto Repairs Services**  
4,0 ★★★★★ (16)  
Open

Website Directions Call Share

Overview Services Reviews Updates Photos

Open · Closes 5pm  
064 911 0855  
crc-auto.co.za

Services: Auto detailing, Vehicle engine diagnostic, Brakes, Engine repair, General repairs & maintenance, Oil change, Transmission, Aut...

At the back of Shell Petrol Station, 61 Main Rd, Fish Hoek, Cape Town, 7975

Google review summary

5 4 3 2 1

+ WRITE A REVIEW

4,0  
★★★★★  
(16)

"... repairs on your car. Look no further, I've been to Dunlop and Pitstop in Fish Hoek and CRC Auto Repairs Services is definitely the best in the area. Such affordable, quic ..."

View more reviews

From CRC Auto Repairs Services

"We do maintenance work, service and repair for all brands. We also do car interior detailing"

Details

Accessibility	Payments
✓ Wheelchair-accessible car park	✓ Debit cards
✓ Wheelchair-accessible entrance	✓ NFC mobile payments

Web results

Rating Hours Sort by

**Car Care Clinic Fish Hoek**  
4,2 ★★★★★ (60) · Mechanic  
Open · Closes 5:30pm · Cape Town · 021 110 03...  
"Just fixed my dear old mother's car, very cheap and honest service!"

Website Directions Call Share

**CRC Auto Repairs Services**  
4,0 ★★★★★ (16) · Vehicle repair shop  
Open · Closes 5pm · Cape Town · 064 911 0855  
"If you are looking for repairs on your car."

Website Directions Call Share

**Motorworld**  
4,3 ★★★★★ (46) · Vehicle repair shop  
Open · Closes 5pm · Cape Town · 021 782 3288  
"Decent prices on a wide range of car parts."

Directions Call Share

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"Great service, we were attended to quickly."

Website Directions Call Share


**Magic Autobody Repairs and assessments**  
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Open · Closes 5pm · Cape Town · 062 737 2859  
"Highly recommend Magic Autobody Repairs."

Website Directions Call Share

**RIVAL MOTORS**  
4,0 ★★★★★ (34) · Mechanic · 20+ years in bu...  
Open · Closes 5pm · Cape Town · 021 785 8464  
Provides: Vehicle Service

Website Directions Call Share

**Engen Clarks Garage**  
4,1 ★★★★★ (30) · Petrol Station



**Car Care Clinic Fish Hoek**  
4,2 ★★★★★ (60)  
Open

Website Directions Call Share

Overview Services Reviews Photos

Open · Closes 5:30pm  
021 110 0300  
www.carcareclinic.co.za

Services: Air and cabin filter replacement, Air conditioning, Vehicle engine diagnostic, Battery, Brake service & repair, Brakes, Electrical,...

37 Main Rd, Fish Hoek, Cape Town, 7974

Google review summary

5 4 3 2 1

+ WRITE A REVIEW

4,2  
★★★★★  
(60)

"Just fixed my dear old mother's car, very cheap and honest service! Another mechanic lied to her about what was needed to fix her oil leak! These guys are honest, we'll ..."

View more reviews

Details

Payments

- ✓ Debit cards
- ✓ NFC mobile payments

Web results

https://carcareclinic.co.za  
Car Care Clinic: Home

Get Premium Auto Car Service. Our fully trained and knowledgeable technicians will conduct repairs to your vehicle using the latest diagnostic equipment to ...

https://www.facebook.com/CarCareClinicFishHoek

# INBOUND MARKETING WINS

Now that we know what it is, what does this look like?

1. Try and think like your customer and search for your business (generic)
2. Google your business name (What's in a name?)
3. Google your competitors – compare and learn
4. What is the one thing worse than a poor review? No review.
  - Or no response to a poor review. You need to watch your social media
  - Don't have more social media than what you can handle

# INBOUND MARKETING WINS

*“Inbound marketing means your client base is leveraging technology to work for them...but not in the way you think.”*



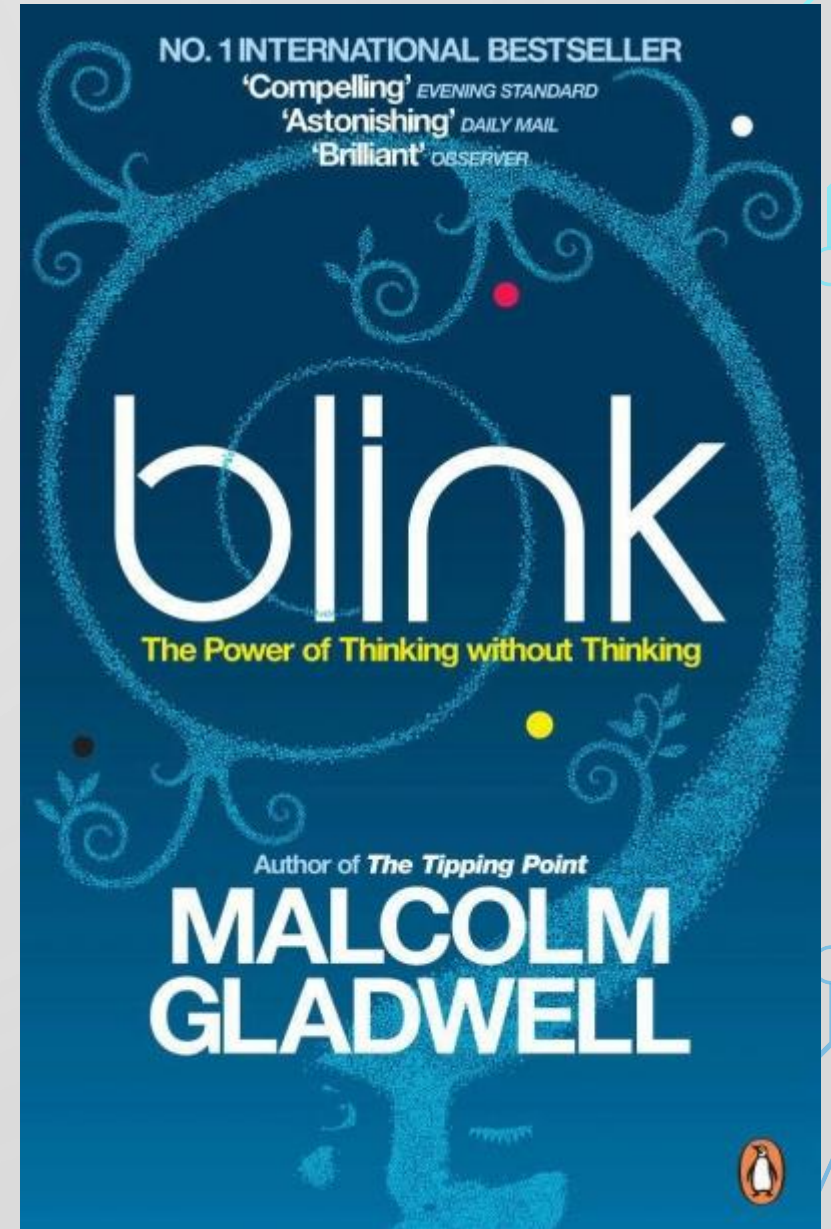
# INBOUND MARKETING

Malcolm explains that:

“...snap judgement decisions can be far more effective than a cautious decision.”

(Remember: you are not your customer.)

Your potential client's decision to use your business often depends on the cumulative effect of the small things. Such as your web/tech presence.





Must have!

# 1. PROFESSIONAL DOMAIN & WEBSITE

- Many cheap options to choose from – any of them will work, but...
- Be careful...
  - Most hosting is “shared” and can pose security concerns
  - Of tying yourself down. Think scalability.
  - All your eggs in one basket

**Must have!**

# 1. PROFESSIONAL DOMAIN & WEBSITE

Step 1: Secure your “street address” – domain name.

- An international location is more costly - .com
- A local location is often just fine - .co.za
- This is done via a Domain Name Registrar
- Be careful where you search for open domain names!!

Step 2: Rent a good building – hosting company

- Need a hosting company, “property rental”
  - Cheap (use your ISP) or slightly less cheap but better & scalable (use VPS)
- **Build** and **maintain** your site
  - Many options – keep it simple – 1 page website.
  - Complexity equals increased cost
  - Landing page. (Duplicate the Google my Business data.)
- Now you have an IP address



**Must have!**

# 1. PROFESSIONAL DOMAIN & WEBSITE

Step 3: Get your address in the internet directory – DNS

- Do this separately from your domain name supplier/registrars and host and DNS manager! Trust me.
- Use Cloudflare – more on that later
- NB for Professional Email (free option using Gmail.)
- Scalable

Step 4: Do two basic tasks

- Security – including SSL Certificate for the **HTTPS** experience (Google only loves this!)
- SEO and search engine submission (this way your business name will appear in searches)

**Must have!**

# 1. PROFESSIONAL DOMAIN & WEBSITE: **COST**

- **Your Address:** Domain Purchase – **Free** with some hosting or between **R90** and **R260** per year
  - Beware new TLDs not always looked on favourable
  - Free is only for the first year
  - Domain Registrar: <https://domains.co.za>
- **Property Rental:** Hosting – **R50** for cheap and nasty, **R100** for flexible/scalable, infinitely expensive!
  - Your ISP is best for cheap
  - <https://bit.ly/R100VPS> (this is an affiliate link)
- **Builder:** Build your website. **Free** for do-it-yourself one-room store to **infinitely** expensive for that German perfectionist, multi-story store. Budget **R2 000**.
- **Maintenance:** Keep it secure and on the web. This is linked to the **Builder** cost.  
Free build = free maintenance.                      Expensive build = expensive maintenance.
  - SSL is for **free**. Must have!
  - Let's Encrypt

**Must have!**

## 2. PROFESSIONAL EMAIL

**DR HLANJWA MAEPA**  
PULMONOLOGIST/PHYSICIAN  
MBChB (UP), FCP (SA), MMed (WITS), Cert Pulmonology (SA)  
MP0680583 | PN: 0773476

Netcare Greenacres Hospital  
Cnr Cape & Rochelle Road, Greenacres  
TEL: (041) 205-0832    **EMAIL: admin@drmaepa.co.za**

1. Professional domain & webs...

**NEUROLOGIST**

**DR JAMES BUTLER**  
MB.ChB(UCT), FCP(SA) NEUROLOGY

**DR JT BUTLER INC.**  
ROOM 209  
MEDICLINIC CONSTANTBERG  
BURNHAM RD, PLUMSTEAD, 7800  
TEL: (021) 797 2099  
CELL: 072 124 9567  
(emergencies only)

**natasha.drjtbutler@gmail.com**  
**lucretia.drjtbutler@gmail.com**  
**shereendrbutler@gmail.com**

**Must have!**

## 2. PROFESSIONAL EMAIL

- Email hosting is complex (SPAM, SPIF, DMARC etc) and therefor expensive – more than hosting, with severe limitations
- Must have your own domain name: [MyAwesomeCompany.co.za](http://MyAwesomeCompany.co.za)

**Step 1:** Create a **FREE** Gmail Account: [myawesomecompacy@gmail.com](mailto:myawesomecompacy@gmail.com)

- This step is crucial
- Gives you access to the Google Universe of tools: search console, developer console, analytics, maps, business etc

**Step 2:** Then create a **FREE** CloudFlare account for email...but, you also get:

- Full DNS control
- Protection from DDoS attacks
- SSL
- Web Application Firewall
- CDN if needed
- Role-based control (more security)

**Must have!**

## 2. PROFESSIONAL EMAIL

After you have created your CloudFlare Account, follow these 6 steps:

**Step 1:** Setup your [myawesomecompany@gmail.com](mailto:myawesomecompany@gmail.com) as your default destination address

**Step 2:** Setup the emails you want i.e. [info@myawesomecompany.co.za](mailto:info@myawesomecompany.co.za) or [thomas@myawesomecompany.co.za](mailto:thomas@myawesomecompany.co.za)

**Step 3:** Route all @myawesomecompany.co.za emails to [myawesomecompany@gmail.com](mailto:myawesomecompany@gmail.com)

**Step 4:** Configure the DNS settings for the myawesomecompany.co.za as per the instructions

**Step 5:** Setup your email client to send emails from [info@myawesomecompany.co.za](mailto:info@myawesomecompany.co.za) or [thomas@myawesomecompany.co.za](mailto:thomas@myawesomecompany.co.za)

**Step 6:** Enjoy a professional looking email

## 2. PROFESSIONAL EMAIL

**Extras**

- Get a good-looking signature – always with email, telephone number, URL and social media accounts
- Emails are marketing – they get forwarded

**Must have!**

## 3. GOOGLE BUSINESS

Step 1: Check if your business is already there on Google Maps

- If there: claim it
- If not, add it

Step 2: <https://bit.ly/SetupMyGoogleBusiness>

- Be SURE to log in with your new [myawesomecompany@gmail.com](mailto:myawesomecompany@gmail.com) account first

Step 3: Verify that you own the business

- Various options – some can take time
- Best is instant verification through DNS

Step 4: Setup your business



**Must have!**

## 3. GOOGLE BUSINESS

### Setup your Business

- Edit your content
- Explore your presence on the web: performance, reviews etc
- Only you can see this, when you are logged in with your @gmail.com account
- Update your customers – are you closed? Running a special?
- All this for **FREE!**

Upside Community Services

About 103 000 000 results (0,34 seconds)

Your business on Google Profile strength Complete info

Edit profile Read reviews Messages Add photo Performance Advertise

Edit products Q & A Add update Ask for review...

Complete your profile  
Add details and get discovered by more customers

Add update  
Share the latest from your business

Create an offer  
Let customers know about your sales and discounts

Only managers of this profile can see this

upside.org.za  
https://upside.org.za

**UPside Nonprofit Organisation: UPside Home**

Upside Community Services is a registered Non-Profit Company working in the community of the Seep South of the Cape Peninsula. Information. Why Hopeful ...

Category: **UPside**  
Upside Community Services is a registered Non-Profit Company ...

Our community by the numbers  
The public facilities consist of 1 Provincial Hospital (False Bay ...

Volunteer  
Upside Community Services is a registered Non-Profit Company ...

Category: **ALONGside**  
UPside's emotional health lay counselling programme has ...

More results from upside.org.za »

Upside Community Services

Website Directions Save Call

Non-profit organization in Cape Town

You manage this Business Profile

Address: 24 Corvette Rd, Sun Valley, Cape Town, 7975

Hours: Open · Closes 3 pm

Phone: 068 749 5939

Update your customers  
Keep your customers up to date about your business

Add update

Edit your business information  
Success! Your edit is live.

Questions & answers  
Be the first to ask a question

Send to your phone

Reviews  
Get your first review

From Upside Community Services

"Upside provides free community counselling services to youth and adults individually or as couples and groups."

About this data Feedback

**Should have!**

## 4. PROFESSIONAL WHATSAPP

**Step 1:** Get a dedicated Phone and Number!!

- Save your sanity – don't mix your work with your personal life
- You WANT to be able to switch off your work phone and still connect with friends and family

**Step 2:** Setup WhatsApp for Business: <https://bit.ly/StartWhatsAppBusiness>

**Step 3:** Configure your WhatsApp Business:

- Catalogue
- Default messages – first time customers, repeat customers, After Hours
- Labels

**Step 4:** Use the extra PC access to WhatsApp business

- Admin access not only phone access

**Step 5:** Use WhatsApp links and QR codes

- <https://create.wa.link/>

**Cool & useful**

## 5. DIGITAL BUSINESS CARD

- Paper cards still work
  - Especially if you put a QR code on it!
  - Put people don't always have your card when they want to contact you OR share your details
- Your phone you always have with you and HiHello is a digital card

**Step 1:** Create a free account at <https://www.hihello.me/>

**Step 2:** Login and create your cards – work and personal

**Step 3:** Download the app to your phone and login

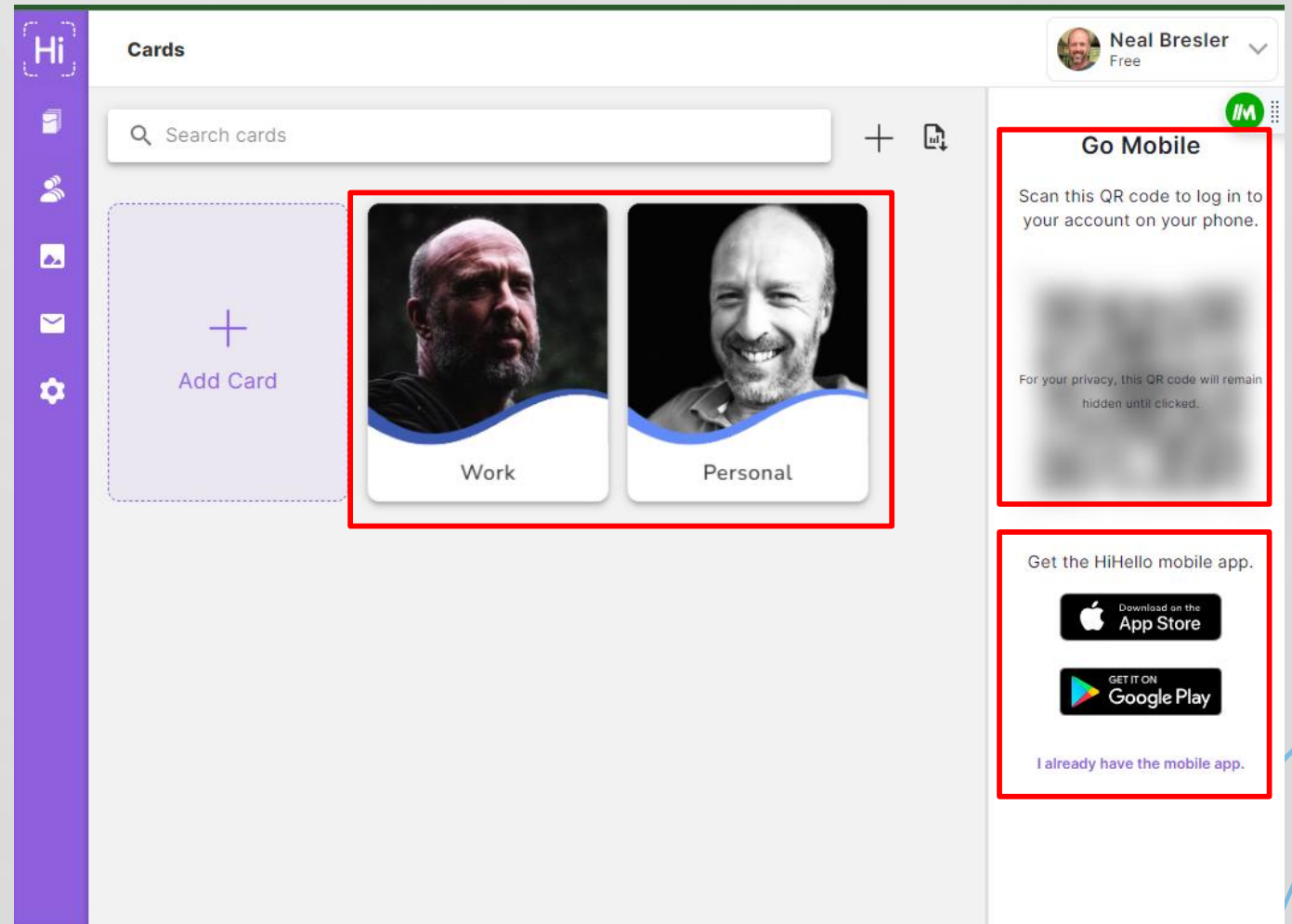
**Step 4:** Share you card with all details via a scannable QR code.

- This adds you details into the contact list of your potential client

**Cool & useful**

## 5. DIGITAL BUSINESS CARD

- Create multiple cards
- From here you can download the app. Or search your store for HiHello
- Login to your app from the web



Cool & useful

## 5. DIGITAL BUSINESS CARD

Hi Cards > Work

Send Card

Scan or click to preview

COPE LINK

CODE EMAIL TEXT APPLE WALLET

**Neal Bresler**  
Executive Director  
*UPside Community Services*

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+27 83 651 4660  
upside.org.za  
upside.npc  
upside-npc

The screenshot shows a digital business card interface. On the left is a vertical purple sidebar with icons for home, share, photo, email, and settings. The main card area features a profile picture of Neal Bresler, a blue wave graphic, and the 'UPside' logo. Below the photo is the name 'Neal Bresler', title 'Executive Director', and company 'Upside Community Services'. A list of contact details follows: email (neal@upside.org.za), phone (+27 83 651 4660), website (upside.org.za), Facebook (upside.npc), and LinkedIn (upside-npc). To the right is a 'Send Card' panel with a QR code, a 'Scan or click to preview' instruction, social media icons (Facebook, X, LinkedIn, WhatsApp, Email), a 'COPY LINK' button, and a bottom row of buttons for 'CODE', 'EMAIL', 'TEXT', and 'APPLE WALLET'.

**Bonus Idea**

## 6. QR CODE EVERYTHING

Step 1: Create a **FREE** <https://bit.ly> account

Step 2: Copy the long complicated link you want people to use (in an email, WhatsApp etc) and create a bit.ly shortcut.

Step 3: Create your QR code, download as a PNG and use in your communication

**Bonus Idea**

# 6. QR CODE EVERYTHING

The screenshot displays a social media analytics dashboard for a link. The main content area shows the following details:

- Link:** <https://bit.ly/StartWhatsAppBusiness>  
<https://www.whatsapp.com/coronavirus/get-started-business>
- Date:** November 3, 2023 12:49 PM GMT+2
- Engagements:** 1
- Last 7 days:** 1
- Weekly change:** +100%

Below the metrics, there are two sections:

- QR Code:** A QR code is displayed with the text "SCAN ME" below it. A "View details" button is available.
- Link-in-bio:** A circular icon representing a link-in-bio is shown with a "Create Link-in-bio" button.

At the bottom, a date range selector shows "10/04/2023 → 11/03/2023". Below this is a bar chart titled "Engagements over time" showing a single bar for "02 Nov" with a value of 1. The legend indicates that this bar represents "Link clicks".

Date	Link clicks	QR Code scans	Link-in-bio clicks
02 Nov	1	0	0



**Bonus Idea**

## 7. SPAM



- Spam a.k.a. bully beef.
- Some people like it AND some people don't!
- Give people the choice. Make it easy to say no.

**Step 1:** Open a **free** Mailchimp account (1000 customers)

**Step 2:** Do ALL your emails from there

- Built-in unsubscribe
- Can function as a basic CRM system

**Step 3:** Build a community around your product/brand. Then its help and not spam

# SUMMARY

1. Inbound Marketing
2. Professional Domain & Website – **Some Cost**
3. Professional Email - **FREE**
4. Google Business - **FREE**
5. Professional WhatsApp - **FREE**
6. Digital Business Card - **FREE**
7. Bonus 1 & 2 - **FREE**



**THANK YOU FOR YOUR TIME & ATTENTION.**