Digital Identity for Companies

A guide focused on the creation and promotion of e-companies

through the effective use of social media

Index

Contents

1. What is an e-enterprise

This chapter presents the characteristics of an e-enterprise from the point of view of projecting new business initiatives based on knowledge, virtualisation and the Internet.

Context:

Information technologies are constantly and dynamically developing and they have become an integral part of our lives. Their popularisation permitted the building of a global telecommunications network – the Internet, that opened people to new standards and ideas, forced them to compete and to look for unconventional solutions. The Internet brought revolutionary changes in the ways of conducting business, which applies both to new methods of acting and to attitudes. Furthermore, there had never been a more available and accessible method of running an economic activity.

Concept:

An e-enterprise is an electronic business or e-business which can be defined as the application of information and communication technologies to perform and support all the business activities, e-commerce, cooperation, communication internally in a company or with e-customers, suppliers and other business partners […] [1]

Some of its advantages include:
- lower costs of obtaining information and of telecommunication
- modernised means of obtaining and storing goods
- time-saving
- stimulating the modernisation of organisational structures
- availability not restricted to a geographical area or time zone
- variety of offers
- access to broader information
- increase in the standard and comfort of life
- lower costs and prices
- development of social communication
- the opportunities to adopt new business models and to develop tailored customer support
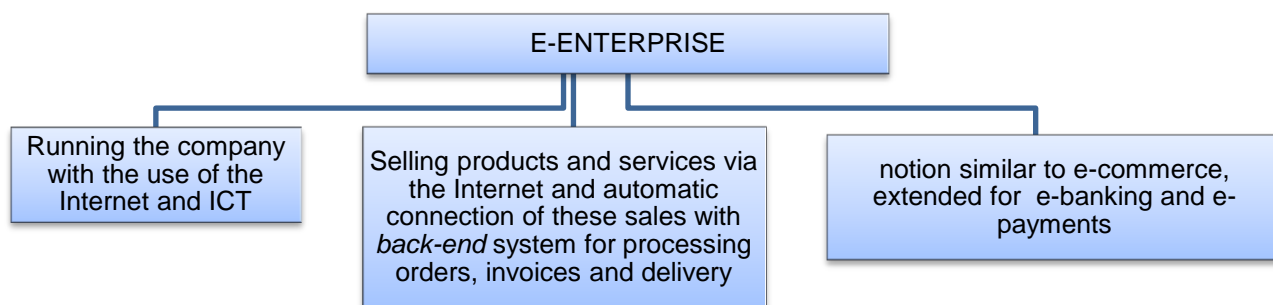
Table 1: Attributes of an e-enterprise[2]

Operationalisation:

The key condition for establishing an e-enterprise is to design an effective and successful business model that would constitute a background for execution and development of the enterprise.

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[1] C. Combe , Introduction to e-business, management and strategy, Amsterdam-Boston-Heidelberg-London-New York-Oxford-Paris 2006.
[2] Wieczorek T., E-Biznes, WSBwDB, Dąbrowa Górnicza 2003

Definition of an e-business model:
According to Allan Afuah and Christopher Tucci, e-business models define a way in which every enterprise that uses the Internet in its operations wants to obtain benefits from the presence in the web. Such a model is constituted by a set of activities connected with the Internet and also goes beyond this scope. Such a business model should define: benefits for customers, range of the offer, price policy, sources of income, correlated functioning, means of model realisation, basic abilities of the enterprise and means of protecting the sustainability of competitive advantage in the market […][3]
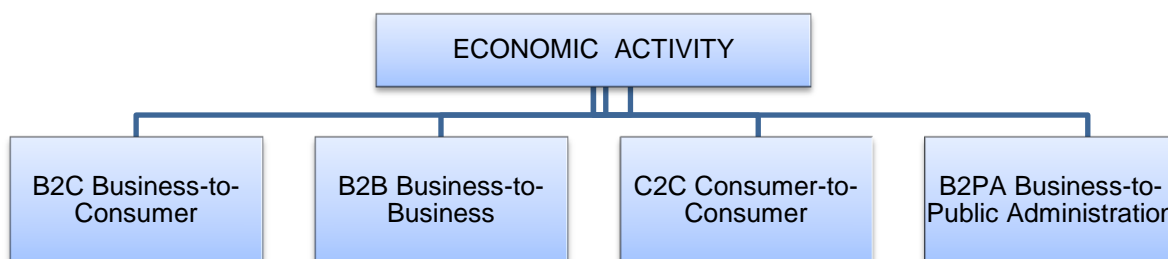

Table 2: Models of e-business[4]

Types of enterprises according to their relations with recipients:
1. B2C (Business to Consumer) is the most spectacular aspect of an e-business and comprises: e-information, e-health systems, e-employment, e-recruitment, e-education, and many others;
2. B2B (Business to Business) is the most important model of an e-business for e-enterprises
3. C2C (Consumer to Consumer) – the development of the Internet created various possibilities of building societies, so called virtual communities for people who want to cooperate in a local or global development (for example eBay auctions);
4. B2PA (Business to Public Administration) is the most prospective type due to the global tendency for the sustainable development of the information society.

Example of an e-enterprise:

eBay helps people to find whatever the need to buy. This is a global company operating in every region of the world. It offers to sellers a platform, tools, solutions and support they need to develop their activities. The measure of their success is the satisfaction of their e-users.

Further development:
The most expected development for an e-business is a combination of the technological aspect of functioning online with emotions, senses and stimuli, as well as intelligent connecting of devices with e-business solutions. The development of an e-business is accompanied by the ICT development and integration of a hitherto and modern information systems of management and by the shift in the ICT strategies in enterprises organisation.

2. How to create an e-enterprise?

This chapter presents the rules for creating an e-enterprise and to point the steps that would enable the launch of this type of business

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[3] Afuah A., Tucci C. L., Internet *business models* and strategies , McGraw-Hill NY, Oficyna Ekonomiczna, Kraków, 2003
[4] Wieczorek T., E-Biznes, WSBwDB, Dąbrowa Górnicza 2003

Context:
Creating an e-enterprise is a complex process, which is ongoing and never-ending. Its aim is to reach an effective and scalable business model. Modern technologies, shifting many functions and interpersonal relations to the Internet, together with business environment favour creating e-enterprises. The real world permeates the virtual one, which creates a new business space for real processes existing in the online environment. Furthermore, there is a new vast space for values searched for by dynamically developing groups of e-customers.

Concept:
Definition: The process of an e-enterprise creation is a set of business activities and resources that aim at launching an effective business model based on ICT, opportunities offered by the Internet space and tools supporting the online activities. Such an enterprise is a development of the author's vision into a successful and effective business model. Shaping the guidelines of the business stems from the idea of the entrepreneur of how to translate the concept into a scalable enterprise. The conditions that are crucial to create an e-enterprise are the identification of customers' needs and the value that there is a demand for.

Key assumptions on the basis of which an e-enterprise can be set:
1. Unique knowledge, often deriving from a passion,
2. Skills and experience in the area the new business will operate,
3. Entrepreneur's attitude to convert the ideas into an effective business[5],
4. Ability to find potential customers and their demand for a certain value or a value that has not been defined so far,
5. Operationalisation of the idea and the means of ICT for its execution

Operationalization:
The key step towards the operationalisation of activities to start an economic activity in the form of startup is to define the potential source of its financing, which differs from a traditional model of starting a business. One may look for the financial resources among the business angels[6], venture capital funds, equity, EU funds and subsidies, as well as new ways of financing such as crowdfunding (obtaining money form Internet users in exchange for their participation in profits or benefiting from the enterprise in other ways.)

Examples of creating an e-enterprise:

Facebook: It took Mark Zuckerberg seven years to get from a student to multimillionaire. Nowadays, he is one of the richest businessmen in the world. Facebook was supposed to be a social networking site for friends, but passion, good knowledge of the potential market and well-chosen research allowed for the development of an immense enterprise combined with global social culture and offering various services. Zuckerberg created a global podium from which people have been able to share their thoughts and social lives. A business angel Peter Thiel created a scalable business model, invested in a startup and introduced Facebook to the NASDAQ Stock Market and has been constantly gaining value there. Nowadays, Facebook has become a huge advertising machinery and a basis for other startups.

Five App: The beginnings were also accidental here. Mateusz Mach, a teenager from Lębork, Poland, created a smartphone application Five App that helps the deaf to communicate. Initially it was meant as a tool for personalised conversation for hip hop fans. However, when a deaf-mute Cindy from the USA texted Mateusz that his app was very useful for people like herself as it facilitated communication, it turned out that the market found a niche for Mateusz's idea. Nowadays, a two-way sign language dictionary is being developed. Verification of the author's vision has changed the initial business model but at the same time gives it an opportunity to become a successful startup.

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[5] http://www.entrepreneur.com/video/271380
[6] http://www.pi.gov.pl/eng/chapter_95035.asp

> **Webvan:** Well-financed startup does not have to turn into a success **-** Webvan proved it. The startup was based on a convincing idea and its creator was an experienced businessman. Although it obtained enormous funds from private investors, the startup experienced a spectacular, millions-of-dollars-worth failure due to traditional methods of introducing products into the market.

FiveApp[7] Webvan[8]

Further development:
Crowdfunding is the main direction for development here. It consists of obtaining the money from Internet users in exchange for their participation in profits or benefiting from the enterprise in other ways. There are numerous platforms dealing with this way of obtaining and allocating the funds[9]. The first step is making the decision to use this startup financing method, the next one – to run an effective crowdfunding campaign, crucial for the success of the initiative. A great advantage of this funding method is the openness for other sources of financing.

3. E-customers analysis

This chapter presents the characteristics of an e-customer from the point of view of creating new business enterprises which are based on network, virtualisation and knowledge**.**

Context:
From the point of view of an e-enterprise and its marketing activity a thorough knowledge of an e-customer is a must. E-users are a new and vast group of e-enterprise stakeholders. Which customer segment or customer category to target? Knowledge of techniques of identification and segmentation of e-customers is a challenge and a crucial condition for effective and successful functioning of an e-enterprise.

Concept:
An e-customer is anyone who, under various internal and external circumstances, decides to buy online an item or a service, purchases it and, finally, consumes it. However, in some circumstances, an e-customer may also be considered someone who chooses and pays for a product online but does not necessarily consume the purchase. [10]

The key features of an e-customer are: searching online for a value, free choice and access to varying offers, searching a product matching the particular needs, an intense need for online information before buying, continually growing expectations towards customer service of an e-enterprise.[11]

Operationalisation:
Various categories of e-customers can be distinguished, depending on the reasons of their online activity:[12]

Convenience buyer:

- usually buys on the same websites and the same categories of products – this way of buying saves their time
- does not want to learn to use new navigation tools or leave their personal details on new websites even though it may mean higher prices for their

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[7] http://www.strefabiznesu.dziennikbaltycki.pl/artykul/aplikacja-na-gesty-mateusz-mach-i-five-podbijaja-swiat
[8] http://yourstory.com/2014/09/webvan-e-tailer/
[9] http://www.entrepreneur.com/article/228534
[10] M. Bartosik-Purgat, *Kulturowe uwarunkowania zachowań konsumentów na przykładzie młodych Europejczyków*, WUE in Poznan, Poznań 2011.
[11] Tapscott D., *Grown Up Digital: How the Net Generation is Changing Your World*, Warszawa, 2010 r., pp. 318-325
[12] Compiled on the basis of Windham L., Orton K., *The Soul of the New Consumer : The Attitudes, Behavior, and Preferences of E-Customer*, CeDeWu, Warsaw, 2001 r., pp. 70-76

purchase
- suffers from a lack of time and thus they value their time more than money
- various bonuses or special offers do not motivate them to change the website they buy on.

Savings buyer:

- ready to do the shopping on other websites if they offer better prices
- does not get discouraged with new navigation tools or filling in additional registration forms if in exchange they can get a better price
- is encouraged with special offers and bonuses

Comparison buyer:

- likes comparing and analysing the offers before making the decision on which website to choose for their shopping
- they regard the whole transaction as an offer, i.e. the choice of products, the price of the product, cost of delivery, special offers and so on.

Loyal buyers:

- would usually buy on the same trusted websites, they are not interested in moving elsewhere
- are not willing to buy on unknown websites out of comfort rather than convenience
- to them, the Internet is a source to look for bargains

Focused buyer:

- buys on the Internet with a clear goal, unemotionally
- chooses particular websites for particular products
- finalises the purchase and does not get tempted by special offers, ignores advertisements and banners
- does not waste their time on looking for best prices or bargains
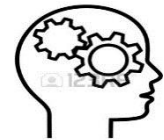
Aversive buyer:

- does not like shopping in regular shops
- online shopping is a way of escaping the crowd, queues and shopping environment they do not like

Other categories of e-customers may be selected based on their experience and place on the learning curve:[13]

Intimidated customer:

- 0-9 month experience
- usually operates carefully, does not like new territories
- does not feel comfortable using the Internet and is afraid of making a mistake
- becomes a client only after some time and after reaching a certain level of comfort.

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[13] Compiled on the basis of Windham L., Orton K., The *Soul of the New Consumer : The Attitudes, Behavior, and Preferences of E-Customer*, CeDeWu, Warsaw, 2001 r., s. 70-76

Adventurous customer:

- 9-18 month experience
- surfs the Internet easily, gained exploring skills
- talks about the Internet with friends, notices advertisements, reads other users' opinions
- is constantly looking for better offers, better prices and more convenient transactions
- while gaining more practice they shape certain habits and preferences
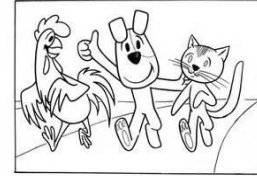
Skilled buyer:

- 18+ month experience;
- spends plenty of time on the Internet, which became an integral part of their life;
- shows interest in new websites;
- uses new technologies to a great extent;
- does not rely on positive recommendations of others;
- often advises less experienced customers.

Examples with the general characteristics of an e-customer:

> A surveyed research carried out on a vast group of respondents came up with the general characteristics of an e-customer. Typically, it is a man, usually young, well-educated, living in a town or city and doing better-paid white-collar jobs. E-customers are usually ambitious, focused on professional success and active ways of spending their free time. According to the research, they are open to new experience and use new technologies eagerly.

Further development:
The development of the e-customer market is fast and ongoing. E-customers will be more and more demanding, expecting higher standards connected with online purchasing.

4. Strategy for the creation of an e-enterprise

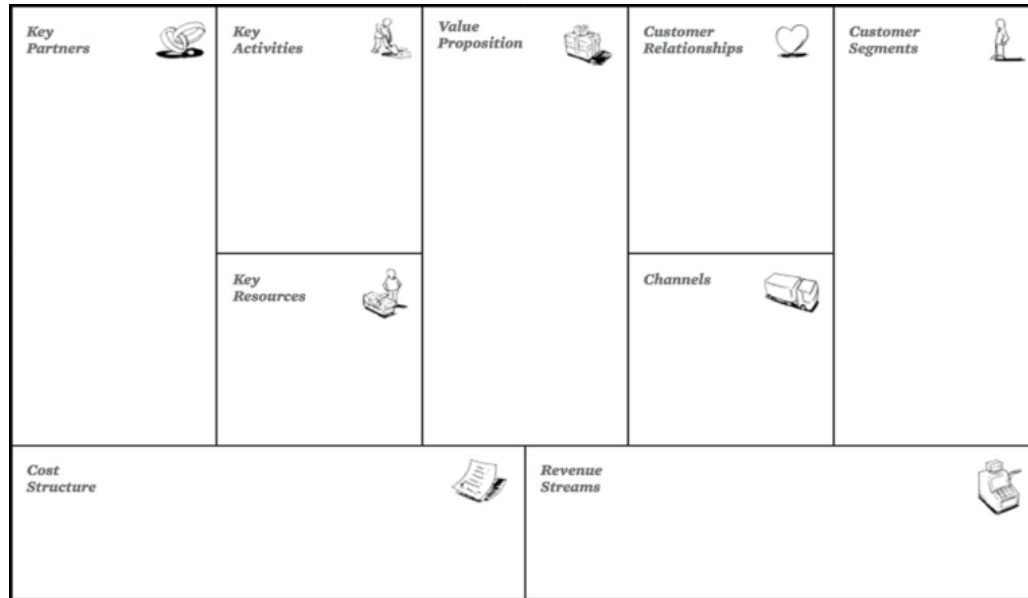This chapter presents the key rules, stages of building and executing an e-enterprise.

Context:
Strategies for creating an e-enterprise are one of the key factors of its success. An accurate choice of the strategy influences the development of an e-enterprise, its upholding on the market and competitiveness, thus the success of the enterprise. However, an innovative idea, motivation, involvement, faith in success and a pinch of luck are not insignificant, either.
The strategy is a set of goals, initiatives and ideas the realisation of which is carried out via systematic activity perceived from various perspectives. A choice of an appropriate strategy depends on the entrepreneur. A lack of the strategy may weaken or impede the ability of an enterprise to achieve success. Testing strategic hypotheses is an indispensable factor necessary for achieving a scalable level of each business model.

Concept:
In order to set up an e-enterprise one must design an effective and scalable business model, and construct its strategic assumptions. Strategy, business model and a chain of values constitute assumptions for an e-enterprise existence.

The structure of a business model may be based on the Business Model Canvas and its nine components presented in illustration 1[14]:

Various e-business models may be found in literature:

Author(s)	Classification		
Timmers (1998)	*Internet business models*		
	• e-shop • e-procurement • e-auction • 3rd party marketplace • e-mall	• Virtual communities • Value chain integrator • Information brokers • Value chain service provider • Collaboration platforms	
Rappa (2000)	*Business models on the web*		
	• Brokerage model • Advertising Model • Infomediary Model • Merchant Model • Manufacturer Model	• Affiliate Model • Community Model • Subscription Model • Utility Model	
Weill and Vitale (2001)	*Atomic e-business models*		
	• Content Provider • Direct to Consumer • Full Service Provider • Intermediary	• Shared Infrastructure • Value net integrator • Virtual Community • Whole of Enterprise/ Government	

|			
Afuah and Tucci (2003)	*(Internet) Business models (based on dominant revenue models)*		
	• Commission • Advertising • Mark-up • Production	• Referral • Subscription • Fee-for-service	
Johnson (2010)	*Business model analogies*		
	• Affinity club • Brokerage • Bundling • Cell phone • Crowdsourcing • Disintermediation • Fractionalization • Freemium • Leasing • Low touch	• Negative operating cycle • Pay-as-you-go • Razors-and-blades • Reverse auction • Reverse razors-and-blades • Product-to-service • Standardization • Subscription club • User community	
Osterwalder and Pigneur (2010)	• Unbundling • Long tail • Multi-sided platforms	• Free (Freemium, Bait & Hook) • Open	

Table 1: Chosen types of business models[15]

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[14] Osterwalder, A.; Pigneur, Y. An e-Business Model Ontology for Modeling e-Business. In Proceedings of the 15th Bled Electronic Commerce Conference e-Reality: Constructing the e-Economy, Bled, Slovenia, 17–19 June 2002**,** http://www.hec.unil.ch/aosterwa/PhD/ Osterwalder_PhD_BM_Ontology.pdf (accessed on 19 February 2016). Osterwalder, A.; Pigneur, Y.; Tucci, C.L. Clarifying business models: Origins, present, and future of the concept. Commun. AIS **2005**, 16, 1–25. Osterwalder, A. The Business Model Ontology a Proposition in a Design Science Approach, Licencié en Sciences Politiques de l'Université de Lausanne Diplômé postgrade en Informatique et Organisation (DPIO)de l'Ecole des HEC de l'Université de Lausanne Pour l'obtention du grade de Docteur en Informatique de Gestion. 2004.**1.** Available online: http://www.hec.unil.ch/aosterwa/PhD/ Osterwalder_PhD_BM_Ontology.pdf (accessed on 19 February 2016).
[15] Compiled on the basis of E. Fielt, (2013), *Conceptualizing Business Models: Definitions, Frameworks and Classifications*, ,, Journal of Business Models, Vol.1, No.1, s.98.

Operationalization:

A scheme of an e-enterprise creation strategy:[16]

1. Finding an idea for a new value for e-customers that has not yet been offered in the cyberspace

2. Choosing a technology that will constitute a basis for the new value for e-customers or Internet users

3. Designing a business model, i.e. the way that the new value will be distributed

4. Defining the sources of income and price mechanisms

5. Establishing the means of reaching a vast group of users – disseminating the value

6. Finding the source of financing

7. Testing the business model e.g. according to the Learn Startup method – testing the strategic hypotheses connected with the process of matching the business model attributes to the demands of the market

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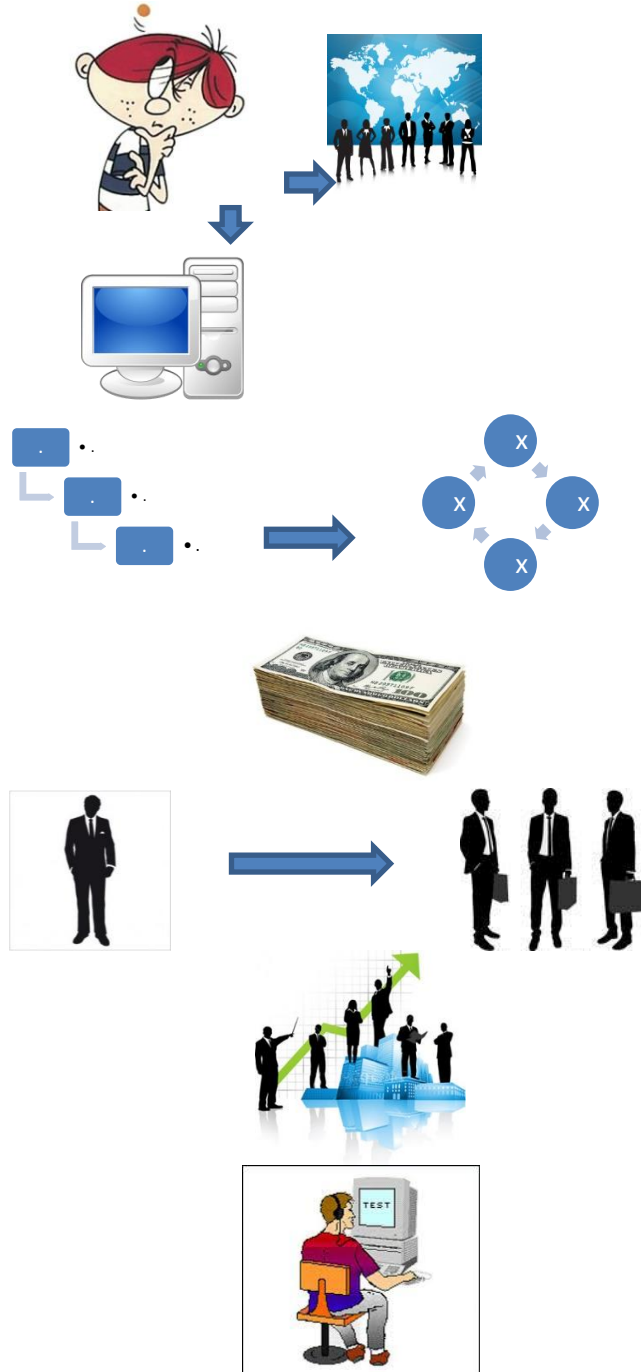
[16] Own compilation based on
https://www.google.pl/search?site=imghp&tbm=isch&source=hp&biw=1366&bih=657&q=ludzie&oq=ludzie&gs_l=img.3..0l10.2658.4276.0.4697.6.6.0.0.0.0.0.113.647.0j6.6.0....0...1ac.1.64.img..0.6.645.CNQ8HbRoXX4

8. Monitoring of effects and success indexes

Example of a business model based on business model canvas for a job-portal service[17]

example of BMC for : a Job-Portal Service
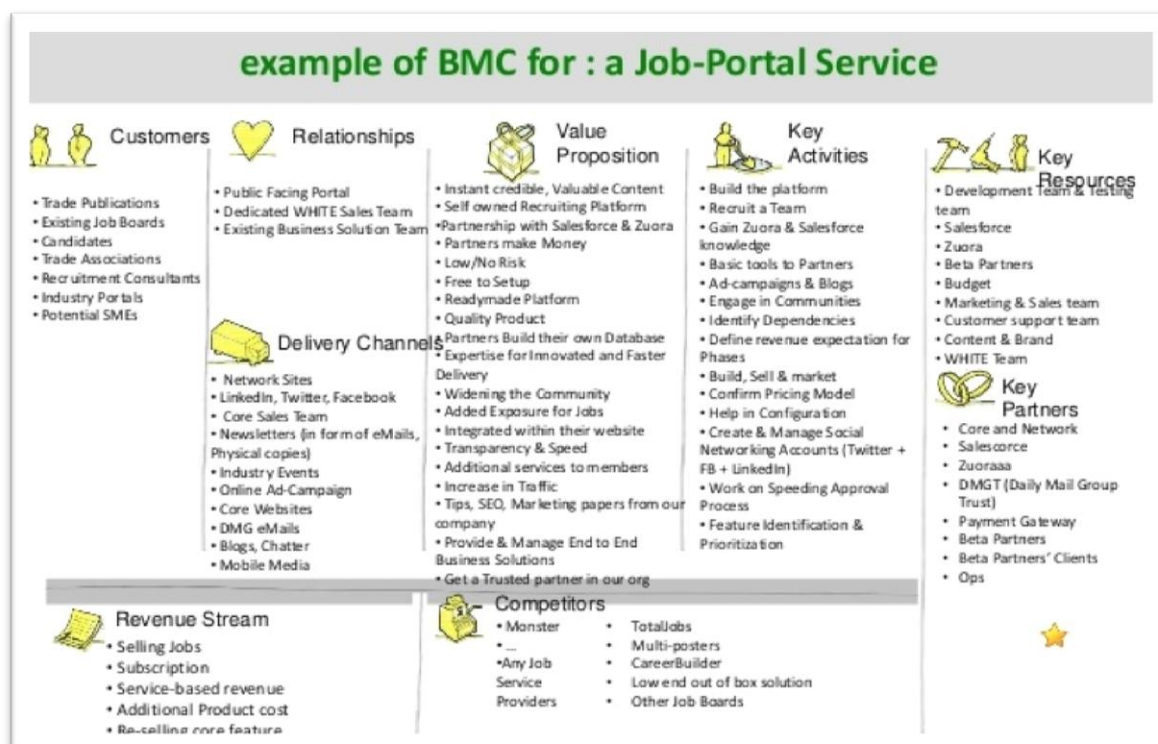
Further development:
The development of designing and creating e-businesses will most probably be directed towards the dynamic process of testing strategic hypotheses with reference to various options and strategic scenarios. The concept of co-creating and sharing the values will vastly develop and building multilateral platforms will become the key step.

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[17] http://www.slideshare.net/kawalnainsingharora/business-model-canvas-43559948

5. Digital reputation of an enterprise. Investigation, monitoring and management

This chapter presents the characteristics of developing the digital reputation of an e-enterprise and setting its key attributes.

Context:

Identity and reputation are inseparable parts of each enterprise and they can be defined as a set of elements according to which the enterprise is recognized among its customers and on the basis of which they create their opinion of the enterprise. Each company has its identity - unique and distinguishing from its competition, understood much wider than the name or logo. The way the enterprise "looks like," what it says about itself, whether and what marketing campaigns it launches, how it reacts to crisis situations or what advertising slogans it uses – all the above create the reputation. The digital reputation is nowadays decisive as far as effective marketing strategies are concerned.

Concept:

Digital reputation of an e-enterprise shapes the image of an initiative in cyberspace. It is materialised via building an e-brand and the measurable effect is an increase in the value of an e-enterprise. Creating a digital reputation is an important complement to the business model and its existence in the Internet. Attractiveness of an e-enterprise, especially for potential investors, depends to a great extent on the delivery of the online image strategy. The notions of image and identity are often treated interchangeably, however, their meanings vary. The image of a company is an idea that arises in the minds of people after receiving signals that the company sends. These signals, encoded in the brand, are then interpreted according to individual perception and ways of perceiving the reality. The key factor, however, is that the image in the minds of recipients is as coherent with the intended image of the brand as possible.
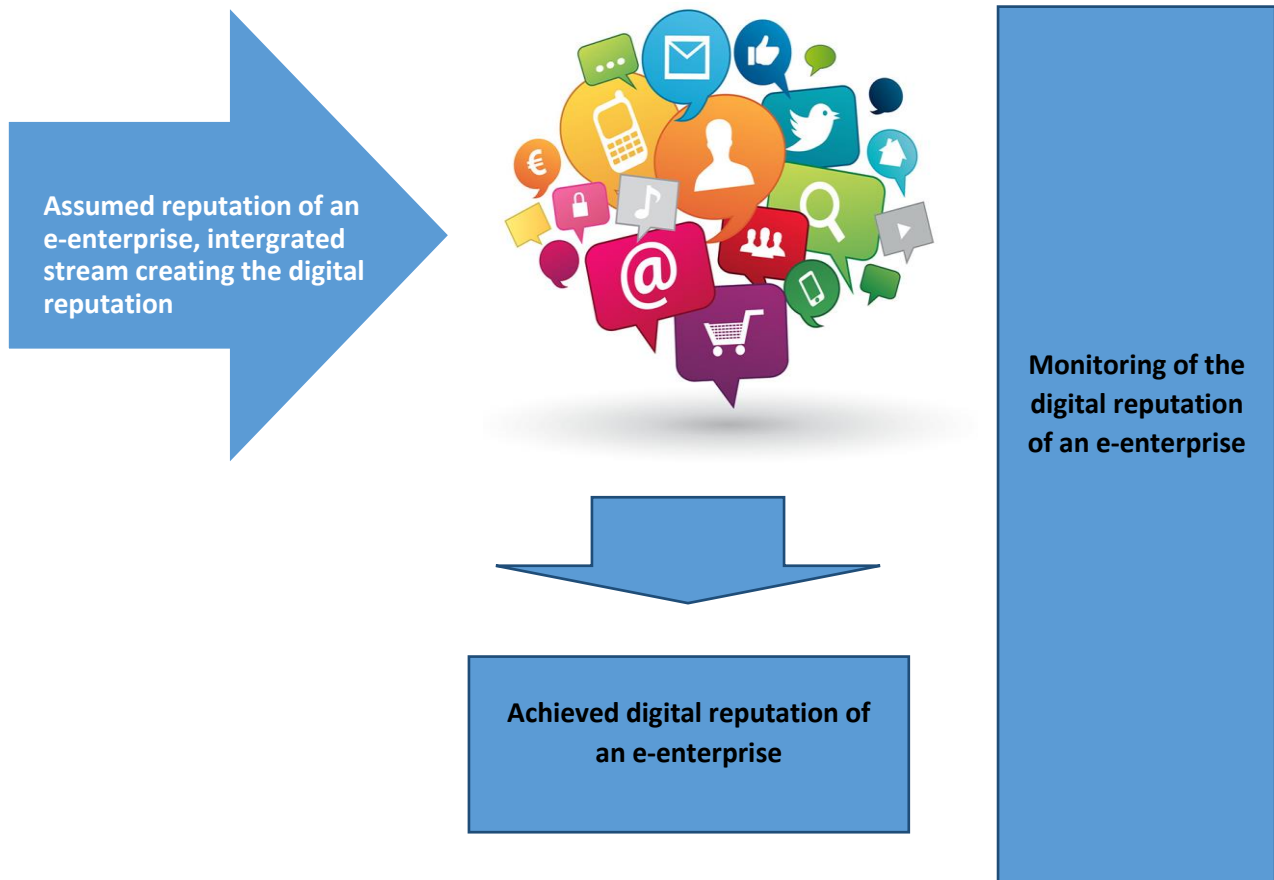
Operationalisation:

The reputation of an enterprise cannot be influenced directly, however, it can be shaped indirectly. It is essential to learn to manage it effectively. It means systematic and long-term activities which communicate the identity of the enterprise and which enable the following to be effected:

1. Distinguish from the competition in cyberspace (distinguish, i.e. consistently present its own identity, and not differentiate, which simply means to present a different graphic representation, a logo),
2. Determine precisely the value and position of the enterprise in the market from the perspective of the medium that the Internet is,
3. Present an individual character of the company in the Internet (visual differentiation),
4. Engage all employees of the company in realisation of the mutual vision and assumed goals,
5. Use ICT means to disseminate the knowledge and information about the e-enterprise,
6. Integrate numerous Internet tools and portals to build a uniform image of the e-enterprise.

Assumed reputation of an e-enterprise, intergrated stream creating the digital reputation

Monitoring of the digital reputation of an e-enterprise

Achieved digital reputation of an e-enterprise

Example of building the digital reputation:

 LOCAL HEROES, **misbhv**, **Good Save Queens** are examples of clothing companies set up by young designers who decided to build their identity and reputation in the Internet, using, among others, the images of celebrities such as Rihanna, Justin Bieber or the Kardashian sisters. All the companies used similar ideas – they sent the products to the celebrities and then waited for the idols to be photographed wearing the clothes. The effects were easy to predict– orders for the particular items were rocketing, together with the reputation of the companies in the clothing industry.

Further development:

Building digital identity and reputation is a key challenge for the managers. It is a link joining a business model, its offered values and trust to an e-enterprise. The digital reputation defines the level of security of an e-customer and the attachment to the brand. The development of these aspects should be based on an integrated approach and the effective use of the appropriate tools.

6. Tools for creating, controlling and improving e-enterprise reputation

6.1 Creation

6.1.1 Your name

1. Mail, domain

Electronic mail, or using the short term Email, is defined as the transmission of messages over a network of communications. These communications networks are based on the technology given by the Internet. Almost every email systems include a text editor that allow the user to compose messages, but many also allow editing messages using any editor you want. Additional functions can be provided, like basic formatting, including bold, italics, font color and HTML. Messages are sent to a recipient by specifying the recipient's address. You can also send the same message to several users at once, using the *carbon copy* (CC) function.

Any Internet service provider can give a pre-formatted email address. Alternatively, an email address based on your own domain is a permanent address that will be independent of your Internet service provider and completely free of advertisements. By registering your own domain you get a lasting email address that is very suitable to make your name or company name stand out online.

This option is much more suitable to give you optimum exposure on the Internet, so that the people around you can easily reach you.

2. SEO Strategy

SEO (**Search Engine Optimization)** are defined by techniques that allow sites optimization, improvement of position in search engines, among other situations. Be on the first page of results of search engines means being more visible, increasing sales and profit . When we do a Google search with words related to our business (keywords), we usually only look at the results that appear on the first page.

It is a fact that the first 10 results, of a Google search, are on average 87% of all clicks. It means that a website that does not appear on the first page, will only be seen by 13% of your potential customers. So SEO strategy must be one of our main concern when building a digital identity for a company.

6.1.2 Social Networks

1. Facebook

Facebook is free to users and generates revenue from advertising, including banner ads and sponsored groups. Users create profiles containing photos and lists of personal interests, exchanging private and public messages to each other and participants in groups of friends The members of detailed data view is restricted to members of the same network, confirmed friends, or can be free to anyone.

2. Twitter

Twitter is a free social networking microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Tweets and replies to tweets can be sent by cell phone text messages desktop client or by posting at he Twitter.com website. The

default settings for Twitter are public. Unlike Facebook or LinkedIn, where members need to approve social connections, anyone can follow anyone on public Twitter. To weave tweets into a conversation thread or connect them to a general topic, members can add hashtags to a keyword in their post. The hashtag, which acts like a meta tag, is expressed as #keyword.

3. Google+

Google+ is the company's fourth foray into social networking Features included the ability to post photos and status updates to the stream or interest based communities, group different types of relationships (rather than simply "friends") into Circles, a multi-person instant messaging, text and video chat called Hangouts, events, location tagging, and the ability to edit and upload photos to private cloud-based albums.

4. Linkedin- Slideshare

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. A LinkedIn member's profile page, which emphasizes employment history and education, has professional network news feeds and a limited number of customizable modules. Basic membership for LinkedIn is free. Network members are called "connections." Unlike other free social networking sites like Facebook or Twitter, LinkedIn requires connections to have a pre-existing relationship.

6.1.3 Other

1. YouTube

YouTube is a video sharing website. The site allows users to upload, view, rate, share and comment on videos Available content includes video clips, TV clips, music, videos, movie trailers and other content such as video blogging, short original videos, and educational videos. Most of the content on YouTube has been uploaded by individuals, but media corporations including CBS, the BBC, Vevo, Hulu, and other organizations offer some of their material via YouTube, as part of the YouTube partnership program. Unregistered users can watch videos, and registered users can upload videos to their channels. Videos considered to contain potentially offensive content are available only to registered users affirming themselves to be at least 18 years old.

2. Flickr

Flickr is an image hosting and video hosting website and web services suite. In addition to being a popular website for users to share and embed personal photographs, and effectively an online community, the service is widely used by photo researchers and by bloggers to host images that they embed in blogs a nd social media. Photos and videos can be accessed from Flickr without the need to register an account but an account must be made in order to upload content onto the website. Registering an account also allows users to create a profile page containing photos and videos that the user has uploaded and also grants the ability to add another Flickr user as a contact.

3. Foursquare

Foursquare is a geo-social and microblogging network that allows the user to specify where he is and search for contacts that are near. Secondarily, it's for collecting points, prize "badges," and eventually, coupons, for going about your everyday business. As a business, it hasn't done much in the way of revenue-generation yet, but some strategies for doing so are coming in to focus. Promotional deals for frequent customers have already started popping up on the service.

4. Blogs

A blog is a frequently updated online personal journal or diary. It is a place to express yourself to the world. A place to share your thoughts and your passions. Really, it's anything you want it to be. For our purposes we'll say that a blog is your own website that you are going to update on an ongoing basis. Blog is a short form for the word weblog and the two words are used interchangeably.

5. Wikis

A wiki is a server program that allows users to collaborate in forming the content of a Web site. The term comes from the word "wikiwiki," which means "fast" in the Hawaiian language. A wiki provides a simplified interface. It is not necessary to know HTML. At any time, contributors can review the history of the page they are working on or preview the Web page before publishing it. The simplest wiki programs allow users to create and edit content. More advanced wikis have a management component that allow a designated person to accept or reject changes. The best known example of a wiki Web site is Wikipedia.

6. Forums

An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are often longer than one line of text, and are at least temporarily archived. Also, depending on the access level of a user or the forum set-up, a posted message might need to be approved by a moderator before it becomes visible.

7. RSS

RSS feeds enable publishers to syndicate data automatically. A standard XML file format ensures compatibility with many different machines/programs. RSS feeds also benefit users who want to receive timely updates from favourite websites or to aggregate data from many sites. Subscribing to a website RSS removes the need for the user to manually check the website for new content. Instead, their browser constantly monitors the site and informs the user of any updates. The browser can also be commanded to automatically download the new data for the user.

8. APPS

App is short for application. An app is a piece of software. It can run on the Internet, on your computer, or on your phone or other electronic device. The word "app" is a more modern usage, but this is really the same thing as a program. Normally, when people talk about apps they are almost always referring to programs that run on mobile devices, such as smartphones or tablet computers.

9. Gamification

Gamification is the concept of applying game mechanics and game design techniques to engage and motivate people to achieve their goals. Gamification is the process of taking something that already exists – a website, an enterprise application, an online community – and integrating game mechanics into it to motivate participation, engagement and loyalty. Gamification takes the data-driven techniques that game designers use to engage players, and applies them to non-game experiences to motivate actions that add value to your business.

10. Geolocation

Geolocation is the process of finding, determining and providing the exact location of a computer, networking device or equipment. It enables device location based on geographical coordinates and measurements. It's a system commonly used on Global Positioning System (GPS) and other related technologies. It provides and specify geographical locations. The coordinates are identified on a map to provide a complete address that usually includes a country, city, town/colony, building name and street address.
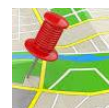
6.2   Control

6.2.1 Google Alerts

It's a content change detection and notification service. It is offered by the search engine company Google. The purpose of the service is to send emails to the user when it finds new results—such as web pages, newspaper articles, blogs, or scientific research—that match the user's search term(s).

How to create an alert:

1. Visit Google Alerts. (http://www.google.pt/alerts)
2. In the "Create an alert about" box, enter the words you want to get email notifications for.
3. Click Show options to say how often you get alerts, what types of results you want to get, and more.
4. Click Create Alert.
5. Once your alert is set up, you'll start getting emails any time we find new search results for your keywords.
6. You can also create an alert by clicking the + next to any of the suggested topics on the Google Alerts page.

6.2.2 Google Analytics

Google Analytics is a free web analytics service offered by Google that tracks and reports website traffic. Google Analytics is now the most widely used web analytics service on the Internet. Engagement rate, bounce rate, event tracking are words that explain what google analytics give us. Google Analytics has a sea of data about your site, you just have to find what kind of reports more useful for your needs.
So, putting it in a simple way, it shows us the following:
-    Traffic coming to our website, ie, how much…
-    Where our is coming from…
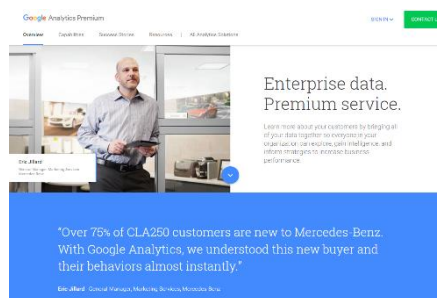
- What our visitors are doing once they "*land*" on our website.

Let's try to understand how it works. Google analytics tracks "*tags*". Those tags are simple JavaScript code that we need to install on every page of our website. Analytics look at that data and collated it on a report page, in the administrator interface.

Looking to that report, you will see a bunch of numbers. What do they mean?
- Visits. Visits are simply the number of visits within a selected time range. Take a note that it keeps track of both new and returning visitors.
- Page views. Like it says, it's the numbers of pages viewed during the time range selected.
- Pages per visit. This is the number, better, the average number of pages that have been seen per visit. That parameter isn't so trustworthy because a visitor can leave after only two clicks.
- Bounce rate. This one is relevant, because it represents the percentage of visitors who leaves our site without viewing a second page, clicking the back button. A good bounce rate will be a value below 25%.
- **%** New Visits: The percentage of visitors who were new in the selected time range; the difference between this and 100% is your percentage of returning visitors.

Google analytics is a powerful tool but we need to improve the data that we want to measure. For example search engines, direct traffic and referring sites.

At the glance, it seems a little difficult to understand the power of Google Analytics but if you learn to take the most of it will improve significantly your website. Check parameters like "site overlay", "top landing pages", "top exit pages" and "goals and conversions".

A web strategy should be constantly evolving, tweaking both traffic strategy and our conversion processes to optimize the site. Try Google Analytics.

6.2.3 TweetReach

Did you ever ask yourself: What do I know about my Twitter followers? Where are my Twitter followers from? Is my messaging reaching an audience beyond my followers? How many people saw a link, hashtag or keyword on Twitter? TweetReach can tell you. TweetReach reporting provides you with a set of metrics to help you understand an idea's reach on Twitter. We search Twitter for all mentions of a search term and generate a report with detailed information about that term's reach on Twitter.

TweetReach measure the number of different people who saw tweets about something, as well as how many total impressions were generated. It will also provide you with more information about the tweets themselves, and the people who tweeted about the topic of interest.

Using Twitter to promote a company or product, how do you know if your promotions are effective? Effectiveness on Twitter is a lot more than how many followers you have or even how often you are retweeted. This tyoe of analytics can help you understand how many people are seeing tweets about your brand and exactly who's talking about it.
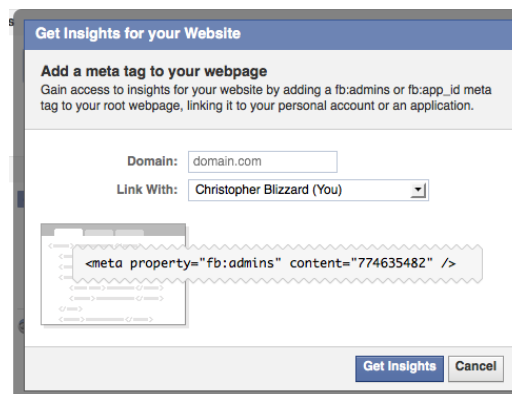
6.2.4 Facebook Insight

Facebook Page Insights provides you with loads of information about your visitors. It's a pretty powerful tool for those who want to track user interaction. The convenient thing with Facebook is that we all voluntarily enter all kinds of details about ourselves, knowing Facebook will use this to target ads and more. Facebook Insights can be seen by all the admins of your page and it can help you track the number of active users to better understand page performance. It will tell you for instance which posts had the most engagement from your fans, and what times your audience is on Facebook.

By using Facebook Insights you'll be able to determine the best time of day to post, the best day of the week to post and what type of content is most popular. Don't forget to keep checking back to keep in the loop, because Facebook Insights is constantly updated to reflect your page's developments and any patterns that may form.

Step One - Claim a Domain

To see Insights for your website, you must first claim your domain by associating it with a Facebook app that you manage, or with your Facebook user account. Here's how to do this:

1. Click the Insights for your Website button on the top right of the Insights Dashboard.
2. Type your domain name into the text box and select the user or app that you want to "own" this domain within Facebook Insights. If you pick an app, all admins of the app will become Insights admins of this domain.
3. Copy the fb:admins or fb:app_id meta tag shown in the dialog and add it to the <head> of your web page.
4. Click the Get Insights button. Once we check that the correct fb:admins or fb:app_id tag is present, the claimed domain will appear on the left navigation bar in the "domains" section.

Step Two - Go to the Insights Dashboard

Once you've claimed your domain, Domain Insights will be available to you from the Insights Dashboard.

6.2.5 YouTube Insight

Most people aren't even aware of the fact that YouTube offers a much more in depth system of analytics. They measure the success of their YouTube video campaigns by views alone. The video site's analytics program, called YouTube Insight, can tell you everything from the age of your viewers to which parts of the world you are most popular in, how people are discovering your videos and more. But, if you aren't versed in reading analytics and charts it can be truly hard to navigate and understand this information.
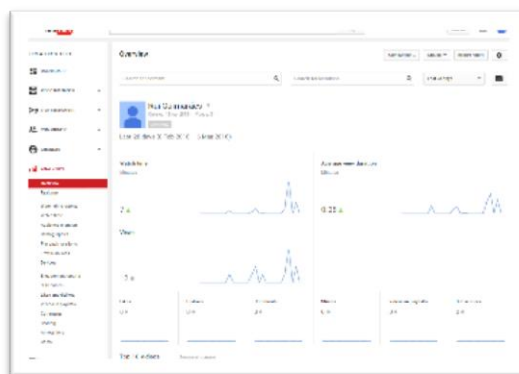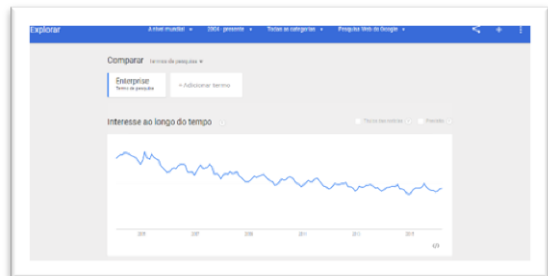
6.2.6 Google Trends

More than 3 billion searches are performed across Google every day, creating one of the largest datasets about human kind in the world. When a news story breaks, the world turns to Google to find out what's going on. Hidden within this data are a multitude of stories about what who we are as a people, and what we're curious to know more about. Google Trends are an ability to make marketing search. It's an online search tool that allows the user to see how often specific keywords, subjects and phrases have been queried over a specific period of time.

What Google Trends do is analysing portions of Google searches. It will then compute how many searches have been done related to the terms entered or relative to the total number of searches done on Google over the same time. The Google Trends system will then update the data provided on a daily bases. But don't use it as a rule of engagement because it includes a disclaimer that say "may contain inaccuracies for a number of reasons, including data sampling issues and a variety of approximations that are used to compute results".

When we query, it's possible to query up to five words or topics simultaneously. Results are displayed in a graph that Google calls a "Interests over time" graph. Data in the graph can be exported into a .csv file, which can be opened in Excel and other spreadsheet applications.

When performing a search on Google Trends, you have the option to set four variables or parameters.

- (1) Web Search – Image search – News Search – Product Search – YouTube Search
- (2) Worldwide – Option to choose a specific Country
- (3) Present – Past 7 Days – 30 Days – 90 Days – 12 Months - Choose a Year
- (4) All Categories – Arts & Entertainment – Autos & Vehicles – Beauty & fitness – Books & literature – Business & industrial – Computers & electronics – Finance – Food & drink – Games

There is a feature - Google Trends for Websites - that analyses website traffic, rather than traffic for specific search terms. The data includes unique visitors and a regions column, which shows the percentage of visitors from a specific geographical region. "Also visited" and "also searched for" columns show other websites and other search terms that a site's visitors are likely to visit and search for.

Google Trends it's good to:

- Compare keywords
- Keyword traffic results by region and news stories
- Compare and view popularity of search terms
- Comparison on search terms over time
- Check what terms are being used in google searches
- Allow users to trend out search query volume on Google by period and geography. Also pulls in Google News results
- Google tool to evaluate the popularity of search terms on Google

- The most simple and yet still incredible way to look at trends
- What are people searching for on Google?
- Get graphs representing how popular different searches are relative to each other
- What are people googling? And how much of it have they been googling?
- See what search terms people are using most
- Compare web site traffic between web sites by country
- Compare sites traffic
- Search stats tracking tool

6.3   Improve and maintain

Identity or reputation?
Talking about identity is also talking about reputation. Everything that we do, post, or say online will in fact interfere with our reputation. Digital identity, digital reputation, or e-reputation, corresponds to what others say about us. It can also be our "brand" (in which case we talk about personal branding). It is necessarily subjective and fluctuating. For that, it is a subject not to neglect!

6.3.1 Hootsuite

Hootsuite is one of many tools referred to as a "Social Media Management System" or tool. Hootsuite offer plan features that allow you to streamline workflows and help employees collaborate efficiently while managing your company's social networks.
Follow these steps to set up your organization:

Step 1: Create an organization
1. Select your profile image from the top of the launch menu.
2. Click Start collaborating with others or Create an organization in the bottom-left corner of the dashboard.
3. Enter your Organization name, upload an image to represent the organization (optional), and then click Create Organization.

Step 2: Add social networks to your organization
1. Click Manage beside the organization name.
2. Click Add a Social Network, select a social network from the list, click Connect and authorize your accounts to connect to the dashboard.

Step 3: Create teams for organizing your members and social networks
1. Click Add a Team.
2. Enter a team name, upload a team photo (optional), and then click Create Team.
3. Repeat as necessary to create multiple teams.
4. In the organization view, drag-and-drop your social networks into the teams that will be managing them.

Step 4: Invite team members to your organization
1. Click Invite Members.
2. Enter the email addresses of your team members.
3. Click Add a team and select the team(s) they will belong to, and then click Add Users to Organization.

Step 5: Customize social network permission levels

Organization members have permissions set at the organization level, team level and social network level.
1. In the organization view, hover your mouse over each social network, click the gear icon, and then select Manage permissions.
2. Select the permission level for each member who has access to the social network.

6.3.2 TweetDeck

This Twitter tool called "TweetDeck" gives you more flexibility. It let us view multiple timelines, all of them, in one easy interface. It includes several features to help advanced users get the most of Twitter like, manage multiple Twitter accounts, schedule Tweets, build Tweet collections and much more. Simply sign in with your personal Twitter account at "tweetdeck.twitter.com" and get started.

To use TweetDeck in a corporate or team environment, do not sign in with shared Twitter accounts. Instead, after you have signed in with your personal account, shared accounts like these can be added using TweetDeck's "multi-account feature". This will improve the security of your accounts and help to protect them from unauthorized use.

TweetDeck is currently available as a desktop app, a web app, or a Chrome app.

To start using TweetDeck:
1. Go to "http://tweetdeck.twitter.com", or open the desktop* or Chrome app.
2. Sign in with your Twitter account. We recommend that you use a Twitter account that is not shared with other individuals.
3. Once you're signed in, you can connect multiple Twitter accounts to your TweetDeck account.
To connect multiple Twitter accounts in your TweetDeck:
1. Click "Accounts" in the navigation bar.
2. Next click "Add another Twitter account".
3. Enter your Twitter credentials and then click "Authorize".
4. You're ready to use TweetDeck! Next, just add some columns.

Managing multiple accounts

To remove an account from TweetDeck:
1. Click "Accounts" in the navigation bar.
2. Expand the account you wish to delete by clicking the down arrow.
3. Click "Remove" and confirm.
Note: If you sign in to TweetDeck using a Twitter account, that account cannot be removed from TweetDeck.
Selecting a default account
You can select which of your accounts to use as your default account. This is the account you will compose a Tweet from, like a Tweet from, and reply to Tweets with.
1. Click "Accounts" in the navigation bar.
2. Expand the account you wish to set as the default by clicking the down arrow.
3. Click "Set as default account".

Tweeting from multiple accounts

TweetDeck allows you to tweet from multiple accounts easily. You can even post Tweets from multiple accounts at once! To select which accounts you would like to tweet from:
1. Click on the "compose Tweet" button at the top of the navigation bar; the accounts you have authorized will be listed at the top (you can hover over an icon to see the username of the account).

2. Select which accounts you would like to Tweet from; you can click on all of them or only one (if the account is selected, the Twitter icon will be highlighted).
3. Tip:Schedule Tweets in advance for any account connected to your TweetDeck!

Liking from multiple accounts

TweetDeck allows you to like a Tweet from multiple accounts.
1. Click on the ellipsis (•••) icon on the Tweet.
2. From the menu that pops up, click on "Like" from accounts…
3. Click "Like" next to the account(s) you'd like to like from.

Following from multiple accounts

TweetDeck allows you to follow a user from multiple accounts, all at once. You can also follow a user by clicking follow on their profile, but only your default account will follow them.
1. Click on the account that you wish to follow; a user profile will appear.
2. Click on the account icon (looks like a person) and then select "Follow from accounts..."
3. Choose which accounts you would like to follow from.
Note:The same applies when unfollowing an account.

Signing with a personal Twitter username is more secure?

If you sign in using a personal username that only you have the password for, you can safely connect your team accounts without any risk to account security. We recommend that you use login verification for added security.
However, if you sign in using a team username, and shared password, any accounts you connect in future will be shared with everybody who has that password. You cannot use login verification for added security on an account that many people have access to.
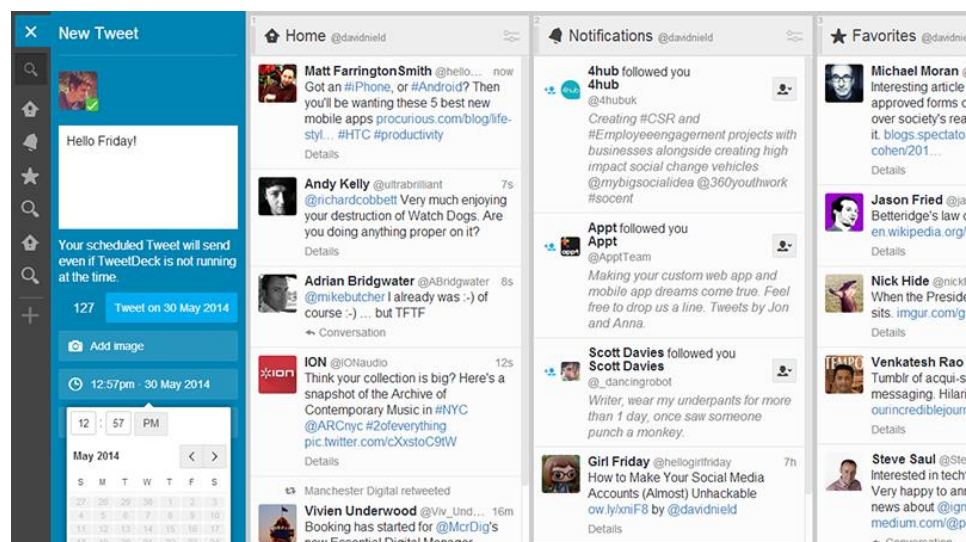
6.3.3 Google AdWords

If we want to get the most of our AdWords, let's take a look on some trends that the columnist Frederick Vallaeys proposes.

Trend 1: Combine Keyword And Audience Targeting

Trend 2: Automation Gets Custom
Trend 3: Video Ads Take Off
Trend 4: Yesterday's News Is Today's News –The Year Of Mobile

Trend 1: Combine Keyword And Audience Targeting

By now, the world of online marketing has recognized the true power of pay-per-click (PPC) advertising in driving results to a business's. AdWords grew into a multi-billion-dollar business because it offered hyper-specific targeting through keywords while figuring out a way to ensure ad relevance with Quality Score.
But there is always lacked one key element: the ability to know something personal about the user looking at your ad.
With the appearance of social networking, this shortcoming became more obvious. Let's see! with Facebook it is possible to target an audience based on their interests, demographics and online behaviours. That type of things AdWords couldn't do. It wasn't necessarily better, but it was different, and it exposed a gap in AdWords system.

Google company tried to cover that trying to get more personal with their users with the introduction of Google+, but it wasn't particularly compelling for advertisers. Advertisement companies are more interested in doing better with their search ads than participating in conversations with prospective clients using social media. So, when Google added audience-based targeting with remarketing, things started to change.

Let see one example, that is spread over Internet, when people try to explain that feature. Let's add users looking for men's shoes and women's shoes on a site to different audience lists. The next time they do a search for a generic term like "running shoes," you can show different ads and use different landing pages — one for men's shoes and one for women's, depending on which list the person is on.
The big disadvantage of Remarketing is that you can only build an audience of users based on what they do on your site. In the previous example about men's and women's shoes, advertisers have to make educated guesses about who their audience are, based on actions they've taken.
If someone were buying his wife a pair of shoes as a gift and then constantly kept seeing ads for women's shoes, he certainly be pretty annoyed, especially if those ads kept showing up after having already bought the shoes.
Customer Match has addressed this problem by letting advertisers create audience lists based on email addresses. This means it's possible to create an audience from people who've signed up for a newsletter, from those who put their email address on a sheet of paper in your store or from users in your CRM (customer relationship management) system who've spoken to your sales team, even if they never visited your website.

Trend 2: Automation Gets Custom

Repeat and repeat and so on can become a problem for those who manage computer systems. So, AdWords Script. Scripts are powerful lines of code. It gives us the power to edit almost everything within our account. While automation is critical to the happiness and effectiveness of account managers, they are not entirely good. Most third-party automation has settings to allow for some degree of customization, but those customizations are never limitless.

With the appearing of AdWords Scripts, all of a sudden it was possible for anyone with some coding skills to take an automation script that someone else built and modify it to do exactly what they needed.

Optmyzr toolbox is good example.

It is a big script that maintain all of the ad groups, keywords and ads for a campaign based on data in a Google spreadsheet.

"*Can the script create different ads depending on how many units are in stock? Can it set different starting bids depending on how far we are from the date our sale starts? Can we have different keyword templates depending on the product category?*"
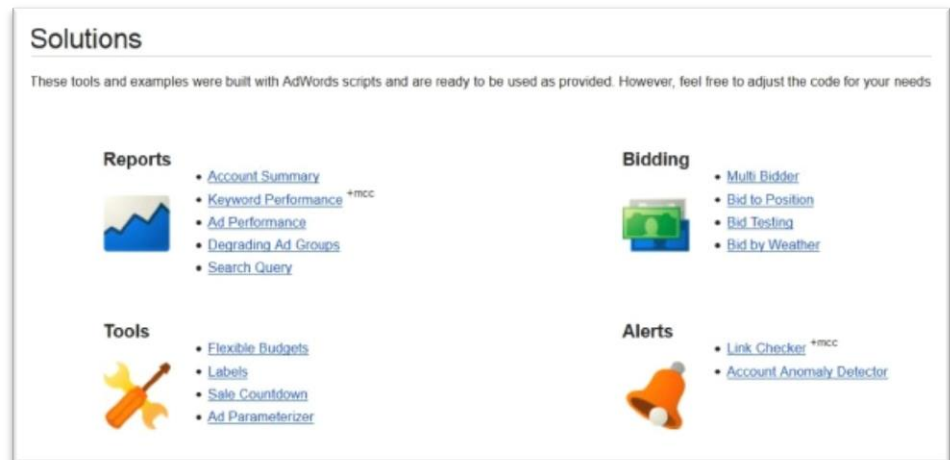
The answer given by Frederick Vallaeys were always, "Yes!". What do you have to do? Just take one script and change it, adapt it to your needs. Prebuilt scripts are intent to help people. They are the basis of your own custom automation. Those tweaks aren't easy, but it's often less work to modify existing code than to write it entirely from scratch and reinvent the wheel. To make the script custom, usually all one has to do is put in a few simple if-else statements so that it does slightly different things depending on the condition.

To be able to work with scripts, we recommend you to kook for a library of prebuilt scripts to find solutions that are pretty close to addressing your problems and adapt them, but one major issue is that you need to learn some basics of programming, if you don't have them, in order to be able to write specs that an engineer could take to turn your idea into working code.

Trend 3: Video Ads Take Off

Video can be a very powerful advertising channel. Until now it was a separate area inside AdWords. For this reason many advertisers haven't done as much with video as they might want.

Now, with YouTube TrueView campaigns, video become true AdWords campaigns, complete with ad groups and targeting options that mimic what we're used to do from search and display campaigns, making things much easier to use.

Advertiser believes that Google will start a virtuous cycle with video ads. So, Google will follow with innovative ad offerings that will increase the opportunities for advertisers.

A recent innovation that illustrates this are Product Listing Ad (PLA) shopping ads that are shown on product-related videos. That makes total sense from a usability and relevance perspective.

One thing that we should consider wil be uploading some video content about our business to YouTube and embed it on our site. People love videos, and there are many opportunities to get free views before we even start exploring video ads. Show ads on places other than Google search. Also try Facebook's video ads, which are usually cheaper.

Trend 4: Yesterday's News Is Today's News –The Year of Mobile

As advertisers, we have to have a great mobile experience because that's where our customers usually interact with us at some point. The challenge we have ahead of us is to determine how we can measure and attribute results that are driven by mobile.

Like Frederick Vallaeys said:

• "*Provide the best experience you can for users on mobile devices. Try to have a mobile-first strategy whenever you build something new. A simple, clean mobile site translates very well to desktop devices*".

Adwords are google online advertising platform. It is supposed to drive people to our website. We can take advantage of the millions of searches that take place online every day. Based on those search we create ads and chose whenever we want them to appear on Google above or next to relevant result. The principle is simple. People enter words related to products or services and when people enter search with related words, Google will pop-up our ads.

Search result are millions. Even when our website don't shows up on the first page of result, our ads can appear on the top page and reach potential customers easily. If we want to collect people in our state, our ads can also target limited people or area. A person that browse something about fitness material repair, will see our ads about fitness related products.

With that system we can attract new customers, manage and control our advertising spend. We select the maximum amount that we want to spend and we only pay when someone click and our ad and visit our website.

Google AdWords is a key part for marketing online.

Risks for individuals (http://books.openedition.org/oep/1379)

Talking about risks seems inappropriate when we talk about Internet, but there is some issues that we can't ignore. One major aspect, for example, is the "ego-googling" or "vanity search", i.e. typing their own name to find out what the Internet knows about us. That simple act can in fact, bring several risks to individuals.

Like Olivier Ertzscheid said, in the book called "What is Digital Identity?". There is risks associated with the fact that companies can use geolocation and tracking info that we authorize to send us contextual and promotional marketing.

Also, there is risks related to self-expression and personal opinions that can either be totally transparent, partially disguised (avatars, pseudonymity) or totally concealed (anonymity, identity theft/misappropriation).

One of the main concern raised by digital identity on the Web is knowing which identity strategies we should adopt. Being in complete anonymity or total transparency when we surf over the Internet, that's the
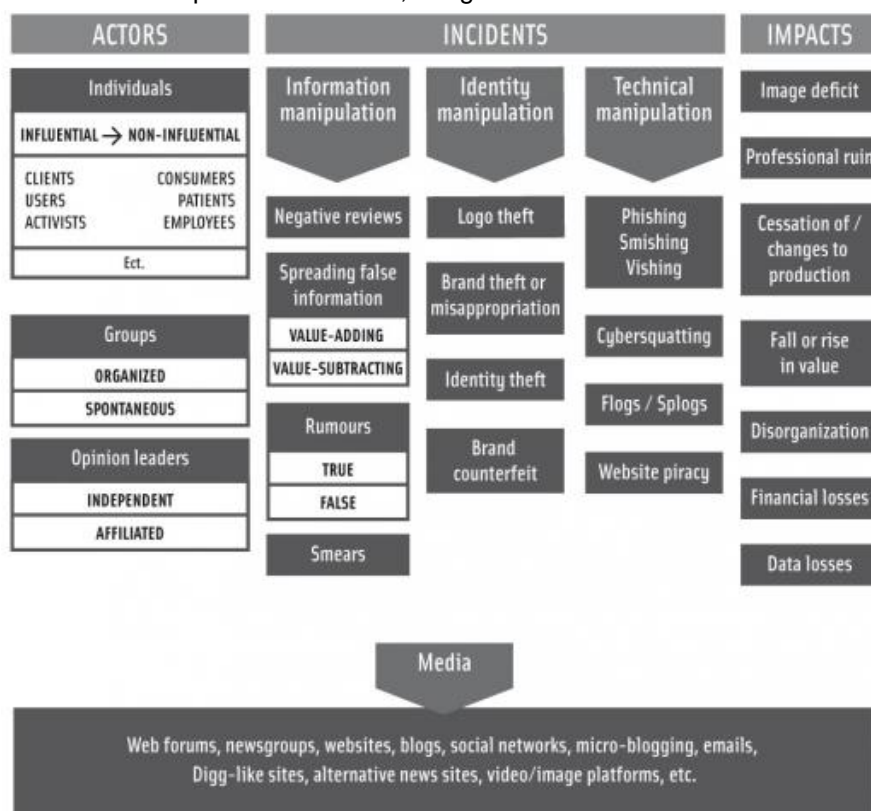
question! In 2010 Clay Shirky declared that in 20 years' time, the internet "will be an archipelago of named users, who get a lot of value from participating in that part of the ecosystem, but [are] still set in an ocean of anonymity".

For the enterprises, reputational risks are of a different concern, and mainly about financial impact and nature. Christophe Asselin and Digimind have drawn up a synoptic table that perfectly describes these risks." (Ertzscheid, 2016)

6.3.4 APPS

What mean the word APP?

App is an abbreviated form of the word "application." An application are in fact a software program that's designed to perform a specific function directly for the user or, in some cases, for another application program. Nowadays apps become more prevalent and more powerful. Thus, entrepreneurs and small business owners are, more and more, relying on these tools to help them, searching to promote their businesses. Next, we present several mobile and web apps that can get you organized, connected and visible. Also, they will likely contribute to increase success:

1) Evernote
Evernote is an app that makes sure users "Remember Everything." It allows users to store, organize and share text, photos, and voice notes. Entrepreneurs can easily keep track of all of their brilliant ideas at any moment.

2) Google Drive
Google's new Drive app lets users seamlessly port and edit files from PC to tablet to smartphone. Not only it is a fully-featured office suite, but the software also acts as a full cloud drive, letting you store any file type via a virtual drive app or a web interface. Google apps is already the top choice for small business webmail, and Google is moving to repeat that success in the cloud storage arena.

3) FormMobi
FormMobi app are sometimes called a "virtual clipboard". It lets professionals, in the field, easily gather and distribute data on any mobile device. The app has robust functionality and is a solid tool for filling forms on-the-go. It include the ability to record audio, take pictures, collect signatures, and create CAD-quality sketches. FormMobi is making the clipboard digital and easy to use.

4) Bump
Bump is a networking app that allows entrepreneurs to create and manage virtual business cards. Users can trade contact information, photos, and files by simply "bumping" two smartphones together.

5) Tripit
Any traveller who had to make several connecting flights and rent a car on the same day can demand for the need of a comprehensive and simple tracking system. Tripit is an app that allows business travellers to do just that by keeping track of trip arrangements in one unified place. The app also gathers weather updates, maps, and directions to make traveling a breeze.

6) LocalVox
LocalVox is a web marketing app that allows brick and mortar businesses to build their brands online. The service enables owners to publish news, events and deal announcements with a click-of-a-button across

many online channels, including social media, websites, local directories and email newsletters. The service simultaneously optimizes organic search and Google Places listings for its users. In terms of boosting online marketing presence, LocalVox is a great tool.

7) Expensfy
Managing expenses can be nearly impossible. Expensify is an app that keeps track of business expenses and mileage, while letting users scan and upload receipts. Users can even file receipts by trip and submit expense reports to employers with the click of a button.

8) Square
Square is a POS software, so it transforms the way we transact by empowering anyone with a smartphone or tablet to easily accept credit card payments. There are no sign-up or monthly fees – rather, the service takes 2.75 percent of each transaction. It is a key app for small businesses that lowers barriers of entry to accept payments.

6.3.5 Gamification

Using Gamification to improve your business

The word Gamification was spread globally on the Internet over the past few years, not only because of its trendy name, but mostly because of its effective uses. Gamification has many uses. You can use it as a method to reach your dream goals, use it to finally get that promotion you've always wanted or even use it to motivate yourself to work out more often. But, its best uses are mostly for businesses.

What is Gamification?

When we hear the word Gamification, immediately, we assume it has something to do with videogames. But that isn't entirely true. While it's based on some game-playing mechanics, Gamification is more related to the ability to apply those mechanics or techniques to non-game activities with one goal: making the process a fun and productive experience. So, how can we define Gamification?
It is the use of machines and the feel of a game to inspire positive change in others. Gamification awakens the same human instincts that drive people to compete in sports and other fun activities. These elements include: desire for competition, recognition, achievement, status and altruism

In other words, Gamification is a system for improving productivity and motivating people to engage them on certain activities by integrating a system that rewards people upon completing each activity.

Enterprises like Nike use it a lot. Nike apply the system to its popular activity tracker Nike+. This system lets users track their running and workout activities and also allow them to share their progress and challenge their friends to effectively reach fitness goals.

Can it improve productivity?

The word "Gamification" appears in 2002, but the technique has been in use for decades. For example, who doesn't remember seeing any "employee of the month" portraits hanging around?
What did you think it was all about? Yes!

Many companies around the world use it to motivate its employees. They hope they work harder to get their portrait featured in that special place in the office. It may seem a cliché but it works.

We could maybe spice things up by offering something more exciting, like a paid vacation or a small raise, to the most productive person in our team. This will certainly get all our employees to compete and for us there is one goal: increase productivity.

How to reach Business Goals?

By having a well behaved and a satisfied team of employees, we have a key factor in the development of a successful business. With Gamification, we'll not only keep our employees happy and more productive but also help to develop new skills and improve their behaviour.

We should look to our small business as a game. In order for our business to grow up, we need to design each level with smaller goals and let our employees compete for prizes of their own while allowing our business to reach its main objectives at the same time. First, we need to identify our business objectives and then carefully design our business game to achieve our goals.

Gamification is currently being used by many industries to improve productivity and user engagement. Hopefully, more industries will adopt gamification to make things fun for everyone.

7. Creation of a strategic plan

In this chapter it is introduced what companies need do to work with a social media strategic plan.

A - Identify Business Goals

Having a digital strategy is an important step so that you can have a successful online business. This strategy for social networks must have well defined goals. To advance you should know well what you want to achieve with the work.

It is necessary to define the overall goals of your business and decide how we can make use of social networks to be able to realize them. Most probably you have many goals associated with your business, but there are a few that all companies should include in their strategy— increase sales, get customers loyalty, increase visibility, increase visits to the site, enhance your reputation, get a relationship with customers, etc. "We suggest you choose two primary goals and two secondary goals to focus on. Having too many goals distracts you and you'll end up achieving none." (Daoud, 2014) In this case, less is more!

B - Set Strategic Goals

To be really useful the goals should be measurable and they will only be useful if you have a way to measure what we want to achieve or attain. In case we have the increase of loyal customers as a major goal, we have to know how to quantify how many more you will have to associate to consider whether the objectives were fully achieved.

The strategic goals should tell you how you can get from the starting point (goal to achieve) to the point of arrival (successfully achieved goal). So if you really seek a definition of goals for the business, you can simply use the approach S.M.A.R.T.: Make your objectives specific, measurable, achievable, relevant and time-bound.

If your goal is to increase customers' loyalty, a specific strategic objective to be considered can be increase by 50% the interactions with customers. In order to measure the achievement of this objective and others you should choose which analysis and monitoring tools must be available.

In setting goals we never consider that we can fail. Taking this into consideration, being too much ambitious can be dangerous, because if we set very high goals, we take the risk of not achieving them. We must choose goals that we can achieve with the resources we have for this purpose. In order to measure the degree of achievement of this objective and others we should choose good analysis and monitoring tools. "You've taken the time to refine your goals so they're relevant to your company, so extend that same consideration to your objectives. If you want to get support from your C-level executives, ensure your objectives are relevant to the company's overall vision." (Daoud, 2014) Given the need to achieve our goals, we should set a time frame for their implementation. According to each one of your goals, get yourself a time scale for the implementation of each one, which can range from a week to a year.

Considering that we aim to increase customers' loyalty by 50%, then this goal can be specific, measurable, achievable, and relevant, however, if we do not set a deadline to achieve it, our commitment, resources and concentration can be diverted to other locations

C - Identify Ideal Customers

When a company detects that there is little adherence to their social profiles, it means it designed not sufficiently intuitive profiles adjusted to customers' needs. Knowing your customers well will be an important step to give them the ideal image of your company, since it will be targeted at the right people, right places, right time and with the right message. Being able to know your customers' age, occupation, income, interests, pains, problems, obstacles, habits, likes, dislikes, motivations and objections is half way to get their loyalty to social networks or any other media.

"The more specific you are, the more conversions you're going to get out of every channel you use to promote your business." (Daoud, 2014). In digital marketing language a conversion is the achievement of a goal, whether it is the sale of a product or the performance of any digital transaction. . Quantifying your conversions is an important step to realize if your digital strategy is or is not being effective.

D - Research Competition

If you have a digital business or are thinking of starting one, you have a lot of work to do when it comes to find out what your competitors are doing.. One of the best ways to be ahead and with new ideas is to keep abreast of business trends and gather important information about what your competition is doing.

Obtaining data on competition is a good way to find out what the situation is and how far you want to go. You should try to get answers to the following questions. Who is your main competition (elect up to five competitors)? What are their strengths and their weaknesses? How can you take advantage of them to your advantage? Review the number and sort of followers your competition has and see what they write, how often and the time of the day. Also pay attention to the type of information/advertising that your competitors use and its context (humorous, promotional, etc.) and how you answer your customers and followers.

"For example, let's say you're looking at a competitor's last 20-30 Facebook updates. Take the total number of engagement activities for those posts and divide it by the page's total number of fans. (Engagement activity includes likes, comments, shares, etc.)" (Daoud, 2014)

You can apply this example to all social profiles of competitors (e.g., Twitter can calculate the retweets and favourites). Your search should tell you how many followers your competition has on social networks, for example, how many people are part of the mailing and how many people comment on the blog. This can give you an idea about the target audience reaction to campaigns, offers and services. The most important

activity to look at is engagement. Looking at the administrators of the website or social profile can be a good way to be able to calculate the membership fee and get a good idea of what your competition is doing.

E - Choose Channels and Tactics

To be able to have a good position in the market it is necessary to choose the best channels of communication. When we talk about communication strategy, we are talking about "selling" an idea and "consuming" information - and, then, it is essential to address your target audience through the different channels.

When faced with the need to know what the right channels to use in your strategy are, you should consider that contact with your audience is the key to build a brand. This means that not only the external channels are responsible for this work, but also the internal audience that may or may not have direct contact with your final customer or partner. "For example, if your goal is increasing leads and your primary social network is Facebook, some effective tactics are investing in Facebook advertising or promotion campaigns to draw more attention to your lead magnets." (Daoud, 2014). Keep in mind that users of social networks and their customers are increasingly multi-channel, consuming a variety of information in different media. Therefore you must adapt to this reality and set your goals on these variables.

F - Create a Content Strategy

Social networks are constantly enriched by contents and they end up strengthening the loyalty of their users and followers. Without good contents there is no social network to survive, as well as the contents, even when they are good ones, do not reach the users without a good social network. Using content and social networks together can be the solution for the success of your business. There are three main components to any successful strategy for social network contents: type of content, the time and frequency it is posted. There are a multitude of content options to be produced and made available on the network, from posts, links, infographics, webinars, animation, scripts, videos, manuals, guides, templates, and more.

Another important issue is related to the ideal frequency to publish, as you need to plan properly to find a balance without being annoying but also without falling into oblivion. "Finding the perfect frequency is crucial because it could mean more engagement for your content or more unlikes and unfollows. Use Facebook Insights to see when your fans are online and engaging with your content." (Daoud, 2014). In addition to the many studies that can help you understand the timing of publication on social networks, it is suggested that you use them as a set of guidelines and withdraw the attempt to follow them blindly. You should be aware that your customers and your followers are special and deserve personalized treatment. Taking this perspective you can find the best ideas to put into practice.

G - Allocate Budget and Resources

Global studies show that there was an increase in the number of companies using social networks to leverage new business. In business logic, social networks have evolved in such a way that they are no longer just an interesting feature but have become essential in conquering markets and customers. There are many business deals with their own budget to social networks. Companies are wherever the customers are and if these are on social networks and spend much of their time there, there is no doubt about where big business groups will be betting/ will be working on.

Investment in financial resources and the allocation of other resources will continue to grow on social networks and it will be done to the detriment of traditional media.
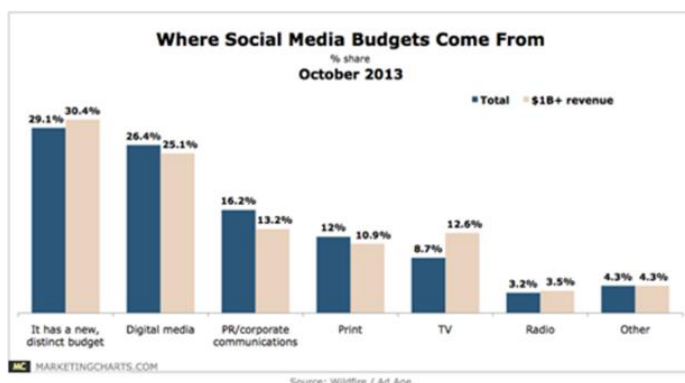
In order to achieve your budget for social networks, focus on the strategies defined and the business goals you want to achieve. "Make a comprehensive list of the tools you need (e.g., social media monitoring, email marketing and CRM - content, relationship, monitoring), services you'll outsource (e.g., graphic design or video production) and any advertising you'll purchase. Next to each, include the annual projected cost so you can have a high-level view of what you're investing in and how it affects your marketing budget." (Daoud, 2014). There is no single way to establish your budget. Some companies choose the tools and then check the budgetary needs while there are others that set a budget and then select the tools you can use. Being able to calculate the ROI (return on investment) of their strategies can enable you to set realistic goals and identify turnaround times of what you have invested. Besides, you can get to know the channel that gave you the fastest or most profitable results. However, when it comes to digital presence, the return on what you sell is not the only unit of measurement, since the goal of this type of strategy is to ensure that your brand is being advertised and known as well as getting a good audience.

H - Assign Roles

Speaking of work environment as far as digital marketing is concerned, where multiplication and continuously changing of tasks is constant, keeping harmony among employees within the team and with the superiors is essential. Everything depends on the way they allocate and distribute tasks among employees. "Things may be a

Role	Member
Visual content creation	John
Video content creation and editing	Kevin
Social media management	Sarah
Advertising (Facebook, Twitter, retargeting)	Deb
Social referral program	David
Customer service	Megan

bit messy in the beginning, but with time team members will know their roles and what daily tasks they're responsible for." (Daoud, 2014). The goal is that each team member knows exactly his commitments in order to develop his production process. Thus, they can assertively develop forms of planning based on tasks to be performed daily, weekly and monthly.

Under the management and collaborative work there are many tools that can contribute to the proper functioning of teamwork, including Basecamp or ActiveCollab, which ca be used to manage the tasks of each team member, allowing each one and everyone to become more productive and organized.

Your company's turn

It is important to realize that your digital strategy won't be a document that is written now and will last forever. No. This document will be updated over time, as you continue your marketing and image promotion of your company and its products. Evaluate your plan regularly and look for what is working and what is not working, to be able to change or improve. Keep on evaluating your strategy and setting priorities correctly and will be improving the effectiveness of your plan.

8. Conclusions

The idea of e-entrepreneurship is vast, multi-levelled and develops with a dizzying speed. The directions of this development are not entirely predictable, but one thing is certain – it is the future of business that is happening now and there is no other way but to accept it and learn how to benefit from it.

"The key to competitive advantage in the 21st century will be how well we manage networked knowledge throughout the enterprise and digital technology. How fast we can respond, how deep our knowledge is, what the proven solutions are these factors will all comprise key competitive advantages" say the e-business experts[18].

The most expected development for an e-business is a combination of the technological aspect of functioning online with emotions, senses and stimuli, as well as intelligent connecting of devices with e-business solutions. The development of an e-business is accompanied by the ICT development and integration of those and modern information systems of management and by the shift in the ICT strategies in enterprises' organisation.

Notions of crowdfunding, digital identity and digital reputation should become the ABC for anybody who dreams of developing a successful, profitable enterprise. Nowadays e-users are becoming more and more demanding, skilled and fastidious and they constitute a "global digital economy made up of one billion people who can all tap into the Internet. They buy, design, sell, or trade products and services from their office, home, car, beach, or the top of Mt. Everest. Multiple information devices on the desktop, mobile wireless, wearable devices, and others embedded in our brains will provide instantaneous access to commercial transactions worldwide."[19]

The topic of digital identity has definitely not been discussed here exhaustively, yet everyone who has passions, ideas and the entrepreneur approach will find the crucial tips how to turn them into a scalable, effective and a successful e-enterprise.

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