

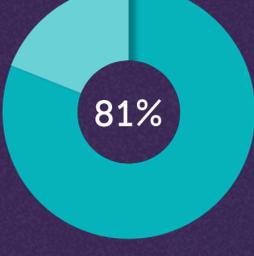
Digital training: what every business owner needs to know



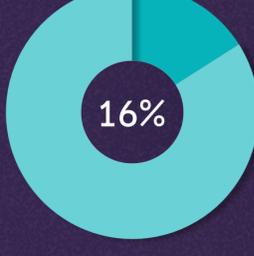
All companies need to ensure their digital skills are up to date – but it's a fast-moving, complex area. What do you need in your digital skillset, and what areas should you focus on improving?

Be tech-savvy

Know what's coming up, and where customers go.



of customers conduct online research before making a purchase



of retail sales are now made online

Sharpen your team's in-house digital marketing

91% of surveyed companies are reported to have moved at least part of their digital marketing in-house in the last few years

37% of those surveyed believe 'in-housing' will grow

30% of marketers say a lack of training in new skills is a top barrier to success



Know how to use social platforms

Your use of social media will depend on the audience, and each requires a tailored approach.

Active users

f
44.7m
Facebook

23.8m
Instagram

14.5m
Snapchat

13.7m
Twitter

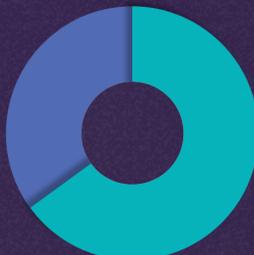
Digitise your website

Chatbots effectively allow you to be available to your customers 24-7. On balance, customers prefer a chatbot to waiting for a member of staff.



99% of customers have talked to chatbots

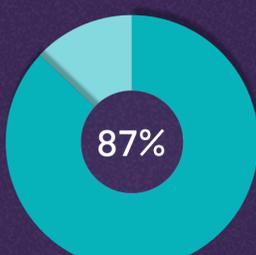
Chatbots can reduce customer care costs by up to 30%



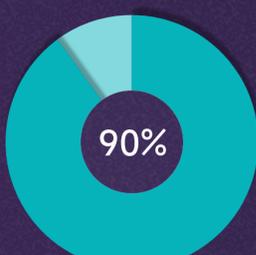
65% Prefer to talk to a chatbot straight away
35% Prefer to wait for a human staff member

Invest in your team

Don't underinvest in digital training – it creates competitive advantage, and helps with productivity too.



of companies think that digital transformation is a competitive opportunity



of companies claim that the main benefit of digital transformation is the increase in employee productivity



Four of the five top marketing challenges faced by organisations are technological:

Generating traffic and leads



Proving ROI of marketing activities



Identifying the right tech for our needs



Managing our website

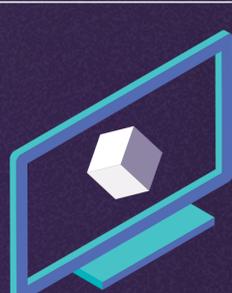


Explore artificial intelligence

75% of businesses think AI will enable them to move into new markets

80% of business leaders say AI boosts productivity and creates jobs

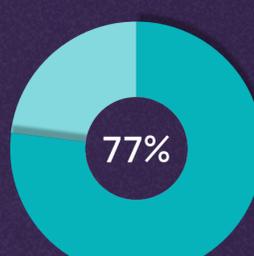
72% of business decision-makers say AI frees up humans for meaningful work



Improve granular skills

Search engine optimisation and PPC (pay-per-click)

Over 6.5bn search engine marketing results happen every day.



of this traffic is Google

Data analysis skills



- define objectives
- sift insights
- make predictions
- Excel knowledge
- identify new markets
- identify gaps in knowledge
- identify market demand
- visualise data



NatWest