

# Arkansas Business Navigator Podcast Episode 20: Essential Digital Skills for Small Business Owners



**[Kamelle Gomez]** Hello and welcome to the Arkansas Business Navigator podcast canvas here and today we have a special focus on small business owners and how developing digital skills can be a game changer for their success. Whether you're a small business owner or just curious about boosting your digital know how stick around because we have. Some valuable insights for you.

## **[Intro Music]**

So, picture you were in Cozy bakery in your town. Your cupcakes are divine. Your pies are legendary. People love your treats, but you've noticed a trend. More and more customers are finding you online. They want to order your delightful desserts without leaving their homes. What do you do?

Well, this is where developing digital skills can be a sweet deal. You see, in today's world, being tech savvy isn't just for tech companies. Is for everyone, including small businesses like yours. But first, let's keep it simple. Digital skills are like the tools in your kitchen. You need the right ones to create that perfect cupcake, and for small business owners, there are a few essential digital skills that can make a big difference.

Online presence, think of your website as your bakery store front. Having a user-friendly website that showcases your delicious creations as key consumers should easily find information about your hours, your menu and how to place orders.

Social media savvy social media platforms like Facebook and Instagram is your digital billboards. Learning how to create appealing posts, engage with customers and using advertising can attract more people to your bakery.

E-commerce expertise. If you want to sell your products online, you'll need to understand e-commerce platforms. These tools allow you to manage orders, payments, and deliveries efficiently.

E-mail marketing building a list of loyal customers and sending them special offers or updates. Can keep your bakery on their minds. e-mail marketing is like sending out yummy promotions to your loyal patients. But why are these skills so important for small business owners? We'll consider this in today's digital age. Most people start their search for products and services online. If your bakery doesn't have an online presence, you are missing out on a slice of the pie literally.

Now let's dive deeper into how these skills can benefit small business owners. First up, the website. Imagine it as your bakeries online home is open 24/7 and anybody can drop by. That's right Will design website gives your business credibility. It shows potential customers that you're serious about what you do. Plus, it's a convenient way for customers to check your menu. Reviews and place orders, even when your bakery is closed.

Now, let's sprinkle some extra sweetness into your artist cousin's picture. You're scrolling through your social media feed and suddenly a mouthwatering photo of gooey chocolate cake from a local bakery pops up. You can almost smell the deliciousness through the screen. That's the magic of social media. It's not just about engaging with your current customers, it's also a powerful tool for attracting new ones.

When you share tempting images of your treats, use relevant hashtags and encourage your followers to share. You're casting a wider net. People who may have never heard of your bakery before? Can discover your delectable creations with just a click. So, consider social media as your digital pastry shelf. Creating irresistible visual delights to draw in a hungry and ever-expanding audience.

Now let's dive into the world of e-commerce. Where small businesses can thrive with the right digital skills, imagine having a virtual storefront that's open 24/7, allowing customers from around the world to browse and purchase your products or services at any time. That's the power of e-commerce for small business owners. It's like having a second location without the added rent and utilities to get started, you'll need a user-friendly e-commerce platform like Shopify, WooCommerce or Big commerce. These platforms offer easy to customize templates, secure payment processing, and inventory management. You can showcase your products or services set prices, even create discounts or promotional offers. Plus, they provide valuable insights into customer behavior, helping you tailor your offerings. For instance, if you run a small bakery, you can use e-commerce to sell your delicious pastries online, offering convenient pickup or delivery options.

And remember, the key to success in e-commerce is seamless user-friendly experience that keeps customers coming back from. E-commerce, but also tapped into a global market. She now sells. Her handcrafted jewelry to customers and Europe, Asia and beyond, all from the comfort of her workshop. So, whether you're a Baker or jewelry maker or a small business owner. e-commerce can be your gateway to growth and success.

Now, let's uncover the secret sauce of e-mail marketing. A cost-effective way for small businesses to keep customers coming back for more picture this you have a loyal customer. Who can't resist your mouthwatering chocolate chip cookies? You want to keep them in the loop about your latest creations and exclusive offers. That's where e-mail marketing times there are fantastic free e-mail marketing platforms like MailChimp, Mail or Lyte and send it in blue. These platforms offer user friendly. Templates, automation tools and analytics to track your e-mail campaigns success. You can send out newsletters, special promotions, and even personalized birthday offers to your subscribers.

For example, if you own a small bookstore, you can use e-mail marketing to announce upcoming book releases, offer discounts on best sellers, and share author spotlights. It's like having a Direct Line to your customers, keeping them engaged and excited about your offering. But wait, there's more. e-mail marketing can also help you gather valuable customer feedback, which is like having a secret ingredient for improving your business. Let's say you run a cozy cafe and you want to know which new coffee blend your customers prefer. You can send out a quick. Survey, e-mail and gather their opinions. It's a win win. You get to tailor your offerings to their taste and they feel heard and valued.

So, whether you're baking cookies, selling goods or brewing coffee, remember that e-mail marketing is a powerful tool to keep you and your customers connect. So, dear listeners, if you're a small business owner or aspire to be one, remember that developing these digital skills. Open up a world of.

Opportunities your online presence, social media savvy, e-commerce expertise and e-mail marketing can help your business flourish in the digital world.

But here's the best part. You don't have to do it alone. There are countless online resources and courses available to help you learn these skills. Think about the courses highlighted from episode 6. The SBA Learning Center and Ascent for women. Additionally, there's now Google applied skills, LinkedIn learning, and a few more you can access. In addition to consultations from ASBC. So, roll up your sleeves, get ready to whip up some of digital magic for your small business. The digital world is at your fingertips.

### **[Transition Music]**

Now let's highlight some events that are going to be happening through the last half of September on Monday, September 18th. At 11:00 AM and 12:00 PM we have. The webinar how to use your 401K or IRA to start or buy a business where we presented by Mickey Parker, CPA from Excelafund Mickey will discuss a little-known strategy for investing your 401K or IRAs in your own business without paying. Taxes and penalties on retirement plan distribution. Yes, you can use your 401K or IRA or other or. Other pretax retirement at startup Capital to buy or start a new business, not a distribution or loan, not a self-directed IRA. No income taxes, no early withdrawal. Penalties join making to learn more about this business financing option that has been around for decades, yet very few people seem to know about. Check out our show notes and if you have any questions, reach out to Brandon Matthews at 501. 671. 2085.

On Wednesday, September 27 at 11:30 AM through 1:00 PM, We have Arkansas businesses Batesville this is an in-person event happening at the UA Community College Batesville. Located at. Located in Independence Hall. 2005 White Dr. Batesville, AR if you have a small business, if you have small business questions from getting started too, expanding this form is for you. All welcome and lunch is free for this lineup of small business experts who don't want to miss. Topics covered will include small business funding option free resources for market research and planning, tax needed knows and workforce best practices. You're thinking of starting a small business or have been in business but still have some questions. This is the event for you. For registration, look for the link in the show notes or meet them in Batesville.

On Thursday, September 28th at 6:00 PM through 8:00 PM the Arkansas Latino Business Awards ceremony is being hosted at the Clinton Presidential Center. The Arkansas small Business and Technology Development Center, Arkansas business Navigator and connection de Negocios Latinos are presenting the 1st annual, Arkansas Latino Business Awards. The Arkansas Latino Business Awards were created in an effort to showcase Latino on businesses and entrepreneurs in the state of Arkansas through the AL BA Awards. We would like to recognize the hard work and dedication Latino entrepreneurs have invested in their businesses. As well as the impact Latino business owners have on the Arkansas economy. Visit our website at [www.arlatinoawards.org](http://www.arlatinoawards.org) for event and ticket information.

Potential sponsors don't miss the opportunity to be a part of the first annual Arkansas Latino Business Awards. This is a great opportunity to show your support for the Latino business community within the state of Arkansas. Check out the sponsorship opportunities at [www. ArLatinoAwards.org/sponsor](http://www.ArLatinoAwards.org/sponsor) to see how you can become part of our Familia. If you have any questions or interested in becoming a sponsor, please. Shoot an e-mail to. E-mail sponsor at. [ArLatinoawards.org](mailto:ArLatinoawards.org).

### **[Outro Music]**

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