



MAINTAINING AN ONLINE PRESENCE TO ENGAGE YOUR AUDIENCE

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REVISITING FAMILIAR TERRITORY

Recently, at Info Rhino, there has been a major push to upgrade the technology of our websites and to improve the brand. The UK technology market is changing significantly, and with changes to IR35 regulations, probable recessions globally, moves towards new technologies, we felt it was important to ensure we have a better online presence.

As you will read, there were a lot of familiar approaches open to us in terms of creating the right online presence, but it is for certain, a much more strategic approach is required.

GETTING THE RIGHT ATTENTION

SOCIAL MEDIA - EVERYBODY HAS TO BE THERE?

Brand awareness and online presence is the nirvana of many company's attempts to gain traction, footfall and revenue. How can any business exist without - a Facebook page, a LinkedIn page, a Twitter Account, an Instagram account, a Snapchat presence?

SEARCH ENGINE OPTIMISATION

For many years, we have heard how important it is to get to the front page on a search result. It never used to be like that, we would happily trawl through pages of results at 56k dial-up speed. Now, the top two results is all we care for.

Many companies offer SEO services, some to us, but we have to ask what is SEO trying to achieve? Does SEO work? When people find our pages, are they going to become a customer? Or are many websites simply a shopfront, but not the sales counter?

To imagine a website can reside on Google result page twenty, and gain meaningful traction seems hard to imagine. Users are starting to realise they may not hit result one. Users are going back to more intensive personal searching.

PAYING FOR PRIORITY?

Seth Godin brilliantly explained the genius of Google's money printing press. A website needs 100 paid clicks for a user to visit a shopping cart, but a further 100 clicks to secure a purchase. That is 100 * 100 to secure a sale. This is fine if the sale is a Maserati, but selling toothbrushes probably won't cut it. It means, most pay per click and impressions doesn't work for most companies.

GAINING ONLINE PRESENCE IS IN A STATE OF CONFUSION

If we look at most websites who are aware of a social media presence, there is a mixed approach to gaining attention. Rather than creating an arena for engagement, it becomes a push approach whereby the company keeps blurting out random things.





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Communities don't seem to exist, and instead, companies have different online profiles where they sometimes fizzle out, not updated in maybe two to three years.

Like a neglected storefront, it doesn't inspire any potential customers.

COMPUTER'S STRENGTHS

Computers repeatedly performs well at, is they - repeat things. Without being asked. Right now, several of our websites are being kept responsive and efficient by an automated PowerShell script which monitors the sites every 15 minutes.

Humans are not automated machines, computers are. If we can use applications to consistently publish accurate information, rather than people, the information becomes more relevant.

TELLING A REAL STORY

Some say, little is real anymore. News is embellished, distorted, made to fit a narrative but what we can do is to tell real numbers, real information and keep telling that story. The data is there, but the skills to publish it in the right way seems unavailable to most.

A social event's Facebook page had the best event ever. A LinkedIn article awarding a staff member, happens to have been the company's most successful month ever. Can everything keep getting better and better?

Society has reached a point where everything they hear is sensationalist, the impact has been lost.

IS SOCIAL MEDIA HARMING CORPORATE IDENTITY?

An associate recently had an offer for a senior role in a small London franchise. Upon considering the offer, reviewing the company, it was concluded the company had lost its way. Their social media presence was harming its business.

This is what we realised at Info Rhino - having an online presence can be more detrimental if the right story isn't being told. If we don't maintain content, keep creating regular content, why should customers engage?

Other times, we push Social Media for a while, invest a lot of money into it, don't get feedback and disengage.

What is left is a digital footprint of failing to engage with our audience, an inability to get people to share our vision.

TURNING IT AROUND - MAKING SOCIAL MEDIA WORK

AUTOMATED PUBLICATIONS





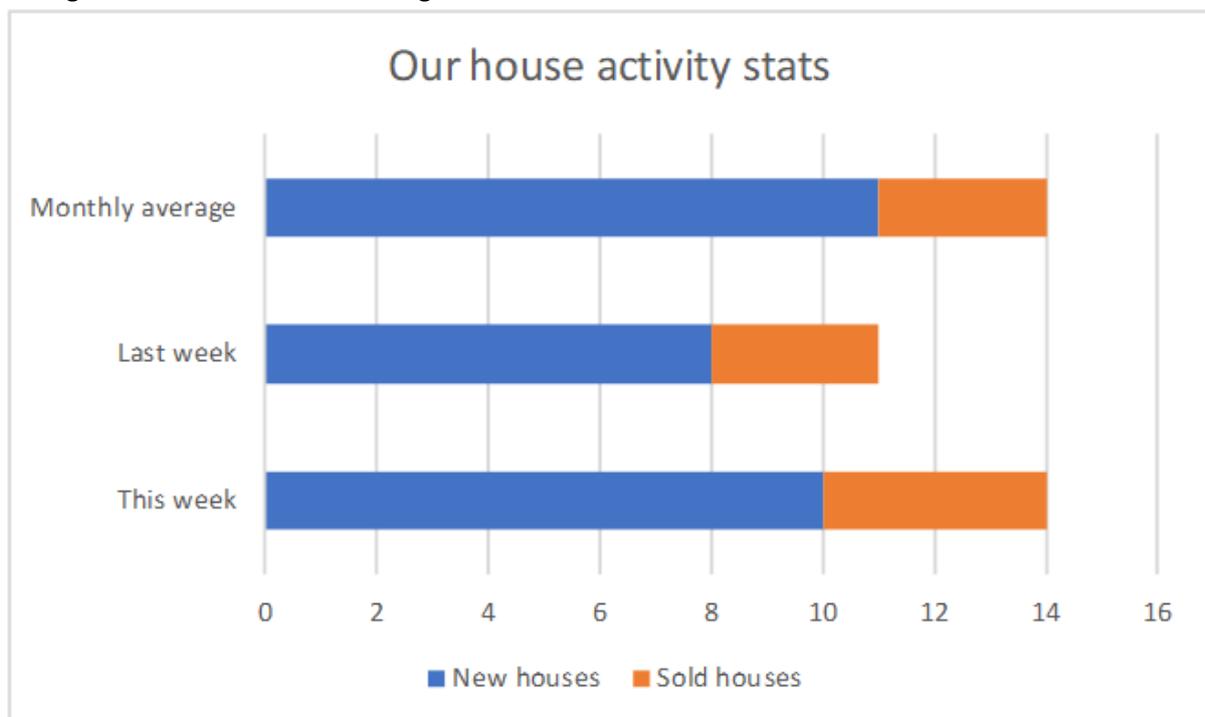
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As experts in building systems and automating them. It seems the best thing many companies can do is to publish regular updates which informs people about our business. Here are some examples;

- Updates on new stock arrivals.
- Updates on discounts.
- A technology company could simply publish the number of code commits every week on their twitter feed.
- A restaurant could have interactive data on periods where they offer discounts on tables.
- Publish big stats, perhaps, how many hours worked by your employees per week.
- Market analysis data.

Let's consider an estate agency. Wouldn't it be great for sellers if they could see the probability of selling their home with an estate agent?



Imagine if your audience saw regular updates of what you are doing, and that you are doing well at it - or even badly?

Commenting on real events, whether they are positive or negative is a much better way of remaining authentic.

THE FUTURE WILL BE BLOCKCHAIN

Eventually, smart contracts will take enough information in to permit measuring quality and volume and those interested in specific activities at certain times will subscribe to those events. Payment channels will seamlessly avoid double charging, fraud, and refunds can be managed by reciprocal agreements.





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Dan Tapiero of Gold Bullion International recently described Bitcoin as follows;

“What it is is an invention, and I think it should be referred to as an invention rather than all the other things. It’s a, you know, what it really is. It’s a truth machine. It’s a way to eradicate all fraud or lying by human beings.”

FIND OUT MORE ABOUT INFO RHINO'S ALTERNATIVE VISION FOR
SOCIAL MEDIA PRESENCE

Contact us at solutions@inforhino.co.uk or view our website at <http://www.inforhino.co.uk> .





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