

# Digitalization for BMOs

How BMOS Can Help The Organization as well as its SMEs and MSMEs members for better reach, reputation & revenues online

# The Current Scenario

- Digitalization by force or choice
- Lack of clear and proper information and awareness among SMEs
- The gap - faith and trust
- Expectations & realities

# When Digitalization comes into the scene

- To be on the same page
- Easy to approach
- Clarity, transparency & confidence
- Saves cost and time

# How exactly BMOs can create a larger impact with digital transformation

# The minimum digital assets needed

- A modern and responsive website
- Active presence at twitter and LinkedIn
- Email newsletter

# The Action Plan

# Update The Digital Assets

# Appoint and train the spokespersons



**Appear easy to access and approach**

# Showcase members and success stories

# Invite entrepreneurs to ask and engage

# Organize Digital Education Sessions for Members & Guests

# Use paid advertising

# Powering up the personal brand of Leaders

**Digitalization means making the impact, saving time and cost with the maximum use of technology, Internet, resources and people's skillset.**

**We are open to questions.**