

## Technology Takeover - Mastering the Digital World

### Objectives:

- Control what the world sees about you and your business
- Automate, automate, automate (from email to meetings to lead gen)
- Manage data entry for all applications from a single place
- Make your mobile work for you

### Outline:

- Who are you online?
  - Social media platforms (LinkedIn, Twitter, Facebook, Instagram, TikTok, Reddit etc.)
  - Personal website
  - Business website
  - Google My Business
  - Online reviews
- To be seen or not to be seen
  - Control your content
  - Keep all information relevant
    - Update old listings of your business details
  - Post regularly to at least one social media platform
- Automating your digital presence
  - Website bots
  - email response automation through CRM or email
  - Landing pages
  - Social media scheduling/drip campaigns
- Browser integrations
  - Accounting apps
  - CRM apps
  - Storage apps
  - Project Management apps