

Downtown Comox Business Matters - Speaker & Mixer Series

Presented by:



Comox Business in Action



THU
05

Leveraging Technology to Grow Your Bottomline

TAKEAWAY



Understanding the ever-changing landscape of “technology” is a full-time-job. The pros & cons of e-commerce, trails& tribulations of social media, and the yin & yang of generative AI might make you want to dust off the old fax machine! The key to all of it is simpler than you might think. Put the customer first, find the right tools for the job, embrace a Startup methodology [build-measure-learn] knowing that “tech” will keep on changing.

Startup Methodology: <https://theleanstartup.com/principles>

The FIVE most important tech-tasks:

1) Use a modern POS system

https://der3wiki.innovationisland.ca/all_resource_article/point-of-sale-pos/

2) Establish a CRM

https://der3wiki.innovationisland.ca/all_resource_article/customer-relationship-management-crm-software/

3) Maintain your Google Business profile

https://www.google.com/intl/en_ca/business/

4) Be savvy with social media and digital advertising

https://der3wiki.innovationisland.ca/all_resource_article/digital-marketing-resources/

5) Experiment with GenAI

<https://chat.openai.com/> and/or <https://bing.com/chat>

- Read: Scary Smart - <https://www.mogawdat.com/scary-smart>
- Follow: Ethan Mollick - <https://www.oneusefulthing.org/>

PS. ONE resource for grants and funding

- <https://www.hellopocketed.io/>