



Shrinking the World for Profit

How Hawaii SME's can use digital technology to overcome geographical isolation and build personal relations with distributors and customer targets

Rob Haak
23 Feb 2017



Objective of the Class

Enable Hawaii/Pacific SME's to create more direct and personal connectivity with overseas suppliers, distributors, marketing, and customer groups.

Simple, easy-to-use technology exists that can help to bridge the geographical and cultural distance between Hawaii and overseas markets.

Scale

IT solutions that are extremely affordable and easily manageable for Hawaii/Pacific SME's such that they don't require dedicated IT personnel until their revenues begin to grow driven by overseas business.

Technology Fundamentals for SME's

Website

- Use an easy-to-update CMS such as Wordpress.
- Routinely updated, bilingual (or multilingual) website.
 - IP address determination can point users to the language of preference.
- PayPal account accepts nearly any currency.
- Testimonials from existing customers.
- Use Google Analytics to track everything.

Social Media

- Blog on site
 - Newsletter (eDM)
 - Twitter
 - Facebook
 - LinkedIn
 - Google+
 - Instagram
 - QQ (China)
 - Kakao (Korea)
 - Others...
- ✓ There is no single model that works for every company.
 - ✓ The social media strategy is implemented based on customers' behavior.
 - ✓ Must be updated regularly.

Customer Relationship Management (CRM)

- Track your key contacts...they can move
 - Link to your social media
 - Send them newsletters
 - Give them coupons & promotions
 - Ask for feedback
 - Monitor and log communications by email, tel

Telephony

- It's easy (and cheap) to get a phone number in another country with VOIP
 - RingCentral, VOIPdito, Skype, etc.
 - Rings to wherever you want it to

Interactive Messaging

- Live website chat
- Online forums, groups
- Direct message by phone
- Twitter

eSurveys & Questionnaires

- Can be extremely useful but should be used sparingly.
- Must ensure anonymity, especially in Japan.
- Short and direct in the local language.
 - Get it proofread.

Business Cards

...are more important in most of the world than in the USA. This is particularly true in Asia and extremely important in East Asia. Use this to your advantage.

- Bilingual cards...easy to make and print.
- QR codes to point to your website
- Scan your customers cards as soon as possible to get them into your CRM.

After the Sale

- Send shipping and tracking information directly from PayPal.
 - Inventory management can be implemented.
- Automated follow-up messages asking for feedback.
- Track warranty claims and RMAs.
- Refer-a-Friend discounts.

Travel

- Track your expenses electronically.
 - Apps that photo your receipts & mileage
 - The entire back office can be paperless
- Apply for airline business accounts and accrue miles toward corporate travel (free).
- Use an airline credit card to accrue miles faster.
- Air BnB is growing in Asia, particularly Japan.

Summary

- Simple, low cost technology products can help Hawaii/Pacific SME's reach customers in foreign markets.
- These solutions can greatly improve communication with overseas customers and increase efficiency in delivering products/services to them.