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YOUR BUSINESS WEEKLY

business, retail, social, digital news,
trends and guides

social news

The biggest social stories of the week. Click the link to go to the full story

1

Snapchat's New Ad Product Targets In-Store Conversions

2

The Simple Secret to Faster Growth on Instagram

3

Facebook changes some measurements for Pages' organic videos

4

How to Assess Your LinkedIn Company Page Performance

5

How Instagram Is Growing Its Social Shopping Efforts

6

10 years of hope and hard lessons on the Facebook Platform



digital news

What are the digital stories you need to know this week? Click the link to go to the full story



1

Here's What Your Digital Transformation Strategy is Missing

2

Watch: How to work from anywhere on any device

3

App Marketing: 3 Questions to Answer Before Getting Started

4

Amazon launches Amazon Cash, a way to shop its site without a bank card

5

Mark Zuckerberg Says These 5 Technologies Will Completely Change How We Live

6

Becoming a Digital Nomad: the Good, the Bad, and the Ugly

business news

What are the business stories you need to know this week? Click the link to go to the full story

1

Research shows disconnect between jobseekers and SMEs

2

7 Ways to Tell Someone Is a Really Good Leader (and Not Just Faking It)

3

In Just 14 Words, Amazon's Jeff Bezos Explained Why Many Companies Fail

4

The top four finance tips for SME importers

5

3 ways training can transform employees into brand ambassadors

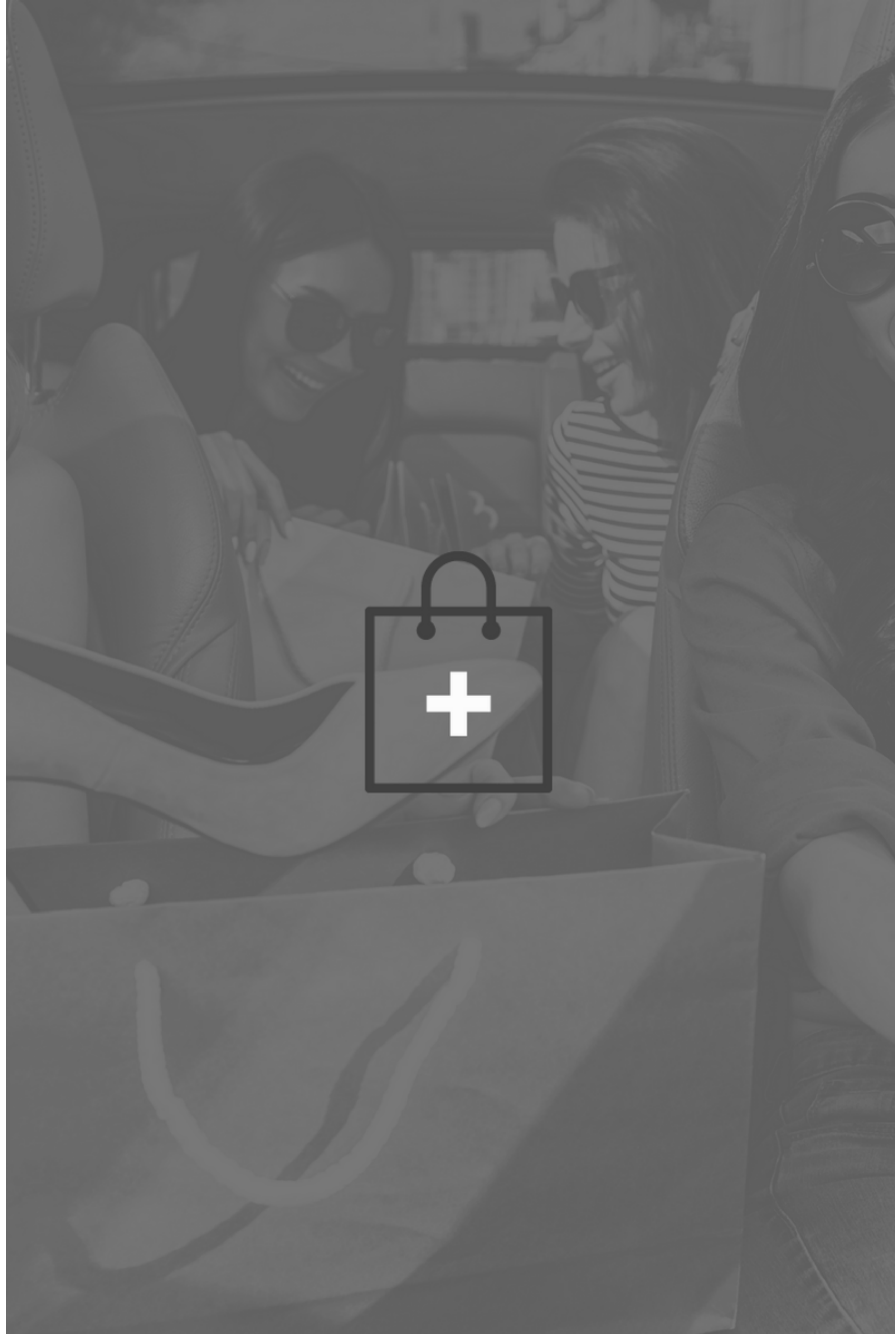
6

7 Things Great Bosses Tell Their Employees Every Single Day



retail news

Stay ahead of your competitors with news that will keep you up to date with the trends. Click the link to go to the full story



1

The 10 Commandments of New Consumerism

2

7 Reasons Discounts and Coupons Shouldn't Be Used For Your Retail Marketing

3

The quiet: Small stores in regional towns

4

Amazon Connect Poised to Disrupt Contact Centre Industry

5

eBay threatens to block Australian shoppers over GST

6

Myer saves Marcs and David Lawrence



Lolita

#clientlove



Lolita was looking to take their gorgeous footwear lifestyle store online to a wider audience while at the same time looking to update their instore point of sale.

The outcome, a real-time integrated online/offline solution easy to manage by Kelly and the team and the team.

With a focused Social Media and Email Marketing Strategy, we have been able to get the Lolita brand in front of more people and grow the business, both online and instore.

Find out more about our clients over on our website- <https://goo.gl/1B2TVZ>

Follow Lolita on Social Media





focus areas for customer experience

THIS APRIL

- 1. Listen to the individual customer**
- 2. Exploit your product and service differences**
- 3. Demonstrate the value of your offering**
- 4. Show your passion and creativity**
- 5. Demonstrate your personal commitment**
- 6. Shoot for the customers' hearts**

CUSTOMER SERVICE

#hashtags

#customerservice
#customerexperience
#customercentric
#customer
#customerlove
#cx
#customerfirst
#customerengagement
#clients
#customersuccess
#custexp
#clientlove
#happyclients
#happycustomers
#bestservice
#bestinclass
#culture

#getconnected

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