



one-stop shop

to go digital

HOUSE OF _____ **ENTREPRENEURSHIP**

 LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Économie

 CHAMBRE DE
COMMERCE
LUXEMBOURG

GO DIGITAL | PROGRAMME 2019

The pillars of Go Digital

Create
Visibility

Manage
Reputation

Discover
digital tools

Engage
Customer

Administer
and organise

Acquire new
points of sale

Go Digital services



DIGITAL QUICK-CHECK

- First - Test your digital maturity
- Then - Meet with an advisor
- Finally – Attend a workshop or implement a digital tool



WORKSHOPS

- Free registration via : www.godigital.lu
- English, French, German



IMPLEMENTATION OF A DIGITAL TOOL

- Collaboration with Luxinnovation

Workshops planned for 2019

1

RAISING AWARENESS

Improve your visibility and e-reputation

- **Introduction** – Customer satisfaction thanks to the digital transformation.
- **Visibility** – How to transform your website into a lead generation machine.
- **Be social** – How to create and manage a professional profile on social networks to boost your sales.

Acquire new customers

- **Content creation** – Promote your credibility while creating relevant content.
- **Marketing automation** – A tool which facilitates the implementation of your digital strategy.

Use new distribution channels

- **GDPR** – Digitization & General Data Protection Regulation – What are we talking about ? Part. 1
- **E-commerce** – La réglementation de la vente en ligne. **In French only**
- **Plateforme en ligne** – Comment choisir une plateforme de vente en ligne. **In French only**

Optimize your organization

- **Outils collaboratifs** – Découvrez des outils collaboratifs qui faciliteront la gestion de vos projets d'entreprise. **In French only**

2

- **Social networks** – How to use Facebook, Instagram et LinkedIn for your company ?
- **Website** – How to create your website with WordPress. Part 1&2
- **SEO, Google Ads** – How to attract new customers?
- **Google Analytics** – How to measure your audience?

- **CRM** – Better understand your customers' needs with a CRM (Customer Relationship Management).
- **Newsletter** – How to create newsletters to attract & retain customers.

- **E-shop** – Comment développer son e-shop à l'internationale ? **In French only**
- **GDPR compliant tool** – In practice : what steps to take to be compliant ? Part 2
- **Les différents mode de paiements** – Comment encaisser en ligne ? **In French only**

- **Digital HR** – How to increase efficiency and ensure better information management?
- **Digital account** – How to grow my business with my digital accountant ?

3

IMPLEMENTATION

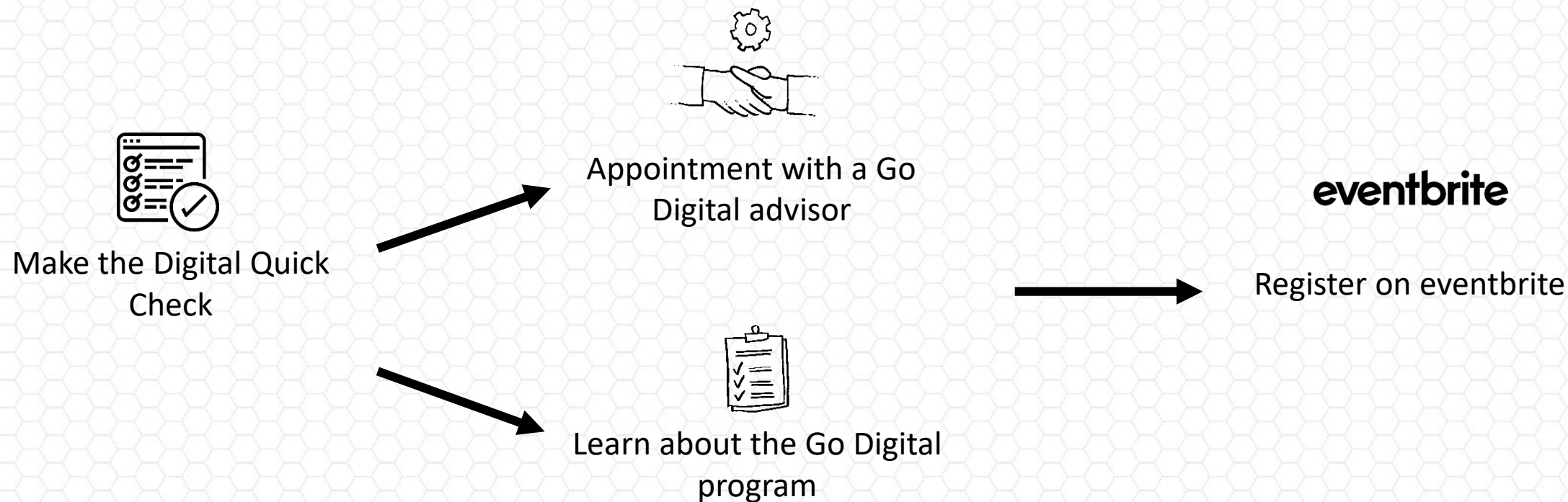
Fit4Digital

Digital tools (CRM, ERP, Stock Management tool...)

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How to register for the workshop ?



CONTACTS



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Stay tuned



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