

Tech -Talk is an online newsletter that is circulated by Blue Sky Net to our network of contacts throughout our service delivery region. People, events, and ideas discussed in "Tech -Talk, will all revolve around improving technology and E-Commerce practices.



**TECH-TALK**  
**Volume 2 : Edition 1**

## Resources for Businesses

Tuesday April 15, 2014

### INTERNET USE AND E-COMMERCE

Since the BEAM program began in 2012, Blue Sky Net has been able to support 168 businesses so far. These businesses across the Blue Sky Net service delivery region have used the funding to develop new websites, updates old ones or to install new software to grow their business. We provided \$650,000 in funding supported by FedNor, to help these businesses.

Now here's the question....What happens now? After reviewing many of the websites that were developed in 2012 during the first year of the program, it seems that many businesses have stalled in a spot where the new website was launched, and there it stayed.

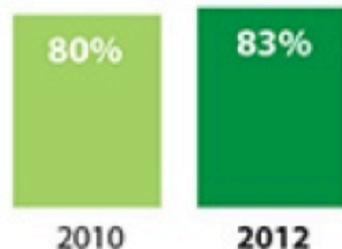
This issue of Tech Talk is going to focus on the "what happens now". I really hope you will take the time as business owners, managers and employees to review your websites and ask yourself that question. Show your employees your website, ask for their input. Look at your competitor's website, are you better? Are you keeping your site current? Has it increased your business?

The use of the internet highways are not slowing down any.

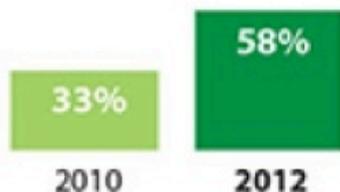
Are you ready to do business knowing that your customers and your competitors are part of this traffic? Whether you have an online store or you are using your website to promote your service, you *HAVE* to work at it. Look at the stats below. This is the reality of what is happening with the internet and how consumers are using it.

## INTERNET USE AND E-COMMERCE

### INTERNET USERS (% OF CANADIANS)



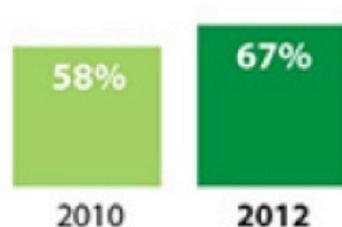
### MOBILE DEVICE INTERNET ACCESS (% OF INTERNET USERS)



### SENIORS USING THE INTERNET (% OF THOSE AGED 65+)



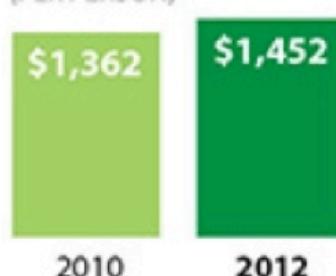
### SOCIAL MEDIA USE (% OF INTERNET USERS)



### ONLINE ORDERS (\$ BILLIONS)



### AVERAGE SPENDING (PER PERSON)



SOURCE: STATISTICS CANADA

THE CANADIAN PRESS

BEAM Recipient of the Month



## WATCH FOR NEWS ABOUT OUR

Blue Sky Net Business Show.

Computer Applications  
training workshops.

ICT training sessions for  
targeted industry sectors  
( e.g. tourism, agriculture,  
forestry).

## Profiting from technology: A Guide for Entrepreneurs

Click [here for a link to the FREE "Profiting From Technology" E-Book](#)

prepared by BDC - Smart Tech.

This E-book will teach you:

- How to select the systems best suited to your needs.
- 7 major business functions technology can improve.
- 10 steps to a successful tech investment.
- Why training is critical.
- Common pitfalls to avoid.

## Social Media: A guide for Entrepreneurs

Click [here for a link to the FREE "Social Media" E-Book](#) prepared by BDC - Smart Tech.

This E-book will teach you:

- How to create a social media strategy.
- Best practices for producing content.
- How to establish a presence on social media sites.
- How to monitor, measure and analyze your results.

## Profit from E-Commerce

Click [here for a link to "How You Can Profit from E-Business"](#) prepared by The Government of Ontario.

## Online Marketing

Click [here for a link to the FREE "Online Marketing" E-Book](#) prepared by BDC.

This E-Book divulges strategies to assist businesses with:

- Creating an online presence.
- Driving customers to your website.
- Measure the success of your efforts.
- Using analysis to adapt and optimize your online efforts.

## Pay-per-Click Advertising

Click [here to read an interesting article about pay per click advertising](#). Pay per click advertising is an advertising method in which you pay only for clicks on your ad. You can track how well your campaign is doing in attracting new customers to your company's website.

The "Resources for Businesses" section of our website

@ <http://www.blueskynet.ca/resources/for-business> is a great place to find free materials such as E-Books and articles to get information on important business topics.

Also, don't forget to browse the rest of our website for more information on Blue Sky Net's current projects, including BAIMAP (Broadband & Associated Infrastructure Mapping & Analysis Project), BEAM (Broadband for E-Business And Marketing), or our Municipal GIS partnership project.



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