

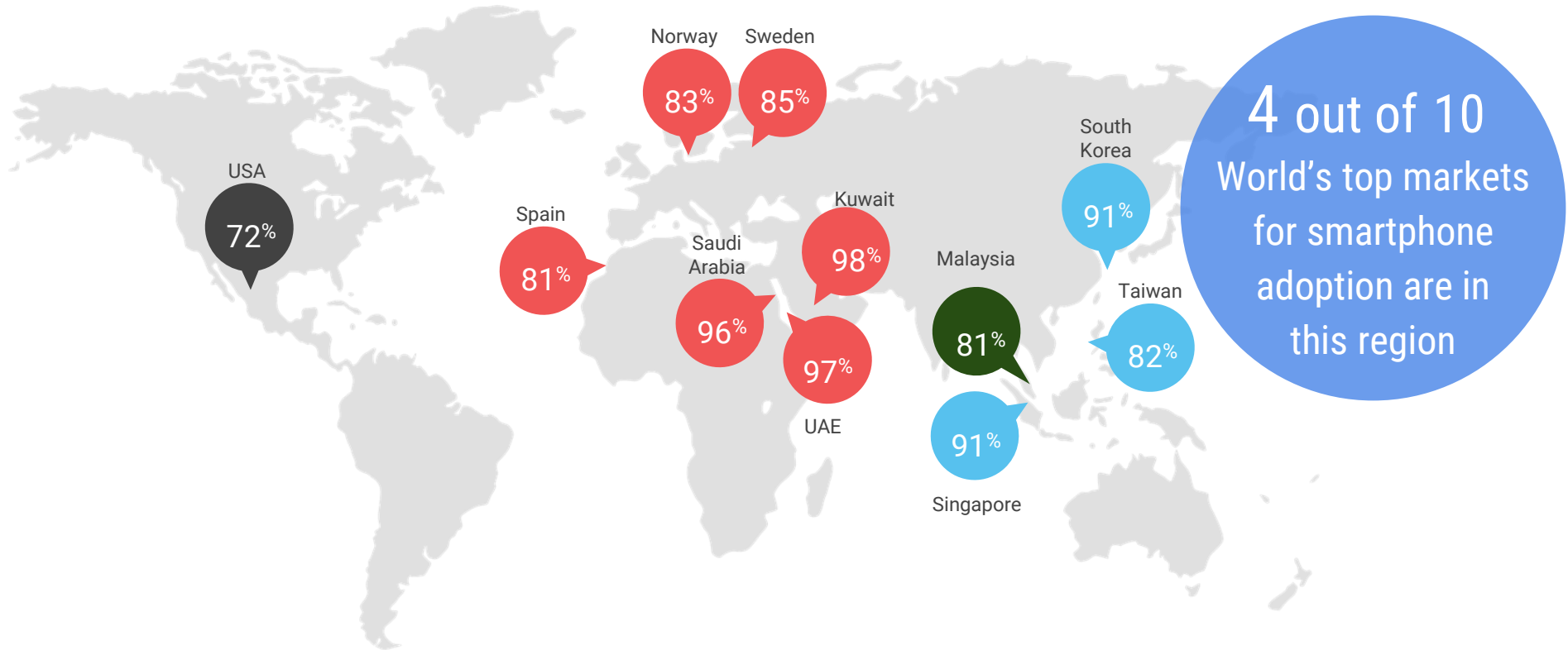
A close-up photograph of a person's hand holding a smartphone. The phone's screen displays a dark image with a white border. The entire image is overlaid with a semi-transparent blue filter. The person is wearing a grey sweater.

Google

# Accelerating SME Growth

15 June 2017

# ASIA LEADS THE WAY IN MOBILE TRENDS



# MALAYSIA IS A MOBILE-FIRST NATION



81%

Smartphone  
penetration



71%

Use smartphone more  
often than  
computer/tablet



65%

Time spent on  
smartphones is on  
video

## BE QUICK: TODAY'S CONSUMERS WILL NOT WAIT

19 seconds

The average time  
it takes to load a mobile  
page

53%

of mobile site visitors  
leave a page that  
takes longer than  
3 seconds to load



934%

Jump in mobile  
traffic to site

61%

Site Traffic from  
mobile

354%

Increase in  
mobile leads



EVERY COMPANY IS A  
DATA COMPANY

# Four things every SMB needs to do



Get online



Create relevant  
content



Create a great  
mobile experience



Measure  
Everything

# Tip #1: Get Online





## Every business is an online business



Customers are  
already online



Customers prefer  
online services

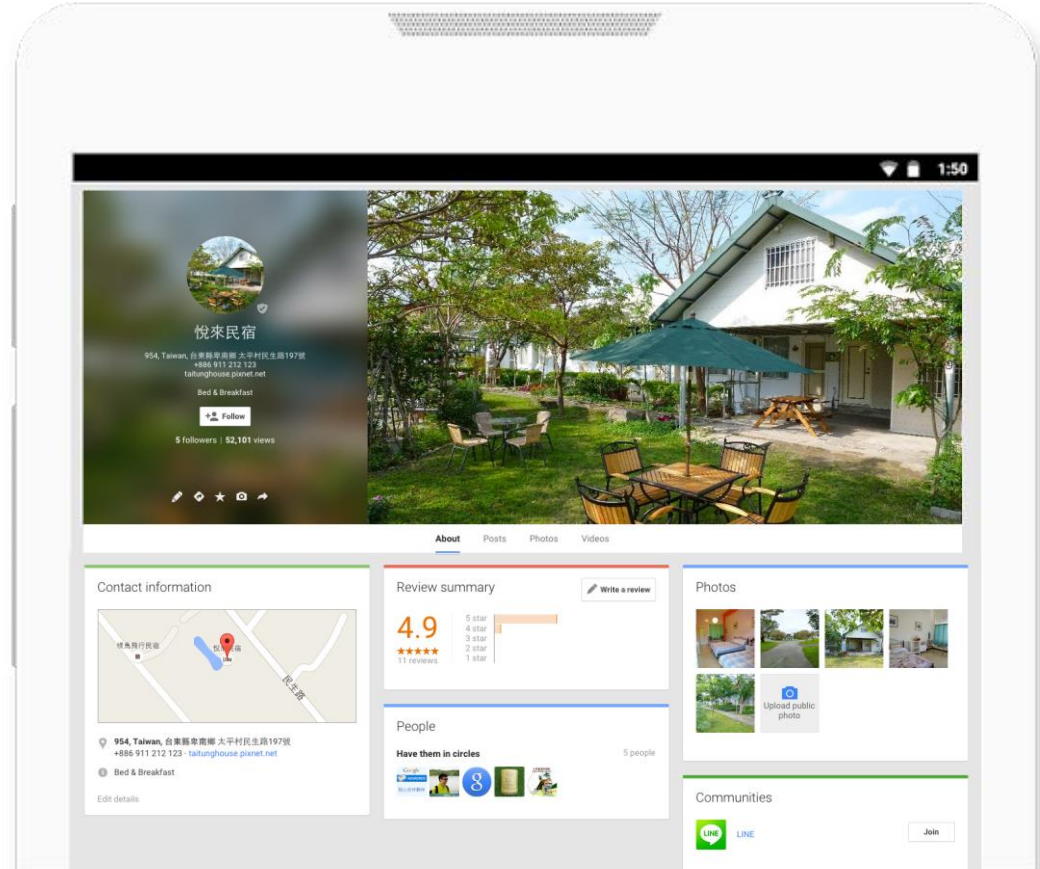


A web presence  
is crucial

# Google My Business

## Get listed on Google my Business

- 1 sign up
- 3 different properties
- Measure results real time
- Completely free!

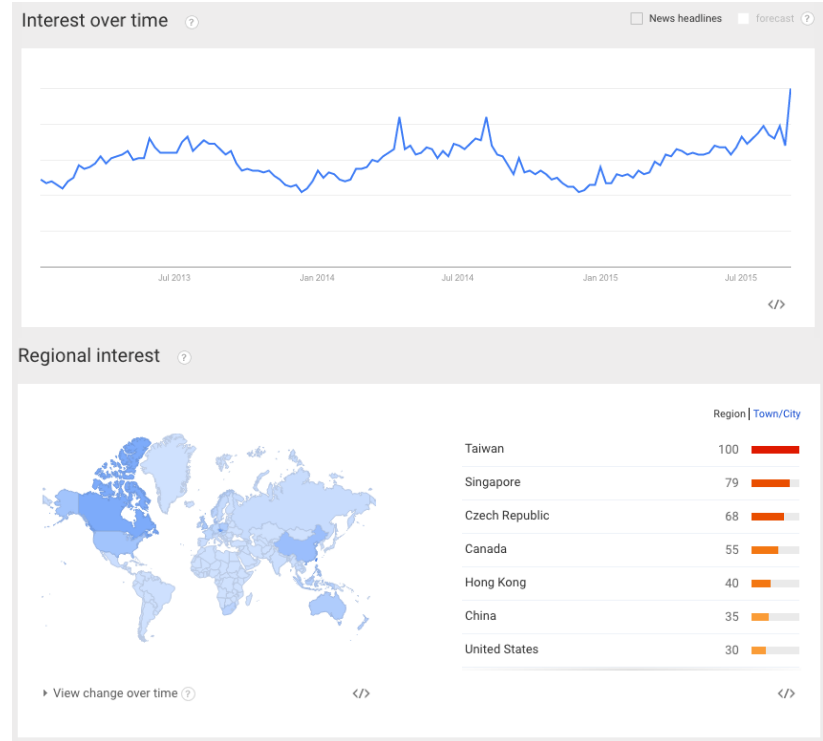


Tip #2: Create relevant content

# Google Trends

## You can find out:

- **What** is popular?
- **How big** is the demand?
- **Where** are searches coming from?



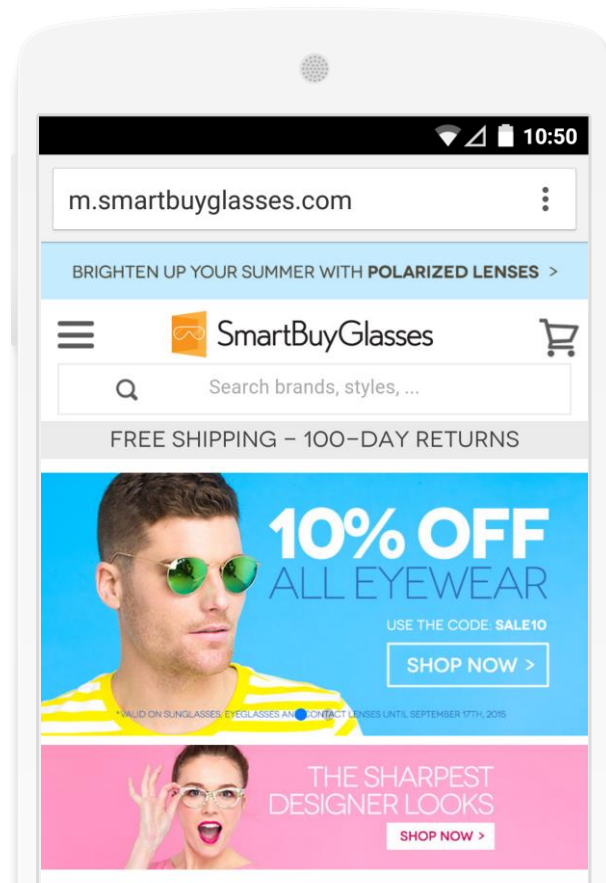
Tip #3: Create a great mobile experience

# Sites must be mobile-friendly

Hard-to-navigate sites cause customers to leave

## Run a simple test on your smartphone

- 1 Is the site easy to use?
- 2 Do you have to pinch and zoom?
- 3 Is the buy button easy to find?



think with Google

## Test how mobile-friendly your site is.

Find out how well your site works across mobile and desktop devices.

**TEST NOW**

Tip #4: Measure everything



# Put the right metrics at the heart of your strategy

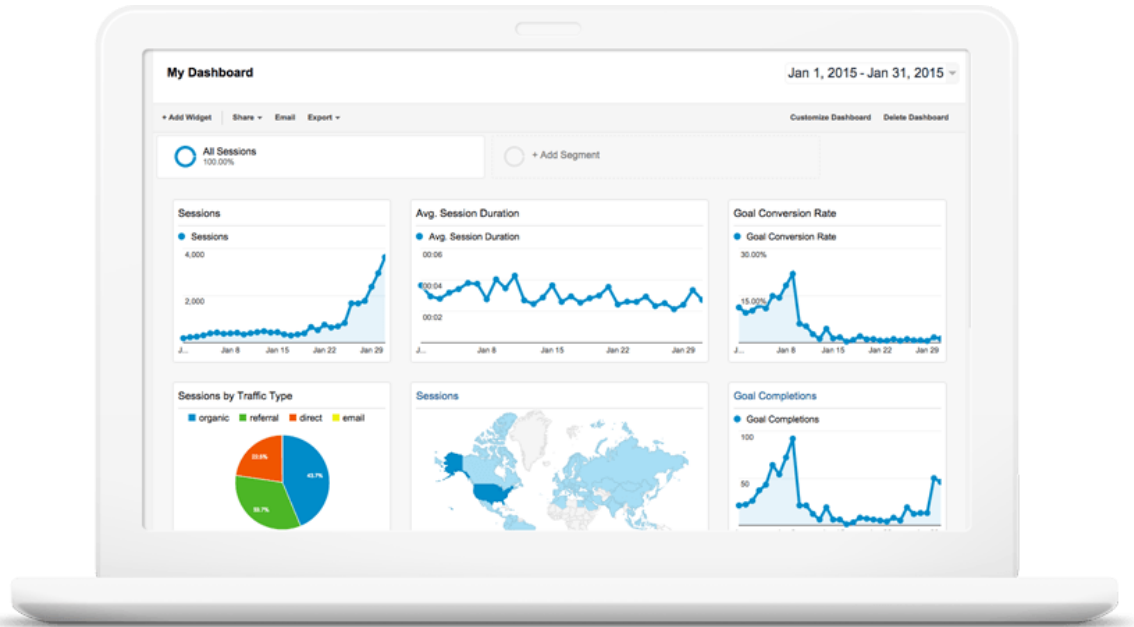


## For your site or app:

- Discover the most popular areas
- Learn where you lose customers
- Understand your market reach globally

## For online marketing campaigns:

- Learn how much online ads contribute to sales, revenues, signups, and traffic



Tip #5: Invest in training

# Google Ignite

Upskill and help students become more competitive by offering free training to help your students become the next great digital marketers.



Free  
Digital Marketing  
Training



Google AdWords  
Certificate



Internship  
Opportunities

# Google Ignite gets the right students the right opportunities.



Students in Business / Marketing/Communications courses

Students who are ready for internships from Dec 2017 till March 2018

Search Fundamentals



AdWords Advanced Search



AdWords Advanced Display



**Increased competence**

Certification proves expertise in Google platforms as used by top Google companies today



**Internship opportunities**

exclusive openings at top companies for certified students



**Digital marketing experience**

highly sought-after practical experience with Google-affiliated companies

# Google Ignite 2016 Highlights

## Massive results

5,000+  
Sign Ups

1,000+  
Certified Students

260

internship opportunities for  
the entire program

## Great collaboration

Academic integration with  
4 out of 6 unis



260 internship openings  
from 48 companies



THE REAL LIFE  
COMPANY



L'ORÉAL



## Career Fair



- 43 employers + 404 students at the Career Fair
- 901 early applications online
- 1500 resumes at the Career Fair

Google