



Digital Transformation of European Micro Enterprises

DiTEM consortium will provide European Micro Enterprises with Training Tool to begin their Digital Transformation, thus enhancing their competitiveness. Nowadays, novel digital technologies (particularly Social, Cloud, Mobile and Big Data) are transforming the way companies operate across all markets and creating new business opportunities for digital entrepreneurship.

In 2018 the European MEs will be able to participate in the pilot testing of the DiTEM platform where they will be able to gain new skills and give feedback for improvement of the training course.

We will set out a series of recommendations for policy makers responsible for education and business, focusing on the specific implications for micro enterprises.

What are Social Medias, and why are they important?

Social media are various interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. At this point, internet users are very likely to know at least several of them and use at least one. Social medias became very important for online businesses as well, because they provide easy and accessible way to reach wide audience.

Social Media – why are they important for Micro Enterprises?

WHY GO SOCIAL?

What is the value of having a social presence online? Here are a few reasons small businesses should be part of the social media scene.

NEW CUSTOMERS

78% of small businesses now get at least one quarter of new customers via social media

61% of young people refer to social media to decide where to go when they go out

CUSTOMER ENGAGEMENT

27%

27% of customers check their social networks several times a day.

35%

35% of customers check brand pages regularly as part of their social media activity.

27%

All together social media takes up 27% of time spent online.

STRENGTHS OF SOCIAL MEDIA

Key component of communication

Cheap and easy to use

Instant feedback

User engagement

Available on virtually every platform

PERFORMANCE BENEFITS

Social capital

Revealed preferences

Social marketing

Social corporate networking

Influence on consumer decisions

How Social Media Can Move Your Business Forward

As of January 2018, there are 4.02 billion internet users around the globe — that's 53% of the world's total population. With such penetration, its significance to society cannot be ignored — especially in the marketing world. The reach and influence of social media is a treasure in the business and trade industries, where the need to engage and persuade the market is of top priority. With the slow death of print and radio, social media has taken over as one of the leading channels for marketing and advertising.

Read the whole article



More than 25 people already participated in the pilot training of DITEM platform in Bulgaria. You can join the online course [here](#).



**DiTEM's training tool
is complete and you
can use it for free**

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