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## Online advertising definition business

You are reading Entrepreneur South Africa, an international franchise of Entrepreneurs Media. Advances in technology have allowed entrepreneurs to set up businesses that operate entirely in a digital environment, thus reducing overheads and the freedom to run a business on the go. Before you start your business learn some strategies from these examples of online business:1. Online store for e-commerce and drop ShippingDoes do you like the idea of selling products online? You can open an online store to sell your own products, or you can resell products you purchased through another online store. Before you start your business online, you should first see what your competitors are doing, here's an example of an online business: Business name: Takealot.comWebsite: Date: 2011For business: Takealot.com is one of the leading e-commerce retailers in South Africa, and one of the largest, most innovative ecommerce retailers in Africa. Their goal is to be the most customer-centric destination for online shopping. The innovative business offeringTakealot.com also bought Mr. Delivery, allowing them to own their logistics network and inaugurated Mr. D Food, the app-based food delivery service.2. App creationThere is still a growing demand for new and creative applications. Taking the time to develop and sell smartphone apps can be a lucrative business idea. Before you start your organization, here's an example of an online business that you can learn from:Business Name: CodehesionWebsite: business:Codehesion offers web development services where they build

world-class cloud-based applications. They also offer mobile development for customers who want to create iOS and Android apps. Related: Start your online business for (almost) FreeInnovative business by offering Their flexible growth approach ensures that they can create software quickly and often re-evaluate and customize the design to ensure that they quickly begin to add value to their customer's business.3. A digital product or courseCreate a digital product or course is a way to generate revenue from your experience/specialized skills. You will need to write an eBook or webinar of your courses and make money passively through them. Before you start you can learn a few lessons from this example of an online business:Business Name: Creative School of BusinessWebsite: School of Business offers Red & Yellow, a business school where students of all ages can go on to develop the career skills they need to thrive in this digital world. This business school focuses on equipping their students with the realities and exciting opportunities of the 21st century, which will result from the digital boom and the ever-increasing pervasiveness of technology. Innovative business offersDiave online courses and diplomas, they also offer a natural school for students who wish to full-time on campus.4. Chatbot MakingChatbots are designed to simulate conversations with online customers. Using free and user-friendly programs you can design them yourself. Before you start your own chatbot doing business, you first need to know what your competition is doing. Here's an example of an online business you can gather ideas from:Business Name: IntercomWebsite: Date: 2011For Business: Intercom helps businesses with customized chatbots that will qualify leads, help close more meetings and increase sales and marketing. Related: A free business plan Example for launching South African BusinessThe benefits of their chatbots is that they develop leads 24 hours a day, 7 days a week, have code-free customization, accelerate sales cycles and grow businesses beyond human limits. The innovative Internet business offering provides a range of online products that modern internet companies can use to accelerate their growth through the customer lifecycle, from acquisition to loyalty and support.5. Buying and selling domain namesYou can buy domain names (website addresses) you think will become popular and sell them after they become popular. If you have the right knowledge and skills, you can start this online business idea. Here's an example of this online business idea you can learn a few strategies from: Business Name: Starfire HoldingsWebsite: Business: Starfire Holdings offer professional and discreet domain name acquisition services to help their customers secure premium domain names for their businesses. They also help their clients with advice and expertise by buying or selling a domain name. Innovative business offers In addition to the above services, Starfire Holdings also offers a comprehensive service from initial contact until the close of the offer.6. Creating a profitable BlogA blog has a very specific content type, which you can monetize and earn income from. If you are a talented writer and you have very high quality content that you can post on your blog, this may be the online business idea for you. Before you start here are some ideas you can learn from this example of an online business: Business Name: The Adventure JunkiesWebsite: The Business: The Junkies Adventure has six different pages focusing on extreme sports, such as hiking, rowing, diving, snow sports and mountain biking. Related: 7 Online Business Ideas that could make you RichEach section contains a Facebook forum and information on tools, clothing, techniques and training. Innovative business offers In addition to all this information they sell tangible, such as clothing and tools through connected links, which is where they generate the bulk of their income.7. Become a virtual assistantAd help with day-to-day management tasks. If you have a talent for this type of work, you can a virtual assistant. They perform tasks such as paying bills, making travel arrangements, managing reimbursements. Before you start your business, here's an example of an online business that you can learn from: Business Name: OutsourcryWebsite: Date: 2005For business: Outsourcry was founded by Richard Walton who after struggling to find a great virtual PA service to manage his busy life, decided to start his own business. Since its inception, they have expanded rapidly to help busy entrepreneurs lead more productive lives. Innovative business offerings In addition to virtual assistant services, Outsourcry also offer virtual accountants, content writers, webmasters and office staff.8. Website FlippingFrom customers use a business's website to decide whether they want to buy from them or not, an appearance of websites and interactivity can determine its success. If you have skills and experience in improving and optimizing websites, this could be the online business idea for you. Related: 7 Components of Small Business Success OnlineYou can buy a website with poor performance, optimize and sell it for a profit. Before you start your business, you can learn one or two things from this example of an online business: Business name: WebDevineWebsite: Date: 2003For business: WebDevine helps their customers develop a competitive advantage through improvements and optimization of the website. They will also add to marketing techniques to ensure that customers bring them into more traffic and turn them into sales. Innovative businesses that offer WebDevine are a one-stop shop for all their web design and development needs, including web and email hosting, online advertising, branding, social media management and mobile/web applications.9. Online real estate investment platformsOnline now exist, and allow anyone to invest a stake in a property instead of the entire amount. If you have the right skills, you can start your own business online. Before you start your business, learn a few strategies from this example of an online business:Business Name: Real Estate Crowdfunding Website: the business:Real Estate Crowdfunding offers its clients lower fees, the option to invest in a development nearby and transparency, which allows their clients to learn projects prior to the investment. The innovative Real Estate Crowdfunding business offering is designed to provide their clients with a platform to help raise capital for real estate investments and/or to participate in real estate investment opportunities.10 Online Transcription PlatformOnline transcription platforms offer money for your ability to transcribe their audio files. If you are a fast typist and can understand multiple transcription services accents could be the online business for you. Before you start your business, you will need but also some ideas from a successful online company: Business Name: AfrolingoWebsite: Company: Afrolingo offers audio and video transcription services to their customers along with 24 hours a day, 7 days a week customer service to ensure their customers around the world are always supported. Innovative business offerings In addition to their transcription services, Afrolingo has more than 10 years of experience translating over 70 languages. They are experienced subject experts in every major African and MENA language. In addition, they offer proofing services, website and app tracking, and desktop publishing. Related: 25 of the most successful business ideas in South Africa

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