

Transcript

Video 1: Leveraging fintech for MSMEs: Short videos

Own a transactional website to sell products and services online

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Hello Caribbean entrepreneurs, did you know that to sell your products and services online you have different options?

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Let me tell you about few of them and their pros and cons and how to access them so you can decide which option is best for you.

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First, you can build your own transactional website.

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This is great if you need a complete control over your branding and user experience to build stronger customer loyalty or cross selling.

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However, you need to sell the minimum volume needed to cover the initial setup costs, which includes the integration of a payment gateway and of course cybersecurity, but also the ongoing hosting and maintenance cost.

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Most entrepreneurs use websites builder now like Spotify or Mangento, which is very easy for those who don't code.

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Most importantly, however, don't underestimate the cost and effort required to attract traffic to your website.

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There are millions of websites out there, so it's hard to get noticed without proper investment in digital marketing.

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If you already have many followers and want to do it here, I will explain in the next video how.