

WHAT IS PLUGIN – BASIC DIGITAL PROGRAMME?

This programme supports heartland enterprises in setting up basic online presence with the assistance of the students from the Institute of Technical Education that will perform the roles of digital associates.

WHAT SUPPORT CAN I GET?

The digital associates will help you to implement the following items for **free**:



GOOGLE MY BUSINESS

Gain an online presence for more customers to discover your business:

- Set up and verify your business listing on **Google My Business** so that you are discoverable on **Google Search** and **Google Maps**
- Take photos of your store and your products and/or services for the listing



PERSONAL WHATSAPP

Enable customers to directly contact you if they have any enquiries:

- Download and set up personal WhatsApp if you do not have a messaging app



PAYNOW (INDIVIDUAL OR CORPORATE)

Reduce cash handling and improve business efficiency:

- Assist you in setting up an individual or corporate PayNow account



COMPANY'S FACEBOOK PAGE

Build relationship with your customers and share with them your latest offerings:

- Set up your company's Facebook page to promote your business with relevant photos and description
- Assist you in creating up to 3 Facebook posts

Ready to take the first step? Find out more:



Scan the QR code to fill up a form and reach out to our Heartlands Go Digital Ambassadors.

Call 6741 3429

Operating hours: Mon – Fri, 9am – 6pm
Email: enquiries@hecs.com.sg

An initiative by:

**Enterprise
Singapore**

In support of:



什么是 PLUGIN – BASIC DIGITAL PROGRAMME?

工艺教育学院的学生将通过 PlugIn – Basic Digital Programme 担任数码助理，**免费**协助邻里企业实施基本数码方案。

我能得到什么支持?

数码助理将免费为您提供以下服务:



Google 我的商家

让更多顾客在线上平台发现您的业务:

- 在 Google 我的商家平台设立商户, 以使用户能在 Google 地图和搜索准确找到您的店
- 拍摄并上传您的店面照、产品照或相关服务场景照片



个人 WhatsApp

如顾客有任何疑问, 则可通过 WhatsApp 直接联系您:

- 若您还未下载任何通讯软件, 数码助理可帮您下载 WhatsApp 软件并注册账号



店主的 PAYNOW (个人或企业的电子支付)

减少现金交易次数, 转为电子支付以提高业务效率:

- 协助您下载并创建个人或企业的 PayNow 账号



企业脸书主页 (Facebook)

与顾客建立良好关系, 同时通过线上社交平台即时分享商店的有关信息:

- 创建企业脸书主页, 输入企业相关信息 (企业简介、营业时间等), 并上传相关图片, 同时帮助您编写贴文 (贴文协助次数高达3次)

您准备好踏出第一步了吗? 欲知详情:



扫描 QR 码填写表格以联系邻里企业数码化大使。

请拨 6741 3429

营业时间: 周一至周五, 上午 9:00 点至傍晚 6:00 点
电邮: enquiries@hecs.com.sg

主办机构:

**Enterprise
Singapore**

协助推动:

SG: DIGITAL