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RIKEYS

THINK LOCAL GO GLOBAL

*Redesigning the
E-Commerce path.*



NOW READ...

ABOUT

Rikeys originates from the words: Right and Keys, meaning the right keys to the digital market place where buyers and sellers meet to make transactions.

The changing technology, has moved the markets from actual places and buildings to virtual markets in smart phones.

Rikeys is therefore providing a better platform for buyers and sellers to make transactions in their comfort zones.

Rikeys aspires to create strong brands that would last longer earning better income by producing and selling quality products and services.

MARKET

Rikeys allows businesses to market their products and services to the potential buyers through the use of digital marketing strategies including but not limited to search engine optimization, key word creation, creation of back links and intuitive banners that are attractively made to persuade potential customers world wide.

MANAGE

Rikeys in my Biz page, allows businesses to manage their inventory in the easiest and most affordable way available today.

In this panel, rikeys has connected point of sale platform form which subscribers can use to make sales in their shops with inventory manager which allows users to add, issue and delete items from their stores and also notify them on the availability of items in stock in real time.

SELL

Every business exists in sales. The more a business garners in sales revenue, the more it flourishes and becomes more and more liquid. Rikeys not only ensures sells increase among its subscribers but also follows up on those customers who make purchases to encourage resales.

The sales part in the website is the most visited in rikeys website, it is strategically placed to attract potential buyers and to encourage them to make purchases.

BUY

Rikeys website is designed and made with the buyer at the center of our mind.

We have created and will continue to improve our website in order to give every buyer the best experience while making purchases from our website.

We aspire to have the buyers take the shortest time to navigate the website and get whatever item they looking for.

GOING GLOBAL



The world has been reduced into a global village by technological advancements that have increased the speed of communication and immensely reduced the cost attributed to it.

Rikeys encourages businesses to not only think of their locality as the only source of potential buyers of their products but to also look into the whole globe as their potential customer base and to strategize on how to win them.

Rikeys encourages businesses not to limit their stores to a 8 hour or the 12 hour business time, but to operate the whole 24 hours, receiving orders form all over the world and delivering at stipulated and reasonable time lengths.

Why go global



Globalization for quality, affordability and availability of products

WHY US?

Even though there exists agencies coupled with other E-commerce websites and mobile applications providing marketing, advertising and selling platforms, Rikeys has the most superior market approach to bridge the buying and selling gap by concentrating on brand awareness campaign.

Research has it that businesses that concentrate on quality brand awareness campaigns usually make more profits and live to win the trust of the consumers thus controlling huge die hard customer bases that bring fortunes to the business unlike the businesses who concentrate on promoting their products for sale leaving their brand names behind.

Rikeys not only spear-heads quality brand awareness campaign but we also help you manage your stock and sell your products and services at the easiest and most affordable way.

Rikeys is loved by businesses who believe in quality brand awareness campaigns that results in increased trust between the seller and the buyer hence improving quality sales revenues.

"Your brand is what other people say about you when you're not in the room."

Jeff Bezos, the founder of Amazon.com

BENEFITS OF JOINING US

Affordable

The cost of designing and developing a website is very high as it carries with it lots of underlying costs. Rikeys offers beautifully designed landing pages that are customizable to suite every business at very affordable costs.

#01

Efficient

The global challenge of every business today is how they can make and release their products and services to the market in the fastest way possible. Rikeys offers a platform in which businesses can easily deploy their products to the market in the fastest and most affordable way.

#02

#05

#03

Effective

It is our responsibility to ensure that we provide value for money to subscribers. We have designed our website in a way that maximizes search results so that our subscribers products and brands appear at the top of search engines on search events.

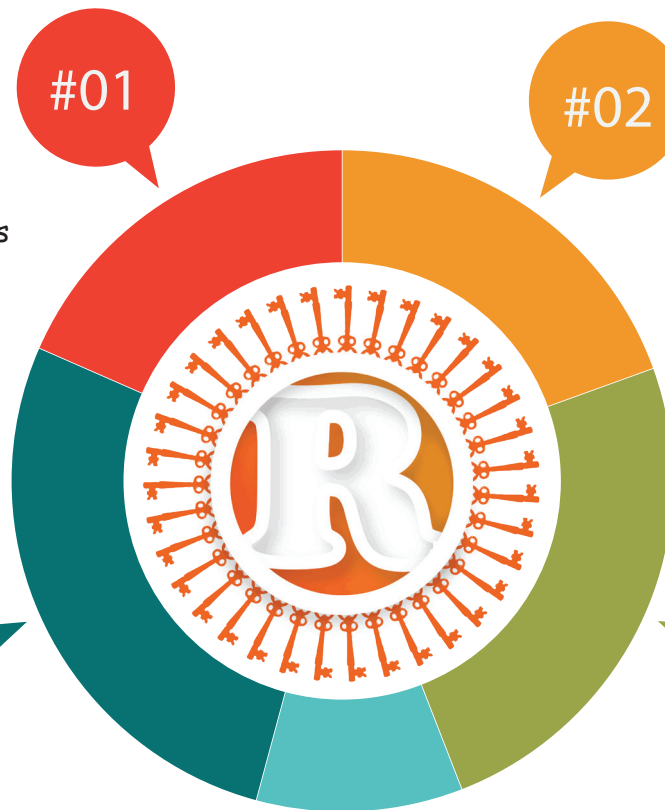
#04

Brand centered

We are mostly concerned with promoting priceless brands.

Interactive

We have designed our website in a very interactive way, with the use of pre designed templates, the subscribers can change and modify their content in a way that best suites their business. Subscribers can add new items, change content, change prices with little or no programming skills.



HOW TO JOIN

SIGN UP

01 Sign up once and use it everywhere in the site, do this to get a unique id which we use to identify you

LOGIN

02 Login with your registered details to attain a new session id unique for you

CREATE A BUSINESS PAGE

03 Click on my biz button to create your business page, click add a business and add your business details.

EDIT BUSINESS PAGE

04 Click edit button to make changes to the existing templates, add content that best suites your business operations

ADD ITEMS FOR SALE

06 Add products to the public profile to have them appear for sale, make sure you put in a rich content.

ADD MORE PICTURES

05 Click add pictures button to add more pictures to help explain your business.

USE MY BUSINESS PAGE TO:-

01

ADD A BUSINESS

Add your business easily by entering the business name, about, business username etc.

02

EDIT BUSINESS PAGE

Edit your business by editing the about, the tag line, the business values, a quote, add more pictures to explain the business

SELL PRODUCTS

Add products you want to sell to the public profile, make sure to include rich content.

03

MANAGE INVENTORY

Manage stock by adding, issuing and removing out of stock products the easiest and most affordable way, you won't have to be in the store to know stock levels.

04

OWN A POINT OF SALE

Use an all in one point of sale to make sales from your store to improve accountability in your stores

05

IT STARTS WITH YOU..

01

Subscriber inputs content.



Rikeys optimizes content.

02



06

Products are delivered



People do online search.

03



05

Shipments are made.



Strong brands/
content appear top.

04



orders can
then be
placed.

"It is not the strongest of the species that survives, but rather, that which is most adaptable to change."

— Charles Darwin, British naturalist.

Digital Selling TIPS



01

CREATE QUALITY CONTENT.

Search engines such as google prefers quality and rich content that its robot can easily understand.

02

CONVEY EMPATHY.

"The most basic of all human need is the need to understand and be understood". Ralph Nichols
-Have clear & precise content.

03

BE BRIEF.

Do not focus on features and product specs. Just benefits, and try keeping it casual.

04

USE SOCIAL MEDIA.

Use social media platforms to spread the word about your brand and your products.

05

USE QUALITY PICTURES.

Pictures are worth a thousand words, pictures are also the key elements that will attract or scare your potential customers.

06

PROMOTE EXCLUSIVITY.

How we view and feel about ourselves falls at the top of Maslow's hierarchy of needs. Make your customers feel important.

"Marketing is not something you do to someone, it is something you do for someone."

Zig Ziglar, American Author, salesman and motivational speaker.

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