



Alicia Lyttle Addresses SMEs as Keynote Speaker at NCBs E-Commerce Conference

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KINGSTON, Jamaica ? The National Commercial Bank's (NCB) E-Commerce Summit took place on Tuesday, March 8 at the National Convention Centre in Montego Bay. Alicia Lyttle delivered the keynote speech addressing small and medium enterprises (SMEs) about doing business online and its many benefits.

Speaking on the topic of creating an e-Commerce blueprint, Lyttle helped attendees understand why it was important for them to focus on ensuring their products and services are available online for purchase in front of a global audience. Lyttle outlined the steps to get started focusing on setting the foundation, which included setting up a website and ensuring it was capable of accepting online orders. With the ability to accept orders online, the next step would be to integrate the NCB e-Commerce processing system to accept payments online. She then went on to explain how to drive web traffic via social media, and most importantly how to utilize several tools and strategies to convert traffic to sales.

Lyttle's keynote speech preceded and set the tone for presentations from several NCB staff members,

including Anitha Cross, Senior Acquisition Officer in the area of Business Cards, who spoke about NCB's new Business Edge card; Conrad Barrett, NCB E-Commerce Support Officer, who spoke on e-Commerce integration; and Richard Patterson, Risk Management and Security Officer at NCB, who presented on e-Commerce security.

The NCB E-Commerce Summit was organized in light of the fact that many SMEs in Jamaica were not keeping up to date with digital trends within the industry. The bank believes it is necessary for these businesses to get onboard in order to remain competitive as the proliferation of smart devices and the increase in customer demands takes more business transactions online.

In accepting the invitation to speak, Lyttle expressed solidarity with the bank's position. "E-commerce is at the foundation of many of our businesses and the scene in Jamaica is ready for e-commerce. Our businesses need to jump on it now and take advantage of the growing trends happening here and globally," said Alicia Lyttle.

Alicia Lyttle's experience as a leading internet marketer and trainer in the field, was considered invaluable to the E-Commerce Summit, which many attendees agreed was a satisfying experience.

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For more information about Alicia Lyttle, contact the company here: Alicia Lyttle Alicia Lyttle 1-876-630-1497 Shop 39B, Eastwood Park road, Kingston 10

Alicia Lyttle

Alicia Lyttle runs a successful internet marketing and social media company in Jamaica where she is currently based and has travelled the world teaching people how to make money online.

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