

# Role of ICT

**5. Advertising**  
Develop global brand  
Social media - contact customers  
Increase awareness & respond to questions

**4. Reduced Costs**  
Virtual meeting  
Sound and images via internet  
Reduces travel & accommodation costs

**1. Increased Sales**  
Internet enables ecommerce  
Website - advertise  
Online payment system  
Beneficial to small businesses

**2. Faster Communications**  
Email quick, cheap  
Skype - cheap  
Better customer service

**3. Decision-Making**  
Www - vast collection of info  
Easy to research, better decisions  
Source of market research