[Narelle] Hello and

welcome to the latest episode of the

Digital Access Show. Today's guest is in the

digital marketing arena. He's a friend of mine. Sujit, please,

tell us about yourself. Who are you and what do you do? [Sujit] Thank you Narelle.

Thank you for inviting me over. It's an honour to be

part of the show. And we met at a

networking event. I, even being in

the digital marketing space and y'know, software

and CRMs, I was not even aware there was a space

for digital accessibility. I just assumed

like everybody else, like people who face disability, don't actually go

to the internet or they use other people

to access all this. But when I met you,

is when I got aware, there are people who

actually use the internet successfully because

I never thought somebody who had vision problems

could access the internet. So, you know,

when I said that, oh, you access the internet

and you're able to navigate. I was surprised how

much access you're able to go through

like in the online space, and do all

of those things, so. No, thank you. So, you've got me opening up my eyes to the world

of accessibility. I'm still learning. So, you know, I'm still

learning the process. So, where I come from is I've

got a engineering background. I come from the

tech space and then I moved into the finance space. I was a professional. I was a financial

planner for seven years. So, I got a lot of sales

background, because as a planner you have to work on

your save - or get your own clients and

manage your own clients. So, I came to a process. Why, you know, how I came about

PixelGram is - I had a problem. Like, you know,

managing my leads, my followers, my

referrals, because as a financial planner, all we do is

meetings after meetings. But there was no system

where people could access me quickly

or I could do follow up. So, collect my contacts. So, I built a system, you know,

with the CRM I have. And then what

I did is I created, I started creating an

online profile of myself, like as a

planner on the internet. Now, when I said,

like, you know, it was on my website

and it was a profile where you come to the page, you

quickly - it was about myself. You know, because I care about personal branding

because when it comes to financial planners or

sales professionals, it's about your

personal branding first. Before you brand your company,

because people buy from people. [Narelle] Yep. [Sujit] So, I created a

profile which explained more about myself, you

know, how I could help people. And then the profile was more about, okay, you

come to this page. What do you want to do? You know, because

everybody wants to speak to a person, or there has

to be a call to action quickly. So, you know,

somebody wants to, okay, if you want to call, there's a quick button,

quick access to it. If you want to book a meeting,

there's a quick access to it. If you want to

connect with me for later, you know,

there's a quick access. So, I created something

like a Linktree profile. But on your website, it's

more branded to yourself. And then everything

that happens on that profile, unlike Linktree,

it's connected to an app. So, any processes,

all that can be managed through an app, any follow-ups

can be linked to an app. So, you know,

especially people with disability, you know,

they would come to a website instead

of them going to different, you

know, figuring out which page is the contact page. Just come to, you know, click,

come to your own profile page, get the call to action done. And then, you know,

makes it easy to do business or, you

know, that reduces the friction on how to do

business with each other. [Narelle] Sujit, you actually

made a really good point there that I, seriously,

have never thought about. [Sujit] Yeah.

[Narelle] It's - yeah. [Narelle] How do people with

disability necessarily find the contact

details because on a web page, they're normally

up in the top right corner for your socials

and your bottom right corner. Your phone number's

normally down in the bottom left hand corner, and then

there will be a Contact Us page. [Sujit] That's right. [Narelle] And I know for me,

I know where it is, but I've never thought

about that problem. [Sujit] Yeah, correct. And, you know, and

most of the websites, you know, they just have a

company page, company contact. So, it lacks personal

touch or personal contact. You know, because

everybody who comes to a website, they're more interested, who's

behind the website? You know, branding, company

name, it's all secondary, right? You know, we all want, you know,

interaction with a real person. And how that

person can help you. You know, so that's why

I made this profile page. You know, there's

about that person there, then and

there you can read. And there's call to action

immediately on that page. So, reduces the friction. Or, you know, the

time it takes to find a business, get in touch

with you and do your action. You know, book a meeting

or contact you straight away. [Narelle] So, it's

reducing the stress. And it's efficient and simple.

[Sujit] Yes, correct. [Sujit] Correct, it's

reducing the friction. You know, the time

it takes from visiting the page to getting

into a meeting. [Narelle] Oh, God. So, how did you do it? How did you build this page

that's accessible for anyone? [Sujit] How did I

build the page? So, like I was saying, like, you know, so I got my

idea from Linktree. So, Linktree is a

page where, you know, you can put different links into one page where

people can access it. However, Linktree, the pages you

create are stuck on Linktree. It doesn't promote

SEO or, you know, somebody searches

your name on the internet. It doesn't direct you

to the Linktree page. Right? So, I create... So, where we come

in is we, you know, we have web designers

or web developers as well. We create a Linktree kind

of page on your website. And then we

connect that to a CRO or to an app where

then anything - So, anybody searches

for your name, it goes to your

profile straight away. It adds up to your...

it's an extra web click. Or, you know, they

can contact you. So, the more people

access your profile page. And it's good for the

search engines as well because, especially

when the web... You know, the Google

spiders, the Google bots. They are more interested. Who's the authority

behind the website? They don't care

about the company. They want to know,

who's the authority? What is your expertise? The sooner that Google

understands that, the sooner you know, you get

your ranking up. So, that was

lacking with Linktree. So, I, you know,

how I differentiate this. Create a profile on your page. People can access

you very quickly. Get business done, you

know, as soon as possible. [Narelle] So, you've got Calendly

links or appointment links. You've got the

social media in it. [Sujit] Yes, correct. [Narelle] You've got

able-to-ring-for page? So, with accessibility,

did you just add some extra information

onto the page in the code? Or how did you do it? [Sujit] With accessibility,

with your training, you know, when

we met before. And you gave me

some tips on that. So, it was about the alt text. And, you know, so,

again, it's customized. So, you know, how they want it. So, with Linktree,

it's all linked to, you know,

their links and all. So, this is where we

customize the buttons. So, some people, you know,

you come to your profile. Your preferences, you know,

what are your preferences? Some people say,

call me immediately. Some people will say,

submit a contact button. Or some people say, book

a meeting, calendar booking. So, we customize the buttons. Or, you know, the branding, all your colors, based

on your business. So, that, you know,

that familiarity comes in. So, we give that branding

to your existing business. And then we prioritize on what is your important

call to action. So, that's how we

come, you know, we can differentiate

with Linktree or other companies or the

other digital card providers. So, it's all custom. So, you know, what

is important to you? What is your

client's preference? We build that custom, even the

automations that go after that. Like, after they

book the meeting or submit the form, I do

custom automizations depending on your sales

journey for your clients. [Narelle] What benefits do you

see in this with accessibility? Incorporating the accessibility,

what are the benefits? [Sujit] The benefit is,

like I was saying, it's the reducing the friction. The time it takes for

somebody to find you to the point of, you

know, interacting with you. So, you know, most

people when they, you know, these days, you know, especially with

their attention span, they come to a

website for five seconds. And that's it. You know, they check your About

Me page, check the pricing page. And that's it. So, there's no quick way,

or, you know, there's no... You don't make

the journey easier to actually get in touch

with the actual person. And there's no way

to follow up or find out about, you know, collect

information about the customer. So, I build custom pages

or with Pixelgram. We build pages where,

you know, we make your customer journey as

accessible as possible. And especially

with your training, you know, we can

add more elements on, you know, make it

more accessible as well. [Narelle] And that accessibility

really is helping everyone. [Sujit] Correct, correct. So, people without disability,

they will get it much faster. [unintelligible] But, you know, if you

look on the internet now, people with disability,

they are struggling much more. So, we are reducing that

journey or that touch point. You know, maybe half

or one-third, or one-fourth of the time, we

could get that in. So, that again, it's

speed, you know. Because that's how

money works, you know. You have to get it done quickly. It's all about speed, your

execution and your speed. [Narelle] I've never thought

about some of this stuff. Thank you. [Sujit] No, that's okay. [Narelle] What are your

thoughts about digital marketing today and

digital accessibility? I mean, I know I'm on

Facebook and different things. [Sujit] Yep. [Narelle] There's so

much that you just get, yeah, image,

image, image. You with sight don't

have those problems. But what are you thinking digital

marketers should be doing? [Sujit] At the moment,

what I'm seeing is everybody is spreading

themselves too thin. So, especially

with social media, you know, they do a

little bit in Facebook. Or they do a little

bit of LinkedIn. Instead of, that's why I

created this profile as well. So, what my strategy

is, yes, some number of people might come into Facebook. Some people might

go into LinkedIn. But if you put

your profile, like, you know, your

profile, which is your central profile, like, you know,

which is on your website. So, put that profile page

on every social media. Get people to

come to your profile through the social media. Instead of getting them

engaged at that platform. So, if they come

to platform to your, let's say, for

example, LinkedIn. They'll try to message

you through LinkedIn. And you know, that kind of,

you're spreading yourself thin. So, what I'm

doing is I'm trying to centralize all social media

platforms into the profile. So, if they find

your LinkedIn, get them to come to your profile

and then get engaged with them. So, that you have

one place to engage from any, you know,

from all platforms. [Narelle] And that also

means that it doesn't, you know, the

LinkedIn, the Facebook, yeah, they've got

it considered the accessibility, like, put alt

text on images and things. [Sujit] That's right. [Narelle] That it's not the

end of the world. Because... Well, they still should be. Because they're missing

out on some market there. But going straight to

your profile from that. [Sujit] Yeah.

[Narelle] It's all accessible. [Narelle] Are you

incorporating the accessibility into everyone's profile

pages when you do it? [Sujit] With our limited

knowledge, whatever we can. So, you know, I'm not a

hundred percent trained yet. So, you know,

I'm trying to be as much with my current knowledge. I'm trying to make it as

accessible as possible. But, you know, the

more I know, the more, you know,

the, once I know the criteria and the

template, or how it should be, we can definitely. And it's an ongoing thing. So, even if it's half accessible today, once I learn

more, I can easily, you know, make the edits

to make it more accessible. [Narelle] So, it's not too hard to even incorporate

the accessibility. Once you know how

to do it, it's not hard? [Sujit] Not hard, correct.

So, it's ever changing. So, you know, if you

change your business strategy or if

you want different priorities, because

it's in your website, in your profile,

it's more easily changeable or, you

know, customizable compared to social

media profiles. You know, that you

have no control over, you know, how the

design of your profile should be, especially LinkedIn. You know, the buttons, it's very

different for every profile. You know, sometimes

I struggle with how to connect with that

person, because the buttons are

all over the place. The connect button. Yeah, or sometimes it's

the follow button, sometimes it's

the connect button. It's a bit all over the

place with LinkedIn. I think LinkedIn is the worst

culprit with accessibility. You know, they

don't, they're not considering as much

accessibility as it should. [Narelle] No. Now, I'm going to go

back and look at LinkedIn. Well, listen to LinkedIn. Now, I'm really curious. I'm going to go and

play with it because I've... I suppose I listen

and I don't think it's because it's

always an issue. So, I think for a normal

person, what an issue it is. [Sujit] So, especially LinkedIn, it's not accessible

in that sense. It's not consistent. So, every profile I go to, I struggle with

finding the website. Even though it's

listed, it's very hard to find what's the

website of this person. Sometimes the connect button

is hidden in the three dots. And every profile is

different with LinkedIn. So, you know, instead

of getting people engaging on a LinkedIn,

if they come to your profile immediately,

show the link to your profile, let them come to your

profile and engage over there. They want to chat,

send a message, get them to the profile. Your profile on the website. [Narelle] And then, for the

person that's using the pro- like, to come

into the profile, they're getting

a better service. [Sujit] Yes, correct. [Narelle] They're getting access

to you more quickly. [Sujit] Yes. [Narelle] And resolving

the problem more quickly. Whatever the problem is.

[Sujit] That's it. [Sujit] Correct, and it

makes it consistent too. So, it's a social media

profile on your website. And people can

access you very quickly. [Narelle] Oh, I'm fascinated. I'm going back to look

at your profile again too. Because I've gone and

looked at it a few times. I just find it interesting

how you've structured it. Because, like I've played with

it, obviously using voiceover. And the structure of it's really

nice because it just flows. I can go flick, flick,

flick. And it's logical. [Sujit] Yeah.

That's it. Yeah. [Narelle] What advice would

you give to developers, digital marketers? What, what are the things? What are your takeaways

after your experience? What are your takeaways

that you would give to people? [Sujit] I would say

as a business owner, identify how much

you're missing out. Not serving the, you know,

people who have disability. You know, some

businesses might lose out a big chunk of the

business when they're not serving disabled people. So, I say as a business

owner, do research on how much of the,

you know, how much market you could

capture by serving the people in, you know,

who have disability. So if you can identify that. And that's when, you

know, even with a little investment, you could

probably get 10 times back. So, you know, not

everybody, you know, every business wants to serve. You know, I think they should,

but that's not their priority. But identifying

that first is, you know, how much

they're missing out and how much they

can serve is the first point to identify.

Once they identify that, then you decide

how much you want to put in and then scale it

up from there, you know. So, do the basic,

you know, again, it comes to education

again, you know, with people like

yourself, you know, that's where - that's

the work you do, right? So, with the

education kind of thing, you know, identifying

how much they're missing out and once they do the approach - do the basic

stuff that you can. And if they're

seeing the results, scale it up quick because

the, the market is under-served. And then, you

know, once you get a few in, then it just

snowballs over. [Narelle] You know

what, Sujit, every time I do a podcast, I

learn something. And I'm always

amazed what I learn. And thank you. I appreciate it. So this is Sujit Menon

from pixelgram.digital. Sujit, other than

your website, how can people contact

you to find out more and - being honest, I really like what

Sujit's doing. It is logical, it's efficient. And you know what, people

with disability can use it. [Sujit] That's right. [Narelle] You know, it

just makes sense for us. Or for everyone, go to one

spot, all the contact details. So how can they

find you, Sujit? [Sujit] My website

is pixelgram.digital. However, my profile

is Sujit, S-U-J-I-T. dot pixelgram dot digital.

[sujit.pixelgram.digital] [Narelle] Yeah. So I'll put that up

for people to go and have a look

at what Sujit's doing. It's very smart. [Sujit] Or Google, uh,

'Sujit CRM consultant.' That's it, and then

you go to my profile. So if you Google Sujit,

my name and CRM, you'll get to my

page straight away. [Narelle] Yeah. And thank you, Sujit, again. You've given me some

things to think about. So this is the

Digital Access Show. Can't tell you what

episode number. I don't know if it's 35 or 36. I'm... forgetting now. I've given up

counting, actually. Look, if you like what we do,

please like, subscribe, share. Come along, meet Sujit. He's also a BX networking

team leader at East Brisbane. As well, and he's just

an all-round nice guy. So, thank you and

we'll see you next time. [Sujit] Thank you.