

ACE AMAZE

GUIDE TO GROWING YOUR BRAND ONLINE "SECRETS, TIPS, AND TRICKS FOR GROWING BRANDS ONLINE"



Presented by: Ace Amaze



Welcome to "**The Guide to Growing Brands Online**," brought to you by **Ace Amaze – your trusted full-service digital agency**.

We are delighted to present this comprehensive handbook, designed to equip businesses like yours with the essential knowledge and effective strategies needed to thrive in the digital landscape.

In today's fast-paced and ever-evolving world, establishing a strong online presence is critical for brand success. The digital realm offers immense opportunities to connect with your target audience, expand your reach, and drive significant growth. However, navigating this vast and dynamic space can be challenging without the right expertise.

The purpose of this guide is to be your compass, guiding you through the intricacies of digital marketing and providing valuable insights that will empower your brand to shine brightly in the digital sphere. Whether you're just starting your online journey or looking to enhance your existing efforts, our goal is to equip you with the knowledge and tools to achieve remarkable results. ***Presented by: Ace Amaze***

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Section 1: Examine the Competition



In order to thrive in today's competitive business landscape, examining the competition is crucial. Analyzing similar businesses in your niche allows you to identify their unique selling points, pricing strategies, marketing efforts, and technical elements. Conducting a SWOT analysis provides valuable insights into their strengths, weaknesses, and potential areas for improvement. **Utilizing tools like Semrush, Sprout Social, Mailchimp, iSpionage, and Buzzsumo** adds depth to your understanding, enabling you to make informed decisions and stay ahead of the competition.

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Step 1 (Section 1): List Similar Businesses in Your Niche:



1. Start by identifying businesses that operate in the same industry or niche as yours.
2. Research both direct competitors (those offering identical products/services) and indirect competitors (those addressing similar customer needs).

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Step 2 (Section 1): Gather Information of Competitors:

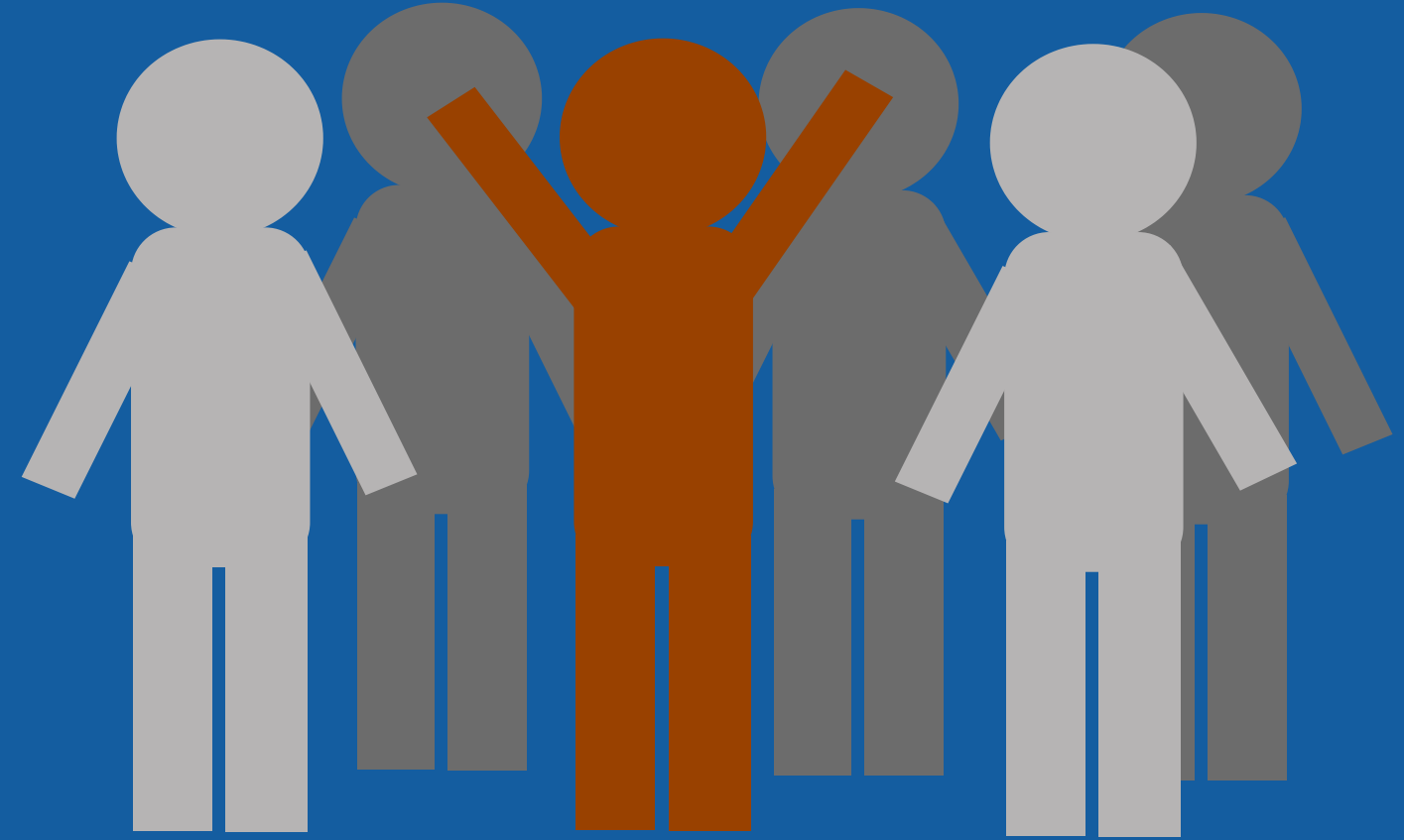


1. Collect relevant information about each competitor, such as their *website, social media profiles, marketing materials, and customer reviews.*



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Step 3 (Section 1): Analyze Competitors' Unique Selling Points (USPs):



1. Examine **what sets each competitor apart from others in the market.**
2. Identify their key selling points, such as superior product quality, unique features, exceptional customer service, or competitive pricing.

Step 4 (section 1): Evaluate Pricing Strategies



1. Study the pricing models of each competitor. Compare their product/service pricing, discounts, promotions, and pricing tiers.

Step 5 (Section 1): Assess Marketing Strategies:



1. Analyze how competitors market their products or services.
2. Look at their **content marketing efforts, social media presence, email marketing campaigns, advertising channels, and partnerships.**

Step 6 (Section 1): Examine Technical Elements:



1. Evaluate the technical aspects of competitors' online presence.
2. Assess their **website design, user experience, mobile responsiveness, site speed, and overall functionality.**

Step 7 (Section 1): Conduct a SWOT Analysis:



1. Create a **SWOT analysis** for each competitor individually.
2. Identify their **strengths, such as market leadership, strong brand recognition, or innovative products.**
3. Recognize **weaknesses, such as poor customer reviews, limited product range, or outdated technology.**
4. Explore **potential opportunities they might be missing, like entering new markets or addressing unmet customer needs.**

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Step 8 (Section 1): Utilize Competitive Analysis Tools:



1. Leverage tools like **Semrush**, **Sprout Social**, **Mailchimp**, **iSpionage**, and **Buzzsumo** to gain deeper insights into competitors' strategies.
2. Use **Semrush** for competitor analysis, keyword research, and backlink analysis.
3. Use **Sprout Social** to track competitors' social media performance and audience engagement.
4. Use **Mailchimp** to analyze competitors' email marketing campaigns and subscriber growth.
5. Use **iSpionage** to uncover competitors' PPC (Pay-Per-Click) strategies and ad performance.
6. Use **Buzzsumo** to discover competitors' top-performing content and social media shares.

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Step 9 (Section 1): Organize and Summarize Findings:



1. Compile all the information and insights gathered from your analysis. **Create a summary of each competitor's strengths, weaknesses, unique selling points, pricing, marketing strategies, and technical elements.**

Step 10 (section 1): Develop Strategies for Improvement:



1. Based on the **SWOT analysis and competitive insights**, identify areas where your business can excel and differentiate itself.
2. Develop strategies to **capitalize on competitors' weaknesses and opportunities for improvement**.
3. Use the gathered insights to refine your own **marketing, pricing, and product/service offerings**.
4. Remember that the process of examining the competition should be ongoing. Markets change, competitors evolve, and new entrants may emerge. **Continuously monitor and update your analysis to stay ahead in the competitive landscape.**

Tips and Secrets for Examining the Competition:

1. **Customer Reviews and Feedback:** Dive into customer reviews and feedback for your competitors. Understand what customers love about them and what issues they face. Learn from their mistakes and capitalize on their successes.
2. **Monitor Social Media Mentions:** Keep an eye on social media mentions and engagements related to your competitors. Tools like Sprout Social can help you track their social media performance and audience sentiments.
3. **Use Competitive Intelligence Tools:** Leverage tools like Semrush, iSpionage, and Buzzsumo to gather valuable insights about your competitors' online marketing strategies, keyword performance, content, and backlinks. These tools can reveal valuable data to inform your own marketing efforts.
4. **Identify Market Gaps:** Through your analysis, you may discover gaps or underserved areas in the market. Use this knowledge to position your business to fill those gaps and cater to unmet customer needs.
5. **Learn from Success Stories:** Look for success stories or case studies of your competitors. Understand what marketing campaigns or initiatives led to their success. Use these insights to inspire and improve your own strategies.

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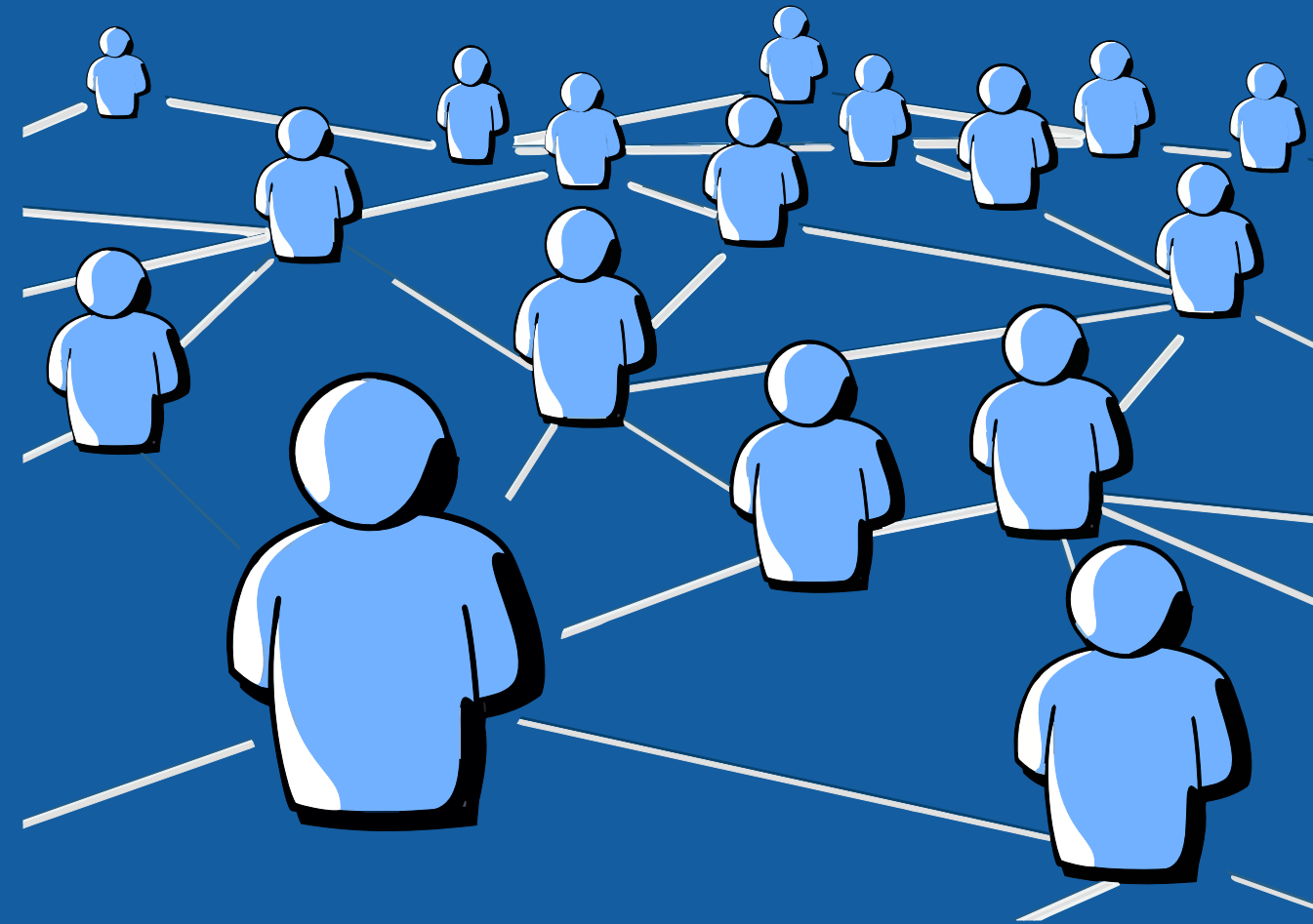
Section 2: Establish a Social Media Presence:



- In today's digital age, having a strong **social media presence** is essential for any business looking to connect with its target audience and **build brand visibility. Follow these steps to establish an effective social media presence:**

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Step 1 (Section 2): Select the Most Suitable Social Media Platforms:



- Identify the social media platforms that align with your business goals and target audience. **Consider popular platforms such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, and TikTok.**

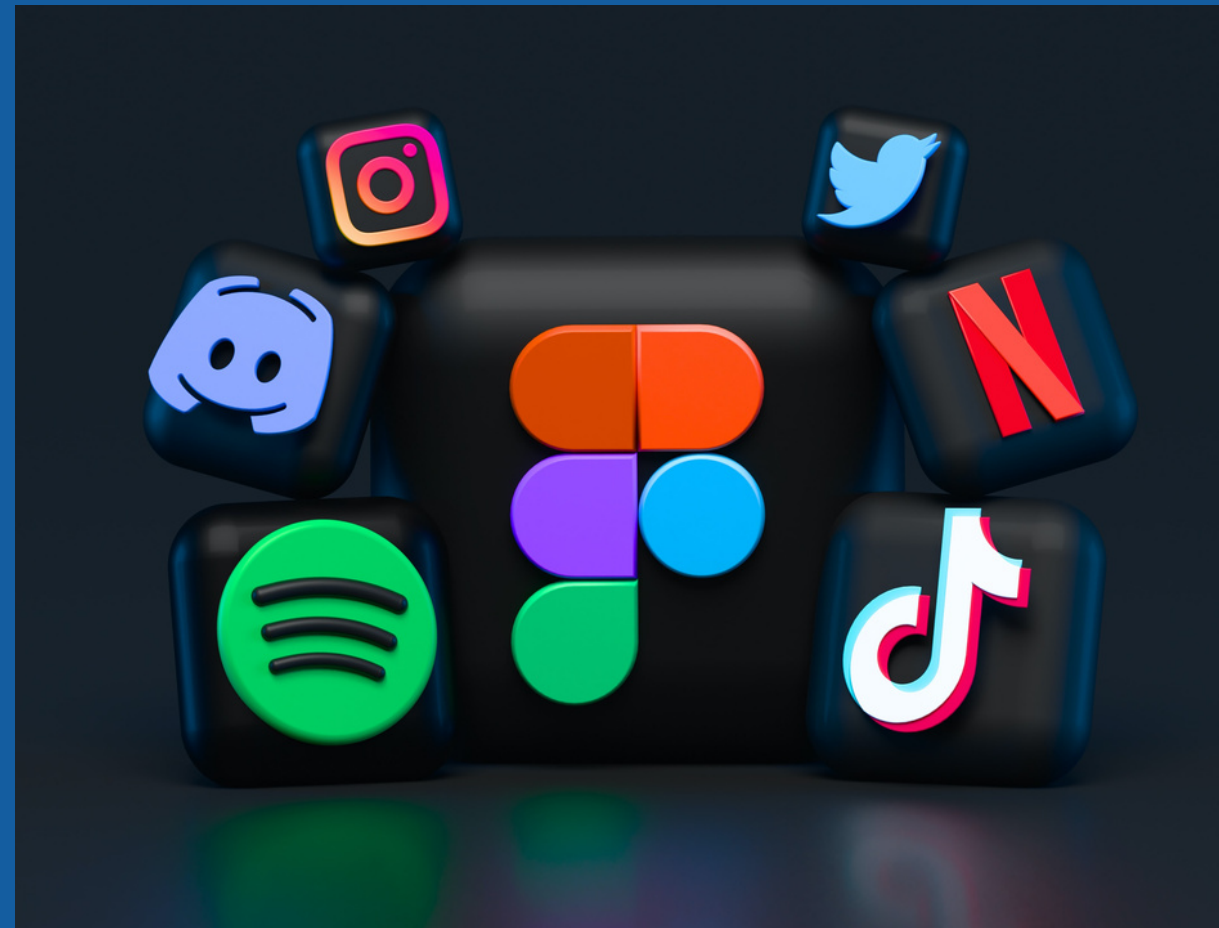
Step 2 (section 2): Develop Specific Strategies for Each Platform:



1. Tailor your content and engagement strategies to fit the unique characteristics of each platform. For example:
2. **Facebook:** Use a mix of engaging posts, videos, and live streams to interact with your audience.
3. **Instagram:** Focus on visual storytelling through eye-catching images and use Instagram Stories and Reels for short-form content.
4. **LinkedIn:** Share professional content, network with industry peers, and participate in relevant groups.
5. **Twitter:** Use concise and timely tweets to engage in real-time conversations and share updates.

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Step 3 (section 2):Consider Creating Multiple Social Media Accounts:



1. Depending on your business type and **target audience, consider creating accounts on multiple social media platforms** for broader reach.
2. Ensure consistency in **branding, messaging, and tone across all accounts to maintain a cohesive brand identity.**

Step 4 (section 2): Engage with Your Audience Regularly:



1. Social media is about **building relationships. Respond to comments, messages, and mentions promptly.**
2. Encourage **conversation and interaction by asking questions, running polls, and responding to feedback.**

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Step 5 (section 2):Share Valuable Content:



1. **Provide value to your audience** through informative, entertaining, and shareable content.
2. **Offer tips, insights, behind-the-scenes glimpses, and exclusive offers** to keep your followers engaged.

Step 6 (section 2) Utilize Visual Content:



1. Visuals are powerful in capturing attention. Use high-quality images, videos, infographics, and animations to enhance your social media presence.

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Ace Amaze can help you establish a strong social media presence through effective Social Media Marketing (SMM) strategies. **We can:**

- 1. Conduct audience research to understand your target customers.**
- 2. Create engaging content tailored to each platform.**
- 3. Optimize posts with relevant hashtags and keywords.**
- 4. Schedule posts for consistent and timely sharing.**
- 5. Interact with your audience to build relationships.**
- 6. Analyze performance metrics and refine strategies for better results.**
- 7. Use paid advertising to boost visibility and reach a wider audience.**

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Section 3: Create Google My Business Profile:



Step 1: Set up a Google My Business profile to enhance your online visibility.

Step 2: Include important information about your business, such as location, hours, and contact details.

Step 3: Encourage customers to leave reviews to build trust and credibility.

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At Ace Amaze, we can assist you in creating your Google My Business profile.

Step 1: Provide us with your business details, including name, address, phone number, and website.

Step 2: We'll set up your GMB account and verify your business.

Step 3: Optimize your profile with accurate descriptions, images, and categories.

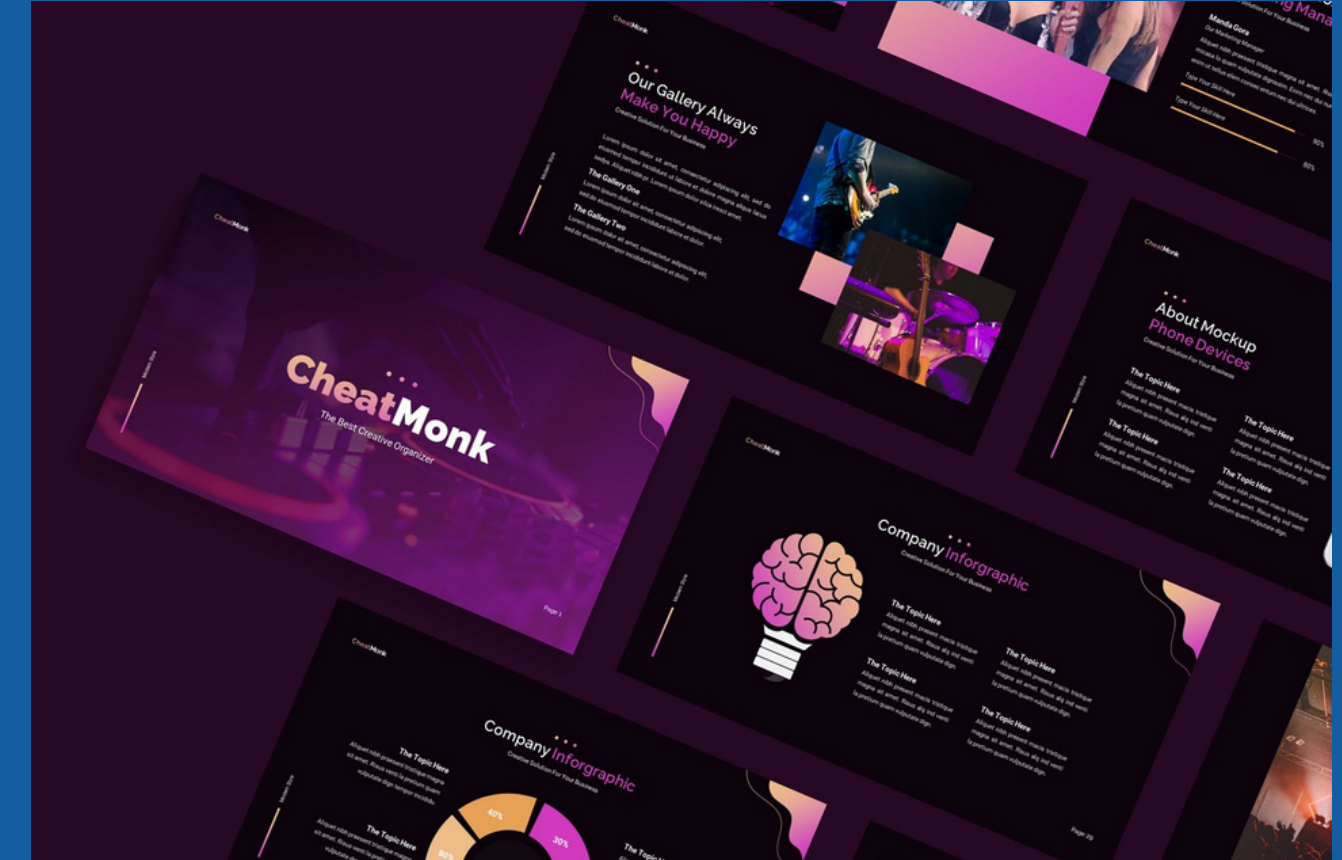
Step 4: Manage customer reviews and respond to inquiries promptly.

Step 5: Utilize GMB insights to monitor performance and engagement.

Step 6: Improve local SEO and boost your online visibility with a fully optimized Google My Business profile.

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Section 4: Photo and Video Editing, Graphic Designing:



In today's visually-driven digital landscape, creating **captivating and professional-looking visual content** is essential for successful marketing. Follow these steps given next slide to excel in photo and video editing and graphic designing:

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Step 1: Use Photo and Video Editing Tools:



1. Utilize powerful editing software like **Adobe Photoshop, Adobe Lightroom, Canva, or GIMP** to enhance the quality of your photos and videos.
2. **Adjust colors, brightness, contrast, and sharpness** to make your visuals visually appealing.

Step 3: Develop Eye-Catching Graphics and Designs:



1. Design **graphics for marketing materials**, such as social media posts, blog banners, infographics, and advertisements.
2. Pay attention to **typography, layout, and color schemes** to create visually appealing and cohesive designs.

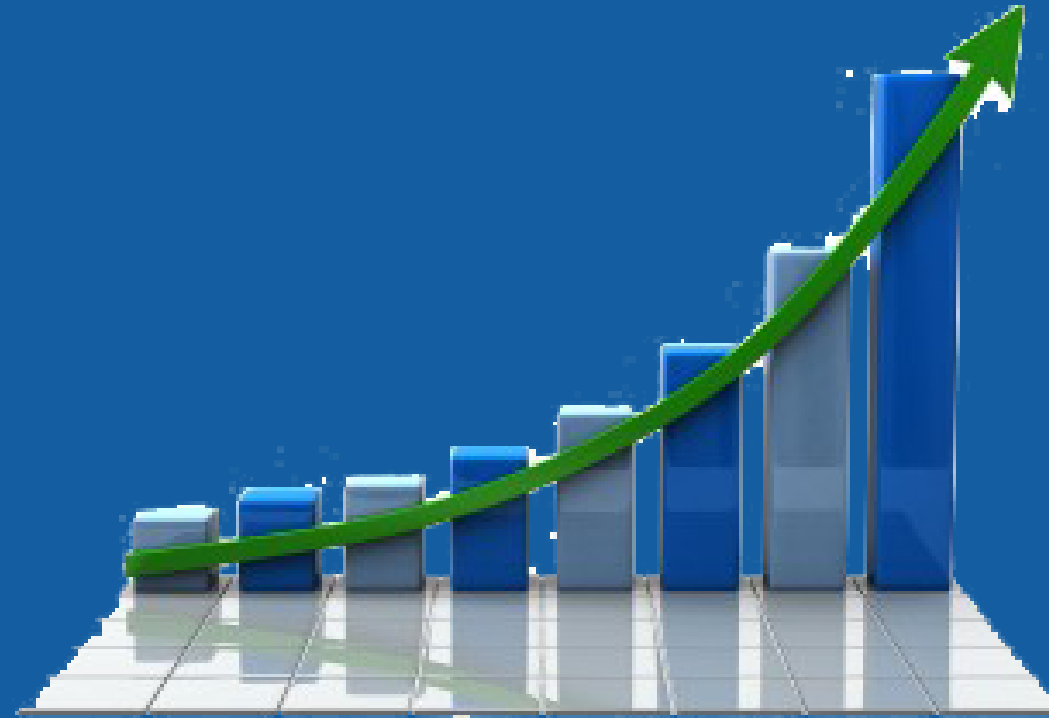
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Step 5: Seek Feedback and Iterate:



1. Share your **visual content with colleagues or target audience members** to gather feedback.
2. Continuously iterate and improve your designs based on constructive criticism.

Step 5: Consistency is Key:e-Catching Graphics and Designs:



1. Maintain a **consistent visual style and aesthetic** across all marketing channels, including **websites, social media, emails, and offline materials**.
2. Consistency reinforces **brand identity and builds trust with your audience**.
3. By mastering **photo and video editing and graphic designing**, you can create visually compelling content that elevates your brand, engages your audience, and leaves a lasting impact on viewers. Remember to prioritize brand consistency, quality, and relevance in your visual content to build a strong and memorable brand presence.

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At **Ace Amaze**, we specialize in providing top-notch **photo and video editing services**, as well as creative graphic designing solutions. Whether you need compelling visuals for **marketing materials, eye-catching graphics** for social media, or professional video editing, our team is here to bring your ideas to life and create stunning content that captivates your audience. Let us enhance your brand's visual identity and make your business stand out with our expertise in **photo, video, and graphic design**.

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Section 5: Get a Domain and a Web Hosting Plan:



STEP 1: Choose a user-friendly web hosting plan suitable for your needs.
"HOSTINGER HOSTING PLAN IS BEST IF YOU ARE JUST STARTING".

STEP 2: Consider compatibility, space, bandwidth, speed, and security.

STEP 3: Use tools like Hostinger's domain name checker to find a suitable domain name.

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Section 6: Make a Website:

Step 1: Decide on using WordPress or a website builder based on your preferences. "**We recommend using WordPress if you are just starting**".

Step 2: Choose a suitable WordPress theme or template from the website builder. "**The Ocean wp and Asra are the best theme available in the market**".

Step 3: Add relevant information about your business, including contact, legal, and About Us pages.

Step 4: For eCommerce, consider using WooCommerce plugin with managed WooCommerce web hosting.

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Choose us for your business website needs:

- Customized websites tailored to your brand and objectives.
- User-friendly designs for a seamless browsing experience.
- Mobile-responsive websites for on-the-go accessibility.
- SEO optimized to rank higher in search results.
- Secure and reliable platforms for data protection.
- Experienced team with a proven track record.
- Timely delivery and excellent customer support.
- Affordable pricing options for every budget.
- Elevate your online presence with our expertise.

Section 7: Make it Easier for Users to Contact You:



Step 1: Provide clear and accessible contact information on your website. Add details such as **Mail id, Phone Number, WhatsApp Number, and Social Media links**

Step 2: Use contact forms or chatbots on website for immediate assistance.

Step 3: Respond promptly to customer inquiries and feedback.

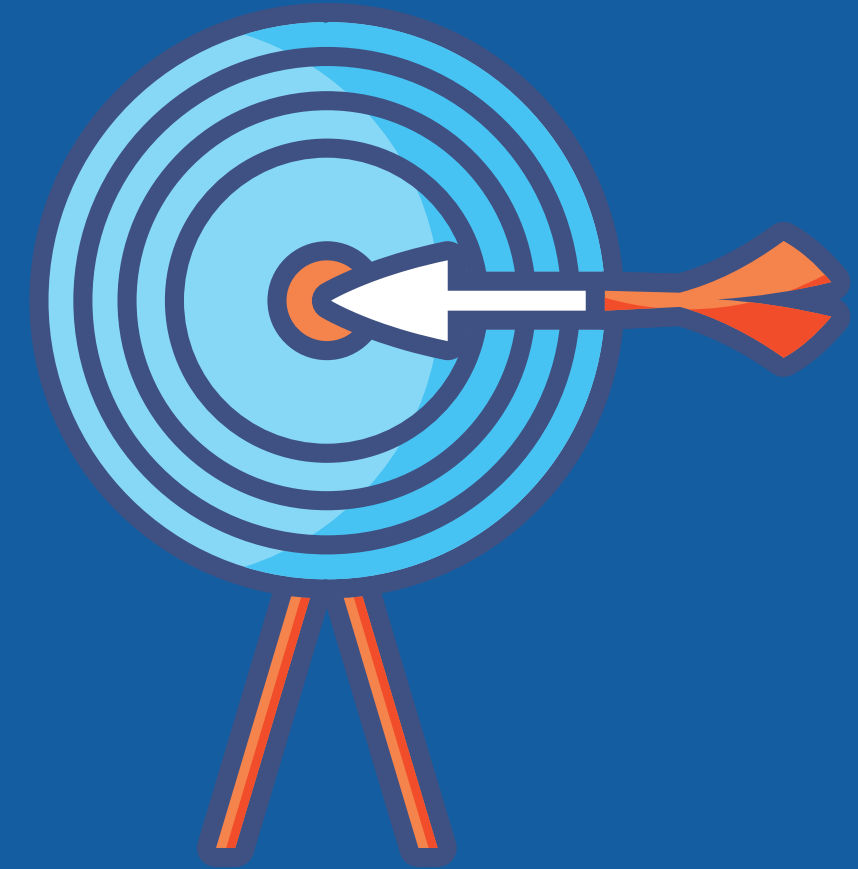
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Section 8: Content Strategy and Writing



A well-crafted content strategy is the backbone of a successful digital presence. **Follow these steps** mentioned in next slide to ensure your content resonates with your target audience and drives meaningful engagement:

Step 1: Understand Your Target Audience:



1. Conduct thorough research to identify and understand your target audience's **demographics, interests, pain points, and preferences.**
2. Create detailed buyer personas representing different segments of your audience to **guide your content creation.**

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Step 2: Create High-Quality and Engaging Content:



- Focus on producing **well-researched, informative, and compelling content** that adds value to your audience's lives.
- Utilize **storytelling techniques** to captivate your readers and create an emotional connection with your content.

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Step 3: Optimize for SEO:



1. Implement **relevant keywords and phrases** in your content to improve its visibility in **search engines**.
2. Create **SEO-friendly meta tags and descriptions** for each piece of content to enhance discoverability.

Step 4: Establish a Content Schedule



1. Develop a consistent **content publishing schedule to maintain audience engagement and build anticipation.**
2. **Regularly publish content** to stay top-of-mind with your audience and establish your brand as a reliable source of information.

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Step 5: Promote Your Content:



1. Share your content across various **marketing channels, including social media, email newsletters, and relevant online communities.**
2. Encourage sharing and engagement from your audience to extend the reach of your content.

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Step 6: Measure and Analyze Performance:



1. Track content performance using **analytics tools** to understand what resonates most with your audience.
2. **Analyze key metrics such as page views, time on page, social shares, and conversion rates.**

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Step 7: Iterate and Improve:



1. Use the insights from your **content performance analysis** to refine your content strategy.
2. **Iterate and improve** your content based on what drives the best results and engagement.

Step 9: Stay Up-to-Date with Industry Trends:



- 1.- Continuously **monitor and stay informed** about the latest industry trends and hot topics. - Address emerging issues and discussions to position yourself as a thought leader in your niche.

By following this **step-by-step guide**, you can create a well-informed content strategy that resonates with your **target audience, drives engagement, and establishes your brand as an authority in your industry**. Regularly analyze your content's performance and adapt your strategy accordingly to continuously improve your content efforts.

Presented by: Ace Amaze



Choose us for lucrative content that boosts your business:

1. Engaging and compelling content creation
2. Tailored to your target audience
3. Expertise in various formats: blog posts, videos, infographics
4. SEO optimization for higher visibility
5. Drive more traffic and increase conversions
6. Establish your brand as an industry authority
7. Get results with our proven track record

Presented by: Ace Amaze

Section 10 : Create SEO-Friendly Content:

Step 1: Keyword Research: Identify relevant keywords and phrases related to your content topic.

Step 2: Incorporate Keywords: Seamlessly integrate the chosen keywords into your content.

Step 3: Write Valuable Content: Provide informative and valuable content that meets your audience's needs.

Step 4: Optimize Meta Tags: Craft SEO-friendly meta titles and descriptions for search engines.

Step 5: Format for Readability: Use headings, bullet points, and concise paragraphs to improve readability.

Step 6: Use Internal and External Links: Link to relevant pages within your site and reputable external sources.

Step 7: Mobile-Friendly Design: Ensure your content is accessible and readable on mobile devices.

Step 8: Monitor Performance: Track content metrics and make adjustments based on audience response.

Presented by: Ace Amaze



Choose Ace Amaze for SEO-Friendly Content:

- Expertise in crafting SEO-friendly content.
- Targeted keywords for higher search rankings.
- Content tailored to your business needs.
- Drive organic traffic and boost online visibility.
- Engaging and informative content that resonates.
- Stand out from competitors with optimized content.
- Experience increased conversions and leads.
- Let us elevate your online presence with our proven SEO content strategies.

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Section 11 : Search Engine Optimization (SEO) Strategies:

Step 1: Build High-Quality Backlinks: Earn backlinks from reputable and relevant websites to boost your site's authority.

Step 2: Optimize Website Speed: Ensure fast loading times to enhance user experience and improve search rankings.

Step 3: Mobile-Friendly Design: Optimize your website for mobile devices to accommodate the growing mobile user base.

Step 4: Improve User Experience: Enhance site navigation and usability to keep visitors engaged and reduce bounce rates.

Step 5: Optimize Meta Tags: Craft compelling meta titles and descriptions that entice users to click through to your site.

Step 6: Use Descriptive URLs: Create descriptive and concise URLs that contain target keywords.

Step 7: Regularly Monitor and Adjust: Continuously analyze SEO performance, monitor competitors, and adapt strategies accordingly. *Presented by: Ace Amaze*



Choose us for SEO Strategies that Drive Success

- Tailored SEO strategies for your business
- Boost organic traffic and online visibility
- Increase search engine rankings
- Targeted keyword research and optimization
- Expert analysis and continuous improvement
- Proven track record of delivering results
- Drive business growth with our SEO expertise

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Section 12: Start a Blog:



Step 1: Launch a blog to provide valuable content to your audience.

Step 2: Address their pain points, answer questions, and establish yourself as an authority in your industry.

Step 3: Share blog posts on social media to drive traffic and engagement.

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Section 13: Facebook Ads and Google Ads

Facebook Ads:

1. Set objectives and target audience.
2. Create engaging ad content with visuals.
3. Choose ad format (carousel, video, etc.).
4. Set budget and bidding strategy.
5. Monitor performance and adjust as needed.

Google Ads:

1. Select campaign type and goals.
2. Research relevant keywords.
3. Create compelling ad copy.
4. Set budget and bid strategy.
5. Optimize and track campaign performance.

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Choose Us for Powerful Facebook and Google Ads!

- Expertise in creating effective Facebook and Google ads
- Customized strategies to boost your business
- Targeted campaigns for maximum ROI
- Proven track record of driving results
- Reach your ideal audience with precision
- Increase brand visibility and conversions
- Trusted partner for online advertising success

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Section 14: Use Social Proof to Win Customers



Step 1: Collect Customer Testimonials and Reviews

- Gather positive feedback from satisfied customers to showcase their experiences with your product or service.

Step 2: Display Social Proof on Your Website

- Feature customer testimonials, reviews, and ratings prominently on your website to build trust with potential customers.

Step 3: Utilize Social Media

- Share customer success stories and testimonials on your social media platforms to leverage social proof.

Step 4: Showcase Influencer Endorsements

- Partner with influencers or industry experts to endorse your brand and product.

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Step 5: Step 5: Highlight Customer Count

- Mention the number of satisfied customers or users to highlight your product's popularity.

Step 6: Use Case Studies

- Share detailed case studies illustrating how your product solved specific customer problems.

Step 7: Leverage Trust Badges

- Display trust badges and certifications to instill confidence in your brand's credibility.

Step 8: Respond to Customer Feedback

- Engage with both positive and negative feedback to demonstrate your commitment to customer satisfaction.

Section 15: Creating a Customer Loyalty Program:

Step 1: Set Clear Objectives

- Define the goals and outcomes you want to achieve with your loyalty program, such as increasing customer retention and boosting sales.

Step 2: Identify Reward Mechanisms

- Determine the rewards or incentives you'll offer to loyal customers, such as discounts, points, exclusive offers, or VIP perks.

Step 3: Design a Points System

- Create a points-based system to track customer purchases and reward their loyalty accordingly.

Step 4: Promote Your Program

- Launch a marketing campaign to promote your loyalty program and encourage customer participation.

Step 5: Implement Tracking and Analysis

- Set up mechanisms to track customer engagement and measure the program's effectiveness.

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Step 6: Encourage Referrals

- Incentivize customers to refer friends and family, expanding your loyal customer base.

Step 7: Provide Personalized Offers

- Tailor rewards to individual customer preferences and behavior to enhance the customer experience.

Step 8: Communicate Program Benefits

- Keep customers informed about their progress and the benefits they can unlock through the loyalty program.

Step 9: Continuously Improve

- Regularly review and refine your loyalty program based on customer feedback and performance data.

Step 10: Celebrate Milestones

- Acknowledge and celebrate customers' loyalty milestones to reinforce their commitment to your brand.

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Section 16: Build a Sales Funnel

Step 1: Identify Your Target Audience: Define your ideal customer and their needs.

Step 2: Create Awareness: Use marketing channels like social media, content marketing, and advertising to reach your audience.

Step 3: Capture Leads: Offer valuable content or incentives to collect contact information.

Step 4: Nurture Prospects: Engage leads with relevant content and build trust.

Step 5: Convert: Present a compelling offer or call-to-action to convert leads into customers.

Step 6: Close the Sale: Guide prospects through the purchasing process.

Step 7: Follow-Up: Provide post-sale support and encourage repeat business.

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Unlock Business Growth with Our Tailored Sales Funnels

- Customized sales funnels for your business needs
- Increase leads and conversions
- Seamless customer journey from awareness to purchase
- Expert strategy and implementation
- Drive more sales with our proven results
- Stand out in a competitive market
- Trust in our experience and expertise for success

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Section 17: Participate in Networking Events:



- Step 1:** Research relevant networking events in your industry.
- Step 2:** Register and confirm your attendance.
- Step 3:** Prepare your elevator pitch and business cards.
- Step 4:** Engage and connect with other attendees.
- Step 5:** Exchange contact information with potential collaborators.
- Step 6:** Follow up after the event to nurture relationships.
- Step 7:** Consider hosting your own networking events.

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Thank's For Reading

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