

# Financial plan Dedicated Server Pros And Cons

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As you get your web endeavour off the ground and notification the first indications of development, you may need to consider the best kind of server to help run your webpage into what's to come. While numerous lean toward shared facilitating in the early stages, this boulevard is full of troubles. First off, your Web Hosting Mumbai is constrained by what it can store and finish for its clients. Besides, you never realize what different types of danger taking programming that alternate destinations on that server are running. On the off chance that an infection gets into the server then it can spread to different destinations under the umbrella. Basically, you could get hacked without ever really doing anything incorrectly. On the off chance that you don't produce much movement, a common host may be okay, however it won't be long, as you keep on growing, that the requirement for something greater will emerge.

At the point when that need does emerge, most swing to spending plan committed servers for backing. These specific sorts of servers convey with them numerous masters and a couple cons that you should be mindful of before you update. To begin with, the terrible news. Financial plan committed servers may be reasonable, however they are as yet going to oblige that you pay more than what you may be accustomed to paying. All things considered, you have the whole server and its assets to yourself versus part the expenses with different locales on a mutual arrangement. Another conceivable con of

the financial backing committed SEO Company in Mumbai server is that you may wind up paying for force that goes a long ways past what you really need to run your site. In any case, on the off chance that you are contemplating this in a pessimistic light, take note of that you doubtlessly do likewise when discovering a PC. What number of you are really going to need a full terabyte whenever in your figuring profession, for example?

The upsides of the monetary allowance devoted host are numerous, far exceeding the disadvantages. Firstly, development and vacillations in activity are less demanding to handle. Your guests get a more dependable web experience, and the shots of them getting an infection or getting hacked as an aftereffect of exercises happening on your website are nil. As opposed to full scale committed facilitating, spending plan devoted servers really permit you to pay not exactly what you would need to pay in the event that you ran everything naturally. With spending plan committed **Data Hosting** facilitating, you can frequently exploit the aptitude of a server director, who can guarantee your web properties are dealt with and safe from infections at all times.

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## **The 6 Elements of Supply Chain Strategy**

Supply chain management is often a tactical pursuit, managing challenges and opportunities on a transactional basis, rather than holistically and strategically. This less than strategic approach is driven by both internal and external influences that divert attention from a holistic perspective, in turn

directing focus on distinct or unique issues, challenges, and concerns. Falling into this tactical melee not only increases complexity, but also reduces the value opportunity that can be derived from strategic management of the supply chain.



Supply chain management must be perceived as a critical component of business strategy; delivering improved profitability through increased efficiencies and vendor management strategy requires the dedicated efforts of a talented team. An even greater challenge lies with those who manage within the supply chain, in having the ability to maintain focus on strategy despite the barrage of transactional issues they are immersed in.

There are six elements of supply chain strategy, which, if employed collectively and managed closely, will deliver significant value across the organization.

## **1. Leverage:**

Despite the size and revenue of an organization, reduction and management of spending while continuously improving upon service levels is a significant benefit of managing leverage. Leverage has typically been applied based on historical usage trends and market expectations. However, the more powerful means to initiate leverage is through solid and supported predictions of future growth potential. Several of our best clients are high-growth companies who have grown both organically, as well as through acquisition. Unfortunately, in many instances, their focus has remained solely on growth, and not on leveraging the potential spending power of the organization to further improve profitability.

## **2. Communication:**

A significant component of any business is the support provided by external resources, be they service providers or

product and component suppliers. Obtaining value from these external resources to meet evolving company objectives requires a communication strategy. One such example is the development and implementation of a “supplier feedback” model to effectively ensure external parties supporting organizational operations and growth are aware of challenges, opportunities, and threats to business viability. Developing these models is an important component of managing information in a form that supports organizational strategy.

### **3. Efficiency:**

Process and operating efficiency is a fundamental component of any high performing company, and the supply chain often impacts this efficiency either directly or indirectly. For example, improvements in production efficiency require increased volumes of supply of both components and maintenance equipment; improvements in process efficiency require increases in volume and timeliness of support from external suppliers and contractors; increased speed to market requires the support of accurate and timely freight management. Here again, building the right strategy to support organizational efficiency is key to meeting objectives and improving efficiencies.

### **4. Innovation:**

Managing daily operations while initiating innovation are not mutually exclusive events. Building innovation in any organization requires significant input and support from external suppliers and service partners, both of whom must be willing to provide insight and support and take potential risks in pursuing innovative solutions. Organizations such as Apple would not have reached their pinnacle levels of success if it were not for the engagement and support of their suppliers such as Samsung (interestingly also one of their largest competitors at the time of this writing, an obviously unplanned result of their supply chain strategy).

## **5. Risk Management:**

Those organizations that represent and support company operations externally (i.e. suppliers) present the greatest, most unmanageable degrees of risk to an organization. External risk is often also the most disregarded risk as it is not as prevalent or visible as other internal risk factors. Supply chain management is the function most in-tune with external support groups, and is able to identify potential risks as well as mitigating solutions to protect the organization's interest. Developing an effective and all encompassing risk management strategy requires the support and input from key Supply Chain professionals.

## **6. Continuous Improvement:**

The greatest performing organizations engage continuously in improving their performance. Considering that most improvements have an impact on external support groups (either directly or indirectly), supply chain management is the tool to identify and manage improvement opportunities. Continued updates to Apple software for iPhones, iTunes, and other products are the direct result of supplier involvement in continuous improvement that results in the rapid resolution of immediate or foreseen challenges, in turn creating enhanced customer satisfaction and brand loyalty. Continuous improvement also provides significant opportunities to reduce cost, and supply chain management is often the most adept and knowledgeable party relative to reducing cost through internal and external efficiency.

Viewing supply chain management as a strategic tool through the application and management of these six elements can deliver significant reductions in working capital and organizational risk, and change perspective relative to the value inherent in the role. Anything less would be tactical by nature and result in less than satisfactory results.

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# Putting out fires safely and automatically

## Putting out fires safely and automatically

Bristol Automist installers can fix a fire safety system in your home that not only detects fires but also puts them out.



### Image Credit

The system is easy to install and is suitable for any building. It gives great peace of mind to homeowners and to landlords, as it is suitable for blocks of flats including shared areas.

Most homes have smoke alarms that only let you know there is a fire – the fire still needs to be dealt with either by calling the fire service or using fire extinguishers. Should a fire

start when the occupant is out, the blaze could be out of control before it is detected by a passer-by. This is where the Automist system comes up trumps.

### **Automist detects fires and puts them out**

The Automist system works by detecting fires and then using a sprinkler system to put out the blaze. The special system creates more of a mist than the traditional sprinkler systems, which drench the room and can cause damage. Automist uses much less water than these sprinklers, resulting in minimal water damage.

The system works automatically and can put out fires even when the occupant is out or asleep. Unlike smoke alarms, it won't be triggered by false alarms such as when you accidentally burn the toast; in addition, unlike with extinguishers, you don't have to try to tackle the fire yourself. You can get yourself and your family out of the property quickly and safely.

Bristol Automist installers such as Mainpoint fire protection can talk to potential customers about the system, installation and cost and can provide a fire safety system that works with your home.

### **How Automist works**

Automist can be used to target the rooms most at risk of fires, such as the kitchen. It runs on the domestic water supply and can be installed underneath a tap.

If a blaze starts, the heat detector unit sounds an alarm and the pump is activated. The pump pushes the water from the mains through the Automist system, which is activated to put out the fire.

Automist has been named by the British Library as one of the top 15 inventions of the past decade. It is reliable,

affordable and only needs a quick test during the annual maintenance check.

This is the best solution for keeping your home and family safe from fires.

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## **Personal Injury Lawyers Take Care Of Their Client's Compensation**

### **Personal Injury Lawyers Take Care Of Their Client's Compensation**

Now a day's people are usually affected by injuries. Some may meet with an accident or some may be hit by a person. The damage can be emotionally, or financially. In this case, the person can go to a personal injury advisor or a Lawyer. They usually represent legally for those who are injured due to government agency or a wrong practice of another person. They are highly knowledgeable people who have studied the law help their clients for the compensation that they deserve.

#### **Personal Injury Legal Representative**

A Personal Injury Lawyer gives advice to people about the law and speaks for them in court. The lawyers are of two types one is civil lawyer and criminal lawyer. Normal injuries and petty problems are solved by the civil lawyer. These civil lawyers have experience in tort law, which covers economic and

non-economic damages to the person. They also handle work injuries, automobile injuries and slip and fall accidents. They also called an attorney, a solicitor, a counselor, a barrister. Once they are allowed to practice law, they will be given authority to file complaints and argue in courts. He should legally help his client get his compensation that he deserves for loses during suffering, oral counseling etc. Moreover if the settlement is not reached, then the lawyer has to take his client's case to trial. They must owe their customers loyalty and should keep things confidential and work to achieve their compensation.

### **Brampton Law Services**

The **Personal Injury Lawyers Brampton**, focus on customer satisfaction. They come into picture when the clients who are affected do not know how to get their compensation amount. They give expert advice to their clients by having personal chats with them. The main root for all this is at the lawyer should check if all the injury is not false to claim the compensation. The client satisfaction comes next. Personal Injury Lawyers focus on injury through car accidents, slip and fall injuries, sexual assault, brain injury, Swimming pool and diving accidents, Aircraft accident, Dog bite, Skiing accident, Faulty product and concussions. The car accident lawyers in Brampton provide their services 24 x 7 days a week with an appointment who is suffering on an injury. This firm handles all types of injuries.

This had helped them to earn Consumer choice awards and multiple Choice awards. The personal injury lawyers handle each case uniquely. That is why they provide the case 24 hour, 7 days a week service. They handle 1000 of cases, which includes Bus and OC Transport accidents, bicycle accidents, pedestrian accidents, motorcycle accidents, car accidents and work day to day and get the compensation. They have contacts with doctors, social firms, rehabilitation centers and psychiatrists who are associated with the client injured.

These firms are not afraid to fight to get the compensation you deserve. They also sometimes help in rehab programs for the clients. It is dedicated to advocating for all families. They work on contingency basis. It means you don't pay unless you win. They provide free consultation to make the client get the best personal injury lawyer possible.

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## **How to Start a Small Construction or General Contracting Business**

The construction business is booming once more.

In fact, the residential building construction industry was the number one fastest-growth industries for small businesses in recent years (source: Sageworks) thanks an increase in housing demand, lending activity and real estate values.

In addition, six of the 10 fastest-growing industries among small businesses are tied to construction – including contractors, real estate agents and architects.

The commercial construction market is also experiencing a rebound. IBISWorld predicts that the next five years will see a period of robust growth for commercial construction companies. Demand for more business office space and the resurgence of disposable incomes will also raise the demand for retail buildings.

If you're interested in making the move into the construction, now is the time. Here are eight considerations and resources

that Peter W Smith Construction has helped compiled that can help you get started.

## **Steps to starting (any) business**

Start by familiarizing yourself with the basic steps involved in planning and forming any kind of business, including planning your business strategy, incorporating and registering with the right government agencies. These 10 Steps to Starting a Business should cover all you need to know.

## **Get help and be mentored**

You don't have to go it alone; small business assistance programs such as SCORE Mentors or your local Small Business Development Center or Women's Business Centers can help you understand the ins and outs of the planning process and offer tips for getting started. SCORE can even pair you with a mentor from the construction industry, at no cost. If you are a veteran, contact your local Veterans Business Outreach Center. They offer workshops, mentorship and financing advice.

## **Access financing**

If you don't have savings or access to a traditional bank loan, you might want to consider an SBA loan program. Other financing options for small businesses include credit unions, community banks or a business line of credit.

## **Get licensed, bonded and insured**

Protect yourself, your business and your clients by ensuring you have the right licenses and permits, business insurance and surety bonds. Here are three reasons why and information on how to obtain them:

1. **Business Licenses and Permits** – In addition to a general business license, most construction or contracting businesses need specific licenses to operate. For example, a tradesman license is required for electrical,

plumbing, HVAC, gas fitting and other construction trades. Check with your state business license office for information about what you'll need. If you headquarter your business out of your home, you'll also need to obtain a home business permit from your city or county.

2. **Surety Bonds** – Typically, construction businesses need construction bonds in order to operate legally. You arrange for a surety bond from a third party who promises to pay your client if you do not fulfill your work obligations under a contract. Learn more about surety bonds from the Surety & Fidelity Association of America and take a look at their bonding resources for small and emerging contractors. Bond regulations vary by state, so research your state's requirements or speak to a reputable surety bond agent. If you are unable to secure a bond through a commercial channel, SBA offers its own Surety Bond Guarantee program.
3. **Insurance** – Depending on the nature of your work and whether you employ workers directly, you will need several types of business insurance – general liability, vehicle and property insurance. Individual states also require businesses to carry specific insurance, such as workers' compensation insurance, unemployment and state disability insurance. For a better understanding read: [What Kind of Business Insurance Do You Need?](#)

### **Familiarize yourself with construction industry regulations**

From energy efficiency standards to workplace safety regulations, the construction industry is heavily regulated. Read SBA.gov's Construction Industry Guide for more information.

### **Develop an occupational health and safety plan**

The Occupational Safety and Health Act (OSHA) requires that construction workers are provided a safe workplace free from

recognized hazards. Take a look at SBA's Workplace Safety and Health guide for information about resources that can help you establish a safe and compliant workplace.

### **Finding and hiring labor**

The construction industry generally secures labor from four sources – subcontractors, hired employees, labor brokers or independent contractors. To get you started read these steps to hiring your first employee and then check out the particular laws and tax ramifications of hiring independent contractors.

### **Take advantage of industry tools and resources online**

There are many online resources that can help small construction companies and contractors who can't afford the headcount or infrastructure that larger companies enjoy. Here are just a few:

- Construction Office Online – Includes free downloadable templates and documents such as schedules, estimating, budgets, timesheets, invoicing and billing and more
- Compare Construction Business Software – Looking for the right construction management solution? This guide lists the “Top 10 Most Reviewed Construction Systems”
- Construction Marketing Association Blog – Tips and insights on how to market your business like a pro
- Overcoming Obstacles: Best Practices for Subcontractors, General Contractors, and Public Agencies  For more information about some general issues with doing business in the construction industry such as cash flow, communication between contractors, change order processing, contract negotiations and more, check out this whitepaper from Washington state's Small Business Growth Opportunity Council

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# Four benefits of a digital sign-in system

## Four benefits of a digital sign-in system

The average school or college receives numerous visitors in any one day. Signing these visitors in can be a time-consuming process for your administration staff, particularly if they are relying on an old-fashioned, paper-based visitor book.



**Image Credit**

Digital sign-in systems provide a quick and convenient way for visitors to gain access to a facility. Utilising the latest technology, people can sign in using a mobile phone or tablet.

### **Quick and convenient**

Visitors, contractors and temporary staff will be greeted with a professional signing in system that takes seconds to use. No more time is wasted signing people in, preparing visitor

passes and attempting to decipher illegible handwriting in the visitor book. Information is recorded in an accurate way for every visitor.

### **Free up staff time**

Signing in visitors manually is time consuming. With an automated system your school secretary or administrator will be free to concentrate on other important tasks. As the sign-in screen is portable, visitors will still be able to access the premises even when admin staff are running errands or taking a lunch break.

### **Enhanced security**

Digital sign-in systems provide an instant report of who is in the building at any one time, with the added benefit of being able to access historical data and keep track of frequent visitors. In the case of a fire or security alert, the report will tell you who is present at the time of the incident. Having such a system in place provides an additional safeguarding measure, which could improve your status at school inspections.

### **Option for branding**

There are options for branding the main screen so you can display your logo and also add a customised message that will appear when visitors sign in. If required, you can print out visitor or ID badges to distribute to people. Once you have a visitor signed into the system, you have the option to communicate with them via SMS or text should it become necessary to get an urgent message to them.

Schools, colleges, children's centres and other educational facilities can all benefit from a visitor management system to replace the old-fashioned visitor book. Such a system will not only provide increased security but will also make it possible to welcome visitors with ease and track exactly who is in the

building at any one time.

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# How can Club Flyers Improve Your Business?

## How can Club Flyers Improve Your Business?

Promoting a business properly is the most integral factor for its success. This is also one of the greatest challenges that are faced by the business owners. Several marketing tools are available in the market. However, selecting the appropriate approach to market your business can be a very daunting task. You also have a limited budget at times.

For situations like this, **club flyer** is the most effective marketing tool that can be used. Various online marketing tools are available to you in recent times, but they are pretty crowded all the time. Additionally, it does not have any exclusivity as most of the people take the help of these tools. You have to be unique in order to secure the attention of the customers. Flyers are the tools that will help you to do that.

### **Creativity and Exclusiveness**

When you use flyers you will have ample opportunity make use of your creativity. At first, they are blank pieces of papers and, thus, various creative options are available with this marketing tool. Start off with the paper stock. There are

several types of them that are available in the market. You will be able to customize the design with your creativity. Nonetheless, you need to make sure whether the printing company will be able to manage your product or not. Your main aim is to stand out among others and thereby create a strong impression on the audience.

### **Make It Interesting**

Keep the requirements of the customers in mind when you make a club flyer. Research and find out the appropriate word and tone that will attract more audiences. Also, take every detail in consideration while creating the flyer. The created copy has to be interesting, so that the audience are captivated by it and do not discard them into the dustbin before reading it.

### **Make Optimum Use of the Resources**

You need to see that you are making best use of the resources that are provided to you for your business. This can be achieved by taking the help of the flyer. They are known to have to have two sides and you can make use of both the sides if you want. Ensure that you have the right type of design for it. These are the type of flyers from **Printing VIP** that are capable of impressing the potential customers. Also, make sure that you have the right images and color for it.

### **Improve After Getting the Feedback**

If you are able to understand the thing that is going wrong with the marketing campaign, you will be able to improve on the different aspects of it. This is the reason you should ask the audience to provide you with the feedback that you would need in future. Once you get these feedbacks, you will be able to bring about changes in the business which in turn would improve your marketing campaign. This way you will be more successful in your venture. You just need to make sure that you include all the details so that the customers do not have any problem in understanding the details of the business.

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# How to Use Coupons to Promote Your Business



Coupons have proven themselves to be highly effective sales tools for every conceivable size and type of business.

Because coupons “pull in the business” they have gained remarkable acceptance and popularity among astute marketing managers. A simple explanation for their acceptance by advertisers is their overwhelming acceptance and use by the consuming public. In fact, Advertising Age (the Bible of the advertising industry) reports that 87% of all shoppers use coupons.

Another independent marketing research firm, the A.C. Nielson Co., reveals that 95% of all shoppers like coupons. And 60% actively look for coupons.

A recent article in the Wall Street Journal entitled, “In a Pinch, Snip.”, states that coupon use rises, as the economy in any given area slides. 54% of shoppers surveyed said they had already stepped up use of coupons, and even more are expected to do so.

It's very easy to see why coupon advertising is sweeping the country. Regular use of good couponing strategy will provide a

steady stream of new customers and high quality sales leads.

Savvy marketers cite these reasons for heavy reliance on couponing:

**A.** Coupons have the effect of expanding or increasing your market area. We know that consumers will travel far to redeem a valuable coupon.

**B.** Coupons will entice new customers that have been shopping at your competitor. It's a proven fact that consumers will break routine shopping patterns to take advantage of a good coupon offer.

**C.** Coupons attract new residents when they are actively in the market for products and services.

**D.** Coupons will re-activate old customers. Those customers that have been lured away by your competitor will start buying from you again when you give them a good reason to do so.

**E.** Coupon advertising provides the opportunity for additional profits through sale of related items. (Business owners often forget this.) When you offer a special "deal" on a coupon to invite a customer to do business with you, you have to remember that this same customer will probably end up buying additional items that carry a full profit margin.

In addition, you also are being given the opportunity to "sell-up" to a more profitable product or service. You would not have had this opportunity had it not been for the coupon getting the customer through the door in the first place.

**F.** Coupons build store traffic which results in additional impulse purchases.

**G.** Coupons are measurable and accountable. Don't overlook that couponing is the most measurable and accountable form of promotion. It's simply a matter of counting the number of coupons redeemed to judge the effectiveness of the offer. Wise

use of this consumer feedback will guide you in creating future offers that improve your results.

Understand that the media delivering the coupon has very little to do with the response. Publications simply deliver your offer to a specific audience. It's up to you to determine what offer produces the best response from that audience. You do this through methodically testing various offers. Savvy use of this "coupon testing" technique will give you the specific knowledge you require to greatly improve all of your advertising response, your sales, and your profits.

How do you go about creating a coupon promotion that will work for YOU? Here's what I like to call...

### **Thom's Twelve Tips For Effective Couponing:**

#### **1. Make A Solid Offer!**

- **Offer Discounts...**"\$50.00 Off!", "60% Off!", (percentage discounts are only good when they are high percentages and the value of the product or service is well known.) Dollars Off discounts work best.
- **Offer Bonuses...**"Buy One/Get One Free!", or "2 Free with Each Case Ordered!", "Free Batteries When You Buy One Super Flashlight", or "Free Drop Cloth with Each Gallon of Super Paint", etc.
- **Offer Premiums...**Offer premiums for a presentation, for a trial order, for a subscription, for a demonstration, for a new customer referral, for an order amounting to \$xxx or larger", etc.
- **Offer Free Information...**"FREE booklet", "FREE brochure", "FREE estimate", "FREE details", "FREE samples", "FREE trial", "FREE consultation", "FREE quote", etc.

#### **2. Use Bold, Commanding And Specific Headlines!**

- "Save \$50.00 on Any Portable TV...This Month Only!"
- "FREE BROCHURE...'Beauty Secrets for Career Woman'!"

- “Free Catalog Saves YOU 70% on Office Supplies!”
- “Rent Two NEW RELEASE Video Movies—Get One FREE!”
- “Buy One Dinner Entree—Get One FREE!”
- “Buy Five Cases of Copier Paper—Get the Sixth Case Absolutely Free!”

### **3. Use Line Illustrations Or Photographs.**

- Illustrations work best when you show products in-use.
- Illustrations enhance credibility, aid understanding, and create desire.

### **4. Use Your Logo In Your Coupon.**

- Use of logo: builds company identity and awareness in the marketplace, enhances your image, lends credibility to your offer, and improves response.

### **5. Make Effective Use Of White Space.**

- Don't clutter. Don't cram.

### **6. Sell The Benefits.**

- Save time, save money, increase profits, protect your family, improve your standard of living, be happier, improve your health, increase your income, increase your comfort, more convenient.

### **7. Appeal To The Self-Interest Of Your Customer.**

- Your customer is only interested in what you can do for him or her. Your customer will only buy the benefits-of-use of your product or service. Let me say that again...your customer is only interested in the benefits of use of your product...not the product itself.

### **8. Make Effective Use Of The 17 Most Powerful Words In Advertising.**

- free, now, new, how to, save, guarantee, money, easy,

simple, you, proven, love, results, discovery, fast, amazing, profit.

## **9. Always Up-Sell.**

- Offer extras when a customer requests information or places an order. Always suggest related items. Point out the added features and benefits of a higher priced item and then show the customer specifically how these features will make his life easier, safer, etc.

## **10. Spread Your Specials Around—Consider The Traffic Pattern In A Retail Store.**

- Set up product displays so that you force your customer to walk the entire expanse of your store. Your “impulse” buys will increase dramatically when you expose your customer to more products by well planned placement of “sale items”.

## **11. Capture Your Customers Name, Address, And Telephone Number. Develop An In-House Mailing List For On-Going Direct Marketing Use.**

- Your customer list represents your most valuable asset. Your greatest potential for sales and profits lies in the customer database. To ignore this potential is pure folly.

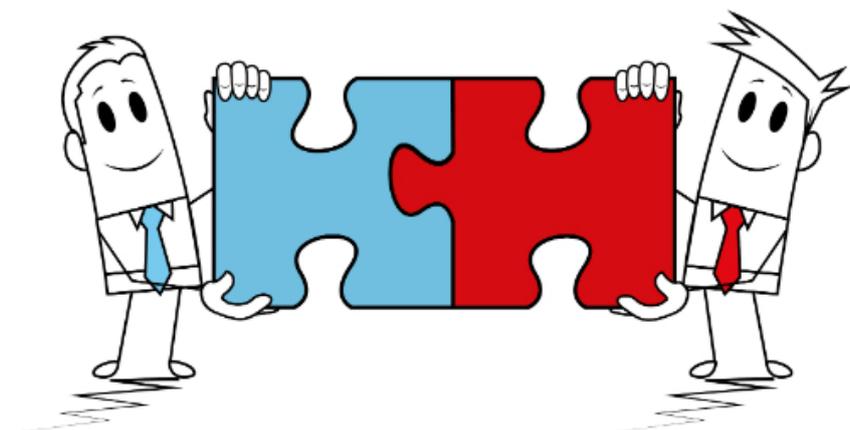
## **12. Don't Stop After The Sale.**

- Create a planned program of continuous follow-up to your customer list.
- Use ride-alongs, invoice stuffers, new catalogs, new product brochures, special sale flyers, preferred customer sales and discounts, customer appreciation events, more coupons. Keep your customers coming back to YOU!

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# Self-employed persons exercising a complementary activity

A self-employed person is a natural person who exercises a professional activity in Belgium, is not bound by an employment contract and does not have civil servant status.



There are other categories of self-employed persons apart from those who exercise a main activity in that capacity. These include **assistants** or assisting spouses, persons exercising a **complementary activity** on a self-employed basis and **retired** self-employed persons.

Self-employed persons exercising a complementary activity simultaneously exercise another, main professional activity, either as a salaried employee or in education system or as a civil servant.

Persons who receive a replacement income or who maintain their pension rights may also be considered self-employed persons



What follows are five advanced strategies for small businesses that may already have small online communities and understand how to create an online presence, but don't know what to do next.

## **What Is An Advanced Strategy?**

The definition of an advanced social strategy is a technique that goes beyond the normal social media presence. It introduces or reinforces a marketing message while pushing a user to another profile or business site. Before moving forward with an advanced strategy, it's important that your business understands social marketing, has experience engaging consumers, and that you possess a basic understanding of online marketing.

### **Strategy 1: Multimedia Usage**

The term "A picture is worth a thousand words" has never been truer. Consumers are now using the web to look for product pictures and videos; they want more information and want to see what they're considering buying. The good news is that it's easy for a company to create and publish videos and pictures.

In addition to taking photos of products, you can also take pictures at office events as a way to highlight company culture. This not only helps convince others to work with you or to buy from you (consumers see that you are down to earth and one of them, instead of a stuffy company), it also helps your HR department recruit new employees. Who doesn't want to work for a company that celebrates birthdays and has a good time?

Videos are useful for explaining complex how-tos or concepts. Showing step by step directions can have a greater impact than even the most well written article. Businesses don't have to

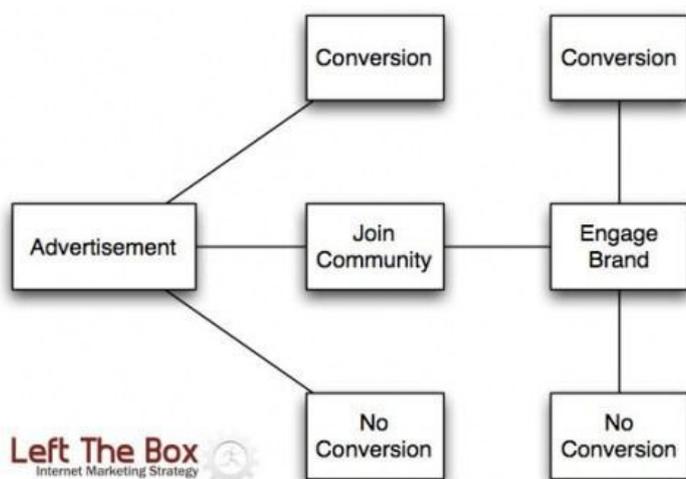
invest huge sums of money to create good videos, either. I highly recommend the relatively cheap Flip camcorder, which takes great videos and is easy for even a non-technical marketer to use.

Multimedia can break down the faceless business-to-consumer sales flow and make your company appear friendlier. Use videos and images to show that your business is fun, you care about your employees, and most importantly, that you care about your customers.

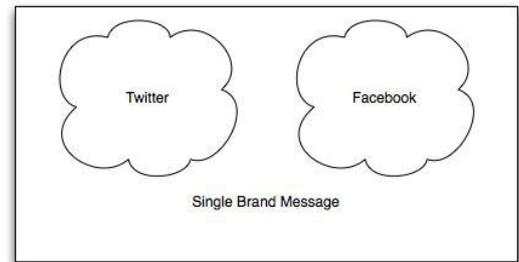
## Strategy 2: Integrate Offline and Online Advertising

Many small businesses do some sort of offline advertising, whether it be radio, print, or cable. Social marketing allows a business to extend their offline sales pitch.

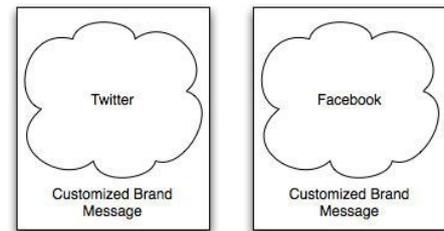
Including your Facebook  Page or blog URL in offline ads act as social proof, inviting potential consumers to see your community and increase trust in your business. Not only can integrating online and offline advertising help the conversion process, but it can also help build your community. Introducing potential consumers to your social profiles means they may join your community now and buy later.



# Strategy 3: Message Adaptation



Versus



**Left The Box**  
Internet Marketing Strategy 

As businesses start to become more sophisticated with social media they are starting to leverage more online platforms. However, most deliver the same message over multiple platforms instead of tailoring communications for each individual site.

Social platforms each have an ecosystem of their own. What might be acceptable on Tumblr might be considered spam on Facebook. A specific style of writing might spread on Twitter but fail on FriendFeed. Understanding that each site is different and then customizing your message ensures they do well on each respective site.

Not only does customizing messages across sites help the message spread but it keeps users from receiving multiple identical communications. Be sure to maximize your potential by sending a user that follows the business on Twitter and Facebook two different messages, instead of the same thing.

# Strategy 4: Local Social Networks,

# Beyond Yelp

For a small business, local search can be a big win. Being visible to consumers looking for a business in their area is extremely important. Make sure your site is included in local business directories in order to help ensure that consumers find you when they need you. Sometimes finding that many sites can be difficult, however.

First, make sure you check your competitors. Where are they listed? Check their inbound links to check for business directories you can add yourself to. Also, make sure your business has been added to Google Maps, using the Local Business Center.

Take the time to include all the information you can and update any old news. For many consumers, this will be their first interaction with the business.

## Strategy 5: Contests and Discounts

Building a community is only the first part of social marketing. Using that community to drive sales, propagate marketing, or crowdsource operations is the true power of social media. One way to excite the community is to collectively do something to create a contest or offer an exclusive discount (i.e., the contest can create competition between users). Not only does a contest build buzz organically but if contestants need to, for example, publish an article that gets the most comments in order to win, the contest itself becomes viral.

A good social media contest should include some sort of sharing or virality as a requirement for winning.

Discounts are also a great way to connect with your community. By giving exclusive coupons to your social community, you're rewarding and reminding them that you are not only a brand to

engage with, but also to buy from.