tech hero

TECH TIPS

"Insider Tips to Make Your Business Run Faster, Easier and More Profitable"

INSIDE THIS ISSUE:

We love technology and we love helping people.

Give us a call today, 407-269-5300, to find out whether Tech Hero can help you better secure your data and get more out of your existing Technology!

– John Ricketts
Founder CEO

GROW YOUR BUSINESS WITH INFLUENCER MARKETING

Traditional influencer marketing means relying on celebrities and famous bloggers to generate traction about your brand. However, as time changes, with the boom of social media, the number of influencers in the market is rising.

The influencer marketing technique involves affiliating with famous social media celebrities and bloggers for the purpose of promoting product or services. While collaborating with influencers, identify their audience reach and engagement. This marketing tool's main purpose is to drive sales and build your brand's credibility.

Strategies for Influencer Marketing

1. Campaign Surrounding KPIs

Influencer campaigns are exciting and attractive because of numerous ideas and sparks in the campaigns. You can increase your brand's growth through interesting methods with the help of influencers. Before starting an influencer campaign, identify a goal and target to evaluate the outcome. When you understand the purpose for an influencer campaign, you can draw a line between what works and what doesn't for future marketing drives. For setting goals, choose KPIs (key performance indicators) corresponding to your business goals. KPIs will enhance your focus to achieve the target. You need to depend on specific goals for campaign success.

2. Finding the Influencers

While selecting influencers, you cannot simply rely on their popularity among the audience. The relevancy of the influencer with the brand is the essence of the marketing campaign. Before you start your search for influencers, check your support to find someone already aware of your brand. Besides allowing easier communication about the campaign, they will receptively work with your brand as well. Furthermore, with these influencers, you increase your growth rate drastically.

3. Clear and Concise Outreach

Communicating your idea for a collaboration with the influencer should be the easiest way. Many businesses do not receive proper responses from influencers because they fail to communicate through proper channels. The mailbox of these influencers is overflowing with fans and supporters. Furthermore, they receive numerous offers for collaboration. You need to give them a reason to choose you instead of others. Here are some tips that you should follow:

- Add an attractive subject line
- Mention why you are credible
- Share some solid reasons why they are perfect for your campaign
- Explain what benefits they will receive after collaboration
- Your proposal should be sweet and short

4. Collaborating with the Content

Share your idea with influencers and seek their suggestions. Remember, you are collaborating with an influencer rather than hiring them.

Influencers should feel freedom in sharing their ideas because they know about grabbing the attention of their audience. Explain your goals to them, and they might come up with a creative idea for the campaign's success.

5. Choosing the Platforms

Initially, Facebook's marketing strategies were amazing to deliver ROI for the businesses. As the audience's interest increases, you can choose from various platforms as a means to grab their attention. Moreover, new ideas and tools are available to help achieve business goals. As competition on popular platforms grow, you should leverage influencers on platforms such as Snapchat and TikTok.

Digital marketing is shifting drastically as social media platforms give rise to new and innovative marketing techniques and tools. If you fail to keep up with social media marketing, you risk losing customers, wasting your budget, and shrinking your market share.

TIMEFLIP2: interactive time tracker

This smart tracker will help you optimize workload, boost productivity or bill hours with just a simple flip.

As effortless as it gets.

UX

TIMEFLIP2

TimeFlip2 is a human-friendly tracker, designed to make time-tracking effortless and enjoyable. The TimeFlip2 combines task tracking and Pomodoro timer in a 12-sided cube. Paired with a mobile app, you can analyze how you spend your time, track billable hours, and download time sheets and reports. It's a great tool to gain insights into your productivity habits and manage your time more effectively.

Find it at https://timeflip.io

HOW TO CHOOSE THE BEST POS SYSTEM FOR YOUR SMALL BUSINESS

A good POS system will not only help you manage the transaction it also enhances your cash flow system. With these two factors in play, you can easily grow your business. By implementing an advanced POS system, you can provide numerous payment options to your customers. These options include online payments, card payments, and cash payments. Furthermore, it also simplifies your business. An effective all-in-one point-of-sale system will help you efficiently perform administrative tasks.

While selecting a point of sale system, you need to consider various factors, including your business type. For instance, if you have a restaurant, your business process will be different than a retail business. Therefore, you need to choose a system specific to your business needs.

How to Choose a POS System

1. Identify Your Needs

Firstly, you need to understand your business requirements. Your goal is to find the best solutions to your problems.

However, you cannot make a better decision without identifying and considering your problems.

Therefore, you need to ask some questions. The answer to this question will lead you to pick the right solution:

• What type of product do you sell?
• How you accept the payments?
• How many people you have on your team?
• What payment method your customers prefer?
• How will you interact with your audience?

• What type of solution are you currently using?

2. Perform Market Research

After answering all the above questions, you can use the search engine to list down the best options according to your needs. However, with so many options, you might feel overwhelmed. Below, you will find some best tips that will lead you in the right direction:

• Check the system that your competitors are using.
• Communicate the POS system provider and seek help from professionals
• Visit tech websites

3. Check the Features of Service Providers

After shortlisting your options narrowing it to two to three POS systems, you can investigate the services they are offering.

Here are some factors that you should consider while evaluating your options:

• What features are they offering?
• How will their system work for your business?
• What is the price of the tool?

4. Download the Trial Version

Once you complete your research about the best POS system for your system, you should download and install the trial version.

When you perform the actions on a trial version, you can understand if this tool will benefit your business or not.

HOW TO HIGHLIGHT A SPEAKER IN MICROSOFT TEAMS

If you've ever been on a Teams call with more than one person, you've probably noticed that it can be difficult to focus on the main speaker.

Teams has two tools that can help with this, the Pin and Spotlight features.

How to Pin a participant in a Teams Meeting (remember, this will only affect your view)

1. While in the Teams meeting, use the meeting controls in the top bar and click or tap Show Participants.
2. In the Participants pane, click or tap the three-dots icon on the top left of the participant you wish to Pin. This will open a drop-down menu.
3. From the drop-down menu, select Pin and the pinned participant becomes the focus in your view (and only your view) regardless of the speaker.
4. To unpin, repeat steps above and select Unpin.

How to Spotlight a participant in a Teams Meeting (this will affect everyone's view)

The easiest way to do it is to right-click on the person's video itself and select Spotlight from the menu. Alternatively, you can follow the steps below.

1. Select Show participants to see a list of everyone in the meeting.
2. Find the name of the person whose video you want to highlight in the list, right-click on their name, and select Spotlight.
3. When you're ready to end the spotlight, right-click again and choose Stop spotlighting.

To Spotlight your own video on Teams, you follow the same steps above, and right-click on your name and select "Spotlight me." Right-click again and choose Stop spotlighting to exit.

Use these tips to help you get more out of our Microsoft Teams meetings!

WHAT IS DIGITAL AGILITY

Digital Agility is the ease with which an organization can rapidly enable, update, change, or adapt their processes.

With digital agility, you can improve cross-departmental collaboration. Below are some popular uses of digital agility to improve productivity:

1. Empower your employees with easy-to-understand and simple tools.
2. With digital agility tools, your employees can save time when solving problems. These tools include an easy-to-use interface for your employees.
3. Your employees will easily understand the tool without any need for training sessions.
4. You can easily integrate these tools with third-party plug-ins, thereby increasing productivity.

SETTING UP YOUR INSTAGRAM BUSINESS ACCOUNT FOR ECOMMERCE

• Download the Instagram App on your IOS or Android device.
• Create a new account for your business.
• Now you can connect your Facebook account or page to this new Instagram account.
• Your Instagram account will autofill some information from your Facebook account.
• Complete the profile
• Choose the option "Try Instagram for Business Tools."
• You can fill in the details about your business, such as business categories or contact information.

WHY YOU SHOULD ENHANCE YOUR SOCIAL MEDIA MARKETING

Gone are the days when people watched a commercial on TV and decided to purchase a product. Nowadays, most people browse through the internet and conduct research, collect the information, and compare the products side-by-side. This highlights the need for social media marketing to promote your business. Here are some reasons that signify why you need to enhance your visibility on social media channels. You have access to numerous social media platforms

and can target a wider audience compared to traditional marketing. These platforms equip your marketing team with tools to measure the progress of the campaigns and are highly engaging and include numerous tools to promote your content. You can also engage with your target audience through different methods such as stories, messages, and comments. They also allow you to target a specific audience, understand their needs, and upgrade the product based on those needs.

TECHNOLOGY TRIVIA TIME

Each month you have a chance to win a $50 Amazon Gift Voucher by being the first person to email us with the answer to our Technology Trivia Question of the Month!

The question this month is:

What HTTP status code was defined as an April Fools joke?

The first person to email me at info@techhero.com with the correct answer gets a $50 Amazon Gift Card!