



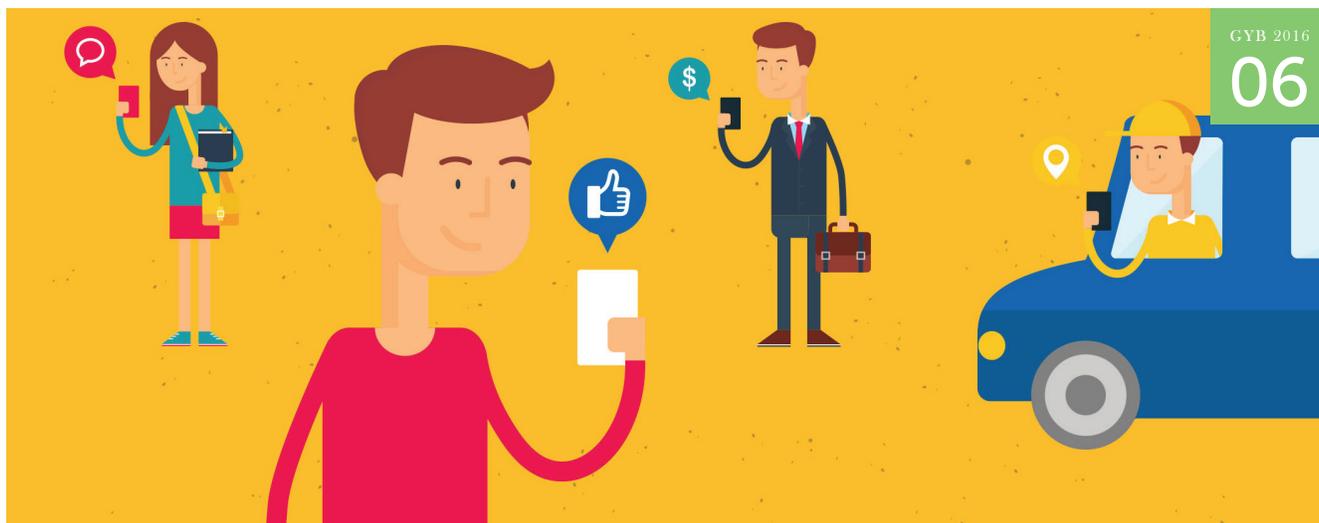
IN THIS ISSUE:

- ▶ Real Time Marketing

- ▶ Promoting Healthy Competition

- ▶ The Top 5 Reasons You Should Not Be Afraid Of The Cloud

- ▶ Getting The Most Out of Google For Your Business



Real Time Marketing

Lets start by defining what real time marketing is. Simply put, real-time marketing is based on current, *'on-the-fly'* decision making, as opposed to traditional marketing strategies that are planned out long term and mostly in advance.

This strategy is based on current, up to minute assessments of events, trends and feedback. It requires branded responses that are both relevant and curated to your niche market.

Sound tricky? Admittedly non-conventional, real-time marketing has really hit its stride in the last few years, with the big companies all adopting the idea, to be executed alongside the more traditional methods.

This type of marketing tends to be event related or timing specific. Digital marketing experts suggest that small businesses looking to jump on the RTM bandwagon carefully curate the event first, before tackling the marketing.

Still confused about RTM? The best example to offer lands us square in the Twitter universe: the hashtag (#). Known to everyone pre-Millennial as a grammatical symbol or something on our dial up landline phones, the hashtag has a hugely different reputation these days.

Using a hashtag creates a 'trend' that can be updated in real-time, passed on, and swiftly travel with little to no effort through the Internet universe.

RTM can be extremely difficult for small business to keep up with. Here we have created three tips to RTM success:

1. **Know your audience.** Know your plan, establish goals. Determine demographics, online trends and behaviors of your best customers. Repeat this process for each product or service you provide, you will see the different approaches more clearly.

2. **Plan your creative attack.** Once you have defined the audience, you have to establish what kind of event-specific strategy, or RTM strategy would most likely get them to convert to buyer, rather than browser. Saw that they clicked through via Facebook? Facebook message them a link to a coupon!
3. **Determine which channels will be most effective, execute across multiple.** Assessing past trends is a good way to determine what works best for who. A multi-channel strategy that is funneled into the right category can allow you to prepare the best real-time actions. Consider display advertising, social media, email blasts, notifications.

At this point in time it is our best advice to look to the experts- ask us how we can help with your real time marketing platform!



Promoting Healthy Competition

Ah, the proverbial double-edged sword that is a competitive work place! Done right, a healthy competitive nature boost productivity, motivates team members and injects energy into a project.

Done wrong, competition can breed jealousy, back stabbing and a “me myself and I” mentality that can disassemble a team faster than you can say, “GO!”.

For sales to soar we need our teams in tact! So how do you promote healthy competition without breaking up the band?

Here are 4 tips to get you going:

1. Establish group goals, not just individual. Always start by reinforcing the “Team First” model, that the overall goal is the same for everyone. Every sale is good for every person, etc. Consider teaming up within the group, pairs or small groups to compete against each other, this way both motivating the sale, and fostering teamwork.
2. Promote personal goals, as a team. Some companies encourage the sharing of personal goals so that the whole team might feel more personally invested in working towards helping.
3. Play the role of mentor and coach. Asking great things of your team begs great responsibility for you as the manager. You owe them the tools, the support and the coaching necessary to help them succeed. Your role here is to coach the whole team to victory, while providing one-one-one performance evaluations geared at letting each specific employee know what he or she can improve upon, in order to achieve their goals.
4. Steer clear of the typical nomenclature of your industry- don’t bore your team with “KPI’s” or “quarterly projections”. Sports are often a great way to spice up the lingo when promoting competition. It’s a business, sure, but making it a game keeps it lighthearted and less ominous sounding.
5. The most competitive people tend to compete most fiercely with- you guessed it- themselves. While they may portray this as an external need to be on top, they are driven by the motivation to achieve their very best. Nurture this attitude in all your team members, help them define personal goals in the workplace and you will find that there is less back stabbing or greedy grabbing, more support of one another, as their goals will no longer be pitted against one another.

In the end its really all about balance- good team work is fueled by competition and healthy competition keeps a good team together!



The Top 5 Reasons You Should Not Be Afraid Of The Cloud

Progress and change are inevitable, and when it comes to small businesses and the dreaded cloud, the time for change has arrived! Experts are now saying that past 2015, those who still fear the cloud are falling swiftly behind the times and will consequently start the slippery slope towards insignificance.

Ouch, experts! Some of us are still wary (for good reason) of what this new technology means for us, how it changes our process and what the heck is wrong with good old paper copies, anyways?!

Let's start by de-vilifying the villain here- the infamous cloud. Its omnipotence sends shivers of fear through small business owners, its daunting, it's eerily accessible and it's, well, just too easy!

Stop for a minute and consider- have you ever downloaded a book from the internet to your Kindle? Downloaded and stored music on iTunes? Listened to Pandora, Spotify or any other online music? These common place, everyday tasks are all made possible due to the cloud.

We complete these daily actions without much consideration of how they came to be, mostly because of the inherent lack of threat that comes with purchasing Harry Potter and sending it to your reading device for in-flight entertainment for that upcoming business trip.

So why so much fear when it comes to the business side of things? Well, most obviously, our business information is more sensitive, more private and at times, extremely confidential, potentially volatile or top-secret!

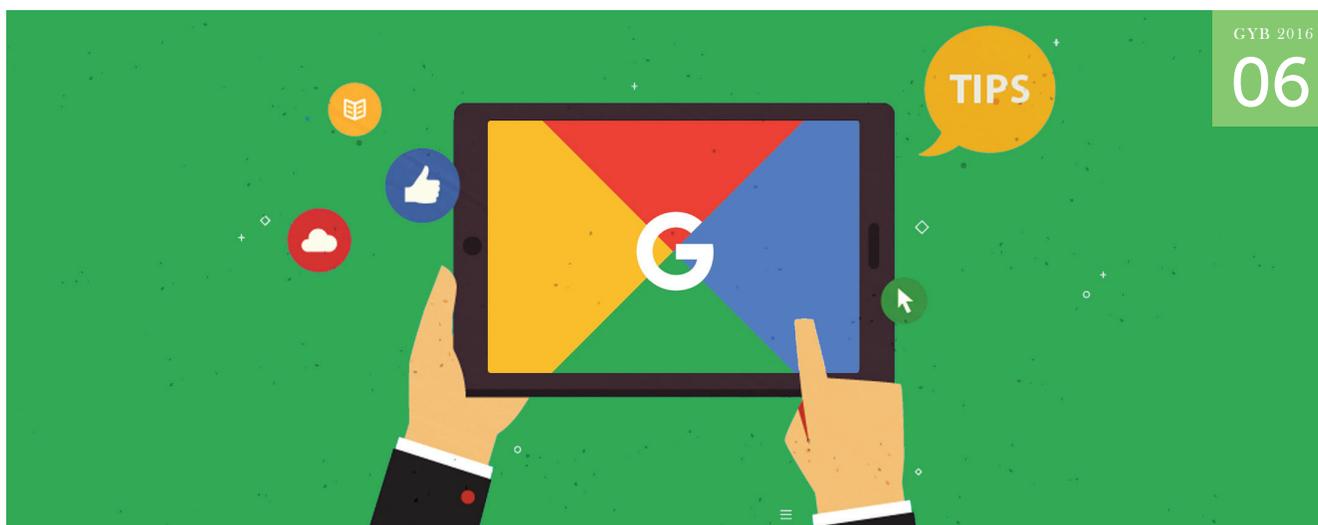
Here are the top five reasons that fearing the cloud is "so 2015":

1. Security (the number one reason people claim to fear the cloud) has been bumped up to secure even in the top-tier, federal-level information- so why would it not be good enough for a small business owner? Also consider this- if cloud providers cannot stay on top of security, they will go out of business, end of story. It is to their infinite advantage to provide security.
2. Sending data to the cloud is not much different than sending it to your internal server, or via email. The same kind of security threats exist, and the potential devastation caused by the

unexpected damage to an internal server match the risks taken by data migration in the cloud.

3. The misconception that real-time performance would be affected. There is no empirical data to back up the fearful claim that accessibility to the cloud may be slower than to an internal server. Nope, no, nope. Simply not true-moving on!
4. Fear of backups and upgrades being significantly more complicated than on servers. Fact is, cloud providers do this for you, and troubleshoot problems before they take over your day.
5. Integration is not nearly as complicated as believed. There actually are many cloud providers, offering different types of integration, so no matter the program you need to work with, there is a provider who can integrate seamlessly.

See! No excuses left, embrace the change!



Getting The Most Out of Google For Your Business

Tough love time- if you own a small business and are NOT easily found in a Google Search, you have a problem on your hands!

While it's easy to want to rely solely on the storefront to attract clientele, the reality is that trends have pushed consumers into new forms of discovery, the most popular being the good old Google search.

The good news is that Google itself really gears itself up to support small businesses and their quest for customers.

In the past, managing Google profiles for business involved cross-management of several different profiles, including Insights, Analytics, AdWords, etc. It was a time-consuming, take-heavy endeavor, one that typically had small business owners overwhelmed, and essentially tapping out early.

Now with Google My Business, the platform has been streamlined, combining your profiles into one.

Another often overlooked Google application is Google+, the search engines version of social media.

Using Google's own words to describe it, Google+ is "half blog, half platform, all engagement". Take a few minutes to consider the use of Google+ and how it could relate to your business by reading up on Google's site.

Whether using Google+ or Google My Business, Places, Maps, etc. always encourage reviews when and where applicable and always respond. The power of Google is its interactivity with a reach that is unmatched, take advantage of the deep well whenever you can.

Once claimed, maintain your Google My Business Page (which includes Places, Maps, etc now in one profile). Information at the fingertips of a consumer is only useful if it's correct, up to date and will drive them toward a potential sale.

Whether or not you employ AdWords, Google now offers Call-Only Campaigns, removing the landing page middle-man

and providing a direct call to action by presenting the phone number first. According to Google, "70% of mobile searches calling a business directly from search results".

Best part about most Google apps is that they are free- this means that you can experiment freely with what works and what doesn't, mixing and matching the best way for your business to make the most out of Google.

BLURB: The power of "Yes" and "No" If you are the boss, learn to egregiously use the words 'yes' and 'no' whenever possible. The clarity and decisiveness defined by a simple yes or no will exude an air of confidence in your decision making and will put your employees at ease- everyone trusts a leader who can swiftly and confidently make a decision. Avoid the dreaded "um" at all costs!



While every effort has been made to provide valuable and useful information in this publication, this firm and any related suppliers accept no responsibility or any form of liability from reliance upon or use of its contents. Consider any suggestions within your own particular circumstances and contact us if you want more help.

Terms Of Use

All rights to the content in this publication are reserved by Bullseye. Any use of the content outside of this format must acknowledge Bullseye or its licensee, RAN ONE, as the original source.