



TECHLORE

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

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"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"
-Jim Stackhouse
NeoLore Networks

How Analytics and Insight can Contribute to Business Growth

Analytics is one of the most powerful tools for the growth of a business, which many business owners do not realize. This article will show you how analytics and the insights generated will help your business grow.

There is a lot of information available that businesses need to embrace in order to grow. Data is an important thing that any business needs. If you have relevant information about your target audience, you can achieve positive results, helping your business grow.

A business should always make decisions based on solid and authentic data. Data analytics will provide you with insight through which you can make decisions that benefit both your business and customers.

How Analytics Can Help?

This tool can help in determining the health of a business because it will provide clear views on how the business can achieve its goals. With analytics, owners and management will have a better idea of what is happening in the company and how close the company is to achieving its goals.

Through certain tools that can easily be found on the internet, analytical software will improve the overall health of your company. The analysis and data collection process can also be

automated to provide detailed reports on all aspects.

Analytics can make or break a business. Without the skills to measure employee activities and behavior, the company cannot generate increased profits from e-commerce or retail business. Management can also use analytics to support and measure the activity of the business and its employees.

Finding Your Target Audience

Information generated from detailed analytical reports will help management access critical data about the target audience. However, management will also need to see any reviews or social media postings about their company in order to accurately analyze any relevant customer data.

Analytic software will also enable the business to create a personalized profile for current customers by taking into account the targeted demographic and any available publicity. Analytics also divides any incoming information into respective countries, which can show which country you are most prevalent in. In addition to internal company data, analytics can also indicate how the competition is doing in terms of performance and marketing.

Creating Effective Marketing Campaigns

With the help of analytic tools, more can be learned about the target audience, which allows creation of better marketing campaigns. The data gathered will further show the target audience's response to your company's marketing efforts.

Working alongside marketing campaigns, details can be defined for better branding, customer preferences, and message tone through other various marketing options. Once customers see that your company is providing them with a service or product that they would not receive from competitors, they will come to you.

Using Predictive Insights for Taking Actions

With the help of predicted insights given by your business's analytic software, you can control and direct the company's expansion and growth. Also, by using the software, you can influence any outcomes which will give you the power to control growth and keep the company on the right track.

By using analytical software and tools, owners and management will be able to track various activities and create measures that help create actionable data. When analytics are introduced into the company at each level, your business will only grow.



Polaroid OneStep+

Based on the original Polaroid OneStep from 1977, the OneStep+ from Polaroid Originals reimagines the classic instant film camera by using Bluetooth to offer mobile device compatibility and expand its creative potential. Designed to be simple and easy

to use, this camera accepts both i-Type and 600 instant films to produce 3.1 x 3.1" prints, and has true point and shoot functionality. Get yours at polaroid.com/products/onestep-plus-polaroid-camera

How to Save Time and Money with Digital Marketing

To succeed in your digital marketing campaigns, you need to plan your strategies and arrange your digital marketing strategies. Furthermore, you need to understand how digital marketing can save you time and money. Below you will find out how you can benefit from digital marketing and increase your marketing campaigns’ efficiency.

Set Realistic and Clear Goals

Goal-setting will help you visualize your target while you are preparing for your digital marketing campaigns. When you have your goals, you have a clear direction to head towards. Not aiming for the right goals lead you to failure in your marketing campaign, wasting your time and money.

Communicate with your Audience

When you communicate with your audience, you learn about their preferences which will help you in your marketing campaign. This way, your campaigns will not be pushy and will fulfill the need of your target audience. When your campaign is too aggressive, the audience will hesitate to contact or trust you.

Keep Track of Your Campaigns

When you consistently track your campaigns after launch, you can decide whether the campaign will be result-oriented or not. Furthermore, you can always change your strategies after your campaign is live. For instance, if you find out why your campaign is not performing well, you can stop the campaign right away and

relaunch with adjustments to improve turnout.

Focus on Targeted Marketing

With digital marketing, you can target a specific audience. You can set preferences for your digital marketing campaigns. This tool will only target a potential audience and avoid people without any interest in your product. This strategy is highly responsive and will show you results in less time. If you target every other person in your neighborhood with your campaign, your business’s traffic will be less than targeting the right audiences.

Complete Information

You should provide complete information about your products or services to your customers while your marketing campaign is

active. You need to be sure that your customers are aware of the product to make an informed decision. Most of the time, customers are not sure if the product or service is true or not. Your campaigns should be enough to keep them informed.

Make Decisions through Insights

Insight is an amazing tool to understand the market and make an informed decision. When you make decisions through insights, you will make result-oriented decisions. However, when businesses have little or no knowledge about their target market, they waste a lot of time and money on wrong decisions.

When you are willing to save money and time, you will find various tools to help create your digital marketing campaigns.

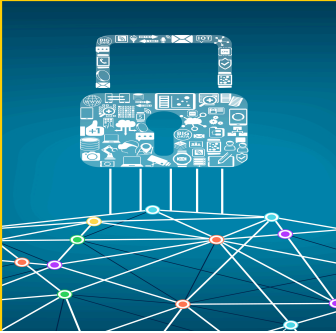
How to Maximize Digital Protection for Businesses

The digital world has opened various opportunities for businesses and customers to communicate. Today, most businesses perform their activities online. This is why online security is essential, and a huge concern that we should consider. Hackers are always finding ways to steal information and money from a business. You need to ensure that your business presence is safe on the internet. There are various ways to avoid data breaches and maximize your digital protection. Here are these tips and techniques:

- Educate your employees about safety practices. Ask them to keep strong passwords and ensure that all the employees change their passwords once every month. Also, make restrictions to open links from unknown sources.
- Secure your router by enabling WPA2 encryption, change the router’s password every month, and change your network’s SSID.

- Keep all your banking details under two-factor authentications. Especially when you open your online banking account on a public network.
- Set up a firewall on every system in your office.
- Use trustworthy antivirus and other anti-malware software.
- Back-up your files daily.

You can also consult an expert or hire an IT professional who can guide you through all the security measures you can take to protect your business from theft and cyber-attack.

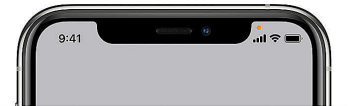


Automate your Small Business with these Simple Steps

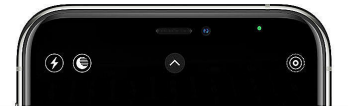
Modern civilization is growing with new challenges in the business world; many IT experts are developing tools to automate various tasks. Here are some tips and techniques that you can follow instantly:

1. Make a list of tasks that you want to automate
2. Use tools to streamline your business tasks for management and communication.
3. Gather data using tools that provide insights and information about the market condition and consumer behavior.
4. Automate your business process through machine learning and artificial intelligence.
5. Keep track of the results of automation.

How iOS 14 lets you know when you're being Listened to or Watched



After updating to iOS 14 you may have noticed either a green or orange dot in the top left corner of your iPhone. These dots help you know when your microphone is listening or your camera is active. These dots are recording indicators. An orange dot means an app is using your microphone, most commonly when you’re on a phone call. The green dot lets you know if an app is using the camera or the camera and microphone. You will most likely see this indicator when you’re using an app like Snapchat or FaceTime.



Artificial Intelligence is Reshaping Global Business

Many global businesses are all using AI for numerous tasks such as data processing, audits, etc. The accuracy of the reports, consistent planning, compilation, precision, and organization of information is what is luring businesses into involving AI into their operations. Artificial intelligence is taking a toll on industries worldwide and reshaping the way we perceive global businesses. It allows aligning business operations by eliminating any requirements for manually entering a set of tasks.

An instance is the RPA (robotic process automation); it gets rid of the burden of entering manually, ensuring there are no errors in the reports. It saves businesses with time, offering quality audit reports, and allowing employees to focus on other elements of the company, such as clients, leading to the ultimate growth of the business. With the advancement and incorporation of AI, not only is it redefining operational activities for global businesses but it can potentially lead to inevitable prosperity.

Take the NeoLore Cyber Security Survey

Has your company done a Cyber Security Maturity Assessment within the last year? Do you have an I.T security policy in place? Do you know if you’ve been hacked or are leaking data?

If your answer was “no” or “I’m not sure” to any of those questions, your company may be at risk for a devastating cyber attack.

Get the NeoLore Networks Cyber Security eBook for Free!

It Features

- Information on the various threats to your business
- NIST Security Framework
- CIS Controls
- Basic Controls
- And More!

<https://neolore.com/cybersecurity>