**NeoLORE**
**NETWORKS INC.**

# TECHLORE

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

## INSIDE THIS ISSUE:

"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

## Why Businesses Should Go Paperless

As a businessperson, you must consider every technique to cut costs, streamline business, and save precious time. If you haven't tried going paperless, then you are missing a huge opportunity to reduce expenses. You might already know that the most effective way to generate more revenue is by increasing sales. But did you know that the alternative way to increase revenue is cost reduction? If not, then you should give it a try.

### Why Businesses Should Go Paperless?

The benefits of going paperless are beyond environmental implications. Here are some reasons why you should go paperless:

### Receive Documents on Email

Sorting your mail might not take much time, but it is time-consuming. Also, when you are done, you have to shred it, throw it, or file it. Imagine, if there was a way to reduce the amount of mail you receive a day. It would be so much easier for you and the company. You would be able to give more time to your business. For instance, if you ask your bank to send documents such as bills, bank statements, and invoices to your email account, wouldn't it be a relief. This method adds a layer of security. Reduce the risk of misplacing important documents.

### Remove Clutter

No businessperson likes disorganization and cluttering in the office. Loads of paper pilled around the office looked like chaos. Also, teams might struggle to find important documents when they have a bunch of papers in every corner of the office. On the other hand, digital files take little space in the office. You don't have to stock them up on the cabinets. Also, your team can access digital files whenever they want.

### Easily Access Every Document

Are you looking for an important invoice for your clients, but couldn't find it in the pile of papers? The digital paper filing system is a convenient solution for the workplace mess. The tool allows you to save, find, and remove files whenever you want. Many tools offer cloud storage systems, so you can access the data from anywhere in the world. For instance, if you use an online system with a cloud connection, you can access and update the book from any location.

If you want to create a marketing campaign, gather customer information and send promotions through email campaigns. Also, online banking allows you to send and receive money through the web or mobile application. You can check your account balance and pay bills through that platform.

### Sharing Information with Employees

Want to succeed in the competitive market? If yes, then you should share information with your team. When your employees are aware of all the activities in the business, they can perform well. But, sharing information on a piece of paper is now obsolete. You should integrate your business with a project management tool.

Project management or digital collaboration tool connects the team on a single platform. As a result, the team can circulate information about a project without knowledge hoarding. So, if you want to streamline the business tasks and projects, you should opt for a reliable tool.

create, share, and receive files without using paper. Many digital tools use cloud infrastructure, so your team can collaborate while reducing the paper need in the workplace.

### Receive Payments

Customers require an invoice when they send payment to your business. If you are going paperless, you can send a digital invoice with them. Electronic devices save expenses on postage, envelopes, and papers. As a result, you can save a significant amount when receiving payments. Also, your customers will immediately receive a notification while paying for the product or service. You can also send a follow-up request for any unpaid invoices.

## Sony LinkBuds

With LinkBuds, you are always connected with your everyday life. Comfortably wear them around the clock as you hear sounds around you transparently, feeling nothing on your ear, while you remain in touch with people and places, without ever having to pause your personal soundtrack. LinkBuds bridge your daily life and the entertainment you love, wherever you go, whatever you do. Get yours at sony.ca

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# How to Integrate CRM Tool into Your Business

CRM integration connects a customer relationship management tool with third-party tools. As a result, you can automate different business tasks. By integrating CRM tools with your business, you can automate tasks and engage with the audience.

### Email Integration

CRM email integration is an effective and simple tool with several tools. The tool collects customer information so you can improve your email marketing techniques. When a customer enters their email address on your website, the tool stores their information. Also, it uses the information to create a personalized experience for the customer. For instance, when a customer purchases items from your website, they immediately receive an email with a thank you message. The tool plays an active role to track customer responses over email and engage them with the brand.

### Social Media Integration

You can effectively integrate CRM tools with social media and build a meaningful relationship with the customers. The tool allows you to understand customer interactions with your social posts, landing pages, and website. The integrated data include valuable information such as pages viewed, visits, and items in the basket. As a result, you can create a personalized marketing campaign for your customers, so they can become loyal customers. Using the insights generated by the tool, you can learn about customers' shopping behavior, preferences, and interests.

### Calendar Integration

Business owners and managers can generate more revenue through proper planning and execution. Teams can mark appointments and events on the CRM calendar and assess your daily plan on a single platform. When every task is on schedule, teams can organize day-to-day activities and reduce stress in the workplace. Marketing professionals, sales managers, and freelancers can use this tool to manage their tasks.

### Team Communication Integration

CRM integration allows your team to manage sales, track opportunities, and interact with customers. Unlike traditional tools, advanced CRM tools allow you to improve team communication.

This means that you can improve external as well as internal communication. Some CRM tools allow teams to send automatic emails. The team can connect the tool with different triggers. For instance, when a customer purchases a product from your eCommerce website, the tool will send an email. Furthermore, teams use CRM tools for multiple purposes such as assigning tasks and goals.

CRM is an important business tool that gives you a competitive edge in the market. By integrating the tool with your business, you can offer improved customer service, generate sales reports, and gather customers' information.

# How Easy Redmine Helps Businesses with Project Management

Easy Redmine is an open-source project management tool with many tools and plug-ins. This indicates that businesses can customize the platform according to their needs. Furthermore, the time tracking feature of Easy Redmine improves team efficiency significantly.

Since there are a plethora of tools, teams can collaborate, communicate, and track projects for faster deliveries. Also, Easy Redmine shares insights with the managers so they can evaluate individual and team weaknesses and strengths. Want to learn how Easy Redmine helps with project management? If yes, then go through these benefits:

1. Easy Redmine is an effortless tool for project planning.

2. It allows teams to balance resources.

3. The platform improves team collaboration.

4. Managers can forecast project delivery time by evaluating team and individual performance.

5. Teams can allocate, manage, and control the budget.

6. Managers can generate up-to-the-minute reports and evaluate the performance.

7. The tool improves customer satisfaction.

8. Teams can streamline internal and external communication.

9. Managers can reduce risks by instantly updating the changes.

Easy Redmine offers various tools, allowing you to customize your project management tasks. You can instantly monitor teams, share files, and create projects.

# Why Businesses Should Use Password Management Tools

As a business manager, it is your responsibility to keep sensitive information and passwords secure. But regulating passwords for every person in the office can be a challenging task. That's when you need a password management tool for businesses. With this tool, teams will spend less time remembering passwords, allowing you to monitor the strength of the team's password and whether they use multi-factor authentication or not. When choosing a password management tool you have to be careful, because of data sensitivity. You cannot depend on an unreliable tool for your system's security.

# How to Run Sponsored Ads on Facebook

Facebook advertising enables you to convey your message to the mass audience so they can connect with your business. Are you setting up Facebook Ads? If yes, then here is a brief guide about what you should do.

- Login with the Facebook Ads Manager and select a campaign
- The platform offers 11 marketing objectives such as traffic, reach, and engagement. You have to set these objectives according to your business goals
- Name your campaign
- Set the budget
- Choose the right time to schedule the post
- Select the target audience
- Select Facebook ad placements
- Define the cost of the ad
- Click publish to run the campaign

# How Social Media Scheduling Tools Can Help with Marketing

Marketing teams take a lot of time to post on their social media platforms. They follow the same procedure every time they have to post anything on their social media account. As a result, they have to put aside other important tasks to promote a product or service. They can manage such complexities by scheduling the posts for a week, month, or even a year. Whether you want to promote an upcoming event or announce a new product launch. Here are some benefits of the scheduling tool:

1. Ensure you don't miss important dates to promote the business such as Valentine's Day
2. Manage multiple accounts on a single dashboard
3. Schedule posts for a week, month, or a year
4. Organize conversations
5. Analyze results
6. Monitor leads

# Take the NeoLore Cyber Security Survey

Has your company done a Cyber Security Maturity Assessment within the last year? Do you have an IT 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 cyberattack.

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

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