

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

Image Recognition is Changing the Business Sector

As business operations improve thanks to new and innovative technology, we need more data to support our decision-making. Businesses have just recently discovered the importance of data. These findings change the way we carry out functions and tasks. We developed tools such as machine learning models to gather data and generate insights for better and accurate decision-making.

We were able to find our potential customers' interests and design products and services according to their needs. These models and tools help us collect data in numerous forms, such as text, images, and videos. Now, let us understand what image recognition is and how it is changing the business sector.

What is Image Recognition?

To understand the concept of image recognition, we can say that the technology that can identify the people, business logos, buildings, objects, and other images is image recognition. The basis for image recognition is a type of Artificial Intelligence, computer vision. This AI helps analyze and process data through visual sources such as videos and images.

Machine Learning and Image Recognition

Image recognition requires a machine-learning algorithm to

recognize the objects. The machine learning tool will identify the object and image with the data that is already available in the database. This technology also develops new data by comparing different images with similar features. For instance, if an image recognition tool can identify the difference between cats and dogs, they will highlight the animal if you add a new picture of one of that animal. The algorithm will identify the features separately and generate the result according to the data.

Image Recognition and Businesses

Every industry requires data for current market conditions and predicting future demands. Businesses can produce and design their products according to the data that customers provide. Every time you use your mobile or any other electronic device, your datasets are stored. These datasets help the platform provide you with new data like the previous, so you receive the data that you find interesting. This data is helpful for businesses and government organizations to fulfill the audience's needs and requirements.

Furthermore, image recognition helps customers accurately search for the products they are looking for.

How Image Recognition Works

Collecting and organizing is the first step in image recognition. This task is similar to our brain. We use our senses to collect data from our surroundings and organize it properly. As computers cannot see, they create vectors to recognize each pixel on the image.

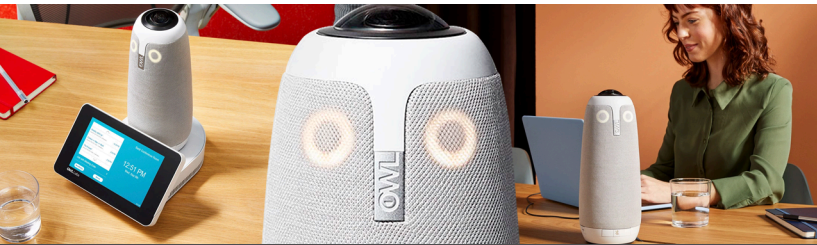
To build a predictive model, you need to insert huge data so the model can analyze and identify the similarities and dissimilarities of the image.

Once you imagine the recognition model, collect the data, and organize it accordingly. It can easily recognize by comparing the input with the data and presenting the output.

Benefits of Image Recognition for Business Sector

Image recognition can perform various activities such as visual geolocation, security, and surveillance, facial recognition, gesture recognition, industrial automation, code recognition, object recognition, etc. As our machine learning capabilities advance, we can find new and innovative methods to use this tool for business tasks and activities.

E-commerce is the most popular industry in a few years. There are so many applications of image recognition in this sector. Search engines use this technology so customers can search for products and services.



Meeting Owl Pro

The Meeting Owl Pro is a premium 360-degree camera, mic, and speaker combined into one easy-to-use device. It creates the experience of in-person participation for hybrid teams and integrates seamlessly with the conferencing platforms you

already use. It Features a 1080P resolution 360° Smart video conferencing camera, It automatically highlights and shifts focus to different people in the room when they speak. Get one at www.owllabs.com

How Machine Learning helps in Customer Segmentation

When approaching the audience to offer your products or services, it's important to ensure that they are potential customers and have some interest in what you want to provide. You will waste your time, effort, and money if you target a demographic that has nothing to do with your business. They will not find it interesting. However, you can easily generate leads by targeting the audience interested in your business. But how will you find what a customer is interested in? That is where customer segmentation comes in.

What is Customer Segmentation?

Customer segmentation helps in dividing the customer base into different groups only to target the audience relevant to the product or service. For instance, you need to divide the groups into gender,

spending habit, interest, city, country, previous buying history, etc. All this information is essential to create strategies for the success of marketing campaigns and minimizing the risk of loss. However, customer segmentation requires a lot of data and a trained machine learning model to find accurate results.

Steps to Create Customer Segmentation Algorithm

Below, you will find some steps to create a customer segmentation model with machine learning:

Business Case

Before you start creating a customer segmentation machine learning algorithm, you need to set a goal. Yes, that is the first and important step to create a model. You need to decide why you need a machine learning model and

what customers you want to target.

Prepare the Data

To find the trend and pattern between the customers, you need to collect valuable data. After finding the data, start setting some features so that you have some metrics to compare the differences and similarities between customers. The features may include gender, likings, interest, etc.

K-means Clustering

K-mean clustering is a machine learning algorithm. You can use this unsupervised machine learning method to create your model. You can rely on numerous frameworks to create one. This algorithm will gather all the data and align them in groups or clusters.

Optimal Hyperparameter

For more accurate and best results, you can choose a hyperparameter to optimize and tune the data. This step will create an in-depth analysis of the data and generate accurate insights.

Visualization

After creating a customer segmentation machine learning model, you can test the tool's result and accuracy. You need to understand that this tool will help you in business growth and improve your marketing campaigns' results.

After generating your machine learning model insights, you can easily recognize your customers in different groups. This will help you to target the customer properly and yield maximum results out of your marketing campaigns.

How Hootsuite can Manage your Social Media Campaigns

Marketing has changed a lot since technology took over our business sector. We no longer require traditional marketing techniques to promote the product and services as social media platforms engage people on the internet. Today, most popular platforms on the internet, such as Facebook and Instagram, focus on social media marketing for business.

Various tools are available to increase the audiences' engagement and business exposure. Hootsuite is one of the most popular Social Media Management Systems out there. It allows you to track your social media marketing on different channels. Below, you will find some benefits of Hootsuite to manage your social media campaigns.

- Hootsuite enables you to manage different social media channels from one platform.

- The tool provides multiple access for your social media team, decreasing human error.
- You can also manage customer service from this platform.
- Generate complete insights with information such as top referrers, number of clicks each day, etc.
- Post and schedule your posts on different platforms at once.



Manage Teams and Tasks with Trello

Trello is a task management and collaboration tool. With Trello, you can manage business tasks and streamline communication between your teams and different departments. Below you will find how Trello facilitates you with teams and tasks management.

- Trello enables you to keep your tasks and teams, and business performance on a single platform.
- Assign tasks to different team members and set due dates.
- You can also integrate popular plugins such as Google Hangouts, Google Drive, MailChimp, etc.
- Teammates can discuss the projects, share images, and documents in real-time.
- You can also set priorities for the assigned tasks.

Setting up your Instagram Business Account for E-Commerce

- First, download the application on your IOS or Android device.
- Create a new account.
- 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.

Promoting your Business on Digital Media

Thanks to the digitization of business' marketing departments, approaching customers is no longer a big deal. We can also find real-time results and responses to our marketing campaigns with simple clicks. However, that was not possible previously. Numerous tools can also predict the possible outcome of your campaigns.

If you are new to promoting your business in the digital world, you can follow the following steps and save a lot on your expense and time with the best results:

1. List your business on the major listing platforms such as Google Places.
2. Social media platforms such as Facebook, Instagram, and others offer numerous benefits so you can promote your business.
3. Blogs and articles are also helpful if your potential customers are seeking answers to their problems. They can connect with you if they find you helpful.
4. Create an SEO-friendly website for the best ratings of popular search engines.

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 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>