



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

Does your Marketing Teams Need Project Management Software?

Project Management Software is an application to help teams plan, organize, manage their tools, and allocate resources. It provides project managers with a map to track and control their costs. Its main purpose is to facilitate the team into proper documentation and planning before carrying out a project, it helps track project resources, components, and stakeholders as well.

Functions of Project Management Software

Project management software serves various purposes but is mainly used to ease teamwork through proper planning and task management. Some of the functions of project management software include:

- Planning and documenting a project: It is a crucial part of project management software as effective team management depends on it.
- Management of project tasks: Your marketing team needs to get their tasks managed and assigned to particular roles before starting.
- Collaboration and teamwork: Mostly, team success depends on team collaboration and working together on a single task.
- Set project timelines and schedule meetings: Project management software helps set project timelines and schedule meetings for your teams.

- Managing bugs and errors: It helps detect and resolve bugs in the software as quickly as possible.
- Tracking project time: The team needs to finish the project on time before the deadline, project management software helps track project time.

Reasons your Marketing Team needs Project Management Software

Your marketing team could need project management software to increase team productivity. Following are the reasons your marketing team needs to focus on effective project management software.

Result-Driven Strategy

When everything is organized and executed according to plan, stakeholders and team members can see the differences in their results. That is a result-driven strategy. Project management strategy should not only be planned and managed effectively, but it should focus on producing results at an increased rate.

Maintains team organization

Project management software helps you better manage your whole team and keep them on the same page. The team members can have different roles, but their goals and strategy towards that

goal are the same. Various types of roles and members contribute to teamwork while diversifying the work structure.

Keeps Track of Team and Projects

Project management software keeps your files and projects safe and organized in different workspaces. You can find them whenever you want without wasting too much time. Your marketing team needs project management tools to keep track of their files and other team members' performances.

Manages roles of each team member

Your marketing team needs project management software to manage their roles and the projects assigned to them. These tools keep important files and projects in separate workspaces where they fit easily and can be easier to find.

Employees in a business use project management software to communicate and collaborate with other teams and stakeholders. It is a result-driven strategy that maintains and organizes the roles of each team member to ensure that everyone is working towards the same goals.



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Common CMS Blunders

A content management system allows users to collaborate with their team and create, edit, store, and publish digital content. However, users can often make mistakes while using CMS applications when creating digital content.

The implementation of every content management system is different, and users often make common mistakes without realizing them. We will discuss some of the common blunders that users can make while implementing CMS applications.

Not Implementing a CMS That’s Good for Your Industry

If you implement a CMS in your organization because you saw reviews that it is good and works well, without specifically referencing your organization, you

will be making a serious mistake.

You should first perform ample research and find a CMS that will gell well with your organization because every CMS is different and can be used differently. Before aligning your team with a CMS, you should look at your organization’s culture, rules, and goals. After considering these essential factors, you should be able to make a more educated decision.

Using A CMS Just Because it Is Popular Among other Businesses

Chances are that you might have seen a business use a CMS for years and you deciede to implement the same one into your organization. Implementing a CMS without proper due diligence can be a very risky decision, since the other company might have

implemented it after considering various factors. Furthermore, your employees are about to get familiar with a new application, which could be difficult to adjust to.

Not Making Software Upgrades

CMS transformations are necessary over time to ensure your firm’s success and keep up with the rest of the industry. However, more often than not, bringing in a software upgrade can create panic and fear among employees.

They can often have a hard time adjusting to these transformations initially, which can cause a domino effect throughout the company. Therefore, training your employees can help them better adjust to the newer changes.

Not Training Employees

Employees training is necessary with every upgrade that you make, since it makes them more comfortable when using a system. If they lack proper training, your employees will feel more stress, which will affect their job performance.

Rushing to the Next Phase Without Celebrating Accomplishments

It takes a lot of effort and time to achieve your business goals successfully. However, it can be easy for a company to overlook its accomplishments and rush onto new projects. This negligence creates stress and leaves employees feeling burnt out after a while, which will affect their performance for upcoming projects.

Why is Conducting Effective Competitor Analysis important?

Conducting effective competitor analysis is important to understand the strengths and weaknesses of your competitors. It will help you improve your performance and not repeat the mistakes that your competitor once committed. We will discuss some reasons why conducting effective competitor analysis is important.

Importance of Conducting an Effective Competitor Analysis

- It helps you improve your business strategy because you get a better picture of your performance when comparing it to your competitors.
- You learn and understand the gap between you and your competitors to enhance your work strategy.
- It is a result-driven strategy. The more you analyze, the further you want to improve and enhance your performance.

- Effective competitor analysis helps you understand your competitor’s weaknesses. You can capitalize off their weaknesses and bring in customers that they otherwise could not.
- You can find which technology they are working on so you can implement it in your organization or get a better one for improved results.



How Is Big Data Changing the Business World?

Improved Targeted Marketing. Courtesy to big data, targeted marketing has become quite the rage these days and will continue to do so in the future. Target marketing has facilitated businesses to accomplish their long-term objectives with impeccable results.

Organizations can fulfill the demands of their perceived consumers and create their marketing strategies in a more effective manner. It is quite like anticipating the requirements of your consumers in advance and basing your services and/or products on these specific requirements. As a result, the marketing level and consumer contentment increase. This leads to greater sales and a boost in revenue.

How to create an Effective CRM Strategy

An effective CRM strategy is necessary for any successful organization and when building customer relationships. You can create an effective CRM strategy by following these steps:

1. Define your purpose and goals from the beginning
2. Create your buyer profile to represent your services to your target audience
3. Share the feedback from your regular customers
4. Describe how you understand your customer’s needs and do what it takes to satisfy them
5. Differentiate your brand from others
6. Invest in a good CRM software
7. Educate employees about your effective CRM strategy

How Hybrid Workplace Management Can Help Your Business

Organizations with hybrid work models offer a more flexible working experience to their workers. Their employees do not feel they are bound and must show up daily. The hybrid work model can have a lasting impact on your business, since your employees work better when they are happy.

Let’s look at the reasons below for how hybrid workplace models can help your business.

- It increases productivity, while allowing employees to work in an

environment where they feel most comfortable.

- A hybrid workplace has reduced costs compared to an onsite workplace, and the expense of office services reduces when employees work from home.

- Employees only have to show up for a few days a week or a month, so they will often come feeling fresh and excited to meet their coworkers.

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
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