



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

Grow your Business with Influencer Marketing

Traditional influencer marketing means relying on celebrities and famous bloggers to generate traction about your brand. However, as time changes, with the boom of social media, the number of influencers in the market is rising.

The influencer marketing technique involves affiliating with famous social media celebrities and bloggers for the purpose of promoting product or services. While collaborating with influencers, identify their audience reach and engagement. This marketing tool's main purpose is to drive sales and build your brand's credibility.

Strategies for Influencer Marketing

1. Campaign Surrounding KPIs

Influencer campaigns are exciting and attractive because of numerous ideas and sparks in the campaigns. You can increase your brand's growth through interesting methods with the help of influencers. Before starting an influencer campaign, identify a goal and target to evaluate the outcome. When you understand the purpose for an influencer campaign, you can draw a line between what works and what doesn't for future marketing drives. For setting goals, choose KPIs (key performance indicators) corresponding to your business

goals. KPIs will enhance your focus to achieve the target. You need to depend on specific goals for campaign success.

2. Finding the Influencers

While selecting influencers, you cannot simply rely on their popularity among the audience. The relevancy of the influencer with the brand is the essence of the marketing campaign. Before you start your search for influencers, check your support to find someone already aware of your brand. Besides allowing easier communication about the campaign, they will receptively work with your brand as well. Furthermore, with these influencers, you increase your growth rate drastically.

3. Clear and Concise Outreach

Communicating your idea for a collaboration with the influencer should be the easiest way. Many businesses do not receive proper responses from influencers because they fail to communicate through proper channels. The mailbox of these influencers is overflowing with fans and supporters. Furthermore, they receive numerous offers for collaboration. You need to give them a reason to choose you instead of others. Here are some tips that you should follow:

- Add an attractive subject line

- Mention why you are credible
- Share some solid reasons why they are perfect for your campaign
- Explain what benefits they will receive after collaboration
- Your proposal should be sweet and short

4. Collaborating with the Content

Share your idea with influencers and seek their suggestions. Remember, you are collaborating with an influencer rather than hiring them. Influencers should feel freedom in sharing their ideas because they know about grabbing the attention of their audience. Explain your goals to them, and they might come up with a creative idea for the campaign's success.

5. Choosing the Platforms

Initially, Facebook's marketing strategies were amazing to deliver ROI for the businesses. As the audience's interest increases, you can choose from various platforms as a means to grab their attention. Moreover, new ideas and tools are available to help achieve business goals. As competition on popular platforms grow, you should leverage influencers on platforms such as Snapchat and TikTok.

Digital marketing is shifting drastically as social media platforms give rise to new and innovative marketing techniques and tools. If you fail to keep up with social media marketing, you risk losing customers, wasting your budget, and shrinking your market share.



Go Cube

GoCube is an award-winning smart app-enabled cube that connects to your phone/tablet and tracks your moves. Finally, everyone CAN do the cube! Learn together how to solve it in a fun and interactive way, play games and battle online with other

clubbers around the world. GoCube is the perfect STEM toy, it is educating and fun and adds tons of value to screen time! GoCube is an amazing brain-teaser gadget for all ages and capabilities. Get yours at <https://getgocube.com/>

Benefits of Transforming into a Paper-free Office

Going paperless at your office by digitalizing your documentation is a huge step. Although it's not easy for many businesses to transfer the entirety of their paperwork electronically, you can start with small and shift slowly. It involves numerous benefits, such as lower costs and higher efficiency after digitalization.

In a competitive market, cutting down on expenses and enhancing productivity is an arduous task. You can accomplish these tasks easily by going paperless. The availability of advanced technological tools is making it easy to move your documentation online. If you are still confused about going paperless at your office, consider these benefits.

Prevail a Better Organization

Tracking and maintaining papers

manually is a time-consuming task. Your employees may find it intimidating to handle all clutter and mess when it comes to documents. This becomes even tougher when you are running a large-scale operation. Paper documents increase the risk of huge errors and blunders.

Going paperless will streamline your management and organizing tasks so your employees can channel concentration towards high-priority tasks. This avoids tedious paper hunts. You will face a lower chance of human errors and mistakes by introducing coherence and proficiency in the workplace.

Transfer the Information Easily

Numerous available tools enable you to generate digital invoices and quotations.

Hence, your employees can instantly share relevant details without incurring printing and postage expenses. Marketing and accounting teams can communicate information in real-time and make adjustments according to their clients' needs. Employees can easily search through old documents with a few clicks. They can arrange documents by date, clients, serial number, and nature of documents.

Enhance the Security

Even though cyber-attacks are frequent, digital documents have become more secure. Electronic records are easier to render through encryption. You can control access to specific documents and manage security levels. Printed documents require a lot of space, and controlling

access is not possible. Documents are also prone to fire and water damage. You can double up digital efforts with backup and cybersecurity.

Lower the Costs

When you transform documents digitally, you improve the process's efficiency and lower expenses. Digital transformation offers you to store a large volume of paperwork, saving a lot of storage space. Moreover, digitalization will reduce the cost of ink, printers, paper, employee time, and space to store the documents. The most important benefit of going digital with your paperwork is that you save employee time. They can perform additional tasks instead of storing, managing, and searching for documents.

Steps to Motivate your Employees towards a Similar Goal

Project management tools motivate your employees to focus on similar business goals. These tools manage workflow and help with time-management. Moreover, it brings efficiency in handling problems and helps manage resources. Here are some of the steps you can take to direct your employees to a similar goal while utilizing project management tools:

- Plan and schedule the tasks and projects accordingly, bringing efficiency to the workflow
- Maintain better collaboration and reduce errors and inaccuracies in the workplace
- With this project and time management tool, allocate tasks while considering employees' capabilities and skills
- Offer employees easy and straightforward techniques to share, receive, and access files
- Integrate new employees easily with the simple interface of the tool

- Lower the risk of mitigation through proper management and accountability of employees
- Manage your resource and budget by maintaining the records and generating valuable insights

Choosing professional and efficient software enables you to efficiently collaborate and increase projects' success rates. Numerous options are available online so pick the best one that fulfills all your needs and requirements and bring all your employees to the same platform.



Enhance Collaboration for your Small Businesses

Every business department should focus on streamlining collaboration, especially in marketing. Utilizing collaboration tools to improve teamwork and communication is one of the best strategies you can follow today. Here are some ways collaboration tools can help:

1. You can enhance business collaboration by reducing the communication gap among employees and departments
2. Track the workflow and productivity of the tasks with the help of collaboration tools
3. Distribute your teams depending on their capabilities and skills
4. Improve the engagement and participation of the employees in different projects
5. Assign, track, and manage different projects among departments

Tips for using Splash Tool for Event Management



- Register your business on Splash at <https://splashtat.com/>
- Choose the best program depending on the nature of your event
- Customize your branding and bring new ideas to the table
- Promote your business event on popular marketing channels
- Manage all the arduous tasks and organize the event smoothly
- Control your expense by tracking costs and budget
- Generate valuable insights and improve the event management process

Manage all your Emails through Single Platform

Managing emails can be intimidating, especially when you receive so many on a daily basis. Therefore, you might miss out on some essential emails due to cluttered and unorganized inboxes when you have more than one email. The solution is to control your emails using email management tools. Here are some tips for managing your emails through these tools and maintaining your inboxes:

- Download robust email management tools. Check all the features of the tool to ensure that it is helpful
- Create an account on the platform
- Link all your email addresses to the tool
- Define what constitutes spam
- Choose different templates
- Customize a neat and easy to use interface

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>