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## Greetings from Invisik!

*If your office is like ours, maybe you use February to take stock of your IT initiatives for the year. After all, in January you still may have been finishing off last year's "To Dos", and you can't wait until March to start planning because you'll have missed the entire first quarter. Accordingly, we've gathered some helpful articles in this issue to get you on your way. For additional resources, give me a call at 612.298.3000 or email mattj@invisik.com.*

*Good networking,  
Matt Jurcich*

## Tech Tip of the Month

Do you prefer Bing over Google but like Google's sparse, but fast loading page better? Use this tip to get the best of both worlds.



When you visit Bing's home page, it will load with a featured photo displayed as the default background. This increases the load time of the page, and can be a bit distracting or annoying—especially if you have a slow connection.

You can disable this photo from loading by simply bookmarking this URL:

<http://www.bing.com/?rb=o>

The next time you visit Bing, the photo will not appear.

## Invisik Trivia Bowl

Win an Amazon.com gift card! Be the first to email the correct answer to [trivia@invisik.com](mailto:trivia@invisik.com).

**Which February holiday generates the most one-week candy sale than any other holiday of the year?**

- A. Mardi Gras
- B. President's Day
- C. Valentine's Day

Congratulations to last month's winner, John Traxler of Captain Ken's Foods (St. Paul, MN) who was the first to correctly answer (B) Julius Caesar.

## Everybody Wins Referral Program



Get a \$25 Visa gift card easily! Simply refer your business colleagues\* to us for 2-hours of **FREE** guaranteed, hassle-free, no-obligation tech support (a \$300 value). Email their contact information to [mattj@invisik.com](mailto:mattj@invisik.com), or have them call 612.298.3000 and say you sent 'em.

\*Qualified referrals just need to be the owner or decision maker of a business with 10 or more computers and at least 1 server.

*...for IT ingenuity*



## Maximize the IT Resources You Already Have to Minimize IT Costs

One of the constant struggles businesses face is trying to reach the point of minimized costs and maximized profits. This strife has led many to look at technology as one of the keys to reach it, but most are left perplexed as to how to go about it. One method we would like to suggest is to maximize the technology resources you already have in the following three ways:

- 1. Be the outside thinker** A common stumbling block for many business managers is we tend to focus too closely on one or two key business elements. When it comes to technology, this often means using only small parts of the technology available while other parts are underutilized. Therefore, it is important to take a step back every now and then and really look at the technology you currently use.



This can be hard to do— especially when you are so invested in a business— so it is a good idea to consult with an outside IT service provider who can show you how to get the most out of your existing technology. Outside help can really pinpoint areas where you can improve efficiency or reduce operating costs. In turn, this helps improve, or at the very least stabilize, your bottom line.

- 2. Always be looking around** What we mean by this is: Be proactive. Technology and related systems are always changing and advancing. Business managers who aren't aware of the technological changes around them might see lower profits. This also means more than just looking at your physical technology. Also look at systems related to the Internet.



Social media is a good example of this. It is not going away, and it has proven to be an effective marketing tool. One problem, though, is the service that is popular today may not be so next year. To get the most out of a system like social media, you need to proactively be aware of how its advancements.

If you keep your finger on the pulse, you will be more

informed about what is going on, what is coming up, and how to make it work best for your business. If you spot something that you think will benefit your company, take the steps to integrate it. If instead you spot something that can hinder your profits margin, seek steps to avoid it. The good thing about most new technical advancements is that they are focused on making existing systems more efficient.

However, don't just look externally. It pays to look at what technology your employees are using the most and why. Encourage them to be open and showcase their ideas. You may be surprised at what they produce.

Being aware of both internal and external trends will help you identify the next big opportunity to further your bottom line.

- 3. Facts should determine actions**

This can be a tough thing to do, but facing the facts of your current situation is incredibly important. If you don't know where your company stands in terms of what technology is used, then any decisions you make won't be effective. Worse, it could end up harming your company. Consider conducting an audit of your current systems for the following:



- How many computers you have vs. employees
- What software each employee uses
- How employees use the computers
- Level of technical integration of current IT
- What programs are used the most
- Operating costs of technology.

There are many different aspects you can look into when conducting an IT audit, but basically you are looking to get a picture of where your company currently stands, and if there are any processes that can be enhanced or need to be terminated.

These three suggestions are a good place to start if you have been considering how to maximize your existing IT resources. If you are interested in conducting an IT audit to get a better understanding of your company's IT infrastructure, contact us for details on how we can help. Just call 612.298.3000 or email [support@invisik.com](mailto:support@invisik.com). ▲



## Tech-Savvy Ways to Enhance Customer Relations

February is known as the month for romance, and as in all relationships, sometimes you need to put a little effort into letting people know you care. Same rule applies to a business' relationship with its customers. This month, consider these two tech-savvy ways to enhance customer relations and increase sales.

**Invest in a new website** The website is the new hub of your business, and customers look to it— and expect— to find information there. If you don't have a functional website that provides your existing and future customers with what they want to know, you risk losing repeat business.

Take time to build a professional site that represents your business well. Having a website that appeals to your customers will increase the chances of both attracting and keeping new customers. If you have a good website that is also optimized for search results, your business will show up higher in search results and give you more exposure.

More eyes on your name means higher brand recognition, more enquires, and potentially more customers.

**Get advertising social** If you have a presence on any social media platform, invest in social advertising. Through social media platforms, you can target the most relevant people for your product or service. By targeting the people who are already interested in your service or product, you are more likely to see higher conversions to customers.

When compared to other mediums (like newspaper, radio, television, etc.), social advertising is vastly more economical and often more powerful for most small businesses. Of course don't stop all other forms of advertising to reach your customers, but do consider the benefit of investing in more targeted social advertising. Pitched correctly to the right market, you will see lower advertising costs coupled with higher sales. Call 612.298.3000 or email [support@invisik.com](mailto:support@invisik.com) if you get stuck or need additional resources. ▲

## Get Some Facebook Insight



Solid social marketing campaigns on sites like Facebook are helping companies build brands like no other way. An essential component to a good campaign is being able to keep track of what is working and what is not. Facebook's built-in analytical tool, Facebook Insights, is a powerful way to keep track of how well your content is doing. Insights is available for free to Facebook Page administrators and can be accessed by pressing the *Settings* cog - located in the top-right of the window - and selecting *View Insights*.

Among other things, Insights allows you to view your content's *Reach*, *Engaged Users* and *Talking About* numbers. *Reach* is how many people have seen your posts, *Engaged Users* is the number of users who have clicked on your links, and *Talking About* is the number of users who have shared or liked your posts.

Looking at these three numbers will give you a pretty good indication of what your followers like and don't like. You can also compare the results from different types of content. This will give you a great overview of what type of content your customers like.

To take it one step further, Insights also allows you to view activity by day. So, if you notice a picture or article got a lot of likes on a Saturday, this may be a good day to post similar content.

Additionally, Insights helps you get a snapshot of your audience by tracking data such as the average user age clicking the "Like" button, and where they clicked the button (i.e. on your page, through a plugin, etc.). If you notice that the majority of your users are older, it may not be a good idea to use slang commonly used by younger users.

The information Insights provides about your audience can help you gain a clearer picture on the type of content you should be creating to reach the intended audience. And if you notice that a lot of likes or shares are coming from your website or your blog, it may be a good idea to make the button more prominent or easier to find.

Interested in making social media sites work for your business? We can help. Call 612.298.3000 or email [support@invisik.com](mailto:support@invisik.com). ▲

## How Being Green Makes Your Company More Attractive



Being environmentally conscious is a big deal these days. Customers like to see that the company they are doing business with takes steps to reduce their carbon footprint. Looking at the numbers though, 'going green'

can be quite costly— especially if you have a larger office.

The key to remember is that when it comes to greening IT related processes a good place to start is with conservation. One of the easiest ways to conserve starts with reducing the amount of paper you use. Instead of printing out bills or receipts, try emailing them to your customers instead. If you send faxes or print a lot, why

not look into a virtual solution? Who knows, you may even be able to get rid of that expensive printer.

Striving to reduce waste is only half of the battle. Environmentally positive actions are a perfect thing to brag about on social media. Saved 300 sheets of paper this week? Tweet about it! Customers who are environmentally conscious will look favorably upon this and will more likely remember you when next they need the services you offer.

There are additional things you can do to cut costs while going green. Need a list? Give us a call for more helpful tips to maximize your IT dollars. Call 612.298.3000 or [support@invisik.com](mailto:support@invisik.com). ▲

