

What's New

BIS is hosting a FREE lunch-and-learn seminar on marketing called "What Every Business Owner Must Know About Digital Marketing to Grow Their Business."



RSVP at

[www.askbisdesigns.com/
seminar](http://www.askbisdesigns.com/seminar)

March 2017



This monthly publication provided courtesy of Phillip Long, CEO of BIS Technology Group.

Our Mission: To build a community of successful minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

Solve It By Sundown



The Internet has revolutionized the computer and communications world like nothing before. This worldwide broadcasting system can disseminate information without regard to geographic locations at the speed of a "click," and therein lies a BIG PROBLEM.

The speed of a "click" has now conditioned us to how fast we expect things. If you want a book, you just download it (CLICK). If you want a movie, you just download it (CLICK). If you want a song, you just download it (CLICK). If you want information about something, you just go to Google, type in the info you need and CLICK. We are all being conditioned to getting INSTANT service and information. That being said, it should be no surprise to you that your customers are becoming more and more demanding at getting whatever they want...NOW!

Right now, there are some of you who have already received a few text messages while you are reading my article, and people are expecting an instant response. There is no turning back or slowing down when it comes to technology; there is only speeding up and moving forward. Therefore, the companies that will succeed are doing everything they can to please their customers in a manner their customers expect...which happens to be...NOW!

I would, therefore, recommend a simple slogan, mantra or motto for all employees of your company to live by...Solve "IT" by Sundown...because if you don't, you have just opened the door for your

competitor to do so. I used to work with an IT company that sent out my weekly articles; if I ever had a problem with their service, their standard response was "We will get back to you with a resolution in 72 hours." The third time that happened I changed companies. My new IT company had me up and running in one hour and I have been working with them for years.

Anytime you push off a customer to fix something tomorrow (or in 72 hours), you are giving them the opportunity and incentive to go find someone who would be willing to fix the problem today. Your customer is thinking, "If they can fix it tomorrow, then why can't they fix it today?" Now, sometimes you don't have the part(s) or person available to fix it today and you tell the customer that. Well, my question to you is this: Does your competitor? Remember the Internet: a few typing strokes and clicks on a computer, and I will have a list of your competitors available to ask that question, and if they can fix it, YOU ARE GONE, FINISHED, TOAST.

The brilliant man Benjamin Franklin once said, "Don't put off until tomorrow what you can do today." I don't believe Mr. Franklin ever envisioned the Internet, but he sure understood how to be successful. If you want to set your company apart from your competition, then I would do everything I could to establish a culture that understands...

**WHEN AT ALL POSSIBLE – SOLVE IT BY SUNDOWN.
BY SUNDOWN.**

7 Reasons Your Company Needs a Mobile App

With [87% of Americans](#) using the internet and [80% of people](#) online owning a smart phone, a mobile marketing strategy for businesses shouldn't be ignored. However, there's more to an effective mobile strategy than a [mobile-friendly website](#). As the digital universe expands, so do marketing strategies, and that's one reason why many businesses are seeing tremendous results through customizing their own mobile app.

1. **Increases Your Exposure.** A company can incentivize those who have downloaded the app to share it with their friends on social media in order to get referral points. Our minds have a way of gravitating towards the familiar, so the more the catchy icon is seen on a user's phone as they scroll past it or in the App Store or Google Play, the more likely they will be to choose you when the need arises.
2. **Differentiates Your Business From Your Competitors.** Do your competitors offer apps to help their customers? If they do, then it's time for you to take it up a notch! If they don't, then this is an excellent time for you to stand out by offering such a service.
3. **Increases Customer Loyalty.** By providing a personalized experience, businesses can interact with their customers efficiently which effectively generates repeat business. You can drive repeat business through rewarding customers for their patronage. Apps allow you to send push notifications to remind customers of deals, specials and events. Loyalty solutions can also consist of having digital
4. **Generates More Revenue.** Depending on your industry, certain businesses see a big increase through in-app purchases by offering revenue generating solutions such as mobile food ordering, shopping carts or a reservation system.
5. **Encourages Customer Engagement.** Apps allow you to set up push notifications that can target specific user demographics, even based on their location. For example, customers will receive a coupon if they're near your business. Additionally, you can send in-app messages to those who have the app.
6. **Reaches Your Customers Where They Are.** People are using their phones all day long and the customer relationship is becoming more and more digital in nature. Self-service technologies through the internet are becoming how businesses interact with their customers, and a mobile app is essentially the path of least resistance.
7. **Takes Advantage of Affordability.** Mobile apps used to only be reserved for the type of businesses that could fork out \$50,000 to have one developed. Those days are gone. Now every business can have one through advances in app development technology.

Is Your Marketing On Track?

Give us a call now to set up your FREE marketing roadmap assessment! Call 251-410-7601!



Free Digital Marketing Plan

Every business must implement this plan to increase sales. Our free digital marketing plan will provide you with a strategy to increase social media followers, drive website traffic and ultimately, convert leads into customers.

To download your free digital marketing plan, go to www.askbisdesigns.com/marketing-plan.



“Lucky Charm” Keeps Hackers Out

Ralph's been a good employee for you. Shows up on time. Gets the job done. Doesn't hassle anybody.

He's also a porn addict. When nobody's looking, he's visiting sites – on your network – that you'd be appalled to see. IF...you knew about them. Without careful monitoring and filtering, this kind of Internet use on your network can remain hidden.

Shocking? Hard to believe it could happen at your company? A survey by International Data Corporation (IDC) revealed that 70% of all web traffic to Internet pornography sites occurs during the work hours of 9 a.m. to 5 p.m. Ralph's little visits may seem harmless, but they're adding a serious level of risk to the financial health and security of your company.

Here's how. A visit to an adult website can be tracked. And if a logged-in user's identity is leaked, it can be embarrassing, to say the least, to that user. The user may even become a victim of “sextortion” or blackmail. Just ask any of the people who used Ashley Madison, a dating site for illicit affairs. When the site was hacked, users were suddenly at risk of having their indiscretions revealed. This gives cybercriminals a powerful lever to pressure an employee into revealing sensitive company data. Considering that 60% of security breaches start from within the company, you have to wonder what someone at risk of being exposed might do to keep their little secret, well...secret.

Let's face it, if you're not carefully monitoring and managing how your network is being used, your company's data could be in serious jeopardy.

Content Filtering In Today's Web 2.0 World

Whether you're already monitoring user activity on your network or not, you need to stay vigilant about evolving risks. And content filtering is key. If your business is like many, you may already be doing some filtering. But is it

enough? As technology evolves, hackers drum up ever stealthier ways to invade your network.

Cloud-based filtering, for example, becomes a must when mobile devices tap into your network. The old concept of a static, location-based “firewall” just doesn't cut it anymore when your staff goes mobile.

Then there's social media. It's like a big window into the personal lives of your personnel. It lets cybercriminals “case the joint” before breaking in. For instance, when users log in to a personal Facebook account at work and talk about vacations, favorite hangouts or weekend activities, hackers can use that information for social engineering and other ploys.

The number of ways your network is exposed to potentially damaging content grows daily. It's no wonder that 90% of companies and government agencies surveyed by IDC detected computer security breaches within the previous 12 months. Eighty percent of those organizations acknowledged financial losses due to these breaches. With odds like that against you, an up-to-date content filtering system could well be THE “Lucky Charm” that keeps your company, and your data, safe from all kinds of harm.



Who Wants To Win A \$5 Starbucks Gift Card?

Every week, we will have a Grand-Prize Winner for our Monthly Trivia Challenge Quiz! He or she has to be the first person to correctly answer my quiz question.

Now, here's this month's trivia question. The winner will receive a \$5 gift card to Starbucks!

According to the legend, what animals did St. Patrick drive out of Ireland?

- a) Snakes
- b) Brown bears
- c) Grey wolves

**[Email us right now
with your answer!](mailto:cthompson@askbis.com)**
cthompson@askbis.com

Shiny New Gadget Of The Month:



Handheld? Console? No, It's...Switch!

Nintendo's long-awaited new gaming platform Switch should be available any day now, if it isn't already. It combines the best elements of handheld games with a home console. Handheld, the gamepad is the screen. Slip it into its dock and it plays on your TV.

The gamepad comes with two detachable "Joy-Cons." One player can hold a Joy-Con in each hand, two players can each take one, or bring in more Joy-Cons and multiple people can play.

If you're on the go, pull out the "kickstand" on the back of the gamepad and prop it up on an even surface for easy viewing. There's a slot on the side for game cards and a USB-C port for quick charging.

Because it has greater processing power than the Wii U, you'll have no trouble playing Legend of Zelda: Breath of the Wild, Super Mario and a host of your other favorite Nintendo games.

FREE Web And E-mail Usage Audit Instantly Reveals If You Have A Problem If you'd like a snapshot of where your employees are going online and how much time they're spending surfing the net on non-work-related activities, I'd like to offer you a FREE Internet And E-mail Usage Audit worth \$300. At no cost or obligation on your part, we'll come by and install a special diagnostic program that will expose lurking threats due to inappropriate employee use of websites, e-mail and instant messaging.

I'm making this offer because I'd like to give you a bite-sized sample of our extraordinary customer service and proactive approach to protecting you and your organization. And to be perfectly clear, no matter what we may find during your audit, you are under no obligation to buy anything or ever use our services again.

However, there is a catch: we'd like to help every company on the Gulf Coast eliminate this risk, but we're only able to perform 10 audits per month. Call 251-410-7601, while you're thinking of it. The five minutes you invest could save your company thousands of dollars in lost productivity, potential lawsuits and company resources.

Let's not let your company become yet another statistic, hemorrhaging cash as a result of a destructive cyber -attack. Call me TODAY at 251-410-7601, or e-mail me at plong@askbis.com, and let's make sure your systems are safe. I'll provide you with a Cyber Security Risk Assessment to check for and safeguard against any points of entry for an attack. This service is FREE, but **DO NOT RISK WAITING**: contact me NOW before the next scam puts your network at risk.



Dinner & a Movie Anyone?

We've decided to start a special rewards program for the clients we value the most. When someone you refer to us becomes a client, we'll give you a gift card to enjoy dinner and a movie on us!

For more information, visit
www.askbis.com/referral
 or call 251.410.7601.