

## What's New

BIS is hosting a FREE lunch-and-learn seminar on backup and disaster recovery called "How to Guarantee an Easy, Fast and Painless Recovery of Your Data After a Disaster."



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## February 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.



# That Fake App Just Stole Your ID

**R**yan loved tweaking photos on his Android phone.

He'd heard rave reviews from his friends with iPhones about Prisma, a new iOS app for image editing. So when he heard Prisma would soon be released for Android, he logged in to the Google Play Store to see if it was there yet.

To his surprise, he found one that looked just like what his friends were describing. Delighted, he downloaded and started using it. Meanwhile, the app—a fake—was busy installing a Trojan horse on his phone.

When he got to work the next day, he logged his phone into the company network as usual. The malware jumped from his phone to the network. Yet no one knew. Not yet, but that was about to change...

Now, this isn't necessarily a true

story (at least, not one we've heard of—yet...), but it absolutely *could* have been. And similar situations are unfolding as you read this. Yes, possibly even at *your* company...

Fake apps exploded onto iTunes and Google Play last November, just in time for holiday shopping. Apple "cleaned up" iTunes in an effort to quell users' concerns, but hackers still find workarounds.

Unfortunately, these fake apps pose a real threat to the security of your network. Especially if your company has anything but the strictest BYOD (bring your own device) policies in place. And the more your network's users socialize and shop on *their* smartphones, the greater the risk of a damaging breach on *your* network.

Fake apps look just like real apps. They masquerade as apps from legitimate merchants of all stripes, from retail chains like Dollar Tree and Footlocker, to luxury

*continued on pg2*

purveyors such as Jimmy Choo and Christian Dior. Some of the more malicious apps give criminals access to confidential information on the victim's device. Worse yet, they may install a Trojan horse on that device that can infect your company's network next time the user logs in.

**So what can you do?**

First, keep *yourself* from being fooled. Anyone can easily be tricked unless you know what to look for. Take the following advice to heart and share it with your team:

**Beware of Fake Apps!**

In case you weren't aware, one of the latest and most dangerous Internet scams is fake apps. Scammers create apps that look and behave like a real app from a legitimate store. These fake apps can infect your phone or tablet and steal confidential information, including bank account and credit card details. They may also secretly install

on your device malicious code that can spread, *including to your company network.*

Take a moment and reflect on these five tips before downloading any app:

4. Offer as little of your information as possible if you decide to use an app.
5. Think twice before linking your credit card to any app.

*"Fake apps can infect your phone or tablet and steal confidential information."*

1. When in doubt, check it out. Ask other users *before* downloading it. Visit the store's main website to see if it's men-

tioned there. Find out from customer support if it's the real McCoy.

2. If you *do* decide to download an app, first check reviews. Apps with few reviews or bad reviews are throwing down a red flag.
3. Never, EVER click a link in an e-mail to download an app. Get it from the retailer's website, or from iTunes or Google Play.

Most importantly, get professional help to keep your network safe. It really *is* a jungle out there. New cyberscams, malware and other types of network security threats are cropping up every day. You have more important things to do than to try and keep up with them all.

**The Most "Bullet-Proof" Way To Keep Your Network Safe**

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](mailto: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.



**PC and Device Encryption: You've Been Told You Need It, Now Know Why**

**You will learn:**

- About data breaches that could hurt your company
- How to keep criminals away from your data
- The "nuts and bolts" of encryption
- When encryption is necessary to meet compliance regulations

Claim Your FREE Copy Today at [www.askbis.com/encryption](http://www.askbis.com/encryption).

## Strengthen the Human Firewall

By: Taylor D'Amico, Digital Marketing Specialist

With the threat of a cyber attack literally just a click away, providing quality, comprehensive security awareness training to your employees is more important than ever. Your employees are your first line of defense to your network, and they can easily be your strongest asset to identifying threats or your weakest link.

Just one click from a scam email by an uninformed employee could be enough to let attackers in and bring down your system.

As an IT company dedicated to protecting the security of our clients' networks, we know how crucial it is to prepare your employees to identify and report the threats they may encounter online.

These days, small businesses are just as vulnerable as large companies.

In 2011, 18 percent of small businesses were attacked, compared to 43 percent in 2015, according to Symantec's 2016 Internet Security Threat Report.

We've seen attacks affect small businesses all along the Gulf Coast, from Pensacola, Florida to Gulfport, Mississippi. Regardless of size or location, cyber criminals are seeking to gain access to the company's financial information or even employees' personal data.

Ransomware strikes are becoming increasingly common as well. This is a type of malware that prohibits or limits users' access to their systems, unless they pay a fee or "ransom" online for the device to be freed. These aren't limited to just employees using company networks, but may also threaten smartphones, smart watches, smart televisions and the like that may be connected to a compromised network.

Attackers prey on human frailty and vulnerability.

As technical network defenses are strengthened through advanced perimeter controls, and firewall and encryption technologies, employees are becoming the preferred target to gain access to company or personal financial data.

In many ways, the security of your network begins with your employees. An uninformed employee could easily make one click that puts your entire system in jeopardy, or a trained employee could identify a phishing attack, alert your administrator and protect your network.

Now is the time to strengthen your human firewall with security awareness training to ensure your employees are well-prepared to ward off security threats.

***Get Your FREE Network Evaluation!***

*Give us a call to schedule it... 251-410-7601!*

### *Shiny New Gadget Of The Month:*



## Mevo Puts You In The Director's Chair

A single static video camera can make for some pretty boring storytelling...but who's got multiple cameras, a crew to run them and a team of editors?

Well, now your videos can look like you have an entire crew behind the scenes, with Mevo. Mevo is a new type of video camera and app that lets you shoot and edit multiple video shots on the fly, all while recording and/or livestreaming.

Let's say you're shooting a band concert. You get to mix in shots of the guitarist, the drummer and bass player together, and a wide-angle view of the whole band. Plus Mevo follows their faces as they move around so you don't have to. You just sit back, and cut and zoom on the fly.

On the downside, Mevo's battery lasts only an hour, and image quality is limited to mobile viewing. Still, with all the cool possibilities you get with Mevo, you may start getting ideas about becoming the next Spielberg.  
[GetMevo.com](http://GetMevo.com).

# Top 6 Tactics to Convert Visitors into Customers on a Landing Page

By: Taylor D'Amico, Digital Marketing Specialist at BIS Designs

## 1. Find the perfect headline.

Headlines serve the most important purpose on a landing page: to convince a visitor to stay. There's a famous quote by advertising legend David Ogilvy that says, "On the average, five times as many people read the headline as read the body copy." Since your headline is the first thing people see when they land on your site, it's imperative to make a good impression. That's why we always suggest A/B or split testing to figure out which one will get higher engagement.

Some elements you can test for are: (This is something we love to do!)

- A short versus long headline
- A headline that states benefits versus features
- The color scheme of the headline
- Headline transposed over a background image versus negative space

This wine news and review site uses an appealing solution-oriented strategy in their captivating headline.

## 2. Create a compelling, clearly stated value proposition.

A unique value proposition (UVP) should be the first thing your visitors see when they land on your landing page. It is not a slogan. It's a promise you're telling customers about what

your product/service will do for them while also conveying how it is better than the competition. It can be a single statement or 2-3 lines that hit home with your target audience.

The unique value this brand offers is clearly stated in the byline letting viewers know they can get online anywhere with their product with affordable data plans.

## 3. Reinforce your value with an effective Call to Action (CTA)

Even though you now have a compelling UVP and an impactful headline, visitors often still need that extra push, and a CTA form or button can be exactly what gets them on board. An effective CTA should be prominently placed, not too small, and placed above the fold so visitors won't need to go searching for it.

Our client Magnolia Dental was looking for web design services in Mobile, Alabama and their home page illustrates how sometimes depending on your service, it's beneficial to use multiple calls to action on one page.

## 4. Include benefits and/or features in digestible chunks.

Because web visitors are scanners by nature, your text should be simple and minimal, using images as much as possible while ensuring the relevant features or benefits are succinctly

highlighted.

This flower company does a lovely job in illustrating the simple process for their subscription service.

## 5. Provide social proof

Potential customers want to know they're making a good choice in choosing your business. Social proof can help seal the deal by reinforcing trust and establishing credibility. This can often create an emotional response, ultimately turning visitors into customers. Examples of social proof can include:

- Testimonials from clients (with images and names)
- Social media share buttons (showing the number of shares)
- Logos from well-respected businesses that use you
- Business or product reviews
- Trust seals, i.e. BBB, VeriSign, TRUSTe (see image below).

## 6. Make sure the message matches the promotion

This is especially important when using PPC (Pay-Per-Click) ads as the link associated with your Google ad will need to direct users to a page built specifically for that service or promotion being offered.

## *Is Your Marketing On Track?*

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

## Website of the Month Stuart Contracting



Stuart Contracting hails from Bay Minette but their work spans throughout the region. They needed a website that showcased their projects and services in a modern and professional way.

Through the portfolio we created on their Projects page and the images chosen for their home page slider, the magnitude of their ability and quality is strongly enhanced. **To visit their website, go to [stuartcontracting.com](http://stuartcontracting.com).**

*“Google only loves you when everyone else loves you first.”*

*-Wendy Piersall*

## Smart Closing Technique, Step 2



Let's say you're closing a deal and you've already taken the first step: you've summarized the client's underlying need...

Now you're ready for Step 2: *Say what you plan to do.*

Describe exactly what you'll do to help the client successfully satisfy their underlying need. Even smart people worry about putting themselves out there by offering a plan. They worry that someone may disagree with them. They worry about proposing a plan that doesn't work. That's why many advisors stay "safely vague" rather than offering a specific plan.

But being vague doesn't help leaders solve some of their biggest problems. You have to have the courage to propose a plan. For example: "I have some ideas about how you can achieve your goals. Want to hear them?"

"Yes!" (the client says, while taking out a notebook and a pen).

"There are five parts to what I think you need to do, in this order. They are designed to increase your power score, starting with priorities, who is on your team and relationships. First, there is no way you are going to be able to take the company in a whole new strategic direction without the board's support."

"That's true."

"So first we have to articulate your vision and your priorities on paper, with goals and strategy and budget implications, and then get the board's support."

"Right, it's going to change our budget, so rather than let the board nix it this fall, I should get out in front of this and get their support from the beginning."

"Second, you seem to have questions about the capabilities of many of the key leaders in the US, Europe and in your Asia region. It would be helpful to assess your team, to have a clear view of who is going to fit in the new organization, and who is not a fit."

"Yes, that would be helpful—to have an X-ray of the org chart and figure out who needs to go where to align with the new strategy."

"Third, fourth and fifth will be all about culture change. Change the incentives. Change the meeting cadences of what metrics are tracked and discussed—who meets when to discuss what. And what some of our most successful clients have done in situations like this is design workshops—like a roadshow—for you and key leaders to educate and train the next two levels on what you expect from them, and why, in the new world order. This gets the troops aligned behind your new vision."

"Wow! Yes, yes and yes."

"And even if you do all of that, I only give it a 70% chance you will fully actualize your goal within three years—in the market and culturally. Still, that's a lot better than the 5% chance you give yourself today."

"I'd take 70% over 5%."

Now that you've stated your plan, you are in a much better position to close the deal.



Chairman & Founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times best-selling book *Who: The A Method for Hiring* and the author of the #1 Wall Street Journal bestseller *Leadocracy: Hiring More Great Leaders*

(Like You) into Government. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501c3 not-for-profit organizations. SMARTKids Leadership Program™ pro-vides 10 years of leadership tutoring and The Leaders Initiative™ seeks to deploy society's greatest leaders into government. Geoff earned a B.A. in Economics with Honors from North-western University, an M.A., and a Ph.D. in Psychology from Claremont Graduate University.

### This Simple, 30-Second Breathing Exercise Wakes You Up Like a Cup of Coffee



Whether you skip caffeine to get a better night's rest, or just wake up slowly, here's a quick way to activate your brain and give yourself an energy boost. It can help you beat that mid-afternoon slump, or to just get going in the morning. If you're doing it in the office, find a quiet place, like an unused corner or stairwell. Stand up straight, arms gently at your sides. Leaving your elbows pointing down, raise your hands up to shoulder level. Now, inhale deeply and raise your hands and arms straight up over your head. Quickly exhale and lower your arms. Repeat for 30 seconds, or until you're re-energized.

-Lifhacker

**Get Your FREE Consultation!**

Give us a call to schedule it... 251-410-7601!

## Dinner & a Movie Anyone?



We've decided to start a special rewards program for the clients we value the most.

### Here's the deal...

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](http://www.askbis.com/referral) or call 251.923.4015.

*“Don't rest on your laurels, we are just getting started.”*  
- Walt Disney

## This “Personal Drone” Is Packed with Features



DJI's new “prosumer” drone, the Mavic Pro, crams lots of excitement into its compact size. Unlike other, more confusing foldable drones, it's a snap to fold or unfold. Yet, at \$999, including a light yet rugged remote, it's not just a toy. The Mavic Pro can climb at 16.4 feet per second up to 1,640 feet, and can fly as far as eight miles away at speeds up to 40 mph, though you'll start in newbie mode, at a top speed of 27 mph and max height of 400 feet. Its camera features obstacle detection and gesture recognition, and shoots 4K video, stored or streamed.

-Mashable



### 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!

Which U.S. state grows the most roses?

- a) Alabama
- b) Tennessee
- c) California

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