

## What's New

BIS Designs 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)

## May 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.

# Believe You Can Be Extraordinary

I left my home some 7,000 miles away with little money in my pocket. I was eager – and just 17.

My father died when I was six, and I came to America for college with the words of my mother still ringing in my ears: "If you want to be a great person, you have to walk side by side, hand in hand, with great people."

**She was right. I have been blessed. And so many people have helped.** Before coming to High Point College, I lived off campus at Mt. Olive College, and the housemother slipped into my bank account enough money for me to buy my first car – a used car. She told me she'd rather invest her money in a promising young man than park it somewhere in a bank. What an angel.

In 1993, two years after High Point College became High Point University, the school elected me to its board of trustees. Eleven years later, my fellow board members asked a question that would change my future forever.

**Nido, they asked, will you lead HPU?** In January 2005, HPU appointed me as its seventh president, and I saw my alma mater to be a God, family and country school that could emphasize the values and fundamentals that built America.

No apologies for that. As a patriot to the core, I remember what this country and campus did for me – and what higher education needs to do for others in the 21st century.

Students come to campus armed with iPhones loaded with apps, and they've

gotten used to accessing anything in the world with a touch of their screen. Good for them – and us. But we must not confuse accessing information with obtaining knowledge. The two are not the same.

An education must be holistic, impacting the mind, heart and soul. And that includes understanding not just the how, but the why.

Couple that with an entrepreneurial spirit and an awareness of what built America in the first place, and I believe an education like this will set students on a trajectory of achievement and stewardship.

At High Point University, in the seminars I teach for freshmen and seniors, we cover all kinds of topics, from time management to fiscal literacy.

**But the timeless principles I focus on pertain to all of us.** Who you spend time with is who you become. Be a job creator, not a job taker. Stand for something or you will fall for anything. Change your words and change your world.

They need to hear someone say, "You can make it. You are created in God's image."

They need to remember the words of Scottish theologian William Barclay: "Always give without remembering. Always receive without forgetting."

They need to know we are the by-products of the beliefs we keep close.

They need to believe they can be... extraordinary.

It is a choice, after all. And the best is yet to be.

- Dr. Nido Qubein of High Point University

## Top 4 Tips for Business to Business Social Media Marketing

LinkedIn has long been the most effective platform for businesses to market on social media to other companies. However, Facebook has over 1.4 billion monthly users allowing businesses to get their message in front of the right audience through paid advertising.

Businesses are five times more likely to engage with a sales rep who shares a mutual connection. This is one reason why it's important not to ignore Facebook. We have seen success with this social media strategy with our clients in Mobile, AL.

How does all this magic happen? Here are the top four tips to make business to business (B2B) social media marketing work on Facebook:

1. **Expand Your Audience.** Reach past your current audience through advertising on Facebook and targeting people that meet certain qualifications.
2. **Target Work Categories.** Facebook, LinkedIn, and Instagram advertising allows you to go past general demographics to drill down to specific interests, job titles and income levels.
3. **Offer Incentives for Lead Generation.** Using ads to target the audience you want, you can bring prospects to your website looking for access to the content you're offering. By directing them to a landing page that asks them for their email address, you're able to generate

leads by giving them access to a free trial of your product or service, or access to an ebook or webinar.

4. **Create Custom Audiences.** Custom audiences can be set up in Facebook by:
  - Importing a list of emails from your contact database.
  - Upselling to customers that purchased a particular item or service.
  - Retargeting lost customers by putting a Facebook pixel on a certain web page to track if users completed your call to action. If they didn't reach the 'Thank you for signing up/purchasing' page, then you can retarget your ads to those who missed out.

Even if your business or industry is what you would consider 'boring', a social media presence on Facebook can:

- Increase awareness, connections & leads.
- Set you apart from your competitors
- Strengthen your company's credibility
- Keep your business' name at the top of the potential customers' mind.

### *Is Your Marketing On Track?*

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



## Client Spotlight: Mar-Kee Group

“Having a beautiful website is fine and dandy, but you want to be able to sell stuff because of its design and appeal. And that's what we've accomplished.”

- Richard Keeney, Co-Founder of the Mar-Kee Group

The Mar-Kee Group is a leading automotive sales training and consulting company. Visit [www.markeegroup.com](http://www.markeegroup.com).



## 9-Step Checklist to Secure Your Data

**S**ummer is upon us... Time for a stroll in the park... softball... fishing... a few rounds of golf...

Yet how could you possibly relax if some random bit of malware, software glitch or cyber-attack catches you off guard just as you're walking out the door? A well-designed secure computer network gives you the confidence that "all systems are go," whether you're having fun in the sun, or just getting things done with your team.

Here's a quick nine-step checklist we use to ensure that a company's computer network, and the data for that business, is safe and secure from disruption, if not absolute devastation:

1. **A written recovery plan.** Simply thinking through what needs to happen when things go south, and documenting it all IN ADVANCE, can go a long way toward getting your network back up and running quickly if it gets hacked, impacted by natural disaster or compromised by human error.
2. **Have a clear communication plan.** What if your employees can't access your office, e-mail or phone system? How will they communicate with you? Make sure your communications plan details every alternative, including MULTIPLE ways to stay in touch in the event of a disaster.
3. **Automate your data backups.** THE #1 cause of data loss is human error. If your backup system depends on a human being always doing something right, it's a recipe for disaster. Automate your backups wherever possible so they run like clockwork.
4. **Have redundant off-site backups.** On-site backups are a good first step, but if they get flooded, burned or hacked along with your server, you're out of luck. AL-

WAYS maintain a recent copy of your data off-site.

5. **Enable remote network access.** Without remote access to your network, you and your staff won't be able to keep working in the event that you can't get into your office. To keep your business going, at the very minimum, you need a way for your IT specialist to quickly step in when needed.
6. **System images are critical.** Storing your data off-site is a good first step. But if your system is compromised, the software and architecture that handles all that data MUST be restored for it to be useful. Imaging your server creates a replica of the original, saving you an enormous amount of time and energy in getting your network back in gear, should the need arise. Without it, you risk losing all your preferences, configurations, favorites and more.
7. **Maintain an up-to-date network "blueprint."** To rebuild all or part of your network, you'll need a blueprint of the software, data, systems and hardware that comprise your company's network. An IT professional can create this for you. It could save you a huge



### 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. Last month's winner was Vicki!

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

**Memorial Day was once called by another name. What was it?**

- a) Decoration Day
- b) Soldier's D-Day
- c) Military Remembrance Day

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



## Shiny New Gadget Of The Month:



### Surface Studio: All Beauty, A Little Brains

“We want to move from people needing Windows...to loving Windows.”

So said CEO Satya Nadella after taking over Microsoft. And their new Surface Studio takes a bold step in that direction.

In a bid to win over creative types, they designed the Studio with a gorgeous desktop screen that easily glides from vertical to almost horizontal, like an artist's sketchpad. With its Apple Computer-like brushed aluminum finish and ultra-thin screen, it's feels right at home in an open-plan office with microbrews on tap.

The guts of the machine are stuffed into a nine-inch-long base that's joined to the screen with an überslick hinge design, allowing it to fold nearly flat for stylus- or touch-driven design work.

Downsides? Well, you'll pay at least \$3,000. And it's a bit underpowered to be in that price range. But all in all, even the graphically challenged will find this machine tantalizing.

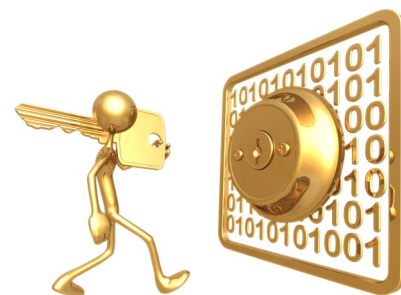
amount of time and money in the event your network needs to be restored.

8. **Don't ignore routine maintenance.** While fires, flooding and other natural disasters are always a risk, it's more likely that you'll have downtime due to a software or hardware glitch or cyber-attack. That's why it's critical to keep your network patched, secure and up-to-date. Deteriorating hardware and corrupted software can wipe you out. Replace and update them as needed to steer clear of this threat.
9. **Test, Test, Test!** If you're going to go to the trouble of setting up a plan, at least make sure it works! An IT professional can check monthly to make sure your systems work properly and your data is secure. After all, the worst time to test your parachute

is AFTER you jump out of the plane.

**Be certain that you have all 9 steps fully covered with our FREE Disaster Recovery Audit.**

Contact us at 251-410-7601 or [plong@askbis.com](mailto:plong@askbis.com) to schedule our **Disaster Recovery Audit** FREE of charge, now through May 31. **Contact us TODAY to get scheduled!**



## 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](http://www.askbis.com/referral)  
or call 251.410.7601.