



BIS Designs Gives Back to the Community: Nominate Your Favorite Non-Profit!



We are excited to announce that our Code for a Cause. Design for a Difference. campaign is now live!

We are giving back to our community by selecting one local non-profit to design and build a brand new WEBSITE for! But we need YOUR help. We are now accepting non-profit nominations so we can generate a pool of non-profits to select from. After the nomination period is over, the public will then vote for one non-profit from the Top 5 we choose!

Help make a difference in your community by nominating a non-profit to get a new, professionally-made website. Professional websites help increase exposure and cause education for all types of organizations.

Nominate your favorite non-profit organization at: www.askbisdesigns.com/contest



“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 technology problems finally and forever!”
-Phillip Long, BIS

December 2015

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“So, as you can see, customer satisfaction is up considerably since phasing out the complaint forms.”



**2015
CHRISTMAS
BLITZ**

Boost Your Sales This Season Through Proven Digital Marketing Strategies



**STRATEGIC DEPLOYMENT.
ONE-TIME COST.
BIG-TIME RETURN.**

This Christmas...

treat your business to the power of professional digital marketing help. Invest in a campaign strategy. Get results in the peak selling season. End the year on a revenue high.

With our Christmas Blitz Special you get:

Strategy Session	Consult with our Digital Marketing Specialist to plan an optimally effective blitz strategy that supports your end-of-year business goals.	\$105 Value
Holiday Branding	Receive professional graphic design with cohesive and custom holiday branding on your website and social channels.	\$135 Value
Content Marketing	Benefit from 20 strategic social media posts developed to promote store events and raise shoppers' brand awareness.	\$215 Value
2 Free Boosted Posts	Get two free boosted posts to achieve higher visibility on your ad messaging to a targeted audience.	\$20 Value
1 Free Facebook Ad	Increase your audience and spur in-store/online traffic with a free Facebook ad to shoppers in your community.	\$25 Value
2 E-blasts	Make sure everyone knows who you are and what your business is up to this season with a two email newsletters announcing store events, specials and more.	\$250 Value

Total One-Time Cost \$750

No Long-Term Contracts. No Hassle. Just the Help You Need Right Now.

Call Us Today at 251-410-7601 to Get Started!

5 Keys to Building a Better Team at Work

By: Phillip Long, CEO

One of the biggest challenges for any entrepreneur or business person is what Gino Wickman; author of the book [Traction](#), calls “*Letting go of the vine.*” This simply means to trust those around you more and put responsibilities on others. There is a very important step before this is prudent, and that is to surround yourself with people who have a love for the “*vine*” and a clear understanding of how the “*vine*” operates. Ultimately, a team who is worthy of the “*vine*”. The challenge of building this team falls squarely on the entrepreneur or business person shoulders. **Hackers are going to great lengths to recover your account login credentials.** And as hackers develop more ways to steal your identity, you must become more vigilant in securing your accounts.

So how do you get a team of people assembled that are ready to allow you to let go of this precious “*vine*”? I have learned much over the last 16 years by creating and operating multiple multi-million dollar businesses along the Mississippi, Alabama and Florida Gulf Coast. In reality, most of what I have learned is through failure and the relentless pursuit of excellence. It is very strange how the pursuit of excellence and failure go hand-in-hand, but this is one of the immutable laws that God has put in place that mankind cannot seem to thwart.

Although the aforementioned statement is explicitly true we are able to obtain more excellence and suffer less failure through the study of other people’s successes and failures. Below are six items that I believe can help any entrepreneur or business person in putting together a team worthy of caring for your “*vine*”.

1. [Getting Rid of What Does Not Belong](#). What I have found is that A Players want to work with other A Players. B Players want to work with C Players and it goes down from there. These underperformers are very easy to spot and caustic to the organization.
2. [Setting Great Key Performance Metrics](#). Key Performance Metrics is simply looking at your business and determining what are some things that you can measure and can be reported on that will have a great impact in getting you closer to excellence.
3. [Define Clear SMART Goals](#). After arriving at your companies KPI’s set some specific, measurable, assignable realistic and time bound goals.
4. [Define the Win](#). The thing to remember here is that when you are working a team of people that don’t have a full vision like you, you will have to define a win.
5. [Celebrating a Win](#). A great win deserves a great celebration!

[Get Your FREE Cyber Security Evaluation!](#)
[Give us a call to schedule it... 251-410-7601!](#)

Shiny New Gadget Of The Month:



iTranslate Makes It Easier Than Ever To Speak With Interesting People

Other than the occasional epic (and hilarious) fail, translation apps are getting pretty good. And one of the best, iTranslate, now gives you voice translations on the spot.

Here’s an “at-a-glance” rundown of all that iTranslate can do:

Speak into your device and, with a tap or swipe, it recites what you just said in your choice of over 90 languages. That’s twice the number of languages offered by Google Translate.

You can select a male or female voice, as well as dialect and speaking rate. It also turns Chinese characters into alphabet-based words in English.

And you can run it on your iWatch, iPhone, Android or Windows phone.

One downside is that the free version displays ads, but for five bucks you can upgrade and turn them off.

With this handy app, your world just got smaller — and, potentially, a whole lot more interesting.

How to Improve Your Social Media Holiday Campaign

By: Whitney Jones, Digital Marketing Specialist at BIS Designs

Holiday marketing campaigns are a great way to boost sales and increase exposure. And social media plays a big part in making your holiday campaign a success or a flop. As we have preached lately, social media is a powerful player in today's marketing sphere. People flock to social media during the holidays to review products, research companies and read reviews before buying gifts. **If you're not using social to help market your brand or product, you aren't helping your business grow to the best of its ability.**

As of this year, almost one-third of shoppers made purchase decisions based directly on social media interactions, according to a [MarketLive survey](#). And these direct purchase decisions based on social media experiences are expected to continue growing substantially. But just how can you incorporate your social media marketing to your holiday campaigns? Well, for starters you need to remember to **ALWAYS** incorporate any marketing campaigns into your social media marketing. Social is where you can organically spread the word about your brand and product and encourage your followers to share your campaign with their friends.

Stemming off that point, when developing your holiday campaign for social media, make sure that your campaign is *responsive*. What does that mean? It means that your campaign is accessible on both mobile devices AND desktop. As we have [predicted for 2016](#), mobile is overtaking desktop at an unbelievable speed, and soon will be the main source of internet surfing, putting desktop computers in the dust.

So, make your campaign available on both mobile and desktop computers. *Along with this, many social media channels have a "buy" button now that enables users to simply click on their Facebook or Twitter page to buy a product.* This is extremely useful because you are taking the product straight to them. Alleviating the hassle of going on your website to shop gives the user a much easier shopping experience- straight from social media. *Some handy social media campaigns:*

Content-generated contests and giveaway. Many users enjoy seeing user-generated content. This means developing campaigns that make use of user photos, reviews and voting contests. By allowing users to share their own content, it creates a deeper sense of value for the campaign.

Loyalty Discounts. As people get on social media to research products, brands and reviews, reward your followers by giving them an exclusive social media discount or deal for following your brand on your social channels.

Social media advertising. Facebook offers extensive advertising services to help promote your brand and target your audience, but Facebook is not the only platform offering advertising services. Twitter and LinkedIn now have paid advertising that can help expand your campaign's reach.

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

Personal Edge Fitness

By Liz Miller



Their new website demonstrates the organization's distinctive niche in the market as degreed experts in all things health, fitness and strength training. The health experts at Personal Edge Fitness offer the community a wealth of free, educational made available on the website and through their social media channels, managed by BIS Designs.

To visit their website, go to www.personaledgefitness.com

“Hope is not a strategy.”

*- Joel Book,
Exact Target*

What You Need to Know About Toner

Toner is a major component to your printer. Without toner, you would not be able to print because the toner is the **color that gets put on the page**. Ink cartridges are very similar to toners, except that ink cartridges are used in *inkjet printers* while toner cartridges are used in *laser printers*. Laser printers are the type of printer that most businesses use. This is because laser printers are more efficient and can print a larger volume of black and white pages much faster than most inkjet printers.

Inkjet printers are mainly used for home, personal printing or printing that requires a lot of color. **While laser printers are excellent for users that print a high volume of pages regularly which is why many businesses prefer laser over inkjet.** The cost per page and regular maintenance is usually lower than an inkjet printer too. Laser printers have the capability to print pages at a much faster rate – *think about 20 pages per minute versus about five pages per minutes with an inkjet printer.*

So, if you are a business that has invested in a laser printer, toner is an essential part of the operation. **Toner is comprised of a fine powder that can be magnetically charged.** This magnetic charge is picked up by the electrically-charged drum and the toner particles are lifted and rolled onto the page in the shape or form you want to be printed. A laser in the printer glues these toner particles to the page using heat.

Toner powder comes in black, white, clear, cyan, magents and yellow. The powder has tiny, fine particles of plastic mixed in that adheres the color to the page when it goes through the fuser (which heats the mixture). **This mixture creates a crisp and lasting image on the paper.**

Original Equipment Manufacturer, or OEM, refers to toner that is made by the same brand as your printer. As BIS Office Systems, we carry OEM toner for virtually every make and model printer on the market. The best part about buying toner through us is that you will find it here for much less than your typical office supply store. We also make our own line of **BIS | Office Systems private label toners**. An industry leader OEM manufactures our toner to ensure quality and a best-in-class product.

Toner typically should be changed every 2,000 pages or so. This is another differentiator from inkjet printers. Laser printer toner cartridges can last a very long time compared to inkjet printer cartridges, which usually last about 500 pages before needing to be replaced.

Taking care of your printer, doing regular maintenance and cleaning, and cleaning your toner cartridges will keep your printer running efficiently and increase its lifespan.

Some tips to clean your toner:

- Wipe the toner cartridge with an activated toner cloth. The toner cloth works to attract and catch toner particles that other cloths would not pick up.
- Use a toner vacuum to suck out any spilled toner on the inside of your printer.
- Use a clean paintbrush to clean hard-to-reach nooks and crannies in your printer.
- Wash the paper feed roller using rubbing alcohol.

Want to know if your company could save money? Give us a call right now to set up your FREE PrintSmart Evaluation... 251-476-3113!

Product of the Month: Toner

We offer a full line of compatible toner for many of the major brands including: HP, Dell, Kyocera, Lexmark, Copystar, Canon and Xerox.

We will beat or match any local competitor's pricing!

Call 251-923-4020!



bis Office|Systems TONER

BIS Office Systems offers a full line of compatible toner for many of the major brands including: HP, Dell, Kyocera, Lexmark, Copystar, Canon and Xerox.

We will beat or match any local competitor's pricing!

Call 251.923.4020!

bis Office|Systems
20% OFF
your next toner purchase

Offer valid through 11/30/15. See for printer/toner cartridge.

Help Us “Hook” Some More Clients Like You & Get Rewarded!

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

Here’s the deal...

Refer clients to us and receive a \$50 gift card to any place of your choosin’ when your referral becomes a BIS client. Earn a \$100 gift card when 3 or more of your referrals do business with BIS!

For more information, visit www.askbis.com/referral or call 251.923.4015.



*The BIS Division Only

“A problem is only a problem when viewed as a problem.”

-Robin Sharma

L S Y N E R G Y T I N U J Q A
 T E A M E F F O R T T B U R L
 C A T E A M I N G F U T G G L
 C O M B I N E D E F F O R T I
 P A R T N E R S H I P N H U A
 T R O F F E T N I O J Q A G N
 Y N O M R A H E L P S I N A C
 A F A P C A S S I S T A N C E
 K T O G E T H E R C J Z Q D H



Who Wants To Win A \$5 Starbucks

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 quiz question was: **At the end of Toy Story 3, who owns Woody?** a) Hannah b) Sid c) Andy d) Bonnie

The correct answer was **d) Bonnie**

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

What US state first recognized Christmas as an official holiday?

- a) Oklahoma
- b) Alabama
- c) Tennessee
- d) Virginia

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

Find the “teamwork” synonyms:

- Harmony
- Partnership
- Synergy
- Unity
- Alliance
- Assistance
- Help
- Joint Effort
- Team Effort
- Together
- Teaming
- Combined Effort



Technology Team Up: Gilmore Services

Gilmore Services, is a family owned and operated company that provides records and information management solutions as well as imaging and document shredding services. For more information, call 888-439-7458 or visit www.gilmoreservices.com.

“Staff Morale Has Gone Up Because I Receive Less Complaints About Our Network!”

BIS Helps Worried VP of Finance & Purchasing Sleep Better at Night

Over three years ago, Jacob Gilmore, VP of Finance and Purchasing at Gilmore Services wasn't satisfied with his current provider and sent out an RFP. While Business Information Solutions made it to the top two, Gilmore ended up choosing another company. He grew unhappy with his choice because the IT company didn't have the depth of technicians that his company needed nor could it meet an acceptable turnaround time when fixing both simple and complex network issues.

After attending one of BIS' luncheons on backup and disaster recovery, he decided to meet with Phillip Long, CEO of Business Information Solutions. Gilmore toured the facility, met the technicians and called on references. “Every reference had a raving review,” said Gilmore. “So, I felt comfortable choosing BIS.”

Since Business Information Solutions took over the management of his IT, the network has been more stable and backup concerns have dissipated. “I can sleep better at night knowing we have a good anti-virus, a great backup and our network is secure,” he said. With the network running better, staff morale has also changed. “Staff morale has gone up because I receive less complaints about our network,” stated Gilmore.

[Watch the video here!](#)

Your Computer's Operating System

Windows 10, Thumbs Up... As even Microsoft admits, Windows 8 was a flop... So why make the leap to Windows 10? (By the way, in case you were wondering, for reasons we may never know, Microsoft decided to skip Windows 9.) To start with, the Windows 10 user interface just makes a lot more sense than W8's UI. It brings back the Windows 7 start menu, and key functions are accessed from the taskbar. It features a more refined design — for instance, smaller window borders. And, at least until July 29, 2016, you can upgrade your Windows 7 or 8.1 OS for free. So unless your Windows device is an RT version or is about tapped out on memory, we think you can feel pretty good about upgrading to Windows 10. *Aggregated from Tech Radar and IB Times*

Your Accounting

Time to put your books in the cloud? Want to save time and money on bookkeeping in 2016? If your company hasn't already made the switch to a cloud-based accounting system, it may be time to migrate. Here's why: with a cloud system, you can outsource your bookkeeping, saving you staffing costs as well as office space. Plus, your team saves time dragging files back and forth and keeping current versions backed up and secure. And an added plus is that you and your team can enter expenses on the go via smartphone. Popular apps include QuickBooks Online, Xero, Zoho Books and FreshBooks. Choose based on robust feature sets, solid support, ease of use and, of course, time and money saved. *Aggregated from recent issues of PC Magazine, Business News Daily and Merchant Maverick*



*The **ONLY** business educational program on the Gulf Coast that's **FREE** and will educate your company on **business best practices**, **information technology**, **office equipment**, **web design** and **digital marketing***

December Events

December 10th at 11:30 AM

Tillman's Corner Community Center | Catered By: Dick Russell's Bar-B-Q
Digital Marketing Luncheon on Generating More Business (FREE!)

Learn about top secret digital marketing strategies that are guaranteed to increase followers, generate leads and drive sales.

www.askbisdesigns.com/seminar

To RSVP for any of these events,
call 251-923-4015 or visit
www.bisuniversity.com.