

TECH TALK

“Insider Tips to Make Your Business Easier, Run Faster and Become More Profitable”

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We love technology and we love helping people.

Give me a call today for a quick (non-salesy) chat to work out whether my team and I can help you better secure your data and get more out of your existing Technology!

- **Scott Magee**
Managing Director

HOW TO EFFECTIVELY APPLY TECHNOLOGY TO YOUR BUSINESS INFRASTRUCTURE

Technology can help your business to become significantly more efficient, engaging, and highly successful in your industry. Implementing the right technology can greatly help transform business infrastructure.

Here are 8 of the most common and ground-breaking technologies that can help your company succeed today.

Use of Mobile Apps

You can improve your business's overall reputation and seek higher brand recognition by introducing a mobile app with your business logo. Keeping your products, services, and customer support at your client's fingertips wherever they are. And depending on the complexity of your business, it can be surprisingly affordable.

Business Operation Automation

Not only can this greatly improve efficiency and reduce costs; the use of automation technology helps free up resources that can be re-directed to higher revenue-generating tasks that in turn, increase customer satisfaction.

Use of Artificial Intelligence

This modern technology can exhibit a human-like behavior. For example, when your customers visit your website, they can benefit from communicating with a Chatbot.

Chatbots are a form of artificial intelligence that informs your customers with and answers their queries by using existing data. AI can also enable your business to better use the large sets of raw data acquired from your customers behaviors. By analyzing and setting trend patterns, your business can ensure more effective decisions.

Virtual Reality (VR)

You can use VR to form virtual environments and settings to understand concepts and ideas better. You can use it to design and showcase your latest products. You can view a 3D model of a product before you actually manufacture it. Allowing you to make any necessary changes before you begin production by using VR models and testing.

Cloud Computing Infrastructure

Cloud computing can help your business reduce IT infrastructure costs by providing a virtual resource space for your operations. Using a combination of hardware and software by hosting your data on virtual platforms you can create a highly scalable infrastructure ready to grow (or shrink) as your business needs change.

Hybrid Workplaces

Hybrid workplaces are a modern solution to a the complex problem of social distancing. Offering employees remote working can help to lower

business costs. In addition, hybrid workplaces allow employees to work with more flexible hours, which boosts productivity. This allows for business expansion in terms of operations and employee base without substantial costs and investments of traditional offices.

Project Management Tools

These tools allow remote access, multiple projects management, progress-tracking, and much more. Your teams can use such tools to meet deadlines, track their progress to ensure effective management.

Time-Tracking Tools

Time-tracking tools greatly complement project management tools as they help keep track of the time spent on each

individual task on a project. This helps your team perform tasks within the given time-frames for increased productivity. This will also help identify tasks that are potential time wasters or require more careful planning.

Social Media Platforms for Marketing

Using social media platforms to market your products, services, business, and brand is one of the principal uses of technology today. Utilising several social media platforms in tandem allows you to reach a larger audience worldwide and boosts your brand recognition and sales. Plus, it also helps you identify the potential market gaps that you may be able to fulfill.



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10 AWESOME SOCIAL MEDIA AUTOMATION TOOLS

In the last decade, developers from famous social media platforms have changed the way we use their applications. Social media platforms are now excellent tools for marketing products and brands—these platforms act as great sources of exposure for small, medium, and even huge businesses. Here are 10 of the top Social Media Automation Tools, which you can utilize as the first step towards automating your business.

Workflow helps you organize a proper system as needed and share content according to plan. It allows you to promote the right content with the right audience at the right time.

Hootsuite enables you to keep an eye on your competitors and communicate with your audience and users by creating a community dedicated to your business.

Sendible
You can automate replies to the audience's queries, collaborate with others, generate valuable reports, and schedule updates with Sendible. This multi-purpose tool will help you organize and plan posts so your marketing team can focus on important tasks and activities.

CoSchedule
This automation tool helps you schedule your posts, thereby saving a lot of time and effort. CoSchedule enables you to schedule up to 60 posts at once.

Chatfuel enables you to create a chatbot that engages customers and provides accurate responses in real-time to enhance customer satisfaction.

Agorapulse
You can schedule your social media posts and track the performance of your posts to make better decisions.

You can engage a larger audience using their informative reports. Their social media management features are amazing.

SEMrush
This all-in-one digital marketing automating tool is the best PPC and SEO toolkit. This tool allows you to automate posts, promote campaigns, track results, and generate valuable analytics.

Tailwind
This scheduling tool also helps with analytics. Tailwind will not only help you automate posts, but it provides posting recommendations so you can reach more potential leads.

Later
With 600,000 happy users, you can already assume this tool's popularity. This tool allows you to manage your social media comments. Furthermore, it lets you schedule Instagram posts and increase engagement.

Iconosquare provides personalized information for social media platforms. This way, your business can progress with social media marketing campaigns using informed decisions. Save time with their in-depth analytics and reporting.

Automating your marketing process and method helps minimize errors and understand customer behavior while saving time, effort, and money. You can even schedule the entire campaign and stay ahead of competitors. So choose the best social media automating tools from the list above and take the first step to business automation.



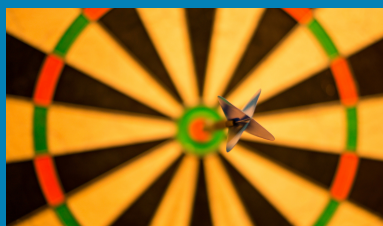
STEPS TO MOTIVATE YOUR EMPLOYEES TOWARDS A SIMILAR GOAL

Project management tools motivate your employees to focus on similar business goals. These tools manage workflow and help with time-management. Moreover, it brings efficiency in handling problems and helps manage resources. Here are some of the steps you can take to direct your employees to a similar goal while utilizing project management tools:

- Plan and schedule the tasks and projects accordingly, bringing efficiency to the workflow
- Maintain better collaboration and reduce errors and inaccuracies in the workplace
- With this project and time management tool, allocate tasks while considering employees' capabilities and skills
- Offer employees easy and straightforward techniques to share, receive, and access files

- Integrate new employees easily with the simple interface of the tool
- Lower the risk of mitigation through proper management and accountability of employees
- Manage your resource and budget by maintaining the records and generating valuable insights

Choosing professional and efficient software enables you to efficiently collaborate and increase projects' success rates. Numerous options are available online so pick the best one that fulfills all your needs and requirements and bring all your employees to the same platform



BENEFITS OF USING ACTIVECOLLAB AS A TIME MANAGEMENT TOOL

A time management tool will help you track and manage your project while organizing your tasks as well. By effectively using these tools, you can bring productivity to your working environment and make better decisions. However, there are numerous tools available to manage your project within time. Activecollab is one of the best. Here are some benefits of introducing Activecollab in your business:

This tool provides seamless collaboration and connects your team from any location around the world. With this tool, you can

easily share and receive files, perform team discussions, and improve internal communication.

It offers you an interface to help you organize your workflow and list your tasks and subtasks. With an organized workflow, you will never miss a deadline.

It can also provide optimal data security role-based access, email integration, and view the payable hours with the payroll management feature.

THE BENEFITS OF AN ELECTRONIC SIGNATURE

Many businesses prefer handwritten signatures over electronic. Here are some benefits of a digital signature and why your business may adopt this technology:

- Electronic signature enables you to communicate and collaborate globally. It also facilitates your business with remote authentication.
- This technology ensures added security over traditional paper documents. You can easily conduct transactions with this enforceable and stronger online signature system.
- This new technology reduces your energy and time as all the documents are digital.
- It facilitates communication with the clients keeping them satisfied and happy.
- Environmentally friendly way to decrease paper production.

HOW TO USE HASHTAGS EFFECTIVELY

- Local hashtags will engage larger audiences
- Build a brand community using these hashtags
- Use hashtags on Pinterest and Instagram to increase exposure
- Create conversation through brand hashtags and specific products
- Numerous search tools are available to search related hashtags
- Use real-time or trending topics
- Use the same hashtags to compete for marketing campaigns
- Consistently update your content to increase engagement and reach

Most top brands in the world use hashtags for a successful branding technique. Hashtags filter the relevant content so users can discover similar posts. Follow the above tips to engage new followers and potential customers.

TECHNOLOGY TRIVIA TIME

Our November newsletter competition winner was Michael Ormerod of Northern Whisper Brewing Co. He was selected at random from the correct entries and very kindly donated his prize to the local good cause "Community Defibs for Rossendale."



Enter in December for your chance to win!
The question is:

What iconic Doctor Who alien race is celebrated on December 21?

Email us at hello@cirrusits.co.uk with the correct answer before the 15th of December, and you will be entered into the draw to win a £25 Amazon Gift Card!