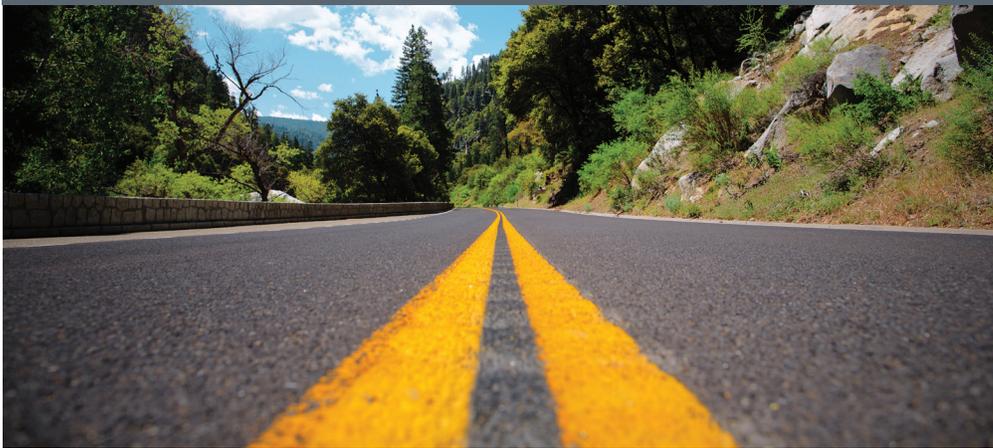


NEWSLETTER

■ June 2020



COMPUTER MAGIC

Welcome to our monthly publication provided to you by Samantha Boneck, Marketing Associate of Computer Magic, Inc.

Our Mission: We help you reach your long-term objectives, enable you to drive real growth in your company, and to secure greater return on investment.

WHAT'S NEW

Computer Magic is here for you! We're available 24/7 for anything you need. Reach out to us if you have any questions. And, remember to check us out on Facebook and LinkedIn.

To our valued clients, we now have a referral program with a \$100 and \$500 incentive.



Samantha Boneck
Marketing Associate
Computer Magic, Inc.

A GUIDE FOR GETTING YOUR BUSINESS BACK ON TRACK

As small businesses struggle to survive, reports have shown that only 5% of small business has been unaffected by the Coronavirus. Establishing a rebuilding plan or exit plan strategy is essential because it will prepare you for financial support, new opportunities for growth, and a working contingency plan.

1. Determine your financial damage

Updating your financial statements and comparing them against last year's data will allow you to see where you stand. Then, consider the other ways your business has been negatively impacted, such as employee lay-offs, cutting your advertising budget and marketing methods, and figuring out the percentage of your customers who have switched over to your competitors.

2. Small Business Planning

Now is the time to adapt your business plan to support recent events that have affected your small business. Consider new ways to

provide to your customer base, such as developing a digital expansion for online shoppers. Specifically, pay attention to trends and look for new opportunities. And, make a list of your unique strengths and weaknesses, accordingly.

3. Funding to aid recovery

Have you investigated the Paycheck Protection Program (PPP) or Economic Injury Disaster loans before depletion? Alternatives to these financial support programs include:

- Traditional SBA 7(a) loans and microloans
- Small business term loans
- Business lines of credit
- Business credit cards
- Vendor tradelines
- Account receivable financing
- Merchant cash advances
- Inventory financing
- Purchase order financing
- Equipment financing

4. Create a contingency plan

Throughout our history spanning from the Influenza Pandemic to

the Great Depression to World War II, our history has shown us that unexpected occurrences happen. Business owners can start by preparing for the worst by trimming nonessential spending, paying down your business debts, focus on efficiency to cut operating costs, and

learn to adapt. One example is working from home - this pandemic has taught us the value of remote employees.

Retrieved from forbes.com/sites/advisor/2020/04/30/6-ways-to-rebuild-your-small-business-after-covid-19/#740ec2a16cc5

7 EFFECTIVE DIGITAL MARKETING INITIATIVES THAT WILL UPLIFT YOUR REVENUE

If you want to have relevance, authority, and qualified leads, digital marketing is a necessary tool to apply to your small business.

1. Social Ads

After compiling research on your target market, you'll be presented with the best platforms to take advantage of, such as Facebook, LinkedIn, and Twitter.

2. Retargeting Campaigns

Designed explicitly for prospects who've shown an interest but haven't committed to the purchase. These individuals are more likely to make that purchase the more they see your ad.

3. Single Keywords

Everyone is looking for specific terms or variations of that term when searching for a product or service. Refine your approach by using the highest-performing keywords to your advantage. High-ranking keywords will reduce your number of unqualified leads while increasing click-through rate, quality score, conversions, and revenue.

4. Organic Marketing

Having webpages that rank high in search engines will further develop your presence as being helpful and having authority. And, please be patient because it can take months to accomplish!

5. Content Marketing

Content is the best value for your money! If you can solve your target market problems - you are golden. Establish your brand voice through webinars, photos, blogs, social media posts, infographics, and more.

6. Link Building

Getting other websites to link to your website is how search engine rank increases. Don't forget to have your own internal and external links for your content.

7. Email Marketing

The email method, to this day, gets some of the best results. You may segment based on demographics, purchase history, and other valuable information retrieved through marketing data collection.

Retrieved from sevenatoms.com/blog/digital-marketing-strategy-examples



REFERRAL PROGRAM

Refer a company with ten or more computers and at least one server to our office. Once we've completed our initial appointment with your referral, we'll give you \$100. If the company then becomes a Client with Computer Magic, we'll send you another \$500!

Call us for more information at 608-291-9723.



IT Security Tip of The Month

PANDEMIC SCAMS CONTINUE TO RISE: BE MINDFUL & TAKE THESE PRECAUTIONS

Cybercriminals are seeing US citizens as attractive targets due to the uncertainty of this pandemic.

Tips To Practice Cyber Safety

- **Fake Websites:** the goal is to collect credit card information. Always check the websites URL, and install an ad blocker.
- **Scam Calls** have risen 50% since the pandemic. Hang up and call the customer service number on the back of your card, and remove the call from your history.
- **Email & Text Messages:** Phishing scams are still prevalent. Check the sender, and check – don't click – hyperlinks.
- **Home Office Network:** hackers have switched to targeting our homes. Check your network security. Work and business technology devices should be kept separate.

Taking these additional steps to protect yourself will assist in protecting your overall security.

Most of these steps take only a few minutes to accomplish. Be safe and stay informed!



THE MANY FACES OF CORPORATE LEADERS

Employees' happiness at work is more important in the workforce than ever before, and that feeling of fulfillment and engagement often comes from the top. If you are aware of what type of leader you are and how your leadership affects employees and clients, you can mitigate your weaknesses and discover your strengths to lead a more effective team environment. Let's look at a few leadership personas I've witnessed while coaching and what works best for each.

In-The-Weeds Leaders

Leaders who are "in the weeds" tend to spend too much time in the day-to-day. They get bogged down with what's in front of them and don't think outside the box. Without innovation, the company runs the risk of coming to a grinding halt. These leaders need to delegate current tasks to their team members. They can then focus on finding new ways to drive the business forward. In-the-weeds leaders may even need an outside party to hold

them accountable for setting and reaching these new goals.

Frustrated Leaders

These leaders know their companies can be better, but they're upset because they can't scale at the rate they want. They bottle up their grievances and aren't sure where the disconnect is with their teams. These leaders could seek guidance from a third party, whether that's a friend or colleague. An outside perspective can help identify problem areas. They also need to hear out their team members and get firsthand accounts on what's not working. Both aspects can help turn frustration into focus.

Mindful Leaders

These leaders recognize that rapid growth is positive if they scale appropriately with the formal organization and efficient processes. They are careful to avoid pushing forward blindly and losing essential parts of their culture and values along the way.

“ I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.” Steve Jobs

LONG-TERM EFFECTS OF A DATA BREACH

Prevention is the #1 method to avoiding a costly data breach. However, not all small businesses take protective measures. As a result, the following damages may occur:

1. Collapse of Trust. Trust takes years to develop and can be destroyed within seconds when a breach happens. 62% of Americans state they would stop doing business with a company for months after a breach.

2. Legal vulnerabilities. Hefty fines, legal fees, litigation costs,

among other expensive setbacks, will happen if your small business becomes victim to a breach.

3. Negative Brand Reputation.

A data breach will affect how your customers perceive you. And, as far as reputation goes, once your customers view your small business negatively, it's challenging to bring back.

4. Disruption of business functions. Response time is key to keeping your customers satisfied. However, when a breach occurs,

your priorities switch, which may result in loss of clientele.

PREVENTION

You can take three simple steps to guard your small business against a data breach.

1. Keep software updated
2. Backup your files
3. Encrypt your data

Source: cypressdatadefense.com/blog

LOW-COST METHODS TO GROW YOUR BUSINESS

1. Social Media Engagement. Don't underestimate the power of social media. The average user spends 135 minutes on social media daily. This is your opportunity to pique your readers curiosity, describe the benefits of your content, and to add your call-to-action to entice your audience.

2. Create Original Content. Content is the heart and soul of any digital marketing campaign – it's your foundation! Content is your steppingstone on the path

from lead to customer and from customer to engagement.

3. Build your email marketing list. Email delivers a strong ROI. Not only is it part of our daily routine but is a primary source of retrieving our information. With the added benefit of being both cost-effective and time effective.

4. Problem & Solution Awareness. Help your customers become aware of something they need, while you provide the solution to their problems.

5. Send handwritten thank you cards. Adding that personal touch may be just the thing to separate you from the competition.

6. Hire an Intern. Are you low on time and want to delegate some tasks but don't have the budget to do so? Then, hiring an intern is a great opportunity for both parties involved.

7. Listen to your clients. We all like to hear the positive aspects about our companies but we gain the most from the negatives because it teaches us what we need to change.

TECH TRIVIA QUIZ ENTER TO WIN!

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 Amazon gift card. Ready? Call us with your answer!

What is the likely culprit for a computer that gradually slows down?

- A) Adware/Spyware is infecting your PC
- B) Your processor chip is old
- C) Browser extensions
- D) Overheating

Call us right
now with your
answer!
608-291-9723



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