12 WAYS YOUR SMALL BUSINESS CAN GET THE MOST OUT OF ITS INTERNET CONNECTION

Getting the most out of your internet connection means making sure that you're using every tool at your disposal to help your team get more done in less time.

First, you need to take care of the basics: a fast connection delivered via a reliable and secure network.

Next, look at what the cloud can do for you. From video to automation and analytics, there are incredible new tools being developed all the time to help you grow your business and increase productivity.

1 WIFI FOR YOUR BUSINESS & EMPLOYEES

Connectivity is more important than ever before, not only for coordinating your business with

EMAIL **SOCIAL MEDIA** **CHAT** **COMPANY APPS** **ONLINE MEETINGS**

but also for quick access to core business operations like analytics, tracking, budgets and more. Providing a solid framework for your team to be able to use these tools when and where needed in your business is vital to ensuring that your business succeeds.

2 WIFI FOR YOUR CUSTOMERS

Customers crave connectivity. In fact, consistent internet access is no longer what they want; it's what they've come to expect. Consumer-facing businesses who are not providing WiFi access will soon find themselves at a competitive disadvantage. Offering public WiFi lets you show them you care about providing a good customer experience.

3 KEEP TECHNOLOGY UP-TO-DATE & MAKE SURE YOUR INFRASTRUCTURE IS SOLID

Unpatched or old devices are some of the easiest ways for a hacker to get into your network. Latent or outdated technology can slow your business to a crawl. Updating your infrastructure means that you can take advantage of better technology, but more importantly, it also helps you ensure that your network is as secure as possible.

4 PROVIDE ENOUGH SPEED TO MEET

YOUR BUSINESS NEEDS

If you regularly deal with **LARGE FILES** like **VIDEO**, **AUDIO**, or **CODE**, you should take the time to make sure that you're providing your team with the connectivity it needs to get the job done. It's not just about raw upload and download speeds—you'll immediately notice the increased responsivity of the cloud apps you use every day. The minutes you save each day can add up to extra hours in a week to make your business even more productive.

5

MAKE SURE YOUR EQUIPMENT IS DIGITALLY SECURE

- Don't thinks that you're flying under the radar of hackers because you are a small business.
- Cyber hackers have good reasons to target you and in fact, half of all cyberattacks target small businesses, an that number stands to grow in 2018.
- If you're serious about protecting your business, you should think about employing Managed IT Services.
- With 24/7 threat monitoring and active response, you can rest easy knowing that your business's online presence is protected.

MAKE SURE YOUR EQUIPMENT IS PHYSICALLY SECURE

6

7

VIDEO FOR

While network security is important, it’s not just about the strength of your network encryption or firewall. You also need to worry about your physical equipment. You should actively monitor key access points with security cameras just in case an attacker tries to use social engineering or even breaking and entering to get at your data.

COLLABORATION

By using video, you can reach important contacts from all over the world without the price of regular travel, while still harnessing the power of face-to-face communication. Screenshare makes it easier than ever to walk someone through a process or give a presentation without ever having to leave your office.

8

VIDEO FOR MARKETING

AD
Video clip
Video clip
Video clip
Video clip
Video clip

90% of customers use video to help them make purchasing decisions.

A third of all the time people spend online is devoted to watching videos.

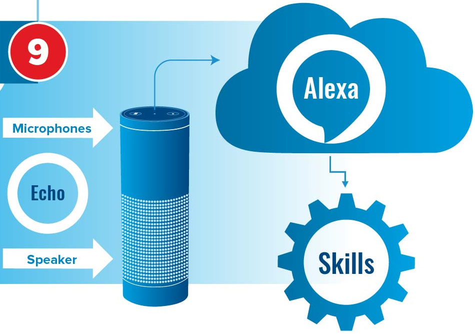
59% of company decision makers would rather watch a video than read a blog post or article.

These numbers pretty much speak for themselves. More customers are using video than ever before. It grabs their attention like no other form of content, and it can be a major factor in swinging a purchasing decision. Think about how to use that engagement to your advantage and create marketing experiences that build your brand.

ALEXA SKILLS

9

If you haven’t gotten into Alexa skills, there’s a lot of tools and treats that can help your business reach new heights. From booking flights to putting you through to conference calls, Amazon’s virtual assistant has much to offer and it can often save you time and money.



THE CLOUD

10 THE CLOUD

Many platforms and cloud apps for small business help by letting you take care of everything from website design, to social media scheduling, to email segmentation and more, all in one place.

FRESHBOOKS cloud accounting WiX buffer

Tools like **Freshbooks**, **Wix**, and **Buffer** are just a few of the easy to use platforms that let you quickly and effectively manage technical areas of your business without getting too technical. And the integration of analytics in many of these platforms means that you can share important data and provide your organization with the crucial insights they need to boost conversions.

CUSTOMER SERVICE

11 IN THE CLOUD

salesforce zendesk HubSpot

Salesforce, **Zendesk**, **Hubspot** and other CRM and customer service software let you track every customer interaction you have, helping you stay in the loop with what's going on with each account. If a customer had an issue a couple years ago, you want to remember it because they certainly will. The best way to get good reviews and drive referrals is to create memorable experiences.

12 VIDEO FOR MARKETING

In business, there are many things that you can control, and some you can't; **NATURAL DISASTERS, TECHNOLOGY ISSUES**, or even a **CYBERATTACK** are among those that can strike a business without warning. In these situations, a cloud-based backup can help ensure sure that your business is prepared. Taking advantage of your Internet connection to continuously back up your data offsite is invaluable in a world where data is at the core of almost everything you do.

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