



# Ribb"IT" Review

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

Issue 7 Volume 4 July 2014



“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 IT problems finally and forever!”  
- Alex Bleam, Frogworks

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“He thinks he’s so cool, ever since he got that new tablet!”

## The Legend of the Plumber (or What Can A Plunger Teach You About Marketing?) Part 2

By Jennifer L. Bleam, Marketing Manager

Last month I explained that a local plumbing company had delivered a brand new plunger to each front porch in our neighborhood. On it was a note, “Use this plunger for small jobs. For bigger jobs, call us.” We looked at three lessons to be learned from this plunger marketing campaign. This month, we’ll look at the final three lessons.

4. **“How much is this crazy idea going to cost????”** I’m sure that when this idea was proposed to this owner of this plumbing company, he/she went ballistic! But I’m equally sure that some smart person ran the numbers to test this marketing campaign. Let’s say that this entire campaign cost them \$2,000 to deliver plungers to 1,000 homes. (About \$2 per plunger plus minor cost for labels and a delivery person at minimum wage.) Let’s say that 20 customers called them (2% response rate) at an average bill of \$350. That totals \$7,000. If they have a 50% profit margin, they just generated \$3,500 by spending \$2,000. And I would hope that the same clever marketing guru at the local plumbing shop would institute some type of “keep in touch” program that would turn some of these customers into frequent flier customers for life, thereby increasing the revenue from each customer, and increasing the ROI (Return on Investment) from that marketing campaign.
5. **Follow up.** Here’s where this plumbing company failed. I got this clever marketing piece from them about a month ago. And I’ve heard NOTHING from them since, no postcard, no follow up phone call, no advertisement in ValPak. In fact, unless I ran to the garage to grab the plunger, I couldn’t even tell you what company delivered the clever plunger to my front porch. I know it sounds simplistic, but hear me: **You Want Your Prospects To Know Your Name!** You cannot predict when someone will need your product or service. But when that time comes, you want them to think of YOU and no one else!
6. **“What else?”** OK, what else can you think of? What other lessons could you learn from the plunger delivery? If you come up with a lesson I didn’t think of, email me at [Jennifer@GetFrogworks.com](mailto:Jennifer@GetFrogworks.com), maybe you’ll win a free plunger. From my garage.

## Shiny New Gadget Of The Month:



### Inflatable Movie Screen

This 120-inch-diagonal airblown, Inflatable Movie Screen is perfect for family movie nights and block parties because everyone can see it all on this big screen in your backyard!

The giant outdoor movie screen can be set up and inflated in minutes, ready to show movies, TV shows, cartoons, sporting events, or even video presentations. It is also great to use indoors or out for fund-raising events, festivals, or prom parties, providing a drive-in movie experience everyone will enjoy. You can even hook up your game console to your projector (not included) to play video games for "tremendous" fun!

Since this outdoor movie screen is portable, you can take it along to your summer cottage or company picnic!

This awesome addition to your family life AND your business can be found at [www.skymall.com](http://www.skymall.com) for about \$250.

## Declare Freedom From High Costs & Risks By Throwing Out Data Now

Do you have mountains of information stored on your server that you'll never use, but feel like you should keep? You are not alone. Given expanding regulatory rules, some businesses save every bit of data they have, just to be safe.


You may be thinking, "What's the big deal in keeping everything?" While it is true off-site data storage costs have gone down by about 25% every year, the fact is that keeping your data forever can create big management challenges and lead to retrieval headaches. Most often companies that save everything don't do so because they think it's the best way, but because they aren't sure what needs to be saved.

Every organization needs to save data for its own purposes, such as transactions, accounting records, and other important files. Not only that, but industry regulations require companies to save certain kinds of content for a prescribed period of time.

So what should you be doing? Here are 4 data-retention strategies you must consider:

1. **Start with the storage analysis, not the storage technology or procedures.** Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements.
2. **Segment user populations.** Use categories such as executives, back-office employees, sales, and people who deal with the company's intellectual property and treat their data differently.
3. **Be precise and consistent with data-retention policies.**
4. **Don't confuse backup with archiving.** Since backup systems don't generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky.

We can assist you in identifying best practices and cost-effective software tools for your business. **Contact us by July 31<sup>st</sup> at 240-880-1944 to receive a FREE DATA STORAGE AUDIT.**



**The Executive Guide  
to Cloud Computing:**  
"5 Critical Facts Every  
Business Owner Must Know  
Before Moving Their  
Network To The Cloud"

**Discover What Most IT Consultants Don't  
Know Or Won't Tell You About Moving Your  
Company's Network To The Cloud**

Cloud9 - Powered by Frogworks  
[www.Cloud9thatFrogworks.com](http://www.Cloud9thatFrogworks.com)  
Phone: 240-880-1944

### Free Cloud Report

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, **"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."**

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

**Even if you aren't ready to move to the cloud yet**, this report will give you the right information and questions to ask when the time comes.. You can request this report and 5 others by emailing us at [Info@GetFrogworks.com](mailto:Info@GetFrogworks.com) and putting Reports in the subject line

### 3 Microsoft Excel Functions Certain To Make Your Company More Productive

Microsoft Excel is such a powerful tool. We all know it, but most of what we use the program for are simple calculations and data collections; while we know there is so much more there. The problem for most is that there are TOO MANY functions and tools to use, so we get lost, don't know what we could or should use, and don't even try.

To help you out, we've picked 3 of our favorites to share with you. Using any one of these functions is certain to improve your company and make you more productive.

**Conditional Formatting.** Did you know that you can apply this simple tool to a collection of data and Excel will automatically format your data via color coding so it will "pop out" based on any criteria you choose? If you have any size data set that you need to analyze, this function greatly simplifies your job.

**CountIF, SumIF and AverageIF.** These rarely used functions are amazing when you apply them. If you have a spreadsheet full of data with common classifications or labels, you can easily count, sum or average each label using these 3 formulas. The supercool part is that if you update any data, your functions will automatically update based on your changes. If you've never used any of these 3 IF functions, give them a whirl on your next spreadsheet.

**Paste Special.** I'm sure you may have used this function before, but you probably never realized the power it contains that we hardly use. Use the paste special function to convert your spreadsheet data from rows to columns (and vice versa), divide (or multiply) a whole series of numbers, and more!

## The Top 5 Movies Every Entrepreneur Must Watch

### 1. Miracle On 34th Street

**What You'll Learn:** The greatest lesson in salesmanship that no one follows.

**The Entrepreneur's Lesson:** Santa Claus, working at Macy's, goes out of his way to help customers, often encouraging them to shop elsewhere for the best deals. Instead of losing customers, Macy's becomes overwhelmed with customers seeking Santa's help. Macy's sales increase simply by doing what's best for the customer – too bad they don't do this in the real world, but *you* should.

### 2. Click

**What You'll Learn:** What it's like to fast-forward life.

**The Entrepreneur's Lesson:** Adam Sandler wants to keep fast-forwarding to the major accomplishments of his career. He loses the balance between work and home, and misses the lessons hidden in life's daily routine. Entrepreneurs are generally of the "I want it all now" breed, and this movie will show you how wrong that is. Take the good with the bad, and never stop pursuing your entrepreneurial AND family dreams.

### 3. Glengarry Glen Ross

**What You'll Learn:** Lying, cheating, and stealing never work long-term.

**The Entrepreneur's Lesson:** Hard-close sales work... for a single sale. Ultimately your reputation is ruined, and deceived people lie in your wake. This movie is all about what not to do as an entrepreneur. Unfortunately, too many businesses still follow these practices. Get in an industry with a "Glengarry" reputation and be honest, reliable, and go out of your way to be helpful. Your business will flourish.

### 4. Office Space

**What You'll Learn:** If you don't like what you are doing, change.

**The Entrepreneur's Lesson:** Follow your gut. If you hate what you do, change. Just don't steal – that never works. Instead, find your passion and pursue it. If you already own a business you love, don't mess with Melvin. He might just burn down your entire building.

### 5. Jerry Maguire

**What You'll Learn:** What you expect when launching your business never comes true.

**The Entrepreneur's Lesson:** Hands down, the best movie of all time for entrepreneurs. Jerry leaves his big-money agency position to go out and start his own shop. Just like any entrepreneur who leaves to start their own business, he suspects every client will leave with him. There is no easier way to start a business, right? This movie shows the real deal. Nothing ever goes as planned.



**MIKE MICHALOWICZ** (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multi-million-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit <http://www.mikemichalowicz.com/>

## The Lighter Side:



### A Summer Roast

**Q:** What did the pig say at the beach on a hot summer's day?

**A:** I'm bacon!

**Q:** What do you call six weeks of rain in Scotland?

**A:** Summer!

**Q:** How do you prevent a summer cold?

**A:** Catch it in the winter!

**Q:** What do you call a French guy in sandals?

**A:** Phillipe Phloppe.

**Q:** When do you go at red and stop at green?

**A:** When you're eating a watermelon.

**Q:** How do men exercise at the beach?

**A:** By sucking in their stomach every time they see a bikini.

**Q:** What do you call a dog on the beach in the summer?

**A:** A hot dog!

**Q:** Why do bananas use sunscreen?

**A:** Because they peel.

**Q:** What's that new summer pirate movie rated?

**A:** It's rated ARRRRRR!

**Q:** What's the best day to go to the beach?

**A:** SUNDAY!

## How To Use Your Client/Prospect E-mail List To Significantly Improve Your Results With Facebook Ads



For many businesses, advertising on Facebook can be a big time and money suck. Even though Facebook is the #1 social media tool, it can be difficult to get a great ROI since you're marketing to a wide range of prospects. The biggest problem is getting a qualified prospect to "Like" your company Facebook page so you can market to them...but who goes out and likes a potential vendor's page? Nobody, that's who! If you market based on demographics, then you're targeting a bunch of people who don't know you on a platform where they're not looking for your product or service in the first place. They are there for cat pictures and videos of their 2-year-old nephew. The answer that solves a big part of this dilemma... "Facebook Audiences."

Facebook Audiences allows you to display your Facebook ads specifically to just about anyone that you have an e-mail address for, without them even knowing you are marketing to them. Based on market testing, ads directed to a targeted "house list" instead of demographics or interest-based lists cost about 75% less with 4x the results. Not too shabby.

So ask yourself...who do you have e-mail addresses for? Clients... Prospects... Membership lists from groups you belong to... E-mail opt-ins... You can segment your list in any way you want.

Have a list of clients or prospects who expressed interest in a product but never bought? Create an audience of just these people to remind them about the product with a special Facebook offer. The list segmentation is nearly endless.

Using Facebook Audiences, you upload your e-mail list to Facebook and they will match these e-mail addresses up to Facebook user accounts. Not everyone has a Facebook account, but based on our testing so far, somewhere between 35%-60% of your e-mail list should match up with Facebook.

To find out more about custom audiences and how to get started, simply Google "Facebook custom audiences" and you'll find all of the "how to" information that you need.



### Your Chance To WIN a \$25 Gift Card to Outback Steakhouse

The Grand Prize Winner of last month's challenge was Eric Devaney of Montes Mechanical in Brentwood, MD

Which of the following stones are not considered a June Birthstone

The correct answer is: c) Sardonyx

Take my monthly "Trivia Challenge" and you could win too!

Send me an email with Trivia in the subject line and your answer: Jennifer@GetFrogworks.com

During which year did Congress pass a bill to make July 4th an official holiday?

- a) 1776
- b) 1870
- c) 1920
- d) 1893