

# Ribb "IT" Review

## Happy Thanksgiving

From our tables to yours, a special greeting of Thanksgiving time to express to you our sincere appreciation for your confidence and loyalty. We are deeply thankful and extend to you our best wishes for a happy and healthy Thanksgiving Day.



**November 2017**

Issue 11, Volume 7



This monthly publication provided courtesy of Alex Bleam, Owner of Frogworks

*“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



**Y**ou're looking for advice that applies to your business, and you're finding a lot of general advice instead. There's a lot of it, and some of it conflicts, and it becomes a bit overwhelming for you. You decide it's simply too general and can't help you and your business, so you decide it's a good idea to go ahead and do your own thing.

Let's take social media for example, since it's so popular to write about these days. Instead of following the solid (but general) advice of several bloggers, you decide that posting LOL cats and hitting the Like button a bunch of times is a better strategy. People like cats on the Internet, right? And people like acknowledgment that whatever they're saying is valid, right?

Since you're reading this, it's likely you're in the tech world. While tech people like cats just as much as the next person, posting them (and them alone) to your Facebook page will lose you business. The words that come to mind are "unprofessional," and "unfocused".

If you don't want to take the advice of bloggers and people who are experts in your field, then here are a few other sources you can refer to:

### Other Businesses

If another business is more successful than you, it's likely you can learn something from their services, website and social media pages. What are they doing that you like? What do you think is a good idea, and what is a bad one?

## Mentors

People who have been in your niche for a while have loads of experience to share with you. These experiences are often custom-fit to the ways and problems of their businesses, but that doesn't mean you can't learn tons from just listening to them speak. If they're actually experts, it's likely you'll be able to catch them at trade shows or local seminars. If you can't manage that, follow them on Twitter or Facebook.

## Or, Maybe It's Not a Problem at All

Stop and think for a second. Instead of assuming that advice that isn't tailored to your business is an issue, assume that it isn't an issue at all. Maybe those SPECIFIC strategies stated don't apply to your business, but it just being available for you to read presents a whole new opportunity for you to learn something new. In essence, you should be able to "translate" the advice given so it applies to your business.

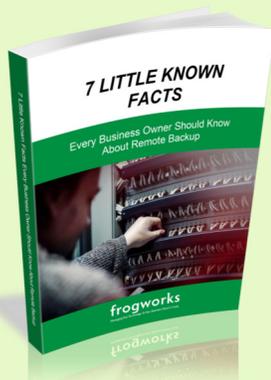


# Driving Big Traffic to Your Website via Pinterest

Pinterest may seem like it's a website only meant for artists to express their talent or for the circulation of cute pictures, but its recent explosion has made it a powerful tool in the marketing world. You can hardly click on a couple of links without spotting a graphic that advertises for a Tumblr or a company. Usually, these pictures have inspiring quotes or are interesting to just about anyone, and they have hundreds - if not thousands - of "repins," which means a ton of people are sharing the image all over their Pinterest's and the web, too.

However, you can't just pin any content to Pinterest and expect it to take off. Finding what is going to bring you the most traffic can be an intricate job, but it's worth every moment of effort. Believe it or not, Pinterest is less a unique and revolutionary idea and more like any other social media

## Data Backup & Disaster Recovery



Like most business owners, you've probably got a backup plan of some kind in place. But you should know: the failure rate for tape backup systems is 100%. In other words, all tape backups fail at one time or another. Plus, the success rate for external hard drives and inexpensive, automated backup services like Mozy or Carbonite are not much more reliable.

Gain Instant Access To Our Free Report, "7 Little Known Facts Every Owner Should Know About Remote Backup." TODAY! at <https://www.getfrogworks.com/services/data-backup-disaster-recovery>

Or call us today at (240) 880-1944

site. Knowing this will help you understand how to use it. However, even if a picture you pin to your Pinterest board goes viral, that doesn't necessarily mean it'll drive traffic to your site. So how can you draw some attention to your services?

### Find a Unique Idea and Run with It

Posting old memes can be fun, but to drive people to your business, you need to create something new instead of just repinning other user's content. The possibilities are just about endless, but make sure your idea is something you haven't ever seen on the site before. It doesn't really matter what your idea is – Pinterest is so diverse that you can likely make it work. Remember to keep it simple and keep your walls of text to a minimum.

A good starting point for idea creation is thinking about making some sort of graphic that tells a story that would be interesting to the kind of audience you want to drive to your website. For example, if you're targeting mothers with young children, teaching them how to do something beneficial for their kids can draw interest. A good example that's currently on Pinterest is a do-it-yourself Lego wall. The graphic shows you how to build one so a child can then stick Legos to a wall (and making the wall only takes about 15 minutes). The graphic has received well over 120,000 repins, and the website that created the instructional manual received just about that many hits for the week.

### Design an Attractive Graphic

Your design doesn't have to be original, but if you're making a series of graphics, make sure you stay consistent. Make sure that even if a person has never done the task you are explaining that they can understand your instructions. The number one thing you need to remember is that the URL you want people to visit **MUST** be included on the graphic. Pinterest cares very little about the original source of the graphic which means you have to make your URL blatantly obvious (yet attractive) directly on your picture. Most pinners prefer it at the bottom.

Size also matters in the pinning world. You want your graphic to shrink down well, but you want to also force a Pinterest user to make your image larger so they have to click through to your page to see the entire graphic. Anything above 2,500 pixels requires a click.

### Time your Pin and Submit

Timing isn't everything on Pinterest, but uploading your new graphic at the right time of day can help something go viral. People are usually on Pinterest first thing in the morning – think around 6-10

## How Do You Make it Easy For Customers to Choose You?

One of your main goals as a small business owner is to build trust. By building trust, you guarantee sales – people buy from companies that they have relationships with.

But how do you build trust? One of those ways is to minimize the risk of choosing your company in the minds of your prospective customers.

Most of them will not want to change from what they do now, and it's your job to convince them that your service is worth changing for.

First, you have to know what exactly you're asking your customer to do. Are you asking them to purchase something they've never seen before, change to a new way of running an aspect of their business, or switch the company they do business with at the moment?

Once you know exactly what you're asking, you can build an offer from scratch that entices the potential client and answers all of their questions as well.

Here is a pair of scenarios you might run into:

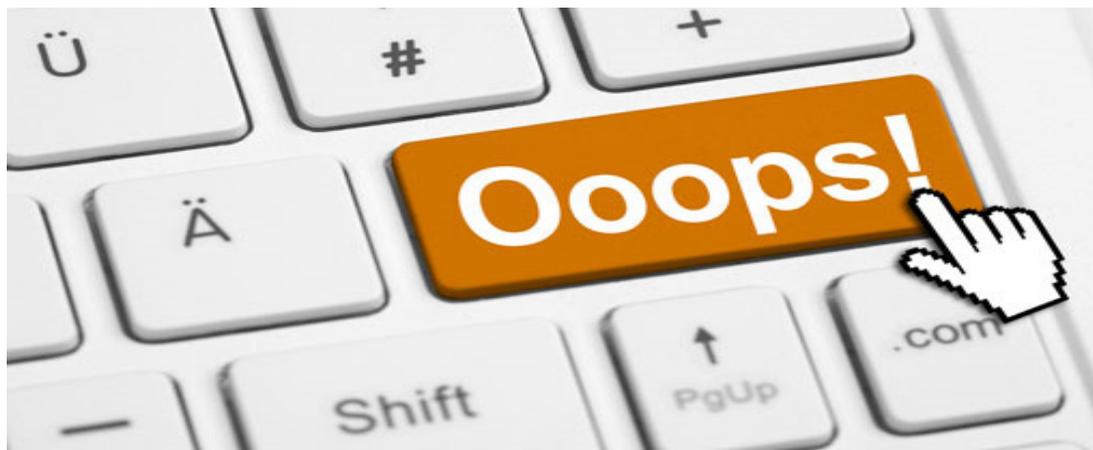
The potential customer you're talking to is thinking about switching from their current service provider to you instead. Think about how you can make the transition easy. A number of years back, AT&T offered a service where they would pay your early termination fees and give you the same phone number if you switched to their services during a certain promotional period.

You are asking a customer to overhaul an aspect of their company to incorporate your services. One of the best things you can do in this situation is to offer the company free installation and a trial run to see if they like what you have to offer. Let's say you're offering to install and manage a cloud computing function on their network. Instead of moving their entire network over to the cloud, move a small portion – say data backup or financial records from years past – to the cloud. Let them try it out and see if they like it for the first few weeks.

AM EST. Most people wander over to Pinterest when they wake up to check it out the new trending posts. As soon as you have your time all arranged, Pinterest makes it incredibly easy to "click and share."

This may all seem like a lot of effort for a website known for frivolous content, but a well-timed and helpful post on Pinterest can drive hundreds of thousands of people to your website - which is even more than Facebook or Twitter.

## Mistakes are Just Short Moments in Time



Have you ever seen a Navajo rug? When they're authentic, you will find many mistakes. But why, you ask? Why would such a beautiful rug be allowed to harbor so many mistakes?

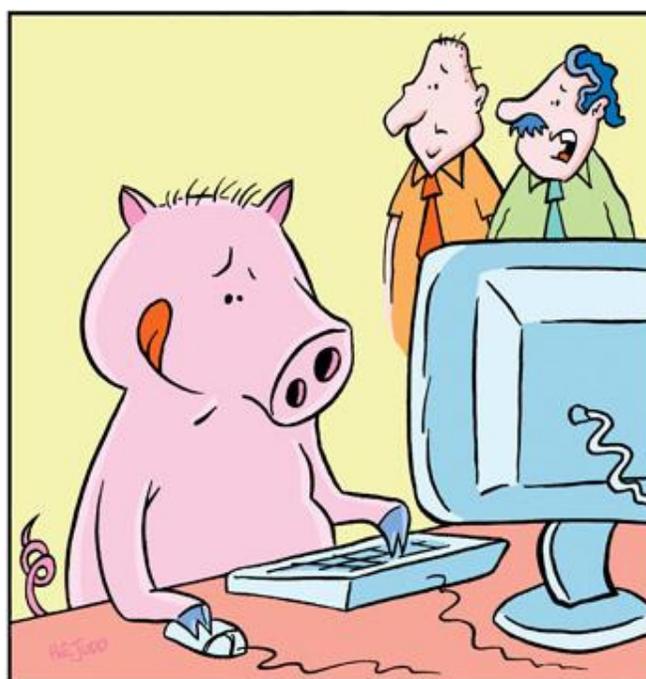
There are a couple of theories as to why the Navajo leave mistakes in their rugs, even when they may be interpreted as ugly by others. Some say the Navajo intentionally make mistakes and leave them to remind themselves that they, and all people, aren't perfect. This kind of idea can also be applied to Wabi-sabi art in Japan.

However, some say something different. Even though the mistakes weren't intentional, the act of *not going back to fix them was*.

Mistakes are simply a moment in time. Often a single decision makes up the entirety of the mistake, and sets off a chain of events that is often called the aftermath. But the mistake itself is just that: a single act. Why try and change something that has already happened? It cannot be changed. The mistake is done.

Let's look at it in a different way. You're climbing a mountain and you trip. Do you stop, go back, and correct your step? Probably not. You brush yourself off and you keep moving forward. Even if you trip again or slide down a little, you just keep climbing. That step that you messed up is never going to go away, but it *can teach you* not to make that particular type of step again.

Besides, as long as you make it to the top, who in their right minds would ever call such a triumphant climb a "mistake"?



"He's our Spam expert!"