

TECHNOLOGY TIMES

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

WORTHY RECOGNITION



No matter how you choose to gauge success, it holds true that "if it was easy, everyone would do it." Which is why the ET&T team remains humbled and proud of the many valued customers who have trusted us to handle their essential technology needs.

We are extremely grateful to both our loyal and new customers who give us the chance to service their needs and surpass their expectations for IT solutions and service. Without you all, we wouldn't have been able to deliver excellence for over 53 years.

Despite a less than ideal economic environment, we are happy to share that thanks to all of you we managed to thrive. We are once again firmly in the **Top 100 Private Companies in the Lehigh Valley**, and even managed to crack the **Top 15 for Women's Owned Businesses**. We appreciate you and thank you for helping us achieve these milestones.

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The IT Services Model Where Everyone Wins – And The One Where You Lose Big

If you're a business owner, there's probably a good chance you spent time figuring out the IT needs of your business. It's not as easy as searching online and picking the cheapest option or the company with the best reviews. The cheap option may not provide the services you need to keep your business at the top of its game, and the best-reviewed business may be too expensive or offer services that are completely unnecessary for your business.

To put it simply, if you want to get the most out of your IT support services, you must do some research. If you haven't spent a lot of time in the world of IT, it can be difficult to figure out where to even begin with your research. If you've found yourself in this situation previously or are preparing to open a new business and are interested in your IT support options, we've got you covered. We've put together the three most common forms of IT support and

explain the benefits and drawbacks of each so you can confidently decide on the best option for your business.

Managed IT Services

In this option, the IT services company takes over the role of your in-house IT department for a fixed and agreed-upon monthly rate. They'll install, support and maintain all the users, devices and PCs connected to your network on a routine basis. They will even take care of your hardware and software needs for an extra cost. If you're trying to plan for a monthly budget or want routine maintenance and IT support, this option will work wonders for your business.

It's my sincere belief that the managed IT approach is undoubtedly the most cost-effective and smartest option for any business. With managed IT services, your business will be protected from IT-related problems, and they will keep your

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systems up and running. They can prevent common “disasters” such as lost devices, hardware failures, fires, natural disasters and a host of other issues that can interrupt or outright destroy your IT infrastructure and the data it holds.

Technology As A Service

Another option that might work really well for your business is using a company that offers technology as a service. With these companies, you’ll get everything that managed IT services offer but with the addition of new hardware, software and support. This service ensures that your business is always up-to-date with the newest software and hardware. The greatest benefit of technology as a service is that you’ll avoid the heavy cost of new hardware and software when you need it, but you will be paying far more for the same hardware and software over time. You’ll also need to pay attention to the services they offer to ensure they can provide what you need and that it does not cost extra.

Time And Materials

Time and materials are often referred to as the “break-fix” method. This essentially means that you pay an agreed-upon hourly rate for a technician to “fix” a problem when something “breaks.” It’s a simple and

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straightforward way to pay for IT services but often doesn’t work in your favor and can lead you to pay more for basic services.

I would only recommend the time-and-materials approach if you already have an IT team and you need additional support for a problem that your current IT team doesn’t have the time or expertise to handle. Under the break-fix model, the IT company has no immediate need to stabilize your network because they are getting paid hourly. The break-fix model is unable to supply ongoing maintenance and monitoring, which computer networks need to stay secure.

Choosing the right IT option for your business can take time and is certainly not something you want to rush into. Take your time and do your research to find the best option to fit your needs. If you’re unsure of where to even begin – or need some help navigating the sometimes confusing world of IT support – give us a call. We would be glad to help you find the IT support you need.



CUSTOMER SPOTLIGHT:

**Hanover Township
Community Center**
"The Heart of the Community"



The Hanover Township Community Center was opened in 1996 within the municipal complex. The Community Center provides the community with quality recreation and educational programs and is seen as a safe harbor for today’s youth. Their programs are varied and offer numerous options for children as young as 18 months through seniors that are young at heart. Complementing their programs is their exceptional facility housing a 2,200 square foot meeting room, full-size gymnasium, fitness room, classrooms, and an aerobic studio.

We began our relationship with Hanover Township back in 2015. As a trusted technology partner of many government facilities, Hanover Township selected us to perform the upgrade and installation of a phone system at the Municipal offices. Naturally, since the Community Center is housed in the same complex, we were responsible for making the improvements for them as well. We worked closely with the township to develop a solid plan based on reps and volume and recommended the MiVoice Office 250 as the best fit. And we have been keeping their system in tip top shape ever since.

Shiny New Gadget Of The Month:



Desklab Portable Touchscreen Monitor

The pandemic has caused more Americans to start working remotely for their employers than ever before. If you're working from home, you want to make sure you have the best devices available. One of the best things you can add to make your work more efficient in your remote workplace is another monitor, and there are few monitors out right now that can compete with the Desklab Portable Touchscreen Monitor. This monitor gives you an extra screen to work with as well as a 1080p touchscreen. You'll be able to expand your desktop, laptop, phone or tablet to become a second portable touchscreen. The monitor is lightweight and requires no setup, so it's ready to go whenever you need it.

Building Your Marketing Plan – Where Do You Start?



A strong marketing strategy is one of the most difficult things for new businesses to implement correctly. Many new business owners know how important marketing is but are unsure of how to make their plan successful. My good friend Allan Dib wrote a book titled *The 1-Page Marketing Plan* to teach business owners how to quickly market their businesses.

Allan explains that one of the biggest mistakes new business owners make is trying to ensure that their marketing plan is perfect from day one. It's impossible for your marketing to truly be perfect since it's iterative and needs constant optimization. Instead of trying to make your marketing perfect, just try to get it done. Feedback will tell you what worked and what didn't, and you can adjust your strategy based on that.

Before you can even start planning your marketing strategy, there are a few things you need to figure out first. Before anything else, you need to figure out who your audience is. This will allow you to find a certain niche that will help you build a solid marketing plan. If you try to target everyone as your audience, you'll end up targeting nobody.

Furthermore, Allan explains that once you have found your target audience, you need to create a message that resonates with them. Test your ideas on your current customer base, and if you find one that fits, implement the wording into your marketing campaign. Don't try to sell in your advertisements; instead, have them fill out a form or give your business a call.

Once you've found your target audience and crafted your message, you'll need to find the perfect place to broadcast. Through your research in finding your target audience, you should have a general idea of where to publish any marketing. Don't be afraid to use multiple platforms to reach a wider audience.

Allan is a best-selling author and an extremely successful marketer. He's helped over 500,000 businesses achieve rapid growth and (in my opinion) is one of the best minds in the business. If you're needing more marketing advice from one of the masters of the craft, check out his book, *The 1-Page Marketing Plan*.

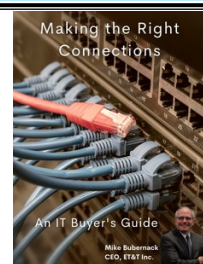


Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book Profit First, which is used by hundreds of thousands of companies across the globe to drive greater profits. Mike is a former small-business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.

Tired of Spending Money on Never-Ending IT Hassles?

This FREE guide outlines what every business owner must know about IT Support services and fees.

DOWNLOAD Now at www.et-t.com/itbuyersguide



■ Meta-WHAT?! What You Need To Know About The Metaverse

In 2014, Facebook purchased Oculus, a company that designs and produces virtual reality headsets and games. This would end up being the first step in Facebook's change to their new identity: Meta. Recently, Mark Zuckerberg, the founder of Facebook, unveiled the Metaverse with the goal of creating an "immersive Internet experience" that he hopes will lead to a "world of endless, interconnected virtual communities."

This idea would essentially allow people to meet with each other, play games and even work by using augmented reality glasses or

virtual reality headsets. Ideally, people will have virtual office spaces where they can communicate with coworkers and virtual homes where they can host friends for get-togethers. The biggest concern with Meta is privacy. If people are living their lives in a virtual world, how will the information they share be protected? Only time will tell how Meta handles the privacy challenges of the Metaverse, but it's certainly an exciting time in the world of virtual reality.

■ It Isn't Luck, It's SEO - Improve Your Conversion Rates Using SEO

Search engine optimization (SEO) and conversion rates go hand in hand. SEO helps bring people to your website,

but conversion rate optimization (CRO) helps make those visits more meaningful. If you aren't getting the desired conversion rates for your website, there are a few tips you can implement to get more from your SEO and CRO.

- **Speed Up Web Page Load Times:** If your website does not load within three seconds, there's a good chance that customers won't wait for your site to load.
- **Improve Your Visuals With Creative Designs:** You want your website to grab a user's attention and encourage them to click through the site.
- **Utilize Videos And Visual Aids:** If users are not staying on your website for a long period of time, add some videos. Users are more likely to stay on your site if there are things for them to watch or look at.
- **Use Strong Calls To Action:** A call to action is a great way to connect with your customer base and will make it easier to track the return on your investments.



"... and Brian, down there, is just here to even out our grid."

CartoonStock.com