

TECH TALK

QUARTERLY

YOUR QUARTERLY DOSE OF
TECH & BUSINESS NEWS

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UPDATE FROM MICHAEL

The year seems to be flying by and we've already finished the first quarter.

Where does the time go?

A big part of the first quarter usually involves planning out the year and setting the company goals and projects for the next quarter. For many, that time has come and gone, but who says that you can't start planning at the beginning of the second quarter?

Do you do business planning? If not, here are 2 x business planning and operating frameworks that you might want to consider: EOS/Traction by Gino Wickman and Gazelles / Rockefeller Habits by Verne Harnish.

They help you through the process of building a very basic 1-2 page business plan and break it down into tangible goals to help you and your team keep on the same path.

So don't feel bad if you didn't start sooner, the important part is taking that first step. And hey, if you already do business planning or use EOS or Rockefeller Habits, kudos to you!

That reminds me, we should talk about a Technology Business Review if we haven't already. That way we can help you plan the part of your business that we can best help with.

Call me at 617-965-6800 or email me at MBannach@gizmofish.com to schedule a Technology Business Review so that we can help you plan for technological success.

Until then, stay safe,

CEO - Gizmo Fish

DID YOU KNOW?

The Firefox logo isn't a fox, It's actually a red panda!



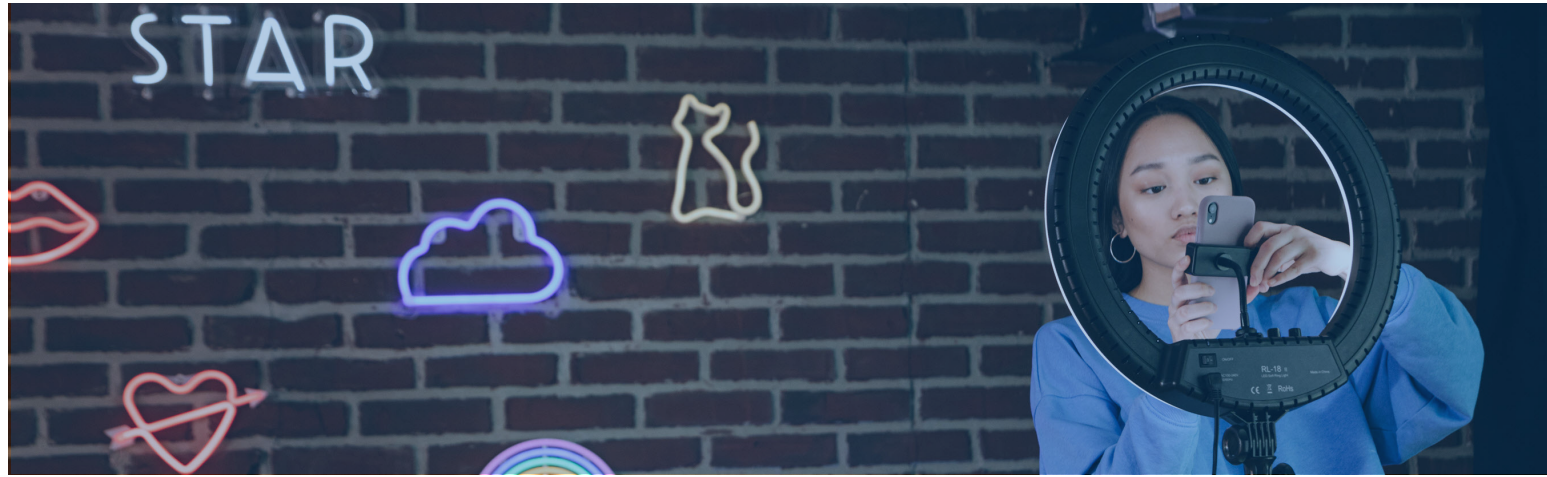
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Traditional influencer marketing means relying on celebrities and famous bloggers to generate traction about your brand. However, as time changes, with the boom of social media, the number of influencers in the market is rising.

The influencer marketing technique involves affiliating with famous social media celebrities and bloggers for the purpose of promoting product or services. While collaborating with influencers, identify their audience reach and engagement.

This marketing tool's main purpose is to drive sales and build your brand's credibility.



Strategies for Influencer Marketing

Campaign Surrounding KPIs

Influencer campaigns are exciting and attractive because of numerous ideas and sparks in the campaigns. You can increase your brand's growth through interesting methods with the help of influencers. Before starting an influencer campaign, identify a goal and target to evaluate the outcome. When you understand the purpose for an influencer campaign, you can draw a line between what works and what doesn't for future marketing drives. For setting goals, choose KPIs (key performance indicators) corresponding to your business goals. KPIs will enhance your focus to achieve the target. You need to depend on specific goals for campaign success.

Finding the Influencers

While selecting influencers, you cannot simply rely on their popularity among the audience. The relevancy of the influencer with the brand is the essence of the marketing campaign. Before you start your search for influencers, check your support to find someone already aware of your brand. Besides allowing easier communication about the campaign, they will receptively work with your brand as well. Furthermore, with these influencers, you increase your growth rate drastically.

Clear and Concise Outreach

Communicating your idea for a collaboration with the influencer should be the easiest way. Many businesses do not receive proper responses from influencers because they fail to communicate through proper channels. The mailbox of these influencers is overflowing with fans and supporters. Furthermore, they receive numerous offers for collaboration. You need to give them a reason to choose you instead of others. Here are some tips that you should follow:

- Add an attractive subject line
- Mention why you are credible
- Share some solid reasons why they are perfect for your campaign
- Explain what benefits they will receive after collaboration
- Your proposal should be sweet and short



Collaborating with the Content

Share your idea with influencers and seek their suggestions. Remember, you are collaborating with an influencer rather than hiring them.

Influencers should feel freedom in sharing their ideas because they know about grabbing the attention of their audience. Explain your goals to them, and they might come up with a creative idea for the campaign's success.

Choosing the Platforms

Initially, Facebook's marketing strategies were amazing to deliver ROI for the businesses. As the audience's interest increases, you can choose from various platforms as a means to grab their attention. Moreover, new ideas and tools are available to help achieve business goals. As competition on popular platforms grow, you should leverage influencers on platforms such as Snapchat and TikTok.

Digital marketing is shifting drastically as social media platforms give rise to new and innovative marketing techniques and tools. If you fail to keep up with social media marketing, you risk losing customers, wasting your budget, and shrinking your market share.



TIMEFLIP2: interactive time tracker

This smart tracker will help you optimize workload, boost productivity or bill hours with just a simple flip.

As effortless as it gets.



TIMEFLIP2

TimeFlip2 is a human-friendly tracker, designed to make time-tracking effortless and enjoyable. The TimeFlip2 combines task tracking and Pomodoro timer in a 12-sided cube. Paired with a mobile app, you can analyze how you spend your time, track billable hours, and download time sheets and reports. It's a great tool to gain insights into your productivity habits and manage your time more effectively.

Find it at <https://timeflip.io>



WE LOVE REFERRALS

Do you know a business that could benefit from our services? Most of our clients are referred to us by other happy clients.

Send us a qualified referral and we'll deliver something sweet to you.



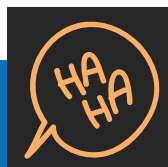
If your referral turns into an appointment we'll give you a \$75 Amazon Gift Card.



If your referral becomes a client we'll give you an apple watch!



Simply introduce us via email to info@gizmofish.com and we'll take it from there. I personally promise we'll look after your friend's business with a high level of care and attention (just like we do with all our clients).



NEED A LAUGH?

Why was the mobile phone wearing glasses?

Because it lost its contacts.



WE VALUE YOUR FEEDBACK

We are committed to providing exceptional experiences and service to our clients and the best way for us to know if we are doing a good job is with YOUR feedback.

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