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5 Effective Lead Generation Strategies To Consider In 2017



Thomas Fox is president of Tech Experts, southeast Michigan's leading small business computer support company.

Looking to grab new leads? Forget the more traditional marketing approaches. The majority of them are no longer as effective

as they once were. Instead, try something new.

Here are five extremely effective lead-generation strategies for 2017.

Blogs

Although the suggestion to start a blog is hardly groundbreaking, it remains one of the best methods of generating leads and one that is all too often overlooked, even today.

Publishing regular articles provides you with an opportunity to reach your audience and establish your expertise.

In addition, you can encourage readers to sign up for your newsletter or input their email address to access some high-value content.

Newsletters

If you don't yet issue a newsletter on a regular basis, you are missing out on one of the best lead-generation strategies there is.

Publish an invitation to sign up for your expert newsletter in several prominent locations throughout your website, and your email list will continue to grow. The benefits don't stop there.

Pushing your newsletters out to your subscribers allows you to talk directly to a captive audience. The potential is limitless.

eBooks

Some businesses have an information-hungry audience that seeks more and more knowledge.

Position yourself as an expert in your niche and produce a well-written, information eBook that contains the knowledge your clients are looking for.

Start to share your eBook on social media and, before you know it, the news will spread and users will start to proliferate it for you. Just don't forget to ask for that all-important

customer contact information in exchange for access to the book.

Go with the trends

The habits of your customers have probably changed significantly over the past few years.

Technological changes have resulted in a world in which people are continually online while on the move. Smartphones and tablet devices are more popular than ever; so make sure your marketing strategy is fully aligned with these user preferences.

Keep abreast of the technological changes and make sure you're reaching customers via the channels they are using.

Make the most of email marketing

Email marketing remains one of the best lead-generation activities in 2017, and you should be fully focused on developing email content that is aligned with your customers' needs.

Make sure your emails cover all the basics including an attention-grabbing subject line, engaging and dynamic content, social media links, and a powerful call to action.



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Why Is A Server Important For Your Business?

“Data transferring to and from a server is much faster than transferring from a computer due the overall design of a server. Servers are built for speed, reliability, and security purposes.”



Anthony Glover is a Senior Network Engineer and Service Manager at Tech Experts.

A server is a very important asset to any small business as it provides many features that can help your business run safely

and efficiently.

For instance, when lending out a new or existing computer to employees, you can prevent unnecessary access, change passwords, or unlock accounts in one location. This allows management of the computers, enabling full control at all times.

It also allows you to have a centralized location for many of your functions: the server. You can share files and applications and reduce redundancy for all files. Since servers primarily run in a RAID configuration of some sort, you will have extra protection for your most important files.

Another great thing about a server is you can set up a domain for your business, enabling automation features like backups in one place.

This also allows for profiles, including files and applications, to

be accessible from any workstation connected to the server. Not to mention, a server will keep you organized and running more efficiently in general by keeping your email, contacts, calendars, and files safe.

Data transferring to and from a server is much faster than transferring from a computer due the overall design of a server. Servers are built for speed, reliability, and security purposes.

This means you are going to get through the day with your time and resources spent more wisely, allowing you to continue with what matters in your business.

This efficiency and organization will increase customer relationships and help build retention with new and potential customers.

Best of all, you can set up a server to curve toward your needs. You can use a server for hosting your own websites, as a backup server, fileserver, or even run your database. You can also upgrade (to an extent) if your needs grow.

Keep in mind, these are only some of the many server configurations available for your server.

File or Backup Server

This server is for file-sharing, active directory, and domain services.

It’s primarily used for backups and storage of user files.

This is the best option if you are going to need safe storage services for your business since a server is going to have redundancy storage to keep data safe.

Database Server

This server configuration is for database storage and management of SQL, Oracle, etc. This is a necessary option if you are utilizing a database for your business.

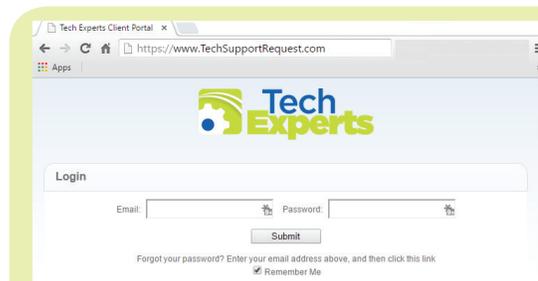
Again, utilizing a server is going to allow safe keeping of your files - this includes your critical files such as your database files.

Web Server

This configuration is for webhosting services and will allow hosting and management of a website from your office.

This is a great option for running web-based applications through your server. This option can also be done off-site by a website host if you prefer to go that route for faster access or security.

Utilizing a server is important for your business and choosing a server can be tough, let alone installing one yourself. Let Tech Experts help you decide and make sure you get the best option for possible for your small business.



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Why Rebooting Your Computer Solves Many Issues



Luke Gruden is a Help Desk Specialist at Tech Experts.

If you have ever had IT help you with a computer issue, you may have noticed that one of the first things we usually recommend

is rebooting the computer. That means shutting down the computer completely and turning it back on. This usually resolves most issues the computer could be having, but why is rebooting so effective?

In our day-to-day life, we are accustomed to our computers working all the time, consistently running programs with little to no faults. It comes as a big surprise when our computer does have an issue - especially when it seems like it should never have an issue in the first place. It may not seem like it, but computers are indeed machines and can have an occasional hiccup, like a car making a strange sound for a brief time. There are many hardware reasons why a computer may act up. Sometimes, the com-

puter receives too much voltage for brief second.

Sometimes, the CPU - while operating under a heavy load - may mess up a bit or two, causing a program to not function normally. Or the hard-drive could have been directed to the wrong sector.

More common than a hardware hiccup is a software hiccup, where a program uses too many resources (or not enough resources) and can cause some processes to freeze or be unusable. The data with the program information is unreadable to the computer, but the program does not know this. When these sort of hiccups occur, it seems there is nothing that can be done to have the program run normally.

This is where a reboot can solve an issue. Turning off the computer forces all of the stuck and misread data to be flushed out. When the computer starts up again, the data that was being mismanaged has another chance to be read properly by the program and hardware.

Programs are usually very good at starting up and making sure that

everything is running as it should after a fresh boot-up. If the reboot does not resolve the issue, then the issue is typically not a hiccup on the computer's or software's end, but another issue that needs to be investigated more closely, usually by a technician.

This is why IT techs are very likely to have you reboot your computer before continuing looking into the issue further: we want to make sure the computer didn't just have a hiccup. This saves time on both ends, as well as prevents any unnecessary purchases or vendor calls.

In short, computers are prone to little glitches. While annoying, the plus side is that these minor bumps in the road are often pretty easy and quick to resolve.

When it doubt, reboot. You would be surprised by how many problems this can fix, such as a program not opening, and you can return to your work as soon as possible.

When a reboot doesn't work, then it's time to call your techs to investigate and get the problem under control.

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The Cloud Can Propel Your Small Business To The Next Level

The cloud has changed the way we do business and allows small enterprises to connect better with customers and innovate more rapidly. Organizations are moving more and more of their business operations to cloud-based platforms in a bid to take advantage of the speed, flexibility, and engagement opportunities these applications offer.

But what exactly do you stand to gain from embracing the cloud?

Speed

The cloud is helping businesses to bring new products and services to

market much faster than ever before. As opposed to internal budgets and red tape to get a project prioritized, more and more organizations are turning their attention to the cloud to get things done.

Enhanced customer engagement

Data is big business in the contemporary business world, and an estimated 54% of the world's top firms use big data to market, target, and retarget their products and services. The cloud is offering SMBs an ideal mechanism by which it is possible to connect more closely with customers to

understand their behaviors and what they need.

A flexible system

Using the cloud is far from an all-or-nothing investment. In fact, most cloud-based service providers allow you to scale your usage in accordance with your business needs. If your data storage needs start off small, you can secure a suitable plan for what bandwidth you will actually use and then gradually upgrade the plan as your needs change. This means you can avoid large initial capital investments and simply pay a monthly fee that is aligned with your consumption.

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**Contact Information**

**24 Hour Computer
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New Features Coming To The Windows 10 'Creators' Update



Jared Stemeje is a help desk specialist at Tech Experts.

Windows 10 doesn't follow the footsteps of previous Windows iterations. Far and away from the uniform operating system that

would be replaced by a successor every few years, it's more of a living, breathing entity – one that consistently evolves with new “named” updates. The last update, the Anniversary update, was nothing compared to the new bells and whistles Microsoft has in store with the Creators Update.

The Privacy Dashboard

The Windows 10 initial launch was the subject of scrutiny for two main factors. The most well-known was the forced-upgrade push from Microsoft.

The second was the watered-down privacy settings when compared to Windows 7 and 8. Fortunately, Microsoft's attempts at a forced upgrade ended when the free upgrade offer expired.

Now, the Windows 10 Creators Update addresses the privacy concerns with a new privacy dashboard. This makes privacy settings much easier to understand and manage.

Users will now be able to quickly enable and disable location tracking, ad tracking, and speech recognition, among other privacy settings

right from the desktop.

Application Throttling

Application Throttling will allow users to dial back resources from background processes to allow more power for their main focus.

This will be especially favorable for business-oriented users who are plagued with hang-ups and freezing from resource-hungry applications. It will also come in handy for those running Windows 10 on older PCs.

Power-Mode Slider

This is for the mobile users who rely on battery power. By simply clicking on the battery icon in your system tray, you can adjust your power settings on the fly. Crank up the power settings if you need more computing firepower or dial it to reduce performance for a substantial increase your battery life.

Paint 3D

The new Paint 3D app dramatically boosts the power of the Paint we all know and love and adds 3D image manipulation.

Paint 3D is full of tools and filters that make 3D image manipulation simple and it can even help you convert 2D images into 3D objects.

Paint will now also work with Remix 3D, a website loaded with 3D images created by other Windows 10 users.

Windows 10 Update Improvements (Thank you, Microsoft!)

Since launch, one of the biggest

gripes with Windows 10 has been its updating system. The current system can be an annoying, buggy mess and those forced updates tend to reset your PC at the most inopportune times. Two upcoming features aim to make these updates a bit more tolerable.

First, Windows 10 Pro and Enterprise users will be able to defer new updates for up to 35 days. Unfortunately, this does not apply to Windows 10 Home Edition users.

Finally, Microsoft also increased the defined period when Windows cannot update from 12 to 18 hours in the Active Hours settings, helping those of us who are regularly using our PCs into the wee hours of the morning.

So, in conclusion...

The aforementioned updates only scratch the surface of what Microsoft will be implementing with the Creators Update.

In example, a free new built-in application, Groove Music, is set to be a direct competitor to Apple's GarageBand, which until now was the only OS that directly catered to the niche market of amateur music producers.

As Windows 10 continues to evolve, we foresee further integration of mobile and desktop unity that will soon rival Apple's dominance in the “one document, all devices” platform. Details about the Creators Update will be released regularly leading up to this massive update coming on April 11th, 2017.

Create new service requests, check ticket status, and review invoices in our client portal: <http://www.TechSupportRequest.com>