

Technology Today

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

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4 Reasons Your Marketing Campaign Needs A Landing Page

Landing pages are a fantastic way to grasp the attention of multiple potential clients. With just one click of a link, they'll be met with an offer, fantastic information or a call to action that will help bring new customers to your business. If you've been contemplating adding a landing page to your marketing campaign, check out these four great reasons to try it out.

- Landing pages operate as a tool to increase conversion rates for your business. Most businesses that utilize landing pages see higher conversions than those that don't.
- Landing pages allow you to showcase your offers. Your offers need somewhere to reside, and there's no better place than a landing page. You're able to highlight the greatest benefits of your offer this way.
- Your cost per acquisition will be lower with a landing page since they no longer

cost an arm and a leg to set up. You can reallocate your resources to other avenues to truly boost your marketing campaign.

- You can test out new ideas on a landing page and judge how popular they will be with your entire customer base.

DEVELOPING TECHNOLOGY PROFESSIONALS INTO LEADERS

The pandemic brought forward plenty of change in the worlds of technology and business. Even as the pandemic slows down, the use of technology will not. This has brought new importance to the role of chief technology officer. In fact, data suggests that 30% of current CTOs expect their next role to be as a CEO. Twenty years ago, we saw the rise of brilliant engineers who took on roles in the business field but lacked necessary leadership skills. They're attempting to avoid this with the brilliant minds in the technology industry.

Many industries have partnered CTOs with CIOs in an effort to improve the CTO's relationship skills. As things become even more digital, technology will be at the root of most businesses. Developing your brightest technological minds will surely bring positive results to your business in the future.



What's New

Help us congratulate Michael Trotter-Lawson, our newest full-time employee! He was hired as an engineering intern back in May of 2021, but he has since become the Assistant Director of Marketing here at Burk. Despite being brought on to help handle menial engineering tasks to help free up more experienced engineers, Michael proved early on that he had the skills in digital media to help improve and redesign existing marketing materials.



In the past several months, he has played a role in nearly every aspect of the company's marketing, and he was hired on full-time to expand and improve the capabilities of the Burk marketing department. Now that he has graduated from ETSU, he is excited to become a full-time member of the Burk I.T. team!



How To Prepare For Gen Z In The Workforce

Be Proactive And Update Your Cyber Security Practices

Technology has evolved leaps and bounds over the last 20 years. In fact, in the next few years, the first generation to grow up with smartphones and social media, will join the workforce. It might seem like Generation Z will be the most cyber-secure generation, considering they've always had the Internet and other advanced technologies at the tips of their fingers, but reports are starting to show that this is not the case. Many business owners fear that Generation Z's desire to share content online will lead them to accidentally reveal sensitive information that can cause financial, legal and branding damage to their business.

Online scammers have surely taken note of the power that social media influencers have over their fans and followers. Steve Durbin, CEO of the Information Security Forum, believes that organized criminal groups will

begin posing as influencers in an effort to manipulate tech-dependent individuals into giving up sensitive information related to their employer. He's not the only business leader who's concerned either.

According to a study from the UK's advisory, conciliation and arbitration service, 70% of surveyed managers were concerned about Gen Z entering the workforce. Instant gratification, resistance to authority and poor face-to-face communication were listed as the main concerns. Additionally, *Entrepreneur* magazine has stated that many Gen Zers struggle to differentiate between friends they've made online and those in the real world. The National Cybersecurity Alliance's Annual Cybersecurity Attitudes And Behaviors

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June 2022



This monthly publication provided courtesy of Stephenie Griffith, Marketing Manager of Burk IT.

Our Mission:

To create trusted relationships while providing Practical, Secure I.T. Results.

... continued from Cover

Report stated that millennials and Gen Zers are more likely to experience a cyberthreat. That report also stated that Gen Zers and millennials have had their identities stolen more often than baby boomers. There's good reason for business leaders to be concerned about the next generation entering the workforce.

If you're a business leader who's worried about cyber security and bringing the digital generation into your workplace, don't fret quite yet. There are plenty of things you can do to prepare your business and ensure it stays cyber-secure. You must be proactive if you want your company to keep up-to-date with the best cyber security practices.

One of the first things you'll want to do is implement or update a cyber-security training program. You need to have every member of your team buy into a cyber-secure culture, and the best way to get them on the same page is with a training program. That way there will be no questions, and cyber security practices won't change from employee to employee. When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train them on your processes.

Additionally, you want to ensure that all of your software is receiving its necessary updates. Failing to update software can leave your company vulnerable to cyber-attacks since those updates usually fill any holes that hackers can exploit. When a new software update is released, try not to wait. If your employees use smartphones for work, make sure they have the proper security software installed – and that it stays updated.

Another great option to take care of all of your cyber security and IT needs is to hire a managed services provider. With an MSP, your business will have its data backed up, the reliability and quality of your computer systems will be improved and you'll save time that you can reallocate elsewhere in the business. There's no better or more affordable way to



“When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train them on your processes.”

improve your company's cyber security than by hiring an MSP to take care of all of your technological needs.

While the new generation will certainly come with their own set of challenges and obstacles, you don't have to worry about their cyber security practices if you're proactive. Use password managers, hire an MSP and start a training program as soon as possible to jump-start the creation of your cyber-secure culture. We've introduced new generations to the workforce many times before, and Gen Z shouldn't be more challenging than any of the others. There will just be slightly different challenges.

Free Report: What Every Small-Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

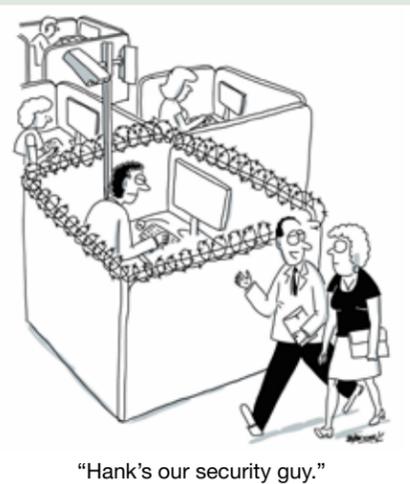
PROTECT YOUR NETWORK
"What Every Business Owner Must Know About Protecting and Preserving Their Network"

Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills, and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your **FREE** copy today at www.BurkITC.com/protect

Cartoon Of The Month



"Hank's our security guy."

SHINY NEW GADGET OF THE MONTH

NeckRelax

Do you spend a lot of time hunched over your computer at work? Many people work on their computers for multiple hours a day and start to develop pain and stiffness in their necks because of it. While you can get a prescription to manage the pain or try to get a massage, these options aren't appealing to everyone. NeckRelax is the newest neck pain relief tool on the market and is working wonders for people who are using it. NeckRelax offers six distinct massage modes and infrared heat and also comes with a set of electrode pads to target specific muscles. NeckRelax sells for \$119 but often goes on sale on their website: NeckRelax.io.



Get out of pain and take back your life with NeckRelax.

Client Spotlight

"I Never Doubted For a Minute The Computer Technicians And Engineers Had My Back"

"The team at Burk I.T. has always been ready to serve us for all of our daily computer issues. We have relied upon the quick response of the help desk IT staff for all of our computer needs over the years. Burk is truly just a quick phone call away to getting problems fixed, without any loss of productive business time.

I just cannot thank Burk I.T. enough for the professional and friendly support in ensuring my department is up and running!"

Ambre Torbett
Director of Planning and Codes
Sullivan County Government



Confidence



Confidence is an incredibly important trait in the world of business. You may think that all of the great CEOs and entrepreneurs of the last few decades never lose their confidence, but you'd be surprised. New CEOs usually have impostor syndrome and struggle with the idea that they're good enough for their role. Self-made billionaires often worry that their fortune will take an embarrassing hit. Even private equity investors look at the looming recession and grow concerned.

We often find that leaders are less confident when they obsess about things that are out of their control, rather than taking action in areas where they have some control. *The Wall Street Journal* recently reported that externally, most CEOs are most worried about a recession, global trade and politics. Internally, they're much more concerned about retaining top talent, dealing with disruptive technologies and developing the next generation of leaders. While it's good to be aware of the external issues, it's much more important to master the internal problems within your control.

In order to fully boost your own confidence, you must have a high level of confidence in your team. If you are already confident in your

team, keep doing what you're doing to hire and develop top talent. If you aren't confident in them, then you should work on hiring the right people. If you've found yourself in this position and you're simply not confident enough in your team, there are a few things you can do to boost your confidence.

Your first option is to invest your own time into hiring, training and developing your team yourself. You'll need to set ample time aside so you can truly master the necessary skills to see the best results. Additionally, you can hire a company like ghSMART to do it for you. There are options for an immediate fix that will help adjust your confidence while also building your team's skills.

Confidence is not necessarily an inherent trait we get from our genes. We can build and grow our confidence skills by taking care of the things we can control. There will always be outside pressures that are out of our control, and there's simply nothing we can do about it. Instead, focus on hiring and maintaining top talent, developing your company's digital capabilities and training the next generation of leaders. You'll see positive results before you know it.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best sellers. He stays active in his community and has advised many government officials.