

THE BUZZ

NOVEMBER 2021



Digital Age Expo

**There's still time
to register**

SEE INSIDE FOR MORE DETAILS



Join Us On: 16th-18th November 10am-6pm Europe's Largest Virtual Show



- Register on-line for a FREE visitor pass at: www.digitalageexpo.com
 - Recieve thousands of pounds worth of FREE benefits as an exhibitor
 - Make valuable connections through speed networking & 1-2-1 meetings
- ...and so much more

WHAT TO EXPECT IN NOVEMBER



30,000
PARTICIPANTS



1,500
EXHIBITORS



100+
SPEAKERS

Guaranteed more leads & connections
Guaranteed more customers
...all from as little as £300 (£100/day)

For more information visit:
www.digitalageexpo.com

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WE HELP YOU GROW...YOU PLAN, WE DELIVER

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Welcome

Welcome to the November 2021 edition of The Digital Buzz Magazine!

This month we are really looking forward to Digital Age Expo, on the 16th – 18th. As I write this, we have over 25,000 registered visitors, 1,000 plus exhibitors and 126 speakers. This is a great opportunity to promote your business to a global audience, build partnerships and generate leads.

Being virtual, there is still time to book your stand, either visit www.digitalageexpo.com, or talk to one of the team. You can also still register for a FREE visitor pass, so you can browse the show at your leisure.

Beyond this, we are looking to implement some new and exciting tools to help you grow your business. Look inside for details of The Digital Age Expo Business Club.

This is a cost-effective method to help you build strategic alliances to keep growing your business. You will have access to enhanced tactical tools, member benefits and a network of preferred partners. Our aim is to encourage and support The Business Club members to share knowledge and create sustainable growth.

Keep a look out for further product launches coming on-line soon, all designed to help your business Connect, Network and Grow!

We would love your feedback on The Buzz and ideas of articles that would be relevant to you, so please do get in touch on hello@thebusinessbuzzmagazine.com.

I look forward to seeing you soon.



Santosh Kumar
Santosh Kumar
CEO & Founder
Findusonweb.com

On a personal note

I am honoured to announce the exciting news that I have been accepted into the Forbes Business Council, the foremost growth and networking organisation for successful business owners and leaders worldwide. This is going to add great value and will help further cement the leadership role of Find us On Web in the community and wider industry.

Forbes Business Council Is an Invitation-Only Community for Successful Business Owners and Leaders.

To be accepted, I was vetted and selected by a review committee based on the depth and diversity of my experience. Criteria for acceptance include a track record of successfully impacting business growth metrics, as well as personal and professional achievements and honours.

“We are honoured to welcome Santosh Kumar into the community,” said Scott Gerber, founder of Forbes Councils, the collective that includes Forbes Business Council. “Our mission with Forbes Councils is to bring

together proven leaders from every industry, creating a curated, social capital-driven network that helps every member grow professionally and make an even greater impact on the business world.”

As an accepted member of the Council, I have access to a variety of exclusive opportunities designed to help the community reach peak professional influence. I will connect and collaborate with other respected local leaders in a private forum and at members-only events. I will also be invited to work with a professional editorial team to share expert insights in original business articles on Forbes.com, and to contribute to published Q&A panels alongside other experts, which in turn will help the community connect strongly in the global marketplace.

Finally, I will benefit from exclusive access to vetted business service partners, membership-branded marketing collateral, and the high-touch support of the Forbes Councils member concierge team to effectively help our local community grow stronger.

THE BUZZ



What do you prefer Face to Face or Virtual?

Face to face tends to be the preference of many, as it allows you to shake hands, swap business cards and build rapport in person. There's no doubt that face to face meetings and events are beneficial, however the past 18 months have helped people experience the benefits of virtual.

During the Covid pandemic, our way of working was forced to change resulting in people working from home and the ability to conduct face to face meetings / events was taken away. However, the benefits of technology prevailed and allowed numerous businesses to continue operating effectively.

As the world gradually began returning to some form of normality, many people had adjusted to remote working and actually enjoyed the benefits it brought. As a result, some businesses have created flexible working schemes which allow employees to complete a mix of home and office working.

Until you stop to think about it, you don't realise all of the benefits available by choosing virtual...

No travel time...

The average time to attend a face to face networking event is 3-4 hours, when you include travel time and general small talk at the end. That's a lot of time out of your busy schedule!

The average time of a virtual networking event is 1 hour. There is no requirement to travel to and from the venue, meaning you can simply log in at the time of the event and continue with the rest of your day as soon as the event is finished.

If you were to attend a face to face networking event every month, this would consume an average of 42 hours of your time each year. If you were to attend a virtual networking event every month, this would only take an average of 12 hours per year. That's a saving of 30 hours per year which you could put to good use!

No travel cost...

Not only do you need to factor in the time of travelling to the venue, but also the cost.

There are obvious things like petrol and parking charges to consider, but also hotels, meals, etc when attending an event which requires attendance over a few days.

These are all costs which you need to consider as part of your 'Return on Investment'.

No requirement to print brochures / material...

When exhibiting at a business show, the list of things to print and organise feels endless; banners, posters, brochures, business cards, etc. Not only is this stressful, but also costly.

At a virtual event, there is no printing required; you can simply create your artwork electronically and upload... As simple as that!

More flexibility in the comfort of your own home or office...

Have you ever been to a meeting and felt uncomfortable for one reason or another... Perhaps your chair was causing you back pain, or you rarely got an opportunity to get a drink or use the restroom.

When you're in your own environment, you have your home comforts available. You have your equipment set to your requirements, you can keep your pets company and you can get the kettle on whenever you please!

Higher visitor numbers...

Studies have shown an increase in visitor numbers at virtual events compared to face to face events. This is due to the fact that virtual events do not restrict people by location, resulting in them being more accessible to different people.

This not only increases the visibility of your brand, but also opens up potential leads which you may have never met previously.

More efficient...

You may think that the more people attending means the longer the event goes on; whilst that may be accurate in some cases, generally virtual events are much more efficient than face to face events.

Taking a networking event for example, you do not need to create small talk between slots, and you only have to say your pitch once which everyone is listening to, rather than repeating your pitch multiple times to different people.

Less energy required...

Whilst building up your step count is a good thing, it can be exhausting walking around a business show all day

(and sometimes multiple days in a row). Not to mention the early starts and late finishes.

Cost effective to exhibit...

Face to face events, such as business shows, tend to be expensive to attend. This is because various expenses need to be considered, such as venue hire, electricity, refreshments, etc.

As a virtual event does not have these overheads, they are extremely cost effective compared to face to face events.

Technology available...

Let's face it, building rapport is far easier face to face as opposed to exchanging messages / emails. That being said, there are now a wide range of platforms available (Zoom, Skype, Teams, etc) which allow you to hold video calls and can be just as effective as face to face conversations.

Better for the environment

Not only are virtual events better for your bank balance, but also better for the environment.

By removing the need for travel and printing, you are directly reducing your carbon footprint.

Return on Investment (ROI)

Finally, one of the most important things to consider as a business owner is your ROI. Taking all of the costs of attending a face to face event into account, you need to consider the value of attending.

For example, exhibiting at a business show for 3 days can cost in excess of £1,000 when you calculate the event cost, travel, accommodation, food and drink, wages, etc. Whereas exhibiting at a virtual business show would be a fraction of the cost.

If you are prepared to spend £1,000 to attend a face to face event, you need to consider how many genuine leads you would require from the event in order to break even, before even making a profit.

In summary, there are benefits to both face to face and virtual, but when it comes to cost and productivity, virtual is a clear winner.

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CONNECT



NETWORK



GROW



Dates for your diary

NOVEMBER & DECEMBER NETWORKING EVENTS

Join one or all of Find Us On Web's FREE virtual speed networking events this August. Take an hour out of your day to connect, network and grow your business with these great virtual events.

The format will be, an introduction from our team, a feature or a keynote speaker for five minutes and then it's down to the networking. Each attendee gets one to two minutes to talk about their business, any offers they have and the types of clients they are looking for.

Don't forget this is networking, so it's not about who is in the room at the time, but about who they may know that can make the most of your services.

Every attendee gets to put their details in 'The Chat' and this is shared with everyone to continue to network after the event.

If your business can do business in any of these areas then please come along.

To register for any of these events, visit:
www.findusonweb.com

November Networking Events:

To be held virtually at Digital Age Expo

16th November

10am - 11am

12pm - 1pm

17th November

10am - 11am

12pm - 1pm

18th November

10am - 11am

12pm - 1pm

Christmas Networking Party:

17th December

11am - 12pm - Join us for some festive fun



See you there!

For detailed information about these events visit: www.speednetworkinggroup.com

THE BUZZ



As a charity, Prama Life's vision is of

“A world where no-one is unfairly disadvantaged or excluded, because of age or infirmity - and where every person can enjoy life as they age”.

We are enabling older people and carers to lead independent and fulfilling lives, by enhancing their health and well-being.

PramaLife predominantly works across Bournemouth, Christchurch, Poole and east Dorset, offering a range of community-based activities which lead to increased personal independence, self-sufficiency and dignity. In normal times, we provided a range of quality community-based activities, including:

57 regular support groups from social activities to specific help for carers and/or people with dementia. From Memory Lane Groups to Knit and Natter, exercise groups, lunch clubs and coffee mornings.

We are constantly adding to the quality of our work, including a new IT support group and funding a music co-ordinator to support people with dementia. We still have a regular slot on Hope FM for people who have dementia and their carers.

www.hopefm.com

We also support people to access other services in the community and/or helping them in between group meetings with specific issues in their lives e.g. bereavement.

We are delivering a voluntary befriending and mentoring support scheme for carers with BCP Council.

With Hope in the Community we are supporting faith groups to develop their support for older people/carers and people with dementia.

We are also providing Telephone Befriending Groups, which can involve up to 10 people at a time, as well as one to one calls – some are even using video meeting platforms.

In an average month we are supporting 800+ people.

We know from our participants' feedback and through surveys, that we are making a significant impact on their lives.



Many people we support experience challenges with their health and well-being, including low income, bereavement and inadequate housing. We are there to help them.

We are proactively engaging with all communities e.g. the Chinese community with cancer awareness and we have set up an exercise group for LGBTQ older people.

Covid-19 has had a significant impact upon our organisation and is affecting the physical and mental well-being of the people we support. Some were already lonely and anxious; this crisis is making it worse for them as well as for others who cannot go out and about. We have seen an increase in need as the isolation continues, with people now feeling very anxious as life starts to return to normal.

We work with our sister charity, PramaCare', www.pramacare.org.uk 500 clients and encourage them to engage with our befriending groups.

We have experienced an increase in the number of PramaCare clients also requiring additional financial

help and support – which we have subsidised from our reserves.

PramaLife and PramaCare have seen a significant drop in their incomes and the charities' cash flow has been affected because of the closure of our charity shops, which are now thankfully, starting to re-open.

We would appreciate it if you would consider supporting PramaLife or PramaCare, during these difficult times. Please contact me to see how we could all benefit from your involvement with either of the charities.

I look forward to hearing from you soon.
Your sincerely,

Christopher Wakefield
Fundraiser
chris.wakefield@prama.uk
07775677162

www.pramalife.org

THE BUZZ



How to live a

low-carbon lifestyle

Our communities are feeling the impacts of climate change in many ways, both large and small. As our collective impact on the environment becomes more and more apparent, people are looking at how they can make a difference.

Climate change is not something that can be addressed by one person, business or government alone. True change requires action on all levels and through a concerted, collaborative approach.

Let's explore how you can make a positive impact by living a low-carbon lifestyle.

Why does a low-carbon lifestyle matter?

First, let's unpack some key concepts that are crucial to this discussion. When carbon dioxide is released into the atmosphere, it contributes to the greenhouse effect, trapping the sun's radiation and warming the earth. This effect leads to climate change.

Carbon dioxide emissions come from a number of sources that burn fossil fuels, including energy production, transportation, manufacturing, food production and more.

A low-carbon circular economy is another key concept that has gained prominence in response to climate change. This approach takes the entire life cycle of a product into consideration - from sourcing raw materials to renewable energy and sustainable manufacturing processes to end-of-life uses for products or materials.

Companies that participate in a low-carbon circular economy design their products to minimize waste and environmental impact by ensuring materials are reusable, recyclable and renewable.

For food packaging and processing company Tetra Pak, embracing a low-carbon circular economy means taking a holistic approach to its products.

"At Tetra Pak, we're rethinking food packaging from the ground up. While recycling minimizes packaging's impact, we know we can't stop there," says Jeff Fielkow, President & CEO, Tetra Pak U.S. and Canada. "For example, our shelf-stable carton packaging reduces food waste by keeping it safe from spoiling for months without the need for refrigeration or preservatives. Cartons are also mainly made from renewable materials, are recyclable and have a low carbon footprint."

Tips for living a low-carbon lifestyle

The actions companies take play a significant role in the low-carbon circular economy. There are also some simple ways you can reduce your impact. Here are a few examples:

Traveling and on-the-go

- Reduce car trips when you can by biking, taking public transit or carpooling.

- Reduce air travel and fly direct when you can.
- When staying at a hotel, keep the "do not disturb" sign on your door to skip unnecessary cleanings and extra towels.

On your plate

- Reduce food waste by purchasing shelf-stable items that will last for months without refrigeration when unopened. Shelf-stable Tetra Pak® cartons are a great option because they're recyclable and mainly made from renewable materials.
- Incorporate more plants into your diet. A great way to start is with a Meatless Monday!
- Compost your food waste! Many cities make it easy by offering composting pickup or drop-off locations.

At home

- Refrain from excessive heating and air conditioning use.
- Check with your energy provider to see if they offer renewable energy from sources like wind or the sun. Many offer this option for a small fee.
- Reduce water use by taking shorter showers, only running the dishwasher when it's full and turning off the tap while brushing your teeth.

Shopping

- Avoid fast fashion by shopping consignment or secondhand shops. And revive those old tees and sweaters with a fabric shaver to remove fuzz.
- Carry reusable shopping bags to use at the market.
- Look for brands that talk about sustainability on their website and directly address what they're doing to mitigate carbon and their future goals.

These are just some ideas to get you started as you explore new ways to reduce your carbon footprint. But don't stop here! Take a closer look at your daily routine to discover more opportunities to reduce your impact. Remember, small changes can add up to make a big difference!

Join Us On: 16th-18th November 10am-6pm Europe's Largest Virtual Show

Welcome to the future - Digital Age Expo

An Overview Of Our Virtual Digital Age Expo

Join us to raise your profile, find potential customers and engage with like-minded business leaders.

Digital Age Expo is the one of the **largest and most effective virtual conference and B2B business shows** across Europe and the British Isles, utilising our virtual platform powered by TILLU.

Our virtual conference and business shows are events designed with you in mind to bring together members from a wide range of business sectors to promote their products, services, and brands. Our diverse communities include those working in tech, cultural giants, start-ups, and creative individuals.

The great thing with our virtual exhibitions is that they are far more cost effective, offering greater ROI and can reach larger audiences. They offer greater ability to speak to your potential prospects and your existing customers face to face via integrated video calls.

The event is high energy, positive, collaborative and open to businesses of all sizes who are looking to grow.

Our events offer:

- Multiple opportunities to promote your business
- Attend live sessions including seminars, workshops and master classes
- Join in live networking sessions
- Share promotional videos
- Connect with existing and potential customers
- Schedule one to one meetings

CALL A MEMBER OF OUR TEAM TO ARRANGE A LIVE DEMONSTRATION

Europes Biggest Virtual Show

... but don't take our word for it!

Here is what some of our exhibitors said:

"The look, feel and experience of the virtual exhibition was tremendous. It was professional, easy to navigate and engaging."

Leigh Harrison, Wisdoms

"I received many leads and had plenty of opportunities to promote my services. The whole experience was very intuitive."

Yewande Rolfe, Natural Fragrance Company

"I was stunned. I have done many face to face Trade Shows, this was my first on-line. My diary is now packed full with 4 – 5 demos a day for the next 3 weeks. All leads that I received as a result of Digital Age Expo."

Mark Bradshaw, Pronounce Media

The facts from July's show



Number of Visitors

5,500 visitors in total

- Day 1: 2,500
- Day 2: 2,700
- Day 3: 1,500



Number of Exhibitors

448 exhibitors in total

- Over 30 Halls



Number of Speakers

62 speakers in total

- 83 Sessions
- 12 Workshops
- 64 Keynote Speakers
- 7 Ded Talks

Our goal for Novembers Show:

- 30,000 Visitors
- 1,500 Exhibitors
- 100 Speakers

Guaranteed more leads & connections

Guaranteed more customers

...all from as little as £300 (£100/day)

... and so much more!

For more information visit:

www.digitalageexpo.com

BOOK A MEETING

Isle of Man
01624 666105

Rest of UK
02380 970305

Email Us On
hello@digitalageexpo.com



Exclusive Benefits For You

When you buy one of our stands you get all the promotional opportunities on your stand **PLUS** our additional exclusive benefits.

BASIC STAND: £300+VAT

FREE BENEFITS WORTH £198

- 30 minutes discovery call and marketing assessment with Anton Oliver (Value: £99.00)
- 30 minutes social media assessment with Carys Dyane (Value: £99.00)

STANDARD STAND: £500+VAT

FREE BENEFITS WORTH £1,393

- 30 minutes discovery call and marketing assessment with Anton Oliver (Value: £99.00)
- 30 minutes social media assessment with Carys Dyane (Value: £99.00)
- 1 Entry level ticket on Lead to Deal Mastery 5 Day Challenge exclusive to Digital Age Expo (Value: £1,195.00)

PREMIUM STAND: £800+VAT

FREE BENEFITS WORTH £2,291

- 2 hour Profit Acceleration assessment (Value: £997.00)
- 60 minutes social media assessment (Value: £297.00)
- Free VIP ticket to Lead to Deal Mastery 5 Day Challenge exclusive to Digital Age Expo (Value: £997.00)

ADVANCED STAND: £1,200+VAT

FREE BENEFITS WORTH £3,785

- 2 hour Profit Acceleration assessment (Value: £997.00)
- 60 minutes social media assessment (Value: £297.00)
- 2 VIP tickets to Lead to Deal Mastery 5 Day Challenge exclusive to Digital Age Expo (Value: £1994.00)
- Free 60 minute group coaching session (Value: £497.00)

ULTRA STAND: £1,600+VAT

FREE BENEFITS WORTH £5,479

- 2 hour Profit Acceleration assessment (Value: £997.00)
- 60 minutes social media assessment (Value: £297.00)
- 3 VIP ticket to Lead to Deal Mastery 5 Day Challenge exclusive to Digital Age Expo (Value: £2991.00)
- 60 minute group coaching session (Value: £497.00)
- 60 minute 1-2-1 implementation session (Value: £697.00)

CALL A MEMBER OF OUR TEAM TO ARRANGE A LIVE DEMONSTRATION

Europes Biggest Virtual Show

Who Will You Meet?

Business Owners & Partners

Directors & Shareholders

C-level & Senior Management

Purchasing Managers

Technologist

Decision Makers

Industry Leaders

Solopreneur

Exhibitor Benefits

- Sell and showcase products & services
- Meet buyers and suppliers
- Grow your business with new leads
- Present your brand as a market leader
- Demo your product suite
- Make valuable connections through speed networking and 1-2-1 meetings

Participating Industries

Web & Information Technology

Sales & Marketing

Business Development & Media

Business Consultancy

Professional Services

Travel & Hospitality

Health & Well-being

Banking, Finance & Accountancy

Visit our website for
Early Bird Offers

For more information visit:
www.digitalageexpo.com

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Digital Age Expo Business Club

Get FREE EXHIBITION STANDS and business leads at our exhibitions and conferences by joining our Business Club

Connect and network with hundreds of businesses by exhibiting at our business exhibitions and annual conferences effectively. Establish partnerships, raise your brand awareness, and get more leads to grow your business in the most cost-effective way! Join us today

Take a look at our monthly or annual membership options now to get the consistent flow of leads coming to your diary as and when you need.

Business Club Membership Benefits

Business Club not only provides the new customers to continually grow your business but also offers the environment for networking with other go-ahead businesses. Explore partnership opportunities, capture business leads, raise brand awareness, increase business opportunities, socialise and chat informally to share problems and find solutions, enable joint actions, receive information to help tackle the increasing burden of regulation, exchange views, information and contacts. We help you connect, network and grow your business by organising local events, national and international events. Our mission is to put your business in touch with other motivated and committed people in a cost effective and affordable way.

Start your FREE trial today and:

- Get guaranteed leads
- Showcase your brand
- Get a free listing
- Increase your revenue
- Build your database
- Get exclusive member benefits



CALL A MEMBER OF OUR TEAM TO ARRANGE A LIVE DEMONSTRATION

The Business Club

Start for FREE! (1st payment taken after 30 days)

No long term contract

Cancel anytime

Pay annually and get 2 months FREE

All membership packages include:

Chat - Video Call - Schedule Meeting - Website Links - Facebook Page Link - LinkedIn Page Link - Twitter Handle - WhatsApp Number Link - Company Info - Stand Sharing – Banner - Video (1 min) – Brochures - Team Members - Briefcase Downloads - Stand Bookmark Stands - Online Visitor Notification - Offline Visitor Notification - Enquiry Notification - Find us On Web Membership - Business directory listing - Access to private Facebook group - Access to private LinkedIn group - Social Media Promotions - Social media member spotlight

£25.00

(+ VAT) per month

All of the above, PLUS

3 stands FREE of charge

£75.00

(+ VAT) per month

All of the above, PLUS

6 stands FREE of charge
Magazine Advertisement
20% OFF exhibition stands
Offers and Deals Promotion
Business Presentation
Business Interview

£150.00

(+ VAT) per month

All of the above, PLUS

12 stands FREE of charge
Magazine Advertisement
20% OFF exhibition stands
Offers and Deals Promotion
Business Presentation
Business Interview
Leaflet Drop
Stand Graphics Design
Quiz Vouchers
Promotional Marketing Video
Stand Setup Service
Zonal Advertisement Space
Keynote Speaking Session
Workshop Sessions
Man-A-Stand Service
Sponsorship Space
Speaking Opportunities
Inclusion in Member e-shot



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THE BUZZ

BUYER BEWARE:

4 tips for buying new products from online marketplaces



As we approach the holiday season, shoppers everywhere are hunting for great bargains and unique items online. Today's online marketplaces - where anyone can buy or sell new items - are numerous, offering a wide variety of products. Examples include eBay, Facebook Marketplace, OfferUp and Swappa, just to name a few.

But savvy buyers should be aware there are risks involved when buying from any of these types of marketplaces - including ending up with stolen or counterfeit merchandise, receiving an item that's different from what you ordered, or never receiving it at all.

Unscrupulous sellers and fraudsters can show up on any of the many legitimate marketplaces, and they appear like any other seller. Because these sellers often hide behind fake accounts with fake names, and they aren't required to provide or verify their contact information, it's extremely difficult for law enforcement to catch them. Organized retail crime is a growing problem for all retailers, and for shoppers.

"Shopping online provides endless opportunities to find great products," said Mike Combs, director of investigations for Home Depot Asset Protection. "Shoppers just need to know the potential pitfalls, and be careful with what types of new products they purchase at any online marketplace."

Fortunately, there are consumer safeguards in place at many online marketplaces. Being aware of potential red flags can help you avoid problems. For example, here are signs that may mean you could be buying a stolen or counterfeit item:

- It seems too good to be true - such as a new, brand-name item on sale for a drastically lower price.
- The product is described as "brand new," "new in box" or "new with tags."
- Large quantities of the same item/brand are available at the same time.
- The seller indicates they can "get other products upon request."
- There are signs of box tampering or removal of security devices when you receive the item.

While just one of these is not a sure sign the item is stolen or counterfeit, these red flags should cause you to ask questions before buying and proceed with caution.



How can you protect yourself?

You can buy more safely online by following these tips.

1. Purchase from the retailer directly, even for gift cards. It's always best to purchase gift cards on the website of the brand or in its stores. The original issuer of the gift card, like a retailer, is not responsible if the gift card was purchased on an online marketplace and there is no value on the gift card or the value is less than what you were expecting. If you need to check the balance of a gift card, always go to the website of the brand that is issuing the gift card. Do not ever enter the full gift card number and PIN onto any other website. You may be giving the value of the card to a fraudster.

2. Check out the seller. Ratings, reviews and comments from other buyers can help you sense if they are legit. Contact the seller directly to ask questions about the item, as well as their return and refund policies, and make sure you are satisfied with their responses before buying.

3. Research the item. Do a search for typical prices of the item. Does their pricing seem too good to be true? Check the photo carefully to see if it appears to be a real item or stock photo. Photos should show more than one angle, or both outside and inside the package. Ask the seller for additional photos if you're not satisfied.

4. If you have a problem, contact the seller, the marketplace and your credit card company. Make sure to keep digital copies of all emails and text messages between you and the seller regarding the purchase. Your credit card company may be able to withhold payment if there is a problem.

Armed with these tips and a little caution, you can enjoy your online holiday shopping safely.

Article supplied by Brand Point Content (BPT)



Why Blog Anyway

Blogs are great for your business' online presence. I could end this entry right there because that sums everything up pretty much. But there is a reason why blogs are great, several actually. So let's have a look why even on your most basic web presence you could benefit from a well written, regularly updated blog or newsfeed

1: SEO

Even if you only have the most basic of Internet experience you are probably aware of the concept of SEO (search engine optimisation). This is where you think about what words people would likely use to find your products and services and make sure your website is sprinkled with them to improve your visibility to search engines. (i.e. if part of your business is writing blogs, then a blog post using the word 'blog' a lot helps)

But it's not enough to just scatter them everywhere like confetti at a wedding and you can't just have a list of these keywords sat somewhere on the site and hope it draws people in.

This is where a blog comes in. Regularly writing about your business and industry allows you to use the key terms that people use to find you in a way that feels natural within the website. There are other benefits, as listed below, but ultimately everything else links back to this.

2: Shareability

Word of mouth is important in any business. Generating that buzz about what you do can set you off on the right path and one way to do this in the Internet age is through having shareable content.

Links to your website from other sites give you a real boost when the Google bots come crawling around. One way for this to happen is for someone to pick up your blog and refer to it on theirs with a citation, but that is a relatively rare occurrence, but yes, this does include links to your site on social media, so make sure you tweet out all of your blogs.

It might only be of interest to others within your industry but someone picking up your blog and tweeting it to their followers because they think it might be of interest to them too helps raise your profile and your visibility. You can do this automatically whenever you post an update but there is no need to let old content stagnate. Remember that some content remains 'evergreen' and you can link to it on relevant threads no matter how long ago it was written and posted. Perhaps you're a bar owner who has a two-year-old blog post on your favourite gin cocktails, absolutely post that in reply to a celebrity asking for gin cocktail suggestions. This is your resource to use and the more you have, the better.

3: Freshness

This works for both software and the people who view your site. A blog (or newsfeed) kept up to date with regular updates shows that your site and your business is fresh and active. Regular updates also keep adding those keywords and make you more visible to search engines. Regular posts open up the possibility of other marketing avenues such as e-mail newsletters or using your knowledge base for CPD.

4: Show what you know

Use the blog to 'big yourself up'. People who know your industry will be impressed with your knowledge and attention to detail, people on the outside will see that you have the expertise that they need, and by using those keywords, then it will help them to find you too.



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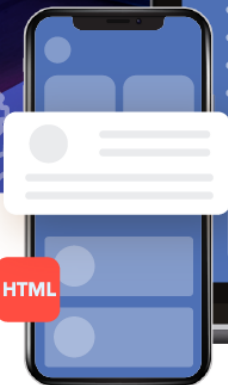
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THE BUZZ



6 simple tips to protect yourself from online crime

Strange texts and curious emails requesting personal information. Unauthorized purchases on your credit card. New online accounts being opened in your name. Digital crime can vary greatly and is increasingly concerning as criminals get more sophisticated every day.

The Federal Trade Commission received 2.2 million fraud reports in 2020, including identity theft and imposter scams. The FBI's 2020 Internet Crime Report stated losses exceeding \$4.2 billion. Unfortunately, many experts predict digital crime to grow in the coming years, especially as large-scale data breaches become more common.

In fact, a recent survey from digital security company Aura in conjunction with Harris Poll revealed about three in four U.S. adults recognize that data breaches are serious. Further, 60% of people worry a lot about them and 53% are concerned about the safety of their personal information online.

"Today, Americans lose more money to digital crime than to home burglary," said Hari Ravichandran, CEO and founder of Aura. "While we spend billions each year on home security systems, many people don't even take the basic precautions to protect themselves online."

Technology is an important part of daily life, so digital security should be taken seriously. According to the survey, eight in 10 people know they should be doing more to protect themselves online.

A proactive approach is the best way to keep you and your family safe. Ravichandran shares six simple ways to keep yourself, your information and finances secure.

1. Use complex passwords

Update passwords so they consist of a random combination of letters, numbers and symbols. Use a password manager to store and remember them. Continue to set up two factor authentication for your accounts and, when possible, opt to use an authentication app over text verification codes.

2. Check financial and medical statements monthly

Your financial and medical statements are often the first signs that you've been involved in a breach. Set transaction alerts through your bank to flag large purchases and check your monthly bank and credit card statements for fraudulent activity.

3. Monitor your credit

Stay familiar with what's in your credit reports. Order a free annual report from all three credit bureaus to make sure that data in each credit report is accurate and matches the others. Additionally, consider enrolling in a credit monitoring service that continuously sends you alerts of any changes. If you notice any suspicious activity, take action right away and freeze your credit through an application like Aura or by contacting the credit bureaus to avoid potential damage to your credit that could take years to resolve.

4. Don't ignore software updates

Hackers exploit security flaws in phone and computer operating systems in order to steal consumers' data. When a company discovers a security flaw in their operating system, they'll develop and release a patch to users. Until that patch is installed, the user and their information remains vulnerable.

5. Tighten social media privacy settings

Many people provide personal information like their name, birthday, job and hometown on their social media profiles. Remove personal information like this from online profiles and update your user settings to increase privacy on who can view your full profile and posts. Further, children under the age of 18 are often the target of child identity theft, because their credit score is completely unmarked. Posting information about your children on social media, even just their full names and birthdays, can be just as dangerous as posting your own.

6. Don't click on links in emails or texts

Scams can be difficult to identify. As a rule, don't click on links that are emailed or texted to you from unknown sources. Don't respond to emails that ask for your personal information, and always be discerning when receiving offers that seem too good to be true.

All of these steps can be overwhelming, but with Aura's simple subscription and easy-to-use app, you can have access to proactive digital security that alerts you to potential threats and helps resolve any issues. Members benefit from an experienced team of customer service professionals and a \$1 million insurance policy to cover any losses from identity theft and fraud.

Article supplied by Brand Point Content (BPT)



MORE DEALS MORE SAVINGS

Find the best voucher codes & discounts
every day locally

FindUsOnWeb
WE HELP YOU GROW...YOU PLAN, WE DELIVER



What Is Local Voucher Line


Local Voucher Line is a service that can save you money using virtual coupons. Much like a physical coupon book, you can use Local Voucher Line to get huge discounts and offers off of all sorts of things, from food and retail products to travel and services.

It is an advertising and promotional marketplace that is largely geared toward serving local markets. Businesses can use Local Voucher Line to promote discounts (vouchers) for services and products. Essentially, Local Voucher Line is an intermediary service provider that wants to connect you with people who will buy your services and products, because the more that people buy from you, the more you can generate new business leads and increase customer loyalty.



If you're the owner of a business, you may be wondering if listing a deal on LVL can benefit your bottom line, it can.

Benefits to your business as a service provider:

- Many promotional categories
- You decide what you want to promote
- Great way to generate new business
- Clear stock with discounts
- Create new opportunities
- Share customer experiences
- We can help you develop, create and market your deals



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Offers At Your Fingertips**



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More Deals More Savings

Our Price Plans & Features

Our Pricing Model

PAYG (Pay As You Go)	NSNP (No Sell No Pay)	Membership Option
Fixed promotion fee per item up to £40+VAT per promotion Graphic design service available with a fixed fee of up to £50+VAT per design Content writing service available with a fixed fee of up to £50+VAT per item	No set-up fees No arrangement fees 25% commission payable on sales Free graphic design Free content writing	Various options available to save you more money, enabling you to build more organic growth to develop longer term strategies.

How does Local Voucher Line compare?

Groupon or Wowcher	Local Voucher Line
Discounts at least 50% on average	You choose the discount you want
Sometimes a discount of 90% is required	PAYG model has fixed cost investment at 0% payable on sale
Take 50% cut of every deal	NSNP model is only 25% payable on sale
Easy to lose money	Membership options to save more money
Unable to make enough sales to cover the cost of selling	Increased sales and profit
No customer loyalty	Increased customer loyalty

Other features you get with Local Voucher Line include:

- Email alerts notify you of new coupons from your favourite stores.
- Cashback and refer a friend options on qualifying purchases to get more shopping credits in the future which can be redeemed in future purchases.
- Things To Do to find events near you that are cheaper with Local Voucher Line, and filter the results by category (like nightlife, tickets and events, sports and outdoors, and kids' activities) or by price or location.
- Local Voucher Line deals on an interactive map that shows the deals displayed in your city for an easier-to-see selection.
- Add items to your wish list to decide later whether to purchase those items.
- Earn cash back at your favourite service provider with Local Voucher Line.
- Local Voucher Line Gift Shop is an easy way to find specifically priced gifts for men, women, kids, and babies.
- Gift cards for use at Local Voucher Line.
- Become a Local Voucher Line affiliate partner to earn money by promoting deals.
- Promote your business on Local Voucher Line with Local Voucher Line Merchant.

Benefits as a consumer:

- Save money via virtual coupons
- Receive local or national deals
- Deals are available across a variety of categories
- Search deals based on category
- Search deals based on location
- Receive alerts for new deals
- Search deals through web or via app

For more information visit:

www.localvoucherline.com



All About Digital Marketing and How It Can Boost Your Business

In this digital age, marketing has gone to a new level. Shopping for items from across the globe can be accomplished in just a few mouseclicks. While offline marketing is certainly here to stay even in this online world of technology, following an online approach is certainly something that every freelancer or businessman should consider adding to their strategy. After all, once you launch your business online, your scope is made virtually more expansive. In other words, you can be accessed by anyone that has an internet connection, from any part of the globe. So what is digital marketing, and can it really help grow your business? Read on and find out.

Digital Marketing Explained

Business is all about being able to effectively connect with your target market, considering critical factors such as the right time, place and circumstance. And all three of these factors point to a common avenue: the internet. Digital marketing generally refers to whatever marketing attempts you do online, either through social media, Google search, websites, blogs, vlogs, email or whatnot, in an effort to reach out to a wider range of potential clients.

Digital versus Offline Marketing

When marketing is done offline, you're never really sure which avenue of advertisement holds responsibility for driving sales. For instance, by putting an ad in a newspaper or magazine, you can't actually tell if consumers read or even saw your ad, or how many did.

On the other hand, when marketing is done online, the amount of traffic you receive in your website, blog, vlog, social media account or whatever marketing avenue you use can be accurately measured in real-time. In this way, you can more easily measure your ROI and thus be able to adjust your business strategy as necessary. Furthermore, patterns and trends in shoppers' behavior can be easily identified and anticipated.

Advantages of Digital Marketing

HubSpot and other digital analytics software allow you to access the exact figures and statistics of your website traffic. More than just knowing the number of pages visited by your potential clients, you also receive a significant amount of data about them, including their location and from what device they may be browsing your website. In this way, you can give more time to marketing avenues that drive more people to your website, and reduce time spent on avenues that drive less traffic.

You can assess your content's performance and generate leads. The issue with relying solely on hard-copy brochures is that you can't really tell if the people you have given them to will actually read them or will simply throw them away. A website, however, can allow you to monitor the number of viewers who visited the page hosting the brochure. Plus, you can gather contact information of viewers who were able to download the brochures only after having filled out some forms, which is a quick and easy way to generate leads.

For your lead generation and marketing needs, check out MR GREAT MARKETING, the best company when it comes to responsive web design, and marketing in London, UK.



All About Digital Marketing and How It Can Boost Your Business

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THE BUZZ

65% of adults in the UK have no Will



The UK is suffering from “wills apathy”, with more than 25 million adults failing to make provisions for when they die.

Dying intestate (without a Will) means the government will decide who gets what from your estate. Not having a Will could also result in Inheritance Tax being due before the estate is released.

Here are some other reasons to make a Will:

- To ensure your estate goes to those you wish to benefit from it
- To avoid the sideways disinheritance trap
- To provide for your children
- To set up a trust
- To minimise the Inheritance Tax payable

Drawing up a Will doesn't have to be a daunting or an expensive process, a standard single Will costs £125+vat and a couples Will only £195+vat.

MW Estate Planning offer a FREE consultation meeting at your home or via video.

For more information or to arrange a FREE consultation contact Matthew Wildeman STEP Aff. MSWW

T: 01202 022 841

E: info@mwestateplanning.co.uk

W: www.mwestateplanning.co.uk

MW Estate Planning are members of The Society of Will Writer and comply to their strict Code of Practice.

Don't have a Will or Powers of Attorney? WE CAN HELP

MW Estate Planning help protect you and
your family's assets, we specialise in:

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- Funeral Plans ■ Family Trusts ■
- Plus other related services ■



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Matthew Wildeman STEP Aff. msww
Senior Estate Planner

t: 01202 022 841

m: 07557 682 702

e: info@mwestateplanning.co.uk

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MW
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LIMITED

Power of Attorney ... why are they important?

A Power of Attorney nominates someone to act on your behalf should you lose mental capacity, as defined by the Mental Health Act 2005.

Mental incapacity could be dementia or other mental health issues brought on by illness or even an accident. Importantly they are put in place BEFORE you lose capacity. Only if you are unable to make decisions for yourself does the Attorney(s) you chose act on your behalf. Typically the Attorney is either a spouse or child.

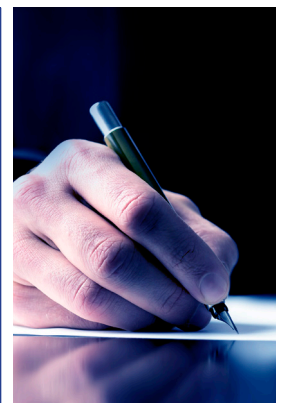
So why are they important to get setup now?

There are a number of reasons I advise all my clients to have Lasting Power of Attorney (LPA) in place, not least peace of mind, but importantly because the alternative to an LPA is much more expensive and time consuming.

If you no longer have the capacity to make an LPA your spouse/ children have to apply to the Court of Protection for a Deputyship Order. This is a complex process with a number of potential pitfalls. It also costs significantly more and can take 28 weeks to put in place.

Here is a summary of the differences:

	Lasting Power of Attorney	Deputyship Order
Has Capacity?	YES	NO
MW Estate Planning fee	£200+vat	£750+vat
Registration Fee	£82 per LPA (means tested)	£400 pa (means tested)
Doctors Certificate (typical)	N/A	£90 - £150
Security Bond (typical)	N/A	£150 - £250
Courts Fees (if disputed)	N/A	£300 - £2000
Total Cost (typical)	£322	£1940 - £4600
Application Time (typical)	8 -10 weeks	28-45 weeks



As you can see the costs are for a Deputyship Order are in the order of 3-4 times as much. As well as the cost there is the delay in getting the Deputyship Order in place, and all this time you won't be able to administer someone's finances.

In conclusion my strong recommendation is to get a Lasting Power of Attorney in place now and save time, money and hassle for your loved ones.

For more information or to arrange a FREE consultation contact:

Matthew Wildeman STEP Aff. msw

T: 01202 022 841

E: info@mwestateplanning.co.uk

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THE BUZZ



J. Jervis Accounting Services Presents Cash Bonus to CIS Contractor

The Issue

Under the new Construction Industry Scheme (CIS), thousands of tradespeople all around the UK are trusting employers and contractors to deduct tax from their earnings and pay it to HMRC on their behalf.

However, as J. Jervis Accounting Services recently found out, not all contractors are staying true to their obligations.

This was the case for one of their clients who had been working with a contractor for a number of years under a CIS agreement. This meant that despite the contractor deducting the tax rate from their payslip every month, they weren't paying HMRC.

Although this could be seen as a mistake, this had been going on for years and several people were affected by the same negligence.

In total, the contractor skimmed more than £500,000 from people's pay before anyone noticed. What's more, because HMRC was unaware of what was happening, it continued to pursue the client for the unpaid tax bill.

The Solution

J. Jervis Accounting Services were able to help their client by going through their accounts over the past few years. In doing so, they determined just how much tax they had paid against how much was required over the same period and found that their client had been paying significantly more tax than necessary - despite receiving threatening letters from HMRC.

To the client's astonishment, they were eligible to claim for more than £20,000 as a tax rebate, not to mention the potential damages they may be able to claim against the contractor that wronged them.

The Legacy

As well as reassessing years' worth of accounts and helping them claim a significant rebate, J. Jervis Accounting Services helped their client digitise their books.

Not only will this help protect the client from overpaying their taxes in the future, it will also save them a great deal of time when it comes to filing their tax return and keeping on top of their expenses.

Moreover, HMRC's Making Tax Digital initiative will soon bring fundamental changes to the tax system. This means VAT-registered businesses with a taxable turnover below £85,000 will be required to follow certain rules for their first return starting on or after April 2022.

Essentially, this means that businesses would need to have started using digital accounting software from April 2021.

Such online platforms are not only affordable, they save time and give sole traders the space to focus on their business. What's more, is they provide simple and easy-to-use tools to help track business performance.

About

Based in Wrexham, J.Jervis Accounting Services provides bookkeeping services for small businesses. They also help introduce their clients to the world of digital bookkeeping and implementing cloud accounting such as Quickbooks, FreeAgent, Xero, Sage 50.

Clients of J.Jervis Accounting Services can also benefit from a range of how-to videos help them get their accounting software up and running in no time.

Above all else, J.Jervis Accounting Services pride themselves on their approachability. They don't use confusing finance talk and they won't charge you for a five-minute phone call. Instead, they believe they have a duty to their clients to help them and their business thrive.

To find out if you've been paying too much tax, call them today on 01691 774431 or visit www.jervisaccountingservices.co.uk.



THE BUZZ

The Importance Of Having The Right Logo

The right logo says everything without saying a word. It connotes feelings of honour, trust, pride, excellence and integrity. It conveys a series of virtues and a set of values without pages of copy and a team of copywriters. It evokes a sense of connection between a brand and consumers. It establishes a bond between a company and its community of fans, friends, critics, allies and champions.

A brand logo is exclamatory. (It may even be an actual exclamation point.) It acts as a symbol of success and a commitment to the customer. It is the fulfilment of a partnership between a business owner and a graphic designer, whose collaboration is an act of communication and whose final design is the result of discussions about what the logo should do.

A logo is not just about what it looks like but also how it attracts attention from current and potential customers.

In our case, the logo is both simple and self-explanatory: It is purely a zebra symbol, with a highlighted eye, which stand above the name Zebra Creative. Our logo is straightforward and striking, which is the point. We leave no room for abstraction because the artistry is in what we offer — premium graphic design services. The logo is as clear as it is concise.

By starting with the familiar, we believe a business owner can find the image that best aligns with his or her industry. Take, for instance, a florist who uses a rose as his logo. The flower matches what he does: It may be one of the flowers he includes in his arrangements or sells by itself. The rose becomes his rose when, say, he gives the stem a neon colour or he designs one of the petals to look like an arrow pointing upward. Pick, shape and refine your logo.

If a logo is more abstruse than accessible, if it is more opaque than obvious, if it is more cryptic than coherent, if it is more problematic than precise — a business owner should not struggle to understand that consumers misunderstand their logo. Ask your co-workers if they understand your logo, as any delay on their part means one of two things: Either they do not “get” it or they hate it, though they may be afraid to say so.

Put another way, do not sacrifice commerce for the sake of art. Do not let a fancy design that does not reflect your message dictate how you act. Do not let design distract consumers, in the event your logo is too difficult to decipher or too dubious to describe.

In comparison, the right logo can inspire loyalty and instil a love for effective design. Choose your logo carefully, so your business may prosper and you may profit.

If you would like to know more about the importance of having the right logo and how it can help your business, please contact Zebra Creative.

m: kevin@zebracreative.co.uk

t: 07774 692715

www.zebracreative.co.uk



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Connected Community Update

Unleash & Develop Your Breakthrough Moment

A newsletter could be one of your most valuable and sustainable marketing tools. The question is, does the reward outweigh the pain? Newsletters can be time-consuming and perhaps not offer any perceived ROI.

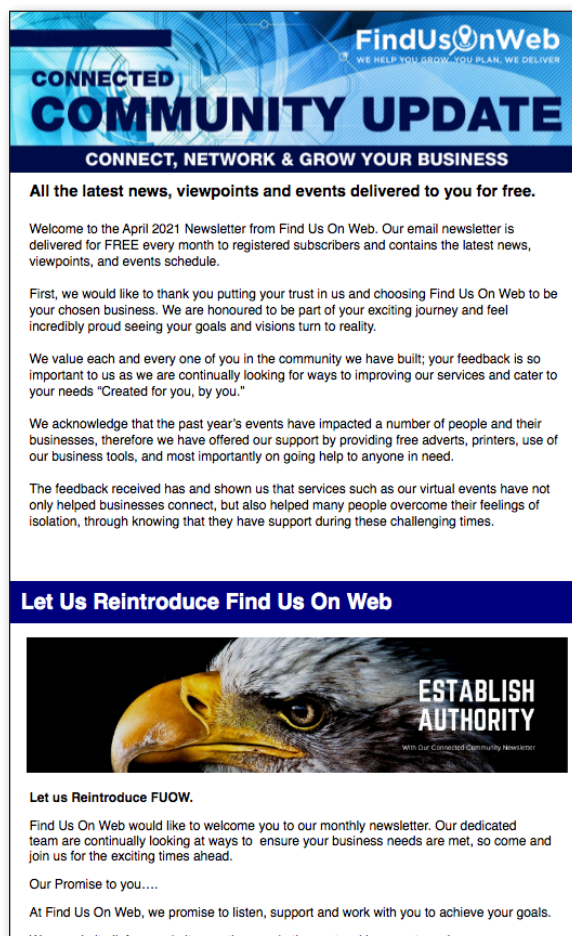
Implemented correctly and backed by a strong strategy, a newsletter can be an easily quantifiable and valuable tool. It can keep you connected with hundreds of clients and prospects, engender loyalty and help build relationships, business and profits.

A newsletter is one of the most effective tools for sharing the latest updates about your business. From product and service updates to staff news and achievements, if you get the right message for your target audience there will always be something of interest.

If you're not ready to launch your own company newsletter, then why not start by sharing your news through the new Find Us On Web Connected Community Newsletter?

Newslettersonweb.com is an easy-to-use tool, helping you to neatly put together piece of content that's organised, to engage your existing and prospective customers and update them with new information.

It is a powerful tool to drive customer engagement and even sales if used the right way. It will also save time and resource costs involved with producing a periodic newsletter.



FindUs^{On}Web
WE HELP YOU GROW...YOU PLAN, WE DELIVER

CONNECTED COMMUNITY UPDATE

CONNECT, NETWORK & GROW YOUR BUSINESS

All the latest news, viewpoints and events delivered to you for free.

Welcome to the April 2021 Newsletter from Find Us On Web. Our email newsletter is delivered for FREE every month to registered subscribers and contains the latest news, viewpoints, and events schedule.


First, we would like to thank you putting your trust in us and choosing Find Us On Web to be your chosen business. We are honoured to be part of your exciting journey and feel incredibly proud seeing your goals and visions turn to reality.

We value each and every one of you in the community we have built; your feedback is so important to us as we are continually looking for ways to improving our services and cater to your needs "Created for you, by you."

We acknowledge that the past year's events have impacted a number of people and their businesses, therefore we have offered our support by providing free adverts, printers, use of our business tools, and most importantly on going help to anyone in need.

The feedback received has and shown us that services such as our virtual events have not only helped businesses connect, but also helped many people overcome their feelings of isolation, through knowing that they have support during these challenging times.

Let Us Reintroduce Find Us On Web



ESTABLISH AUTHORITY
With Our Connected Community Newsletter

Let us Reintroduce FUOW.

Find Us On Web would like to welcome you to our monthly newsletter. Our dedicated team are continually looking at ways to ensure your business needs are met, so come and join us for the exciting times ahead.

Our Promise to you....

At Find Us On Web, we promise to listen, support and work with you to achieve your goals.

We can do it all, from website creation, marketing, networking events and more, even...

CALL A MEMBER OF OUR TEAM TO ARRANGE A LIVE DEMONSTRATION

Connected Community Newsletter



Our Price Plans

OPTIONS	3 MONTHS TESTER	BUSINESS ESSENTIALS	STANDARD	GROWTH HACKERS
PRICE/MONTH	£10.00 (+VAT)	£50.00 (+VAT)	£90.00 (+VAT)	£120.00 (+VAT)
SHOW CONTACT DETAILS	YES	YES	YES	YES
SHOW SOCIAL MEDIA CONTACTS	YES	YES	YES	YES
PR ARTICLE INCLUSION	YES	YES	YES	YES
WEBSITE PROMOTION LISTING	YES	YES	YES	YES
NEWSLETTER STANDARD PROMOTION	1	1	2	2
NEWSLETTER FEATURED PROMOTION	NO	NO	YES	YES
MONTHLY CLICK SUMMARY	NO	YES	YES	YES
CHECK ENQUIRY DETAILS	NO	YES	YES	YES
VIEW CONTACT REQUEST	NO	YES	YES	YES
FREE CONTENT WRITING	NO	NO	YES	YES
FREE GRAPHIC DESIGN	NO	NO	YES	YES

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THE BUZZ



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Join our live webinar on November 16th 10am - 12.00 and discover The 5 Proven Strategy Framework Every Small Business Needs to Convert Leads into Paying Customers.

Receive a copy of the Lead to Deal Mastery book for FREE when you register.

Who is this Webinar for?

If you have no tech or marketing experience...Then this is for you.

A start-up with no marketing strategy or plan...Then this is for you.

Don't have a huge marketing budget or any money at all...Then this is for you.

Already have a business but your marketing is not producing results...Then this is definitely for you.

Feeling overwhelmed and disappointed with all the other programs and information right now? No problem, you will learn exactly step by step what to do and how to do it.



For more information:

e: anton@businessbuilder-system.com **t:** 0800 644 4555

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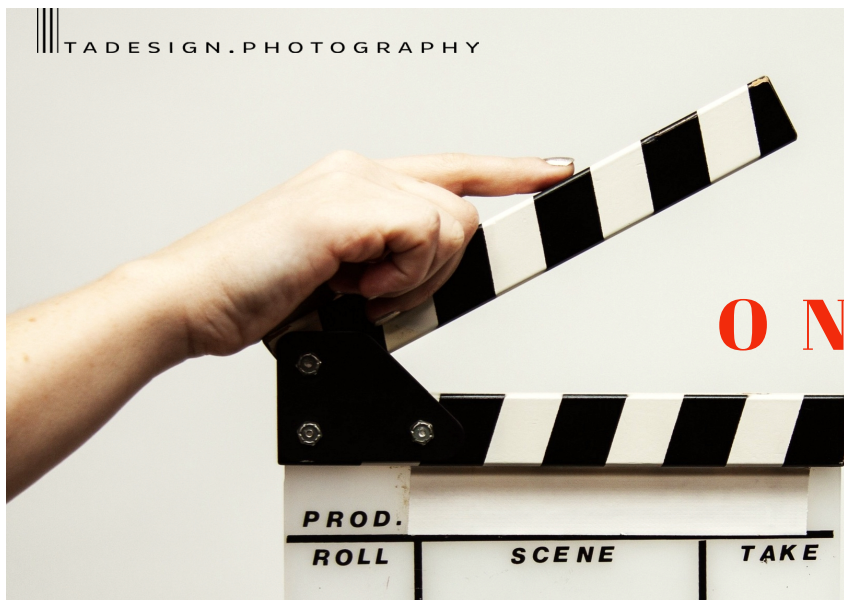


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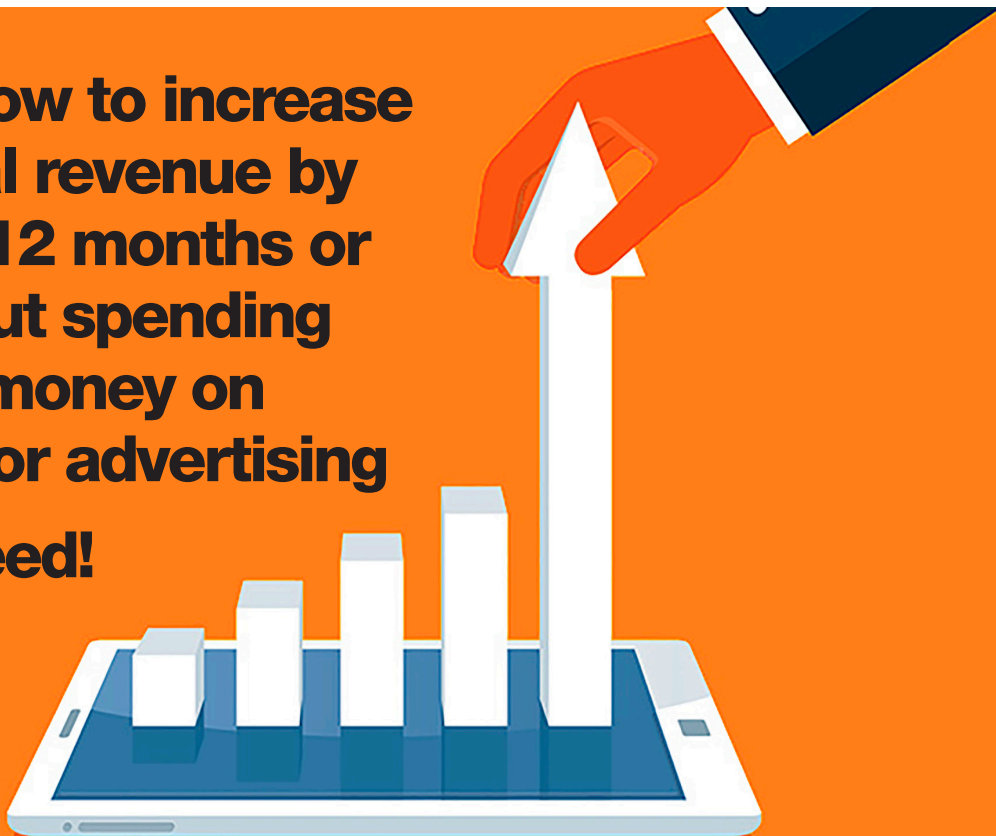
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DISCOVER what type of content can communicate the right message for you at the right time.

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less, without spending
additional money on
marketing or advertising
... guaranteed!**

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www.leadtodealmastery.com

THE BUZZ

MANX HARMONY

FROM PAUL MCARD & THE TEAM AT HARMONY HOMES

May 2021, third lockdown just behind us and an incredibly unusual 15 months on planet Earth. Here, on the Isle of Man the Government has dealt with COVID-19 well and have protected our shores from severe contraction of this nasty disease. No sooner had we returned to work following the Christmas recess and we were into a three and half week lockdown, which prevented the wheels of the marketplace to start rotating. During this period working from home with both calls and email enquires being steady, with a constant audience trolling the property websites for potential purchases, and rental availabilities.

Post Lockdown 2

The start of February, and all businesses open for trading ! Within the property sector

things to a shotgun start with activity across all elements hot, and showing real signs of a busy and productive spell, which furthermore did not let us down. March 3rd unfortunately saw us into our new found lockdown with the most severe outburst the island has experienced to date which bound us to our homes for circa six and half weeks.

Post lockdown 3

Returning to our offices on the 16th April the phones were red hot with movement on properties that had stuck for a little while, along with the audience stretching into larger value brackets, and rental request high, this is very much still the trend with huge demand on well-presented and realistically priced properties with vendors achieving asking and above. Along with local movement, there has been a

flurry of enquires from the UK and beyond with people re-adjusting their mindsets for a change of lifestyle and safer environment. In summary, the island is experiencing an extremely buoyant and healthy property market across all faculties and prosperity remains high which clearly will assist the local economy to get back on its feet.



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The Importance of Graphic Design

It's safe to say that we're all aware graphic design is desired in most organisations. Although do we truly understand the importance of graphic design in business?

If you believe that your business can survive without compelling communications, think again. In one way or another, you'll need to visually communicate your product or service's features, benefits, and differentiators to your target prospects and customers.

Google defines Graphic Design as 'the art or skill of combining text and pictures in advertisements, magazines, or books.'

That is a rather simplistic definition for something that has such a large impact on our lives. More importantly, Graphic Design is the development of visual communications that resonate with a specific target audience with an objective to create awareness, shape perceptions, increase market share, and elevate brands.

Ninety percent of the information transmitted in the human brain is visual, so your business needs strong design in order to communicate its purpose. With 65% of the population categorised as 'visual learners', your money is well spent on formulating a visual approach to create a persona for your business.

The main reason people prefer graphics and imagery to overwritten text is primarily due to its speed of

absorption. This is an extremely important component of consideration and also a major drawback concerning a long body of text.

Too much copy in an ad, for example, would require someone to dedicate far too much time to absorb what is trying to be said. Visuals are processed 60,000 times faster than text. Strong graphics can instantly communicate a message, feeling, emotion, and value; sometimes in as quickly as one second.

There are several ways to help you grow and improve your business by utilising well-thought-out design in the right mediums.

If you would like to know more about the importance of graphic design and how it can help your business, please contact Zebra Creative.

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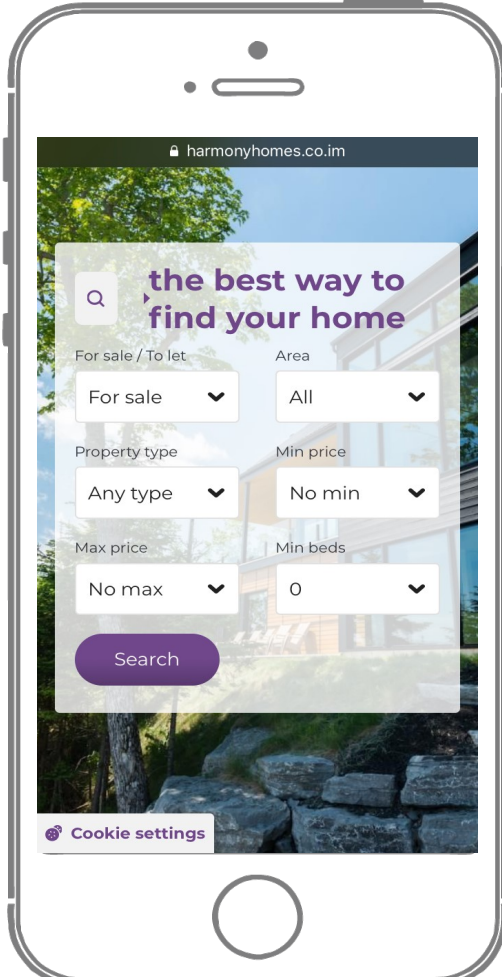
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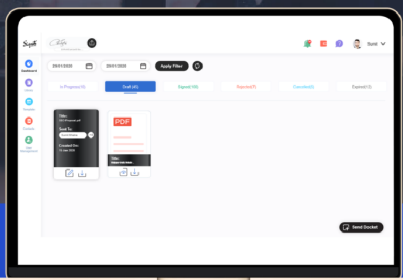
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