

TECHNOLOGY TIPS FOR SMALL BUSINESS

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How to Use Technology Efficiently as a Small Business

Technology can help small business owners leverage limited capital in smarter, more effective ways. In some cases, using technology provides.

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Using blogs to market your small business can help you raise awareness of your brand, attract new customers, get media attention and drive sales. All too often we see a business start up with a great plan, large amounts of support, and all of the motivation in the world, but then everything goes down the drain due to the business relying on outdated technology. Is that a good or a bad thing? When you allow outside influence to take control. Use this checklist below to determine what types of content you may want to include on your site. Consider implementing productivity-enhancing tools. What is Web content? Your business needs to have a voice online, and as the business owner you need to manage that voice. Be personable, have conversations, and make sure the content you are posting is both quality content and relevant to whom you are trying to get noticed by.