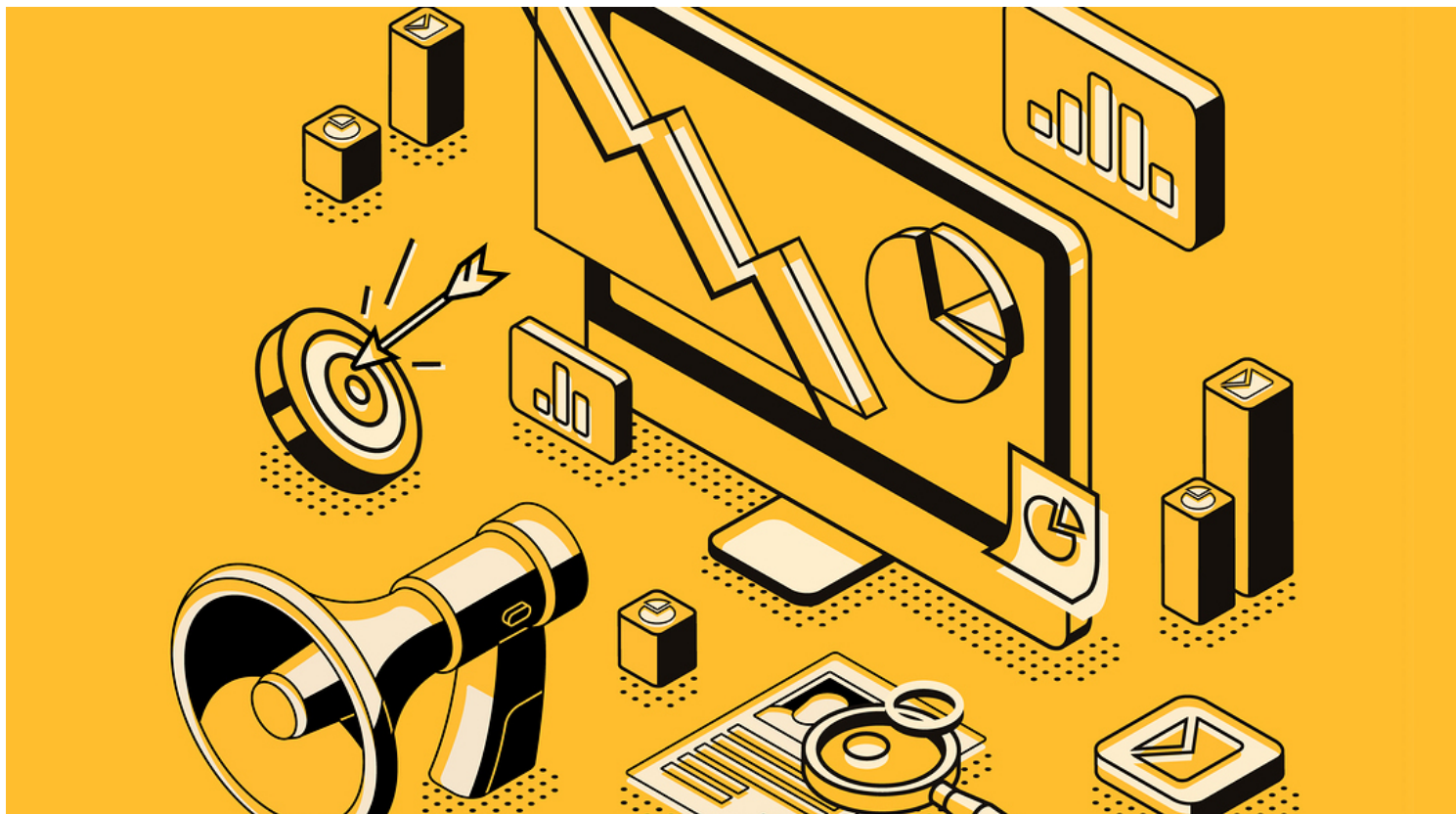


Entrepreneurship is no doubt one of the trickiest trades there is today. Due to a handful of successful, popular entrepreneurs, more and more people are trying to start their own business to disrupt traditional businesses. Of course, not every has what it takes to be a successful entrepreneur – you need to have an endless amount of grit to stay relevant in this field, and all the right strategies. In this month's newsletter, let's take a look at entrepreneurial techniques and strategies.

GROW YOUR BUSINESS WITH THE RIGHT MARKETING TOOLS



The most common mistake business owners do is remaining stagnant with their promotional strategies. It's alright to focus on direct client acquisition. But consumer behavior is rapidly and constantly evolving. Most of your potential customers are online, looking for your products without you even knowing. This is why you need to be present online as well. If you increase your online presence with the right keywords and visuals, you can serve your content to customers who are looking for it. And by tracking the right

metrics, you can identify which of your marketing efforts work and which of them doesn't.

Once you start pushing content in different online platforms using the marketing tools above, it's time to start tracking your visitors' behavior. Perform A/B Testing to identify your best marketing efforts and set aside more budget for that. Always remember that your brand's online behavior can change the way your business works. If you're not ready to commit to the

paid services of the marketing tools above, try them out for free. Once you get the hang of it, you'll notice significant changes in how your brand appears online. So, get started today - plan your marketing calendars, subscribe to the free trials of the marketing tools above, and execute your marketing strategy.

Most marketing tools are available via monthly subscriptions. Some offer free trials so you can test its features and decide if it's the right marketing tool for your business. If you're not ready to commit to a monthly subscription, there are several [free tools](#) that you can access with a click of a button. But it can get quite difficult to choose which tool can help your business achieve its goals. Plus, it can be time-consuming to read reviews, feedback, or do your research. This is why we listed down essential marketing tools to give you a general idea of what you'll need.

For Social Media Marketing

Social media is the best way to connect with people who are not within the vicinity of your business. Upon launching, your target market has no idea that you nor your business exists. In order to make your services known, you'll have to be consistent in posting about your products, services, and the value you bring to customers. But be wary, social media is filled with businesses yearning to be heard by the millions of users within the platform. One way you can stand out is to make sure all your posts are more visual, creative, and informative.

[Hootsuite](#) is a social media marketing tool that automates your social strategy across several social media networks. Now, most small businesses don't see the value of social media automation. But scheduling your posts in advance can help you preserve the most valuable resource you have - time. Hootsuite will allow you to post what you need to post in advance and consistently disseminate your branding while you do more important tasks. This will give you more free time to focus on other aspects of your business. As a bonus, you get a holistic view of how your target customers react to your social media networks. You can view reports that will let you identify the effectiveness of your communication channels.

For Search Engine Optimization

Content is, and always will be, king of marketing. If you constantly write blog posts about the problems your product solves, potential customers will one way or another, end up on your website. Or so you think! If you don't use the right keywords, your content might remain in the abyss of search engine libraries. This is why you need to consider keyword research and analysis before you plan out your content strategy.

[Yoast](#) is a free Wordpress plugin that can analyze your content before you post in on your website. This tool will let you know if your content has good readability scores, competitive keywords, and well-placed links. Ideally, Yoast can help you reduce your bounce rates because readers find your content easy-to-read and informative. While Google's previous algorithms celebrated keyword spamming, it no longer tolerates content that doesn't bring value to readers even though it has relative keywords. In order to rank with a high score on search engines, you need to be able to bring value with what you write. Installing Yoast on your website can help determine whether or not your blog will be penalized or rewarded by search engines.

For Graphic Design

Gone are the days when aspiring entrepreneurs would spend hours on YouTube watching Adobe tutorials to create visually attractive posters. Today, you can spend less than an hour to create graphics to promote your products and engage with customers. While creativity is a learned skill, there are design tools you can now conveniently use to quickly whip up a creative poster for your marketing efforts.

If you're looking for a simple way to create marketing posters, [Canva](#) is a marketing tool for all your design needs. Once you're logged into its dashboard, you'll be able to choose from hundreds of free design templates. These templates can be used royalty-free and without Canva's watermarks. It's a drag-and-drop tool that you can customize according to your own personal branding. Upload your own logos, photos, and move the text around as you see fit. While you can use Canva as a free service, the paid version gives you access to a vast library of graphic materials you can use to further customize your posters.

THE RISK OF STARTING YOUR OWN BUSINESS



It's amazing how many people are out to disrupt industries, but which of them develop and scale their businesses successfully? There's a plethora of ways a startup can fail miserably, especially when you don't have the traits needed to pilot the startup from the ground up. If you have the resources to hire people who can manage the essential departments from the start, then by all means, do it. However, if you're planning to do it by yourself, then make sure you have these 8 qualities of highly successful entrepreneurs.

For the past decade or so, entrepreneurship has become rampant in developing countries. You'd think the U.S. would be the most entrepreneurial country, but it actually ranks lowly in the charts. This is because citizens of developing countries take entrepreneurship as a means of survival against high unemployment rates. However, financial security isn't always the reason why people venture out into entrepreneurship. In fact, most of the innovative startups you see today are more about solving worldly problems that can no longer be controlled by age-old traditions.

I know you think entrepreneurship is the most viable option to materialize your dreams. With all the first page news about entrepreneurs like Bill Gates, Jack Ma, Larry Page, and more, regarding their increasing wealth, entrepreneurship sounds like the easiest way to get financial and creative freedom. I understand that there are days their stories inspire you to open your own startup. However, these stories only talk about the tip of the iceberg.

I hate to break it to you, but entrepreneurship isn't for everyone. If you're getting cold feet and hesitating about leaving your job, then don't. Stop for a moment and think extremely hard about this. Will it be worth it?

Entrepreneurship is all about taking risks. You have to be able to trust your own judgement because no one else will make decisions for you. There's a momentum to success, and it starts with you taking the first step towards a decision-making process of continuously trusting your own decisions. Deciding, back and forth,

whether or not entrepreneurship is for you won't help this. Entrepreneurs are certain. Entrepreneurship is a choice – a well thought out choice.

So, I'm going to ask you, are you willing to take that risk?

Moreover, the feeling of waking up in the morning wanting more will never go away. People don't go into entrepreneurship because of the money. They do it for something bigger than financial problems. Entrepreneurship is a burning passion of making an impact. The tech giants you see today did not go into entrepreneurship because they feel constricted by tiny offices, tiny desks, and tiny paychecks. They do this because there's an impact only they can make. Financial stability is a bonus.

So, if you're feeling the burning passion right now to make a change in other people's lives, go for it! Study all you can about starting a business and growing it. You don't have to leave your job right now, but you can start working on your idea. Network with entrepreneurs around your area and learn about entrepreneurship. Ask for a consultation, take the next step,

Know this, though. You are going to fail, a lot. About 99.9% of entrepreneurs get it wrong the first time. And it has nothing to do with misfortunes or wrong timings. The people who make it through the gritty part of entrepreneurship, are the people who worked for it through the good and the bad. And learning isn't just part of the process, it's all of it. For the first few months of your journey, you'll be learning most of the work yourself.

So, if you're scared of taking the risks, now's not the best time to leave your job just yet. Learn more about your idea and industry more than anyone. Master your solution and identify the exact reason why you're doing this. If it's a burning desire – a burning passion – that you can't live without, go ahead, become an entrepreneur and chase your dreams. Don't worry, you're in good company.

RIGHT METRICS FOR SUCCESSFUL ONLINE MARKETING CAMPAIGNS



There are many ways you can start marketing your products online. There's Amazon, Adwords, Facebook, Instagram – the list goes on. Different these platforms may be the metrics are the same. There are helpful metrics that can help your business become more profitable and metrics that can't. What are these metrics, you ask?

Vanity Metrics VS Actionable Metrics

Vanity metrics are there to make you look and feel good about your business. These metrics include raw pageviews, website sign-ups, and downloads. These metrics do not help your business and campaigns prove their worth because they are easily manipulated and does not instill conversion. On social media platforms, these could be page likes, post engagement, and number of followers. People who visit your website and like your page doesn't necessarily mean they are or would be paying customers. Although they make your pages and website look good, it would be wrong to assume they are people genuinely interested in your products and services.

On the other hand, actionable metrics are metrics that you can work on to make your business more profitable. These metrics include your cost per acquisition, bounce rates, website speed, open rates, conversion rates, and more. These are important metrics to track because they tell you how you can increase your business's ROI. On social media platforms, actionable metrics include post clicks, direct brand engagement, and conversion rates. These metrics can lead to the overall success rate of your marketing campaigns because they give you an idea of how you can increase and decrease your budget to increase profit. These metrics can also determine if your landing pages need to be revamped in order to increase your customers' interest on your products.

Actions You Can Take to Ensure Successful Marketing Campaigns

Let's talk about one of the most important metrics you can track: Cost per Acquisition. The cost per acquisition determines the cost of actual customers on your site or social media pages. Some may say that a brand's cost per acquisition is the only actionable metric that matters, and they have a point. The cost per acquisition determines your true ROI. Let me give a sample scenario:

If you spend \$1200 on Adwords for a product that costs \$100, and 100 people buy it, your CAC would be \$12. You sold 100 products that costs \$100, so your ROI would be \$8800.

There are many ways you can reduce your CPA, namely:

- Retargeting users who abandon carts or sign up forms
- Running remarketing campaigns
- Pausing or Cancelling unprofitable campaigns
- Optimizing search terms or keywords
- Optimizing landing pages
- Performing A/B Testing

Additionally, even in 2020, content is king. If your ads aren't performing well and your CPA is higher than your competitors', check your competitors' ads. There are buzzwords that your industry's target market takes to better than others. These words can greatly imply value to your customers and may gather their attention to click on your ad and convert into a paying customer. It's essential that your landing page is informative, loads quickly, and exhibits your product's value and benefits. People who are looking for your products online wants information they don't have to exert effort to look for. All of the information they need to know about your product and its value should be on the landing page. The page should also load quickly to reduce bounce rates. Online customers tend to be impatient regarding loading time. If your page takes too long to load, they might just close the window and go to a competitor's website instead.

ENTREPRENEURSHIP: MAINTAINING WORK-LIFE BALANCE



Maintain Healthy Social Relationships – Most of the time, entrepreneurship will leave you feeling overwhelmed. Startups require a lot of work, and the beginning is almost always the hardest to get past. Whenever stress is bubbling up, it's best to surround yourself with people who mean the most to you, whether it's friends, family, or your significant other. Maintaining a healthy relationship with people allows you to easily move in and out of work mode to help you rest your head and destress.

Regular Exercise – A healthy body means a healthy mind; you are at your best when your body is. Make sure you make room for exercise and fitness programs in your calendar, as exercise is a great way to relieve stress and release endorphins. As you know, endorphins are hormones that help your brain feel positive experiences. So, whenever work gets the best of you, go for a run and alleviate stress from a problem or task from work.

Experience the World Outside – Yes, entrepreneurship glues you to your screen for more than 40 hours a week. And it doesn't help when your idea of social activity is going on social media sites to catch up with the people around you. Learn how to take a break from the computer screen and the online world by doing small activities outside. You can stop

by the park and take a whiff of the fresh air so your mind can relax. Working with cluttered thoughts filled with different problems about your work can highly demotivate you.

Track Your Own Time – As an entrepreneur, you no longer must log in the hours you work for. But entrepreneurs work longer hours than normal employees. This is because we want to maintain our focus on solving the current problems, we have to deal with to improve our startup. But working for too much is never healthy, and as the hours pass, your brain and body's energy decreases. I'm sure you're scared that you're running out of time, but to be able to successfully improve your business, you'll need a well-functioning mind and body. This is why you need to track your own hours and take breaks every two hours.

Get in the habit of making time for the things above and you'll be well on your way to a healthy work-life balance. Entrepreneurs rely on their mind and body too much, but almost always forget to take care of them. If you don't want your startup to be in the 50 percent of startups that fail in the first five years, you need to take the first steps to a healthy work-life balance today. The journey ahead is long and unpredictable. However, the end depends on how you tread the road ahead.



www.devs4msps.com
www.pioneeringprogrammers.com



1059 S Sherman Street
#140 Richardson, Texas, TX 75081



info@devs4msps.com



972-895-3100