

MAY 2022



TALKING TECH

HELPING YOUR BUSINESS



FROM DAMIEN'S DESK:

In this month's newsletter we are focusing on Cyber Security.

As a CEO, business owner or manager it is very important that you are taking a look at your cyber security posture and potential attack surface. What does all of that mean in layman's terms? Well, what does your organisation have in place to protect it from a cyber threat? Are you training your employees with cyber awareness training, do you have adequate protections in place or do you even know what data you have, how people access it or where it is stored?

In almost all cases you need an expert to help you navigate through this minefield and help you understand your risks. Ultimately, you should be building a plan to drive the risks down and tighten up your environment and business practices. Unfortunately your employees are your weakest link, you can't always keep an eye on everything they are doing. It only takes an employee clicking on a link in an email that is set to load a malicious program onto their computer to make your world come tumbling down.

Don't try to tackle cybersecurity on your own!

Recently I put together a book called "**CYBERSECURITY ESSENTIALS FOR BUSINESS OWNERS**" to which I am happy to send over a copy to you for **FREE**, no obligation, no hard sell, just plain old **FREE**. To get your hands on a copy please go to <https://www.dspit.com.au/cybersecurity-essentials/>

Stay safe out there....

A handwritten signature in black ink, appearing to read 'Damien Pepper'.

Damien Pepper - Managing Director
dsp IT Solutions

DID YOU KNOW?



The Firefox logo isn't a fox.



It's actually a red panda!

WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your business colleagues/friends. Referrals help us keep costs down so we can pass the savings to our clients.

Simply introduce me via email to damien@dspit.com.au or (03) 9001 0817 and I'll take it from there.

I personally promise we'll look after your friend's business with a high level of care and attention (just like we do with all our clients).

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If you own or operate a business, there are plenty of things you must do to ensure success. You have to make the right hiring decisions; develop a product or service that you can sell; build relationships with clients, employees and partners; and much more. One of the biggest responsibilities that comes with owning or operating a business is ensuring that your business is compliant with any guidelines put in place by regulatory bodies.

Every business needs to make an effort to stay compliant, and a big part of that is making sure your cyber security practices are up to standards. With technology rapidly advancing and regulations changing fairly often, you have to stay up-to-date on any changes that should be made going forward. You also need to make an effort to plug any holes in your current cyber security plan.

You can do this by asking yourself a few questions and making the necessary adjustments if you answer no to any of the following:

- Is my business protected by a firewall and antivirus software?
- Do I use backup solutions, and do I have a disaster recovery plan in place?
- Has my storage stayed up-to-date with any technological changes?
- Do I have any content or e-mail spam filtering software?
- What data am I encrypting?

Ensuring that your business stays compliant will be extremely important in maintaining client and employee relationships. If a customer's information gets compromised because your business did not have the necessary cyber security in place, they probably won't come through your doors again. As technology changes and evolves, so do many of the regulations and cyber security practices that you should put in place.

It can be difficult to become compliant if your business was lacking previously. Luckily, there are a few steps you can take to help ensure that your business becomes and stays compliant with any regulating bodies.

First, you should document all of the consumer data your business holds. If a customer asks what information your business has collected on them, then you should be able to give them an honest answer. You might also be obligated to share this information. By keeping and maintaining this information, you will be able to supply your customers with it if they ever do ask.

It can also help greatly to partner with a managed services provider who manages IT needs since they will be able to perform routine IT data checks and work to better protect your customer and the private information within your business. MSPs go a long way toward helping all of your potential IT needs, but their usage when it comes to cyber security, protection and compliance should not be underestimated.

Partnering with an MSP will help get your business on the fast track to becoming cyber-secure.

Another big part of ensuring that your business stays compliant is to introduce cyber security training for all of your employees. Did you know that 95% of cyber-attacks start with human error? If your team has not bought into a cyber-secure culture or does not know the proper cyber security practices, you could be in some trouble.

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Make sure that cyber security training is part of your onboarding process and continue to train your employees throughout their tenure with your business.

Once your employees are aware of the risks of cyber-attacks and have bought into a cyber-secure culture, it's time to upgrade your cyber security. One of the best things you can do for your business is to invest in regular software patching. Technology is ever evolving, and we should make the necessary changes to ensure it continues to cooperate with our network and systems. Put technology in place to cover these holes or partner with an MSP that can help take care of any lapses in your cyber security.

Additionally, you should invest in some content-filtering software. There are plenty of toxic websites with nefarious intent that can wreak havoc on your cyber security if accessed by an employee on your network. Content filtering allows you to restrict certain websites. It also goes a step further by recognising patterns in websites that have malicious codes and blocking those websites that might pose a risk.

Cyber security and compliance work right alongside each other. If you're trying to ensure that your business stays compliant, you need to buff up your cyber security practices.

If you're unsure of where to begin, go to the website below where you can leave your details to get a FREE copy of the 40 page booklet that we have produced all about cyber security posted out to you. We would be glad to help you take the next step toward creating a cyber secure business.
<https://www.dspit.com.au/cybersecurity-essentials/>



WHY YOU SHOULD ENHANCE YOUR SOCIAL MEDIA MARKETING



Gone are the days when people watched a commercial on TV and decided to purchase a product.

Nowadays, most people browse through the internet and conduct research, collect the information, and compare the products side-by-side. This highlights the need for social media marketing to promote your business.

Here are some reasons that signify why you need to enhance your visibility on social media channels:

- You have access to numerous social media platforms and can target a wider audience compared to traditional marketing.
- These platforms equip your marketing team with tools to measure the progress of the campaigns and are highly engaging and include numerous tools to promote your content.
- You can also engage with your target audience through different methods such as stories, messages, and comments. They also allow you to target a specific audience, understand their needs, and upgrade the product based on those needs.

NEED A LAUGH?

Never use "beefstew" as a password.



It's just not stroganoff!



BUILDING YOUR MARKETING PLAN - WHERE DO YOU START?

A strong marketing strategy is one of the most difficult things for new businesses to implement correctly. Many new business owners know how important marketing is but are unsure of how to make their plan successful. There is a book by Allan Dib titled *The 1-Page Marketing Plan* that teaches business owners how to quickly market their businesses.

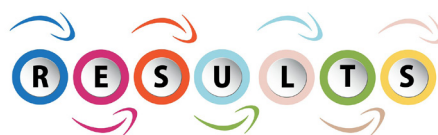
Allan explains that one of the biggest mistakes new business owners make is trying to ensure that their marketing plan is perfect from day one. It's impossible for your marketing to truly be perfect since it's iterative and needs constant optimisation. Instead of trying to make your marketing perfect, just try to get it done. Feedback will tell you what worked and what didn't, and you can adjust your strategy based on that.

Before you can even start planning your marketing strategy, there are a few things you need to figure out first. Before anything else, you need to figure out who your audience is. This will allow you to find a certain niche that will help you build a solid marketing plan. If you try to target everyone as your audience, you'll end up targeting nobody.

Furthermore, Allan explains that once you have found your target audience, you need to create a message that resonates with them. Test your ideas on your current customer base, and if you find one that fits, implement the wording into your marketing campaign. Don't try to sell in your advertisements; instead, have them fill out a form or give your business a call.

Once you've found your target audience and crafted your message, you'll need to find the perfect place to broadcast. Through your research in finding your target audience, you should have a general idea of where to publish any marketing. Don't be afraid to use multiple platforms to reach a wider audience.

Allan is a best-selling author and an extremely successful marketer. He's helped over 500,000 businesses achieve rapid growth and is one of the best minds in the business. If you're needing more marketing advice from one of the masters of the craft, check out his book, *The 1-Page Marketing Plan*.



DO YOU WANT TO WIN A VILLAGE CINEMA GIFT CARD?

The winner of last's month's Trivia Challenge Quiz was Vaamini Rakrajchandran from Link Health and Community Ltd. The answer was C) IBM

You can be the winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer the question below and receive a \$30 Village Cinema Gift Card. Ready?

Where did the name "Bluetooth" come from?

- a) An electric eel with blue teeth
- b) A medieval Scandinavian King
- c) A bear that loves blueberries
- d) A Native American Chieftain

Contact us now with your answer! (03) 9001 0817 or email jo@dspit.com.au