

REACHING BUSINESS THROUGH THE CLOUD
Tulsa Chapter OSCPA Presentation
May 28, 2014

Presenter Biographies:

Gary C. Crouch, CPA.CITP – www.cs3technology.com

Gary is the President and co-founder of CS3 Technology in Tulsa. CS3 focuses on the technology and applications used in small and medium sized business. CS3 supports ERP, HRMS and time collection products from Sage Software, Intacct, Accumatica, Biznet and Insperity. Gary provided tax and write-up services for 20 years prior to starting CS3.

Eric Gesinski – www.tulsamarketingonline.com

Eric Gesinski, owner of Tulsa Marketing Online, LLC, has a BS and an MS in Computer Science. Eric spent 10 years in software engineering and has over 8 years of experience doing online marketing with various tools, including Google AdWords, Yahoo Overture, Microsoft AdCenter, Bing Ads, and Facebook advertising, as well as using various related tools. Eric discovered pay per click advertising and his love for online marketing was born. He has since done work doing SEM and SEO for various companies in a variety of markets, ranging from car dealerships to international consignment franchises. He built Tulsa Marketing Online to focus on doing the work he loves, to continue learning and to produce quality results with the latest online marketing methods.

Daniel Blaho – www.dsbcreative.co

DSB Creative, LLC was founded in May of 2011 by Daniel Blaho. As a young entrepreneur, Daniel knew that the marketplace for web development was changing. He knew that websites need to have three key components - marketing, design and functionality. DSB Creative now embraces these elements in every aspect of their services and products. Daniel drives DSB Creative with the philosophy to maximize return on investment for clients through intuitive and beautiful online marketing platforms.

Stephanie Heckenkemper – www.heckenkemper.com

HECKENKEMPER is a modern agency with a digitally integrated approach specializing in turnkey social branding. Agency principal Stephanie Heckenkemper founded the firm in April 2012, and is currently servicing clients in Oklahoma & Texas. Stephanie shares her expertise in digital marketing & advertising to create and develop powerful social branding campaigns, leveraging the power of social media to improve our clients Sales, Marketing & Customer Service. Stephanie earned her Master of Science degree from Oklahoma State University in 2001 and developed her career in marketing working with notable Tulsa companies including Hilton Hotels, Griffin Communications and the Pennwell Corporation. Stephanie resides in midtown Tulsa with her husband Max Heckenkemper and two children.



Cloud Technology

Gary C. Crouch, CPA.CITP

- i. The Cloud is the newest of technologies gaining traction in business use today.
 - a. Uses for the Cloud:
 - i. Data depositories
 - ii. Off-site backups
 - iii. Centralized access to applications
 - b. Advantages of the Cloud:
 - i. Access anywhere, anytime
 - ii. Often higher level of redundancy
 - iii. Often higher level of security
 - iv. Automated updates of operating systems and applications
 - v. Continual updating of infrastructure and hardware
 - c. Disadvantages of the Cloud:
 - i. Complete reliance on internet connectivity
 - ii. Access and ownership of data
 - iii. Trust placed in Cloud providers for security
 - iv. Security during transmission of data
- ii. Accounting in the Cloud
 - a. Applications available in the Cloud:
 - i. Time collection systems
 - ii. Human resource management
 - iii. Payroll applications
 - iv. Document management
 - v. Office applications
 - 1. Spread sheets
 - 2. Word processing
 - 3. Databases
 - 4. Project management
 - vi. Communications
 - 1. eMail
 - 2. Telephone systems
 - 3. Fax systems
 - vii. Transactional applications
 - 1. Credit card processing
 - 2. ACH cash transaction processing
 - 3. Customer billing
 - 4. Sales order processing
 - 5. Work order processing
 - 6. Workflow processing
 - viii. Accounting systems
 - b. Accounting system variations
 - i. Accounting system types



REACHING BUSINESS THROUGH THE CLOUD

Tulsa Chapter OSCPA Presentation

May 28, 2014



Technology

1. Hybrid On Premises w/cloud service offerings
2. Hosted systems
3. Multi-Tenant systems
- ii. Entry Level Small Business –
 1. Quickbooks Online
 2. Sage One
 3. Xero Accounting
 4. Fresh Accounting
 5. Zoho
 6. Hundreds more
- iii. Mid-level Small and Medium Business
 1. NetSuite
 2. Intacct
 3. Accumatica
 4. SAP Business by Design
- c. Marketing in the Cloud
 - i. Social Media
 - ii. Websites
 - iii. Search Engine Optimization
 - iv. Pay per click advertising
 - v. Banner ads

Online Marketing – An Evolution
Eric Gesinski

- i. Introduce discussion with talk about how business has changed, and begin with a review over previous methods of marketing and publicity.
- ii. Talk about business meetings, using direct mail newsletters, etc. Talk about how this has changed (and is still changing) to be moving online.
- iii. Ask group about how they do research for their own purchases and trust levels. Review how there are several ways people will look online to do research even before making a decision.
- iv. Review normal process:
 - a. Begin with idea on what is needed, there is a need.
 - b. From there start searching, use Google or other means (perhaps mention social media).
 - c. Find a potential solution, then do research to see if it's a good solution.
 - d. Perhaps look it up in social media to see how others respond to it, as social media is now equivalent to reference checks on a larger scale.
 - e. Finally, get to the process of making a purchase or a call by going through a site. If it is unpleasant or difficult, you will give up.
 - f. Discuss how if they are not doing this right, there will be a competitor who is and they will be the one to land the client.



Technology

Website Design
Daniel Blaho

Opening Statement:

"Never judge a book by its cover." While that is a good life lesson, it is not the typical behavior of the average user. People searching on-line make snap decisions, and these decisions have huge implications in on-line world. In fact, 50 milliseconds is all it takes for a user to judge a site.

Goals:

- Engage your audience (page time and views)
- Convert Traffic to leads/sales
- Tell your story (why you do what you do)
- Communicate & Engage your visitors.

Points:

- Design (UI/UX)
- Aesthetics and functionality (UX/engage)
- Update your site often (content - briefly cover blogging)
- Consistent branding (UX/content)
 - o Brand your services
- Have clear navigation (UX)
- Make calls to action prominent (communication)
- Social Media integration - Sharing (UX)
- Mobile (UX)
- Build your reputation (content)



Technology

Social Media and Content Management
Stephanie Heckenkemper

What Do I Say Today? Content and Communication Planning

- ❖ Tools & Resources for a kickstart
 - People: Marketing, Sales, HR, Customer Service
 - Social Media Mgmt Software : www.hootsuite.com is a well respected & free option best used for Analytics & Scheduling
 - Tech/Hardware: computer, shared drive/server for shared content, smartphone for mobile coverage
 - Time: Realistic assessment of your commitment
 - Organizational system
- ❖ Organization & Brainstorming: Plan your topics
 - Bring together key people that will be involved
 - Use an organization grid to schedule out topics & channels
 - Review periodically to add, expand or delete topics, this is a living document that should never become stagnant
 - Start with planning out a minimum of 3 months
- ❖ Content is King & Distribution is Queen: Cue up your creative content and collateral with a bow on top
 - Start writing content & posts from the authentic assets of your company, this means that you have to start creating content that people will want to share.
 - Content is not just writing posts, make efforts to include the “extra” a picture, image/graphic, a poll, video, link, etc
 - Your goal is to create an interaction, a literal physical or emotional response
 - Collect all existing company collateral: sales sheets, product details, company brochures, job descriptions, event calendars, logo files, images of events, trade shows & employee’s
 - Identify a competitor or another business that you share an audience for inspiration, a light market research and opportunities to cross promote.
Ex: Your company sells paper, become allies with the pencil store
 - Interview or collect information from each department in your organization, every aspect of your business or group that needs to have their voice represented.
 - Writing posts for each network should sound different. Tone, length, frequency all vary based on the network. Ex: LinkedIn vs Twitter





- ❖ Writing for real people, the golden rules of social media
 - Don't take yourself so seriously, it's social media so be social and show your personality. Don't have one? Create one!
 - Consistency, Edge Rank will punish you for abandoning your page even temporarily
 - Boring, or filled with buzzwords (black list of sales/spam words)
 - Add value to your audience, make your posts relevant and timely to your audiences needs.
 - Social is a two way street, don't just shout out your message then run away. You have to comment, interact and engage with your audience.

Tips

Join groups relevant to your industry or interests

Before launching into social media, make sure your website is correct and appealing with a clear path and call to action to what you want the visitor to do.

Consider before connecting your personal account to your business profiles, will it be professional or more personal? If you never post work related posts then leave it off, understand that if you do connect it then you are opening up that side of you and your posts to your work contacts.

Have a colleague or friend review your profile for feedback and constructive criticism and return the favor.