

# Emerging Trends in Technology

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# Agenda

- 1) Trends & Introduction
- 2) Mobile
- 3) Business Process
- 4) Cloud 101
- 5) eCommerce / Billing
- 6) Security

Break - 10:20 - 10:30 AM

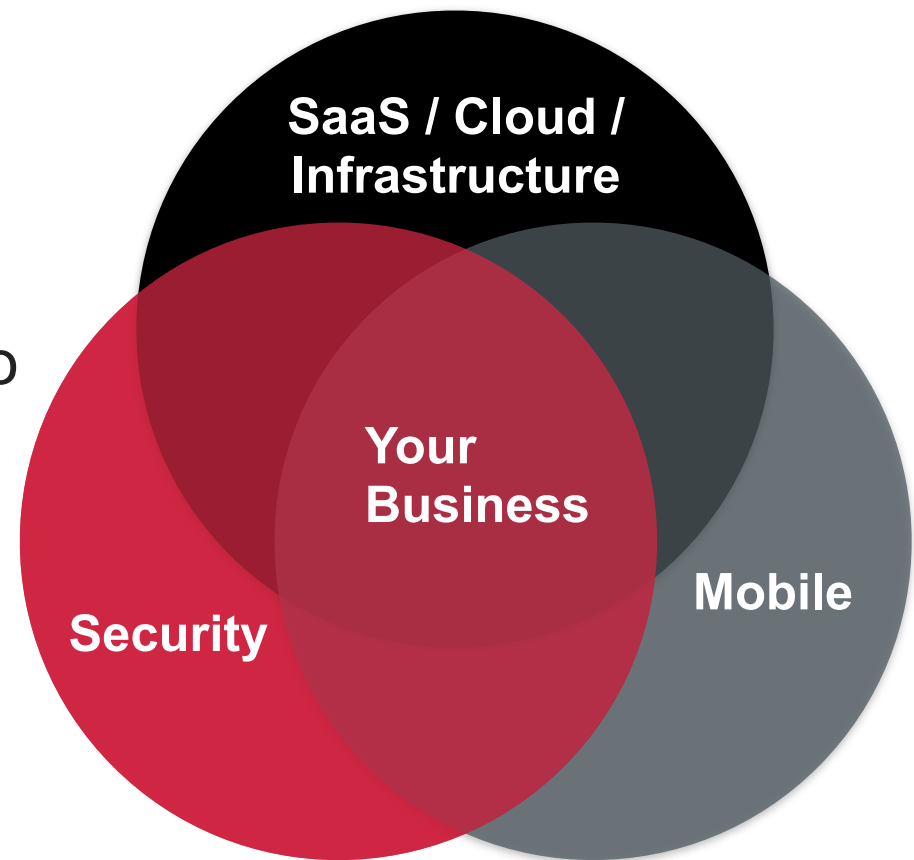
- 7) Sales / CRM
- 8) Email Marketing
- 9) Marketing Automation
- 10) Web Content Management
- 11) Content Marketing
- 12) Web Presence Analytics

Q & A



# Trends

This session will provide insight into rapid changes in technology and how your organization can take advantage of these changes to help improve and grow your business.



# Mobile

Everything is going mobile. What does this mean to your business?



# Mobile - Web Site

Is your web site mobile ready?

Do you know what to ask for when looking at a redesign project?

What is responsive design?

Do I need a responsive web site or just mobile ready?

Why does it matter?

# Mobile - Workplace

How will mobile affect my workplace?

Access to data? (VPN, Document Management, Custom Applications)

Email

Security

Legal / HR Considerations

# Cloud / SaaS

What is the difference between cloud / SaaS software and traditional licence / installed software?

Let's discuss:

Benefits

Accounting

APIs

# Business Process

Are you considering a custom application or purchasing client server software?

How do you plan on communicating with your clients? Via email or via a collaborative process?

Billing. Let's discuss how invoices are generated and communicated. It's not just eCommerce today.



# eCommerce / Credit Card Payments

eCommerce can either be a full transactional life cycle or partial. Most small businesses will be partial

How do you link your eCommerce engine to your sales and marketing database?

Why should you invest in cloud based eCommerce software?

Payment Gateways

# Security

## Security

- access to data
- network & wifi
- issues with personal devices
- SSL

# Coffee Break

10 Minute Coffee break



# Sales Process Software

Why do you need a centralized, accessible, cloud based CRM today?

What vendor do you select?

Licensing Considerations?

Is there room for an in-between solution?

# Email & Marketing Automation

How will you communicate with your customers?

Privacy & Legal Considerations

Communication Frequency

Analytics

When do you know when you need a marketing automation system?

# Marketing Automation

## Benefits:

- support sales with cold leads
- build in pre-sales communications
- use to develop communications in the post sale
- manage events, webinars and other activities

# Web Content Management

## Factors in selecting a web content management system

- usability
- right fit for your site
- search engine friendliness
- ability to expand
- analytics support
- access to developer support

# Search, Social and Analytics

Your visibility matters for branding, sales and employee recruitment and retention.

The days of building a web site and forgetting about it are over.

Analyzing your web analytics and making frequent improvements is fundamental in your success and visibility (aka how you rank in Google).



# Content Marketing

What is Content Marketing?

- blog posts
- press releases
- social media engagement
- FAQs around your services or changes in the market

Ultimately it is “story telling” in the modern world.

# Web Presence Analytics

Benefits:

Understand how each page ranks in the search engines

Understand the difference between Google.com and Google.ca for example.

Understand local search vs country specific

Tracking your social success

Keyword research



Review: Action items from today's discuss

Q&A: What topics do we want to discuss further this morning.

For further questions and information:

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