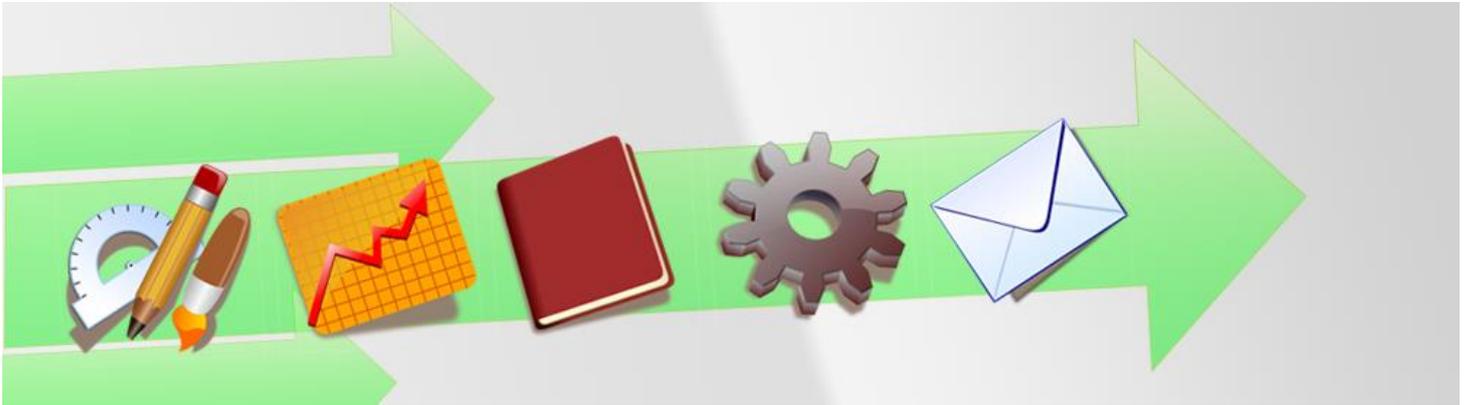


# NEWSLETTER



## Boost Your Email Impact With These Smart Strategies

Most small businesses rely on email as their preferred form of communication. Either internally or externally to clients, customers and suppliers, email is the go-to format we'd be lost without. Our love affair with it is no surprise – it's quick, simple and provides a paper trail. But its convenience doesn't always mean relaxed. In fact, poor email communication can hurt your reputation and cost you customers.

Here's how to be smart with your business email:

### Manage your inbox

Your inbox is only for items you still need to access. Once you're finished with an email, you should delete it or archive it. If you were to imagine your inbox as physical letters, you'd never let it grow to a 6-foot high stack of chaos. Instead, you'd either throw them out or do the filing. It's not hard to identify which ones to keep for reference, so create inbox folders to sort them accordingly. As emails arrive and are actioned, move them to the relevant folder or the delete bin.

### Write professional messages

Stepping across the line from casual to careless is easy if you skip the basic elements of good business writing. Grammar will always be important and

the sentence structure of your language hasn't changed. All email programs include a spell-checker, many of which draw attention to errors immediately, so there's really no excuse. Typing in all CAPS is seen as yelling, and breaking your text into paragraphs makes your message so much more readable. One last thing before you click send, quickly glance over your email to make sure your tone is appropriate and no mistakes have snuck through.

### Embrace the subject line

Many emails are missed because the subject line was empty or meant nothing to the receiver. Writing these attention-grabbing nuggets can be tricky, but if you simply summarize the message, you'll do fine. Just remember to keep them under 5-8 words so they fit on mobile displays.

### Be smart with attachments

Keep attachments small – under 2MB – as they can clog up the email server. For larger attachments, share the file location as a link using cloud storage. When you're sent an attachment you'd like to keep, save the file and then delete the email. And as always, be careful with unexpected attachments, especially from unknown senders. It's more important than ever to scan all attachments with an antivirus before opening.

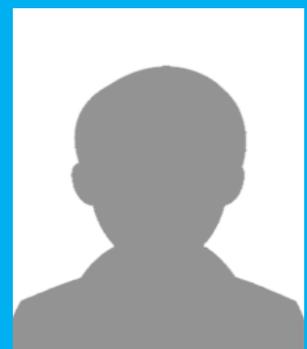
### Keep your CC/BCC under control

The carbon copy (CC) and blind carbon copy (BCC) let you send the email to additional stakeholders, more as an FYI than anything else. As a rule, use BCC if you're using an email list or privacy is an issue. But before you add extra people to the email, make sure the email IS relevant to them. There's nothing worse than being stuck in a pointless email chain!



Call us at **0113 2579992** for help with your business email.

In this issue, learn how to keep your email professional. And discover 7 practical reasons why small businesses should upgrade to Office 365.



But is Office 365 a necessary upgrade for your small business? The answer is yes.

## 7 Bonuses for Small Business in Office 365

You've seen all the ads for Office 365. They're popping up on your desktop, your employees are sending you meaningful looks, and clearly, it's not going away. You've probably even jumped online to see what all the fuss is about. But is Office 365 a necessary upgrade for your small business? The answer is yes. It's more than a refreshed set of tools, it's an efficiency and productivity powerhouse.

Here are 7 spot-on reasons why small business owners should upgrade now.

### 1. Data security is built in

Office 365 was created with data security at its core. The built-in compliance and security protocols mean your cloud storage is safe, and you can control access so your valuable data remains exactly where you want it. Storing your data in the 365 cloud keeps it safe in case of emergency, with 1TB of storage per user included at no extra cost.

### 2. Ditch the licensing drama

Software version differences can be a real nightmare in a small office. Not every system can do the same things, and half the time, they can't even open the same files. It quickly becomes a hodge-podge of workarounds and lost time. Office 365 includes site-wide licenses with upgrades at the same time.

### 3. Mail storage for real people

Not everyone lives in the land of inbox zero. In fact, most people tend to leave messages in their inbox forever.



Occasionally we'll do a quick clean up, but only when the alert comes in that the mailbox is full. Meanwhile, new emails from customers may be bouncing away with the old 'mailbox full' message. Eek! In Office 365, your employees can communicate without worrying about storage space.

### 4. Better time management

Every person in your business is juggling meetings, emails and contacts – usually across multiple platforms. Office 365 brings all those elements together, integrating seamlessly for more efficient time management. Contacts updated via mobile while offsite are automatically updated across all connected devices. Meetings scheduled in an email are added instantly to the calendar. You can even access files from any device, edit on the run and then back in the office, simply pick up where you left off.

### 5. Predictable costs

Forget about planning (and delaying) those costly upgrades. Office 365 has small business covered. You can choose a plan based on your unique needs and change at any time. You can even add or decrease the number of users as you scale and streamline. It's so easy to fit Office 365 into your monthly budget while knowing you've got the very best and latest in small business software.

### 6. Work on the go

The days of fiddling with private network and security settings are over, thanks to Office 365. You don't even need any special IT skills or extra software. Users can now securely access their files from home, during their commute, or in meetings for on-the-fly impressive presentations. Got an internet connection? That's all they'll need to squeeze productivity out of every day.

### 7. Stay up and running with no downtime

A whopping 25% of small businesses shut down permanently after flood, fire, crash or cyber-attack. With Office 365, all your data is stored in the cloud with built-in backups for redundancy. No matter what happens, your data will be there, letting you stay up and running – and always ahead of the pack.



**If you are ready to take your email to the next level, give us a call on 0113 2579992**