

When people think about trends, they often imagine what's in style at that current moment. We like to imagine that trends come and go, but the opposite is sometimes true. In fact, the greatest trends become a part of our culture. At one time, people thought cellphones, texting, and computers were just a phase, but decades later, they're still here because they made our lives better! Trends in marketing are the same way. Sometimes a fresh marketing strategy will pop up, but if it works, it will become a mainstay.

As you continue to plan your marketing strategy for the next few months and the upcoming year, you can look at previous statistics to ensure your marketing strategy is successful. Below you will find three marketing strategies that have proven successful in the past. If these strategies are properly utilized by your company in today's climate, you will quickly see results.

Using Influencers

People love to use their smartphones and social media. During the pandemic, many businesses started to advertise on Instagram and TikTok through the use of social media influencers. A TopRank Marketing survey



found most B2B marketers believe this strategy changes minds, improves the brand experience, and yields better campaign results.

Advertising On Podcasts

There are podcasts available that discuss every topic imaginable and over 30% of Americans listen to a podcast on a monthly basis. That percentage rises when you look at younger demographics. Advertising on podcasts is a great way to reach a younger audience.

Leveraging AI

The importance of artificial intelligence (AI) for B2B marketing became crystal clear recently when a Salesforce study reported that 80% of business buyers expect the companies they reach out to will talk to them "in real time," regardless of the hour. This statistic highlights how important chatbots and other AI solutions are for customer conversion.

If you've seen success with certain marketing trends in the past, you don't have to get rid of them when you develop a new marketing strategy.



IT'S TIME FOR A REFRESH! 4 CYBER SECURITY TRAININGS TO DO WITH ALL EMPLOYEES



"No Business Leader wants to deal with IT problems. Vector Choice gives you the freedom to focus on your business with secure and compliant IT solutions that just work."

Will Niles
Founder & CEO



Students are returning to the classroom now that back-to-school season is officially underway. During the first few weeks, teachers will be reteaching their students the topics they learned in the previous school year to help them regain knowledge they may have forgotten during summer break. Students aren't the only ones in need of a refresher every year. Your employees and team also need to be refreshed on company policies, values, and most importantly, cyber security practices.

Did you know that human error accounts for 95% of all successful cyber-attacks? When a cybercriminal is planning an attack, they look for weak points within a company's cyber security plan. The easiest spot for hackers to exploit is a company's employees. New cyberthreats are created on a consistent basis, and it's important that your employees know what to do when they encounter a potential threat. If your employees are not routinely participating in cyber security trainings,

your business could be at risk – regardless of size.

Every single one of your employees should be familiar with your cyber security practices. When they're hired on, they should go through an initial training that lays out all of your practices and they should also participate in refresher trainings throughout the year to ensure that the entire team is on the same page with cyber security. At the very least, you should host at least one security training annually. If you've never put together a cyber security training, you may be wondering what topics you need to cover with your team. Below, you will find four of the most important topics to cover.

Responsibility For Company Data

This is your opportunity to explain why cyber security is so important to your employees. They need to understand why cybercriminals are interested in

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