



Keeping Remote Workers Safe and Secure

Imagine taking someone from 2003 and showing them how work is done today. It's not just about better technology; our work environment has changed drastically.

Instead of commuting to a traditional office, many of us work from home, enjoying the flexibility it offers. But with this freedom come security risks. This guide will help you understand and address these risks to keep your home office safe.

Understanding the Risks: Most cybersecurity issues stem from human error. Working from home adds new challenges, as each location has unique security concerns.

Home networks lack the layers of protection found in office environments, making them easy targets for cyber criminals. Personal devices may not have the same security measures as company-issued ones, and handling business data outside the secure office environment poses additional risks.

Essential Security Measures: Start with basic security measures like strong passwords, multi-factor authentication, regular updates, and secure Wi-Fi networks.

Educate your team about cyber threats and ensure regular data backups. Secure video conferencing is also crucial to protect sensitive information during virtual meetings.

Advanced Security Strategies: Move beyond the basics with advanced measures such as using a Virtual Private Network (VPN) for encrypted internet connections, endpoint protection for all devices, and secure file sharing tools with end-to-end encryption.

Intrusion Detection and Prevention Systems, employee training, incident response plans, and third-party risk management are also vital components of advanced security.

Continuous Monitoring and Adaptation: Cyber security is always evolving, so continuous monitoring and adaptation are essential. Real-time threat detection, Security Information and Event Management (SIEM) tools, threat intelligence, security audits, and penetration testing help stay ahead of emerging threats.

Regularly update security patches and refine incident response plans based on past incidents. Ongoing employee training and compliance with industry regulations are also critical for maintaining security.

Securing your home office requires a combination of basic and advanced security measures, along with continuous vigilance.

Remember, you're not alone in this. Seek help from experts if needed to ensure the safety of your remote work environment.



From The Desk of David Snell

Hello!

Artificial Intelligence, or AI, is consistently in the news. Even if you do not actively use it, it is touching your life in some significant way. It may be helping your doctor diagnose an illness, recommending a purchase on Amazon, or tracking your movements online and in real time as you go about your day.

We're using it more and more in our office; Justin uses ChatGPT to write computer scripts, I use it clarify my proposals and Pam uses Grammarly, ChatGPT, and Copilot in her articles, campaigns, and posting.



I mention this because this month's infographic is "Microsoft's Copilot for Work and Home." Pam gives 10 examples of reasons to use Copilot in work and home, along with her experiences with many of them.

You can read the infographic, along with other interesting Copilot articles and even request a print copy at <https://actsmartit.com/copilot-work-home>. You can even read the poem that Pam asked it to write about itself; poetry is one of its many talents!

In this newsletter, Alison Nuovo offers advice on how to get new clients from new movers. Spring is the busiest time for home buying so take advantage of her strategies.

Ashley Mason's article about Partnership Marketing chronicles many ways that two or more businesses can combine forces and market together. It's something

that we've done for many years; we use our Team of Experts to provide exceptional articles for our newsletters and websites. It's a better way to serve our clients and help the Team of Experts broaden their reach. It's a WIN/WIN!

Kevin McNally's article about website security was right up our alley! You need to take every measure possible to keep your website and all your business tools secure!

Have a great month; summer is just around the corner!

Always At Your Service,

Unlocking Opportunities: The Power of New Mover Marketing

In the dynamic landscape of business, identifying and targeting the right audience is crucial for success. One often overlooked yet highly promising demographic is the group of individuals who have recently moved to a new location. New movers present a unique and untapped market that can be a game-changer for businesses willing to seize the opportunity.

New mover marketing involves tailoring strategies to connect with individuals who have recently relocated. These individuals are in the midst of establishing new routines, discovering local services, and building relationships in their new community. Here's why they make for the best customers to target:

Blank Slate:

New movers are starting with a clean slate in their new surroundings. This means they are open to discovering new businesses and establishing new loyalties. Unlike established residents who might already have preferred service providers, new movers are more receptive to trying out different options.

Immediate Needs:

Moving comes with a myriad of immediate needs – from finding a new grocery store to locating healthcare services and everything in between. Businesses that can quickly address these needs and offer convenience are more likely to win over new movers as loyal customers.

Lack of Brand Loyalty:

Since new movers are unfamiliar with the local business landscape, they lack brand loyalty. This provides an excellent opportunity for businesses to make a lasting impression and secure customer loyalty from the very beginning.

Word-of-Mouth Potential:

New movers are often in the process of making new social connections. Satisfying their needs and providing excellent service can lead to positive word-of-mouth recommendations within the community. This can have

a domino effect, attracting even more new customers.

For businesses looking to tap into the potential of new mover marketing, taking the initiative is key. Here are some strategies to consider:

Timely Outreach:

Act swiftly to reach new movers. Welcome them to the neighborhood with special offers, discounts, or exclusive promotions. This not only provides immediate value but also creates a positive association with your brand.

Local Partnerships:

Forge partnerships with local businesses and services to create a network that can collectively cater to the diverse needs of new movers. Cross-promotions and referrals can be mutually beneficial for all parties involved.



Digital Presence:

Establish a strong online presence through local search engine optimization (SEO) and social media. New movers are likely to turn to the internet to discover local businesses, making it essential for your business to be easily found online.

Personalized Engagement:

Tailor your marketing messages to address the specific needs and challenges faced by new movers. Personalized communication can make them feel seen and valued, fostering a positive relationship with your brand.

In the fast-paced world of business, adapting to changing demographics and seizing unique opportunities are crucial. New mover marketing offers a fresh and largely untapped customer base, making it an attractive avenue for businesses seeking growth and increased market share. By understanding the needs of new movers and proactively reaching out to them, businesses can position themselves as the go-to choice in their respective industries, setting the stage for long-term success.



Allison Nuovo, owner of Town Hall Guide, specializes in New Mover marketing. Allison has been helping to promote local businesses for over 20 years.

Allison can be reached at 781-820-5396 | Her website is <https://townhallguide.com>

The Ultimate Guide To Partnership Marketing -

In Part 1 of The Ultimate Guide to Partnership Marketing, Ashley Mason explained that partnership marketing, also known as “a collaboration between two companies or brands to reach a broader audience base and mutually benefit both parties,, according to **Wordstream** (<https://www.wordstream.com/blog/ws/2022/10/26/partner-marketing>).

In this 3-part series, Ashley gives the lowdown on partnership marketing: getting started with it, understanding its success, and bringing in support to facilitate it.

Part 2: Select the Format of Your Offer

There are several ways to format your offer, but it all comes down to your audience’s preferred way to consume content as well as which form will help you reach your goals. Additionally, it may depend on the resources you have available. Examples include:

Blog Post



If you’re looking for a way to collaborate with a professional that doesn’t require a lot of work while still making an impact, a blog post is a good choice. There are a few options for blog posts:

- An interview, where you interview the professional on various questions and include their responses
- A guest blog, where an expert writes a blog post to publish on your site
- A contributed piece, where you write on a specific topic and include quotes from one or more experts related to that topic

Oftentimes, the blog post is evergreen, which means that you can continue to share it indefinitely, helping to leverage it and bring awareness to it as much as possible. Blog posts help to establish thought leadership and drive website traffic.

Webinar

Webinars are an extremely effective way for teaching and educating your audience on a certain topic. Held virtually and typically lasting anywhere from 30 to 60 minutes, webinars make it easy for individuals in any location to tune in and learn. Additionally, the webinars can be recorded, which makes it possible for registrants who missed the live option to watch the replay and allows anyone who may not have registered for the webinar originally to get access to it at a later date.

Webinars demonstrate expertise, build an email list, and potentially drive leads.

Podcast



Podcasts are one of the best long-term forms of partnership marketing. If you have a podcast that brings on a new guest with each episode, it gives you the opportunity to partner with several experts within the niche of your show. Additionally, you could consider starting a podcast with another expert as the

co-host, which you can lead throughout an indefinite period of time.

With podcasts being a convenient form of content to consume while multitasking — such as commuting, exercising, or cooking dinner — podcasting has only increased in popularity throughout the past few years, according to Buzzsprout. Podcasting supports ongoing brand awareness and credibility with its consistent publishing.

Events

If you hope to bring a group of people together and build a community through your partnership, events are an easy way to accomplish that. Whether you hope to plan an educational event — such as a workshop or a conference — or a networking event, this format unites people with similar interests, leading to established connections for years to come.

Although events tend to require more work due to

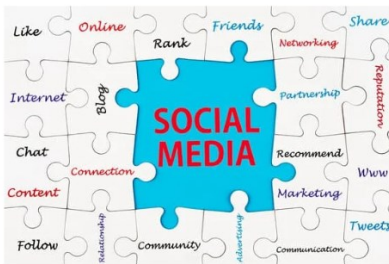
Part 2— Select the Format of Your Offer

the logistics of planning, they can be effective for generating leads when done strategically.

Develop a Promotional Plan

Your offer is only going to be as effective as your promotional plan for it. Once you have selected the right expert(s) for the partnership and determined the offer, it's crucial to develop a marketing strategy that will help you to reach the audience you're looking to attract. Although the exact marketing tactics will likely depend on your topic and the format of the offer, these are a few you can consider:

Write a Social Media Content Calendar



Social media can be the easiest and fastest way to get the word out about your offer. Write a handful of posts with coordinating visuals in a content calendar that both

you and your partner can use to promote what you're creating across various social media platforms.

Submit a Press Release

Research publications that your ideal audience for this offer consumes and submit a press release to them. Although it may not be guaranteed that it will be picked up for a piece, free press can do wonders for expanding your reach. Plus, this earned media can also position you as an expert.

Reach Out to Your Network

What's better than promoting the offer yourself? Recruiting other people to promote it for you! Reach out to folks within your network who could either benefit from the offer themselves or may know

people within their own network who might find the offer useful and could share it with them.

Send a Newsletter



If you have an email list, here's your time to use it. Craft a newsletter to send to your subscribers that gives an overview of the offer and shares information on how they can get access to it. Encourage them to forward the

newsletter to any colleagues who may be interested in the offer as well.

Run Paid Ads

If you have funds available, running paid ads to guarantee access to a targeted audience larger than your own is always an option. Before running the ads, however, ensure these two things:

1. The audience is aligned with your ideal clients or customers, so the right audience is seeing the content.
2. The page you're directing people to who see the ad is optimized for conversions to prevent lost traffic.

Paid ads can especially work well when other marketing tactics are already executed.

This has been Part 2 of a 3-part series

Read ***Debriefing and Analyzing***, part 3 of Ashley's 3-part series In ACTSmart IT's May Newsletter.

Or read the entire article at:

<https://dashofsocial.com/the-ultimate-guide-to-partnership-marketing/>



Working closely with their clients, Ashley Mason and her team help small business owners and entrepreneurs craft and execute value-driven marketing strategies designed to establish thought leadership, grow online communities, and build connections and leads.

Contact Ashley:

ashley@dashofsocial.com | www.dashofsocial.com

Website Security in 2024: Protect

As 2024 presses forward, WordPress remains among the most favored web publishing platforms. Its versatile and user-friendly nature has made it the go-to for individuals, businesses, and organizations, big and small.

However, with more popularity comes increased attention, not all of which is welcome. So, unsurprisingly, we can't stress enough the importance of protecting your site against ever-evolving digital threats.

Adapting to the Evolving Cyber Threat Landscape: Beyond Malware and Viruses

The online security landscape constantly shifts beneath us, with cyber threats becoming more sophisticated daily.

It's not just about the odd malware or virus anymore; attackers are employing increasingly cunning tactics to breach defenses, probing sites for vulnerabilities and using deceptive methods like spoofing via text messages and phone calls. This reality shows that no website is immune to the risk of cyber-attacks.

Security Threats Are Real

WordPress websites have seen their fair share of sophisticated and damaging cyber attacks, underscoring why website owners must take action to protect against online vulnerabilities. Here's a closer look at some of the most impactful types of attacks targeting sites hosted on WordPress:



SQL Injection Attacks – SQL injections occur when attackers exploit vulnerabilities to execute malicious SQL commands in a website's database. When executed, it could lead to unauthorized access to sensitive user data, passwords, and other confidential content. WordPress sites, heavily reliant on databases, can be particularly vulnerable if themes or plugins are outdated or have known exploits.

Cross-Site Scripting (XSS) – XSS attacks target web applications, including WordPress sites. These attacks are another that inject malicious scripts on web pages that users view. The goal is often to steal cookies, session tokens, or other sensitive information directly from the browsers of unsuspecting visitors. WordPress themes and plugins running a non-supported or older version can be susceptible to attack.

Brute Force Attacks – Brute force attacks involve repeatedly attempting to access a website by guessing the login credentials. WordPress sites are often a target due to the platform's popularity. Enforcing security measures like strong passwords, setting login attempt limitations, and using CAPTCHA or 2FA sites can help thwart these relentless attacks.

DDoS and DoS Attacks – DoS and DDoS attacks aim to overwhelm the site with requests, use resources, and render it inaccessible to legitimate users.

WordPress sites can be susceptible to such attacks, especially if they are not equipped with additional authentication, optimized for performance, or are unprepared to handle extensive or unusual requests.

Malware – Malware, or malicious software, includes many harmful programs, including viruses, worms, Trojan horses, and ransomware. Unmanaged WordPress sites can become unwitting hosts to malware through compromised themes, plugins, or weak admin credentials. Depending on the severity and type of attack, it could lead to various issues, such as site defacement, data theft, or making monetary demands.

These incidents emphasize the importance of staying vigilant and proactively approaching WordPress security. Implementing regular

Your Site from Emerging Threats

updates, using tested plugins and themes, and employing security plugins can significantly mitigate the risk of falling victim to these damaging online attacks.

It's all about adopting the right strategies and tools to keep these digital threats at bay. And that's where managed WordPress services come into play.

The Role of Managed WordPress Services

Managed WordPress services work like a personal security guard for your website, working around the clock to ensure everything runs smoothly and securely.

Among the key advantages of WordPress maintenance services is having a professional partner to monitor, respond to, and mitigate threats. If suspicious activity is detected, website support professionals address it before anything becomes significant.

Frequently Asked Questions

Q: How often should I update my WordPress site?

A: Regular updates are crucial for security. Ideally, updates should be applied as soon as they are released, primarily if they address security vulnerabilities.

Q: How important is using (2FA)Two-factor Authentication?

A: Two-factor authentication increases security. Users must pass two forms of identification before access is granted. Not only does this help to protect your website, but it protects users by preventing someone else from trying to log in using their credentials.

Q: Can managed WordPress services guarantee my site's security?

A: While no service can offer a 100% guarantee

against all cyber attacks, managed WordPress services significantly reduce the risk by implementing best practices and responding swiftly to threats.

Q: Should I still be concerned about security if my business is small?

A: Absolutely. Cyber attackers don't discriminate. Small-business websites are often targeted for attacks because they enforce fewer security protocols, making it easier for hackers to infiltrate.

Staying Ahead of Threats

Here are a few tips to help you stay ahead of the curve if you take a DIY WordPress website management and security approach.

Regular Updates: Keep your WordPress core, themes, and plugins updated. Managed WordPress services often handle this for you, ensuring that security patches are applied promptly.

Strong Passwords: Encourage solid and unique passwords for all user accounts. Enforcing two-factor authentication for login adds a layer of security.

Regular Backups: Back up your site regularly. In a security breach, having a recent backup available can be the difference between recovering quickly or having prolonged downtime.

Educate Your Team: Ensure that everyone who manages your website knows (and follows!) the best security practices. Awareness and education about these and other threats help keep everyone safer online.

Vigilance and proactive measures are your best allies in the ever-evolving landscape of WordPress security. This foundation not only secures your site but builds trust with visitors.



Kevin McNally, Interactive Palette

Mailing: P.O. Box 1007, Fall River, MA 02722

Physical: 25 Braintree Hill Park, Braintree, MA 02184

interactivepalette.com sales@interactivepalette.com

(781) 930-3199

In This Issue:

- Keep Remote Workers Safe and Secure
- The Power of New Mover Marketing
- The Ultimate Guide To Partnership Marketing - Part 2
- Website Security in 2024
- And MORE!

This newsletter was thoughtfully edited by Susan Rooks, the Grammar Goddess, so we can look and sound as smart as we are.



Susan Rooks

The Grammar Goddess

508 272-5120

SusanR@GrammarGoddess.com

Confirmation is Key!

LUCKEE'S



You should never confirm a financial transaction by email alone. Always call the employee, vendor, or business directly to confirm and verify specific details of the request before transferring any funds.

For more information, go to ACTSmartIT.com/training