

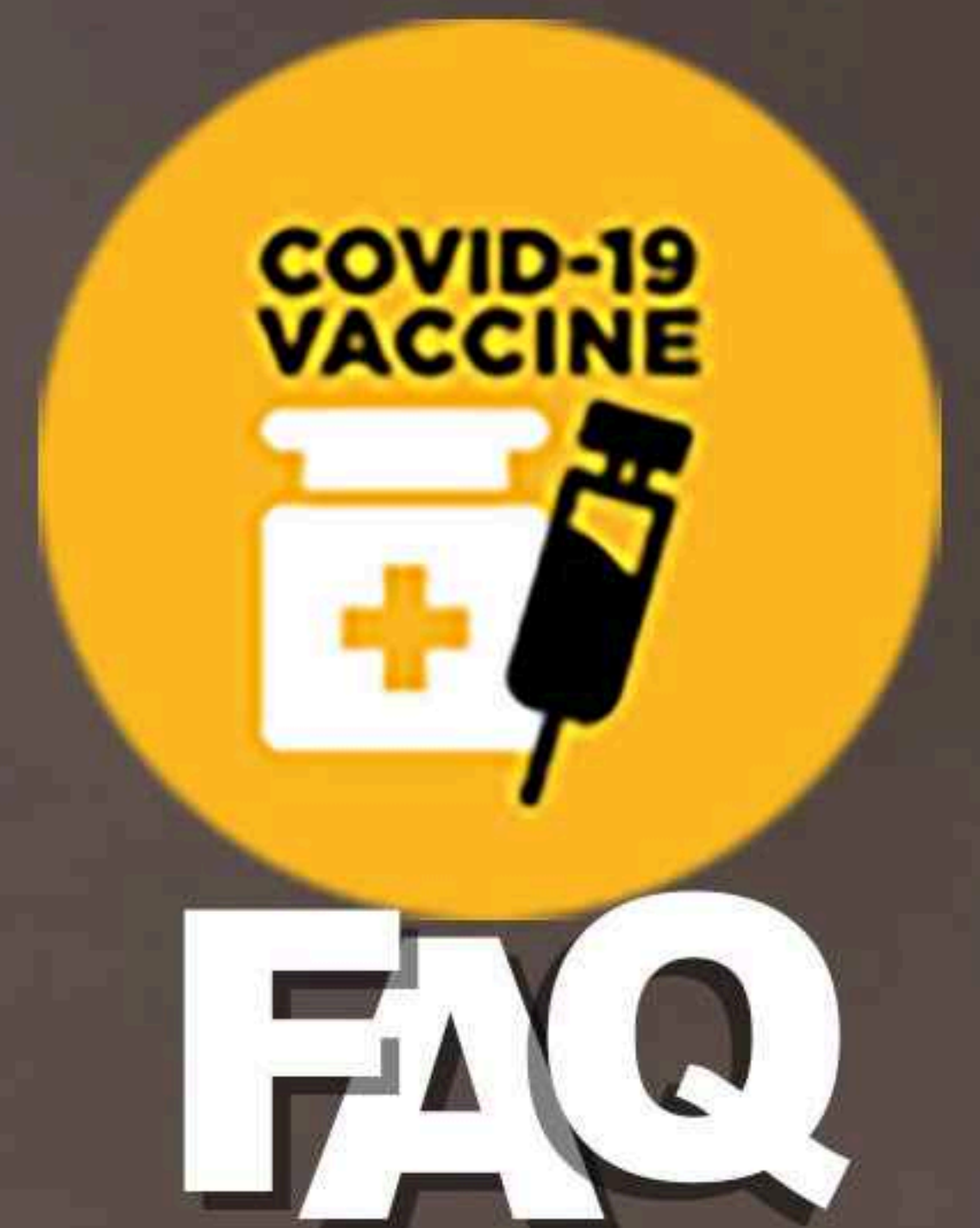
BUSINESS UPSIDE

October, 2021 Issue

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Information with
Analytical Insight

HOW TO CREATE
TAILORED MARKETING
CAMPAIGNS



MARKET BASKET
100 YEARS
OF ACCOMPLISHMENT

DOGECOIN TRADING IN 2021
HOW TO GET A DOGE
IN YOUR POCKET

TIPS FROM
US Navy Veteran
TURNED **Business Magnate**

ENTREPRENEUR STORY BY JAMES F COMLEY,
THE FOUNDER/OWNER OF EMBREE ELEVATOR

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“BUSINESS TRENDS AT YOUR FINGERTIPS”

21 OUTSIDE-THE-BOX *REAL ESTATE* *MARKETING IDEAS* TO SELL YOUR PROPERTY EASILY



A

re you struggling to sell a property? The reason you may not be attracting the right property buyers is not using the right property selling tips and tricks. In this post, we review 21 out-of-the-box real estate marketing ideas to sell property easily.

● SOCIAL MEDIA PRESENCE

Social media is quickly becoming the most powerful marketing tool available today. With a proper social media strategy, you can sell that property within fewer periods than you expect. Ideally, social media draws attention to your listing and allows you to make new potential connections.

● BUILD A PROFESSIONAL WEBSITE

Apart from social media profiles, you need a professional website where potential property buyers can visit to see the existing listings. When building the website for your real estate businesses focus on aesthetics and functionality. Make sure your website loads fast and provides easy website navigation. Include sharp photos and post content that attracts the attention of potential property buyers.

● CREATE VIDEO WALKTHROUGHS

Video walkthroughs offer a more insightful experience to potential property buyers. Thus, post the video on social media and to your website. Ensure the video walkthrough highlights all important features and that the images are sharp and recorded using a high-quality camera. You may hire an experienced professional to assist you in recording the videos.

● ENGAGE IN CONTENT MARKETING

According to statistics, content marketing produces over thrice as many leads as outbound marketing & charges 62% less. Therefore, content marketing is a great way to draw the attention of your target property buyers. Thus, you could start a blog, or use guest blogging as a content marketing strategy. Make sure you post relevant content and use keywords that will attract website visitors.



“*The best investment on Earth is earth.*”
LOUIS GLICKMAN

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“A funny thing happens in real estate. When it comes back, it comes back up like gangbusters. — Barbara Corcoran”

● HIRE A PROFESSIONAL REAL ESTATE PHOTOGRAPHER

Whether you are advertising listings on social media or via your blog, you need to use high-quality images. Therefore, you have to engage a professional photographer who will take amazing visual content that attracts the homebuyer's attention. Get shots of every room, the exterior, and the surrounding area.

● DISTRIBUTE BUSINESS CARDS

Digital marketing is often the best way to promote a business. However, consider the traditional marketing methods as well. One of the effective ways to market your business is by distributing business cards. That way, your network with other potential home sellers, and you open up the potential for new referrals.

● KEEP AN EYE ON THE COMPETITION

What other marketing methods are your competitors using? What does their social media strategy look like? How about their websites? Take note of what the competitors are doing successfully, and copy the tricks. Also, take note of what they are doing wrong and avoid making similar mistakes.

● STAGING

Property staging puts your business in the limelight. To make the property more desirable, and attract potential viewers, property staging could help. Staging makes the property look as beautiful as possible. That means you are likely to get interested buyers viewing the property.

● CREATE A REFERRAL SYSTEM

While you are building an online presence, do not forget about getting referrals from happy customers. You could simply ask for referrals from happy customers. Therefore, ask your past customers to refer a friend or a relative who is planning to make a purchase soon.

● CREATE AND PROTECT YOUR ONLINE REPUTATION

Creating a positive brand vibe may take years. However, damaging the reputation could take a matter of days or even hours. Therefore, review what others are saying about your business, and focus on maintaining a positive brand vibe.

● ADVERTISE ON PRINT MEDIA

Print media is one of the marketing channels reaching a wide audience within the target area. For instance, if you are targeting your locality, make sure you are advertising through the local print media. That way, you could generate traffic to your website or your social media profiles.

● ADD CUSTOMER TESTIMONIALS TO YOUR WEBSITE

Referrals from a past customer could be via word of mouth. To convince and convert the social media users and potential buyers visiting your website, you could add testimonials to the website, and even on print media.

● GO FOR REAL ESTATE LISTING WEBSITES

Real estate listing websites provide great potential when it comes to attracting potential buyers. Ideally, homebuyers begin the search for a property through the listing websites. Since your website could not be attracting enough traffic to guarantee faster selling, talk to professionals.

“Buy land, they aren't making anymore of it. — MARK TWAIN”

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● OPTIMIZE REAL ESTATE LISTINGS

Use keywords to optimize your real estate listing pages. Proper address formatting, using appropriately sized photos, and adding necessary links to the virtual tour videos will help improve your viewing, and get features on the top pages.

● POST REGULARLY ON DIFFERENT SOCIAL MEDIA PAGES

You have created a social media page, and now, you need to post regularly, to make sure as many people as possible see your content. Therefore, create attractive content that compels people to visit your website for more. Frequent postings will help you be seen on social media platforms.

● SPONSOR A TALK SHOW ON RADIO

Another potential marketing idea that could help you sell a property quickly is sponsoring a talk show. Understand the sensitive topics that could attract listeners, and talk about the topics, while mentioning how you are helping to tackle those issues.

● GUEST SPEAK ON A TV LIVE SHOW

Live TV shows provide the real estate agents a platform to market their offering to the target audience. Sponsoring a TV show can be an expensive venture. However, you can partner with different institutions and share the cost, to make the strategy more affordable.

● PARTNER WITH A MORTGAGE LENDER

Mortgage lenders are also marketing their products, and eyeing property buyers. As a seller, you could leverage the lender's financial muscle, and market the property effectively. Therefore, you can come up with appropriate financing agreements that promote the mortgage lenders and your business too.

● CREATE BROCHURES

Whether you are selling multiple properties or just a single property, you need to get the word out, in order to attract potential buyers. Creating brochures is one of the ways you can use to market a property to potential buyers.

● CREATE DEDICATED LANDING PAGES

Connect your social media ads to a landing page, where you can provide more value to your leads. Make sure there is a dedicated landing page for every property you are selling

● ATTEND TRADESHOWS AND NETWORKING EVENTS

To get the word about your business out, consider attending tradeshows. Attending the tradeshows provides a platform where you can meet other real estate agents and potential buyers. Ensure you have your business cards and high-quality brochures.

● CONCLUSION

We have looked at the best tips to help you sell a property quickly and attract a higher profit margin. Talk to experienced experts to advise you when it comes to a property listing.





DOGECOIN TRADING IN 2021: HOW TO GET A DOGE IN YOUR POCKET

Dogecoin is another cryptocurrency inspired by the popular Shiba Inu Dog meme. Traders can buy and possess dogecoin or trade through different options like CFDs or futures to benefit from price changes. When you understand how to use it, it becomes super easy. Dogecoin is a very popular cryptocurrency that has seen more than 1350% gains since the beginning of 2021.

This is why digital currency has established itself as one of the top 15 cryptos in terms of market cap, and the price of dogecoin will rise if there is a high demand for digital currency.

Dogecoin's price will inevitably fall if more and more traders try to cash out their Dogecoins. Moreover, predicting these price fluctuations is essential when trading dogecoin in the market, allowing you to maximize your profits. Furthermore, this is an excellent time to learn how to trade dogecoin if you want to take advantage of these price changes. Here is one of the most trusted exchange sites like <https://letsexchange.io/>, to help you buy and trade!

HOW TO TRADE DOGECOIN?

You can trade dogecoins in some pretty easy steps, but first, you have to make an online account and deposit funds. From the list that will be given, select dogecoin, then buy and sell. Always trade smartly. Here are some steps to help you trade:

1. Find a licensed cryptocurrency trading broker. You'll find a lot of online platforms. After you're done selecting a dogecoin trading site, you can now open an account with the trading broker and provide your general information and prove your identity with the help of a photo ID.
2. The next step is to deposit your funds. It depends on your broker how you'll deposit your funds. Usually, you can fund your account through fiat currency. However, most doge brokers let you choose from an online bank transfer, debit card, credit card, e-wallet to fund your account. Choose the market you want to trade after you're done depositing your funds; it can either be a cryptocurrency or a fiat currency.
3. Then, start trading by selecting how many dogecoins you would like to trade, as you can either buy or sell Doge in any amount. Choose the desired option, and then the last step is to confirm your exchange, and there you have it.

DOGECOIN HAS A HUGE FAN FOLLOWING IN THE ENTERTAINMENT WORLD. DOGECOIN SEEMS TO HAVE GAINED POPULARITY AMONG CELEBRITIES LIKE SNOOP DOGG, KEVIN JONAS, GENE SIMMONS AND ELON MUSK.

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HOW TO USE DOGECOIN?

If you don't know how this works, here's a complete guide. Buy the coins first, and once you own the dogecoins, you can now spend them, which might look a bit difficult initially, but once you understand it, it gets pretty easy.

To use dogecoin, you'll first have to learn how to do exchanges, and you have to be very cautious of scams and risks. Keep the passcodes of your wallet secured and saved somewhere because if you lose them, you'll lose your Doge coins as you won't have access to your wallet.

CONCLUSION

In all likelihood, dogecoin will not survive the test of time. Currently, Elon Musk is using Twitter to raise the price of dogecoin, and anything he says has the potential to raise or lower dogecoin's value. When it comes to investing, the most important thing is to know how much you are willing to risk and to be aware of the possibility of losing money.

Recently, one of his followers tweeted and asked him, why do you love it so much? He reacted that he loves dogs and loves memes. He has been so active with Dogecoin by constantly tweeting about it, hit; his first tweet was torched to the moon, which grabbed the attention of both the followers of Elon and followers of Dogecoin. This led to the overnight increase in the price and popularity of Dogecoin. Later, he posted a still from the Lion King movie, which, with his face in place of Rafiki, holding Simba with the face of Dogecoin, stating that he would always have Dogecoins in his bag. His most recent tweet was on Wednesday, May 5th 2021, "the Dogefather SNL May 8," which is a reference to both his constant tweets on Dogecoin, as well as his appearance on Saturday Night Live on May 8 2020.

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REASONS WHY YOU SHOULD BUY

The Home Insurance Cover



Your own personal peace of mind is the biggest reason to get home insurance. You have worked hard to get your house and the belongings within it. A policy will protect all the items in or around your home and will cover the house itself. You may think that you do not need coverage and that nothing bad will happen to you. Many people have thought the same thing until it does happen. Without coverage, you can lose everything that you have. Starting over from scratch is not something that you want to have to do.

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There are 5 main reasons that you should get some type of coverage.

● **Property Damage-** There are many ways that property damage can occur. Natural disasters are the biggest. Floods, tornados, hurricanes, earthquakes, windstorms, and other types of damages that mother nature has decided to throw at you. Damage from people can also happen. Whether from a family member, friend, or a random person. For instance, a drunk driver decides to park in your living room.

● **Liability Claims-** People get hurt on your property occasionally. Someone trips on your stairs, or falls off the roof, or even breaks an arm on the trampoline. You want to have insurance to cover it if someone decides to sue for damages. Unfortunately, society today shows that people prefer to sue rather than work things out outside of court, so you need to make sure that you are covered.

● **Personal Belongings-** When accidents or disasters happen your home and property are not the only things that can be damaged or destroyed. Personal belongings such as your car or truck, tools in a smashed garage, or paintings and furniture that have gotten soaked with water. This is where you need to know how much your personal items are worth. The actual worth of them, not what you personally think that they are worth. Every agent has different policies and standards so it is important to use a company that has a section that will home insurance compare for you.

● **Theft-** People helping themselves to the items that they have worked hard for happens every day. Cars stolen and damaged. Electronic items and jewelry are taken for monetary value. A purse or wallet was stolen out of your car or shopping basket. Whatever the item is your coverage should help with the cost of replacement.

● **Lenders-** If you have a mortgage, loan, or are planning to get a loan, all lenders require home insurance. It covers the lending agent in case something happens. For instance, if you live in a high flood plain area, they will require you to add flood insurance to your policy. Each lender will have its own stipulations, but if you have a policy, it is a simple task to add what is needed.

The reasons to get home insurance coverage are many. You do not want everything that you have earned and achieved through hard work, payments, or both, to be lost in a matter of minutes. It does happen, though, which is why it is so important to find a good agent and get the policy that works best for you.



- Benjamin Franklin founded the first insurance company in 1751 in the United States. Today, the Philadelphia Contributorship for the Insurance of Houses from Loss by Fire still exists today.
- One of the world's largest payouts was 9/11 for loss of life and property. It resulted in almost \$40 Billion in payouts.
- Starbucks spends more on Health Care than they do on coffee.
- You could buy fire insurance in 1682. To show you had insurance, a metal plate was attached to your building.
- The most expensive life insurance policy is worth \$201 Million.
- Getting married? You can insure your wedding in the event you don't go through with the big day.

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WHAT MAKES

NFTS SO VALUABLE?



HOW DO THESE ITEMS ARE WORTH MILLIONS?

The buzzing topic at the moment is non-fungible tokens, otherwise known as NFTs. Millions of dollars in digital art and collectibles have been auctioned off recently in the NFT revolution. Digital environments will be changed forever by blockchain technology. There has been a talk in the media about the 300 ETH Nyan Cat GIF being sold for about US\$600k or about Jack Dorsey's first tweet being sold for 1630.58 ETH, about US\$2.9 million at the time. A JPEG file of a digital collage "Beeple" reportedly sold for US\$69 million recently, keeping the NFT hype alive. Read the article to know Why are people pouring so much money into NFTs? What are they exactly and why do they make so much money from them?

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A BRIEF INTRODUCTION TO NFTS

There are two types of crypto tokens in the crypto world: fungibles and non-fungibles. The fungible token is like a currency. No matter what the serial number of a dollar bill is, it is still one dollar. Any one-dollar bill can be substituted for a one-dollar bill. Alternatively, non-fungible tokens (NFT) are unique and cannot be exchanged for other ones. As a result, NFTs can represent unique digital assets, such as CryptoKitties and virtual buildings on Decentraland.

The primary interest in NFTs is their uniqueness and ownership can be verified, the fact that they can be utilized by different companies for different purposes, as well as their ability to be traded in secondary markets. The features provided by these features create new opportunities for innovation and business models.

In an NFT, people buy ownership in a specific unique digital asset that is sold digitally. Each token is unique, making them a class of cryptocurrency asset. Ethereum is currently the leading blockchain for NFT trades, but other blockchains are gaining popularity as well.

CAN NFTS BE VALUABLE?

The value of traditional art, such as paintings, sculptures, and statues, stems from their uniqueness. On the other hand, digital files can be copied on the internet easily and endlessly. By utilizing this technology, any file can be converted into a digital certificate of ownership and traded on an NFT market.

Cryptocurrencies like Bitcoin (BTC) are stored in a shared ledger called a blockchain, and so are other cryptocurrencies (altcoins). As thousands and thousands of computers all around the world maintain and verify the ledger in real-time, it cannot be falsified. Smart contracts can also be included in NFTs which can give the artist a share of future sales.

NFTs are individual tokens that are a part of the Ethereum blockchain; they store extra information on them. Extra information such as artwork, music, and video (and so on) can be made into images, MP3 files, videos, GIFs, and more, through JPG, MP3, and other formats. Like physical art, digital art can be bought and sold because they hold value, their value is heavily influenced by supply and demand.

THE FUTURE OF NFTS

Nowadays, digital content is easy to copy, duplicate, or pirate, so staking claim to ownership is difficult. By creating NFTs, creators

can protect their creations by storing them in blockchain-based unique tokens that represent various types of digital content (such as art, music, collectibles, gaming items, etc.). Digital creators increasingly are becoming interested in NFTs as they seek to establish ownership and proof of copyright. This latest digital age allows for easy copying and reuploading of just about everything, whereas NFTs provide authentication and identification.

It is well known that digital art is often used without the permission or consent of the original creators or plagiarized by another creator. Let's take an example of selling a digital art print as a non-first-time copy. Copyright ownership will remain with you, but ownership of ownership will transfer to the buyer. Some market platforms, however, do not operate in this way. A platform such as Mintable allows you to sell the underlying copyright as well.

IN WHAT WAY DO NFTS WORK?

The value of traditional works of art such as paintings comes from the fact that they are unique. A digital file can be copied countless times, which is the problem. NFTs enable the artwork to be tokenized and create digital certificates of ownership that can be used for purchasing and selling.

Similar to cryptocurrency, the blockchain is a shared ledger that records who owns what. Thousands of computers are used to maintain the ledger around the globe, so records cannot be falsified. Moreover, NFTs may contain smart contracts that allow the artist to receive a share of any future sales of the token.

**NFT STANDS FOR
"NON-FUNGIBLE
TOKEN," BUT THEY
AREN'T ACTUALLY
PHYSICAL COINS.**

**PEOPLE BUY NFTS IN
THE SAME WAY THEY
MIGHT BUY ORIGINAL
ARTWORK.**

**NFTS ARE SECURE,
BUT PEOPLE CAN BE
TRICKED TO BUY
FAKE VERSIONS.**

**THE MOST
EXPENSIVE NFT EVER
SOLD WENT FOR \$69
MILLION.**



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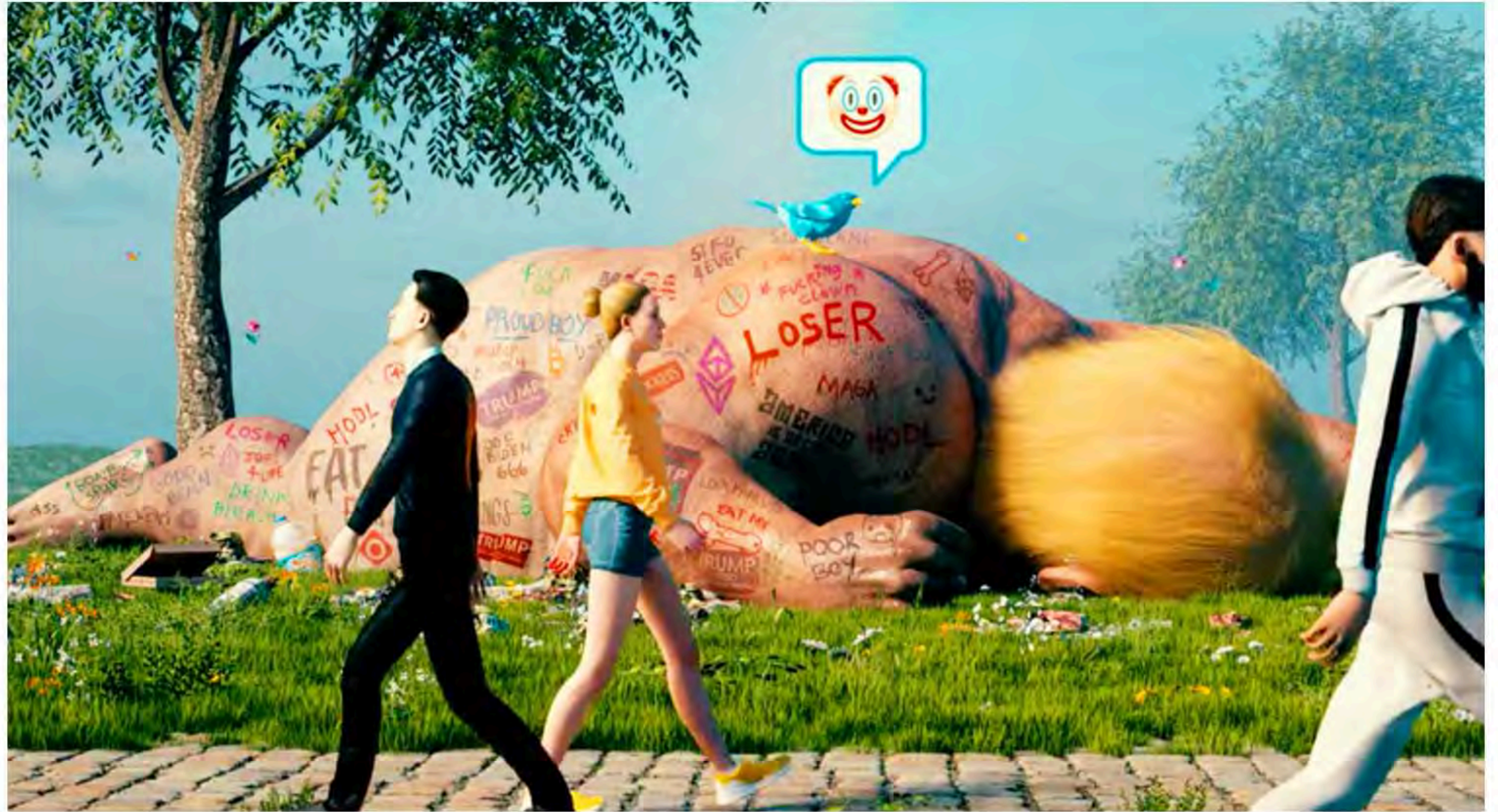
HOW MUCH ARE NFTS WORTH?

In theory, anyone could tokenize their work and sell it as an NFT, however recent headlines detailing dollar-million sales have increased interest.

Nyan Cat was a 2011 meme that shows a cat flying into a pop tart. However, an animated version of Nyan Cat sold for more than \$500,000. Some of Grimes' digital art was sold to the public for over \$6 million weeks later.

Art isn't the only thing that's tokenized and sold. An NFT of Twitter's first tweet went for \$2.5 million, promoted by its founder Jack Dorsey.

Net artist Beeple, also known as Mike Winkelmann, sold his artwork for \$6.6 million on Nifty Gateway, an online cryptocurrency marketplace for digital art. Christie's sale of an NFT by digital artist Beeple is a record-breaking price for digital art.



CROSSROADS by Beeple

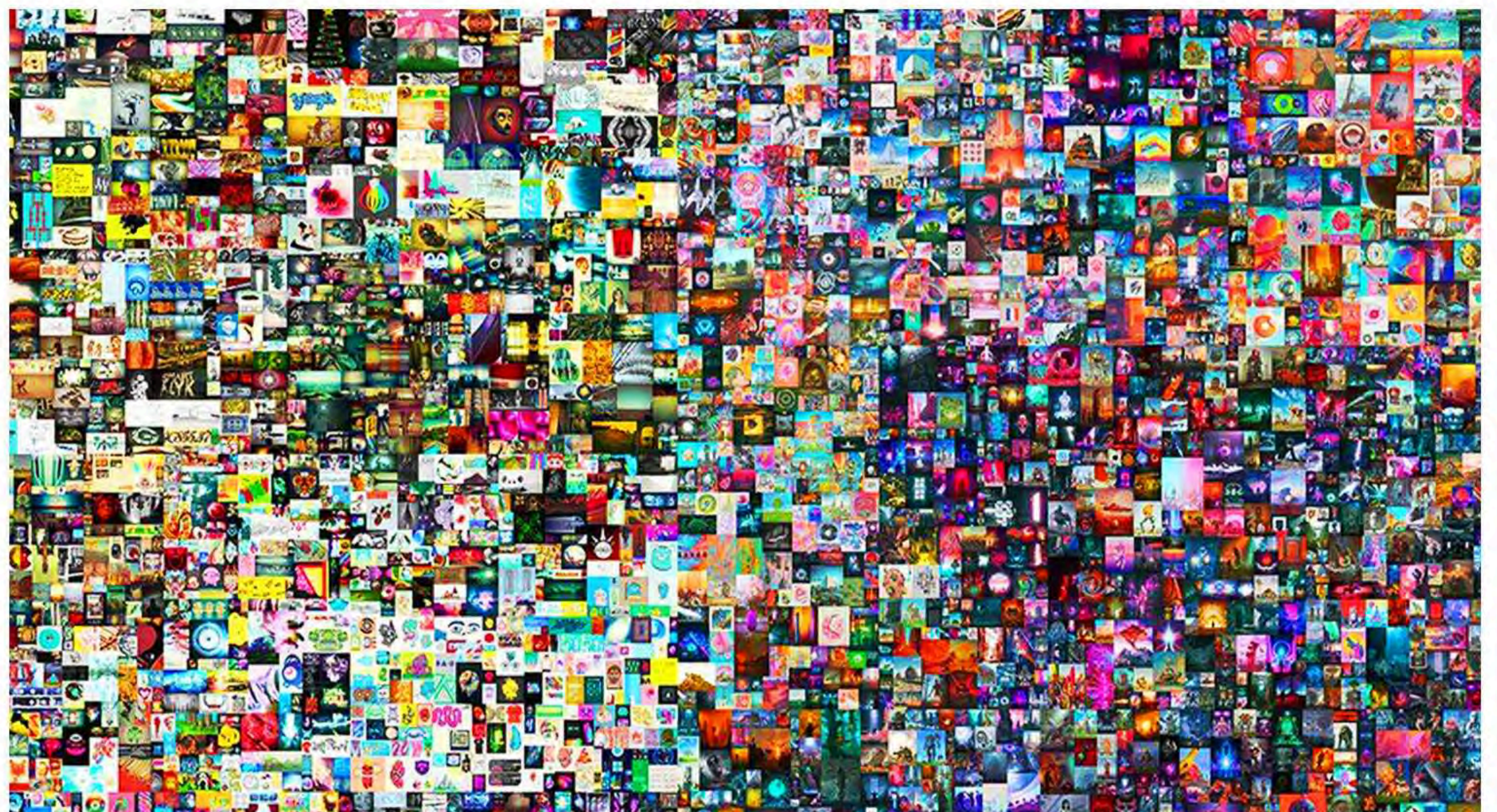
CROSSROADS, which was sold via Nifty Gateway, was created as a reaction to the 2020 presidential election. All of Beeple's NFT works are authenticated by blockchain technology, and CROSSROADS is no exception. It consists of an encryption file and a digital signature, so buyers have assurance that their purchase is a genuine one.

WHAT PREVENTS PEOPLE FROM COPYING THE DIGITAL ART?

Beeple's art picture has played a major role in the lives of millions of people and has been copied and shared endlessly. In many cases, artists retain the right to reproduce and sell their work after they have purchased the copyright. Although the purchaser of the NFT owns the "token" proving ownership of the "original" work.

HOW CAN YOU PURCHASE NFT TOKENS?

There are various platforms where you can buy NFTs, and your choice will depend on what you wish to buy (for example, if you want to buy baseball cards, digital trading cards are a great place to go, but there are also more generalized marketplaces). For each platform you are buying from, you must have a wallet, which you must fill with cryptocurrency. There have also been a few pieces reaching mainstream auction houses too, such as Beeple's Everydays – The first 5000 days at Christie's (below) – these are also worth keeping an eye on.



Everydays: The First 5000 Days by Mike Winkelmann AKA Beeple

A great deal of attention was paid to the auction, with the bidding going up to \$10 million. A final bid price of \$69,346,250 was reached on the last day of the bidding. The Livestream of Christie's auction ended with a record 22 million viewers, Christie's told AFP. This may be partly due to the hype about non-fungible tokens. Non-physical objects such as digital art have them as a unique identifier.

Because NFTs are so in demand, they are sometimes released in batches. You'll need to fill up your wallet and register ahead of time in order to avoid becoming overwhelmed by buyers when the drop starts. NFTs are also making waves throughout video games as in-game purchases. Please do not think that you've hacked an NFT by right-clicking and saving the image. NFT has the proper authentication and identification.

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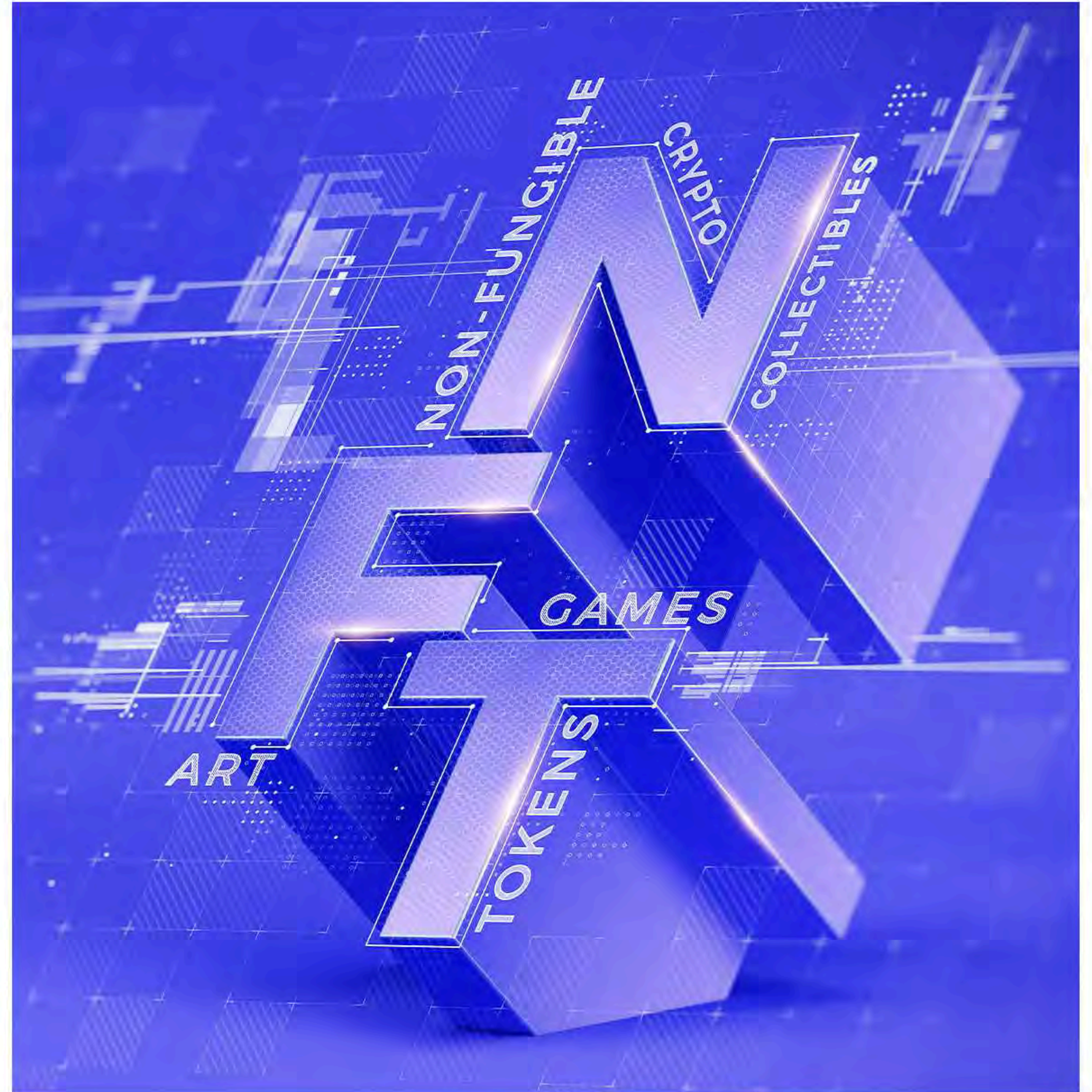
WHY DO PEOPLE PAY MILLIONS OF DOLLARS FOR TOKENS?

Bitcoin's surging price, the impact of the pandemic, and distrust in the US dollar created a perfect storm. Over the week, Bitcoin reached a record high, exceeding \$60,000. More people have been saving money since the pandemic started. Over 60% of people with an income above \$100,000 increased their savings in 2020. People could invest in NFTs as their faith in the US dollar is at an all-time low. Crypto extends easily into digital art. Art can be used to invest like gold or bitcoin and as a form of investment.

WHAT ARE THE BEST WAYS TO START COLLECTING VALUABLE ITEMS?

In recent years, more marketplaces for NFTs have emerged to facilitate their exchange. Owning a digital asset may seem attractive, but people also want to be able to sell it, as in the case of valuing art. Markets for NFTs, which are designed to make the buying and selling of these tokens more convenient for users, address this need.

WePlay Collectibles is a good place to start. WePlay Collectibles are designed for people who want to be part of an esports event and express their appreciation in a new way beyond traditional merch. With WePlay Collectibles, you can purchase NFT items such as esports merchandise and rewards associated with specific tournaments. Collectibles, using NFT technology, are available on a platform, where physical as well as digital items can be purchased.



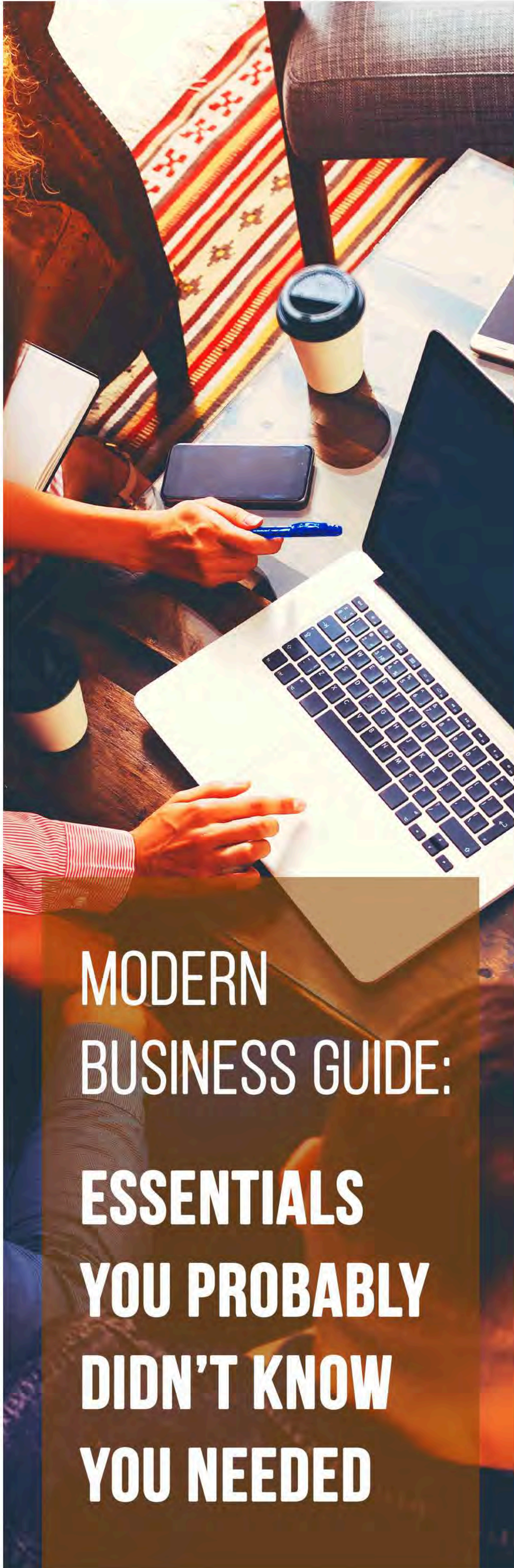
CONCLUSION

As NFTs gain more popularity and are more mentioned in the media, we can see how they are becoming mainstream and more widely accepted. By exposing the underlying infrastructure of cryptocurrencies, blockchain, and promoting education on this topic, light is shed on cryptocurrencies. In recent years, companies have become increasingly interested in crypto-related technologies, discovering the advantages and efficiencies of integrating distributed ledgers into their business processes. As a result of all these developments, crypto and blockchain will be increasingly adopted in the future.

"If you are an artist and still don't use NFT (Non-Fungible Token), you are potentially missing millions of dollars." - Olawale Daniel

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MODERN
BUSINESS GUIDE:
ESSENTIALS
YOU PROBABLY
DIDN'T KNOW
YOU NEEDED

Running a business takes a lot of time, energy, and a genuine passion for the industry that you work within. And while it may seem like you often have all of the bases covered, sometimes the simplest of things get overlooked.

In the world of business, you need a lot of different tools in order to perform your duties, satisfy your customers, and grow your business beyond your local market. And some of these tools are essential for not only being able to run a more effective business but to safeguard it as well.

When you think of your daily tasks, what might not be evident are all of the tiny boxes that you have to check, and if you don't have the proper tools and essential safeguards, you might not be able to check off those boxes.

Here, we'll identify a few essentials that you need in order to run a safe and profitable business.

SMALL BUSINESS AUTO INSURANCE

Wait a minute, auto insurance is essential for business owners? The short answer is, yes. However, this is not about a personal auto policy.

Once you have a business and you use your personal vehicle for business purposes, accidents that happen in that vehicle can affect your business, unless you have a form of commercial insurance or a small business auto policy.

For example, if you (or an employee) causes an accident while performing a work-related task, another motorist could sue you (or your employee) and your business as well. Having commercial auto insurance or a small business auto policy protects you from having your business held liable in the event of an accident.

If you're wanting to look deeper into this, simply obtain a quote for new auto insurance and compare the rates you're able to get.

PROFESSIONAL MARKETING

No matter if you have a good understanding of marketing principles, as a business owner, you don't have the luxury of time being on your side. And marketing is just as much a full-time job as running a business itself.

This is why it's essential for you to hire a marketing team to handle all of your marketing practices in order to ensure that you reach your quarterly sales goals.

Anyone can gain a solid understanding of marketing strategies, but it takes a team of dedicated marketing professionals who know far more than the average person about these strategies and what actions make them work. In addition, marketing professionals know how to execute these strategies such as cold emailing, scaling programs, deliverables, and the like.

Basically, having a team of trained individuals who know your industry and the best ways to attract customers is going to benefit you consider going forward.
Task Management Software

If you're still using an old-fashioned cork board from the '80s and it's full of push-pins and sticky notes, you're probably not operating in the most organized fashion that you could be.

While some of us prefer certain methods of organizing that might be considered "out of date," you do need to look into the more streamlined methods that include task management software.

Sometimes referred to as Project Management software, these tools allow you to share data across platforms that can include project deadlines, daily work performance metrics, completed tasks, and progress data, as well as keeping all of your contacts and personnel in a logical order.

By utilizing project management software, you'll be able to look at all the information that's vital to running a daily business operation, and you'll be able to do this all from your smartphone, tablet, or desktop, no matter where you are.

Running a business is going to be hard work, but it doesn't need to be difficult work. In fact, the more tools and strategies you learn about and put into place, the better off you'll be when it comes to running your business and protecting yourself, and your assets.

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KISSFLOW:

ONE OF THE BEST
HR TOOLS DEVELOPED TO DATE



Reduce Chaos. Celebrate Work.

CHOOSING THE PROPER HR TOOL

Choosing the right human resource tool is a complicated procedure. This is simply due to the reason you require plenty of strategizing and evaluation. An elaborate design together with an assessment of the business requirements and review of the solutions available ahead of arriving at a decision is necessary. KissFlow is definitely one HR tool that stands out from other HR tools in the markets. Let's see how KissFlow has paved its way to success.

KISSFLOW HR CLOUD

KissFlow HR Cloud can be depicted as a one-stop solution for effective human resource management.

KissFlow has been ideally tailored for businesses for generating, adjusting, and handling their HR procedures effectively. This tool is pre-fitted with a range of human resource management components, from worker introduction (onboarding) and candidate screening to performance evaluations to succession management and termination.

The exactitude and data-oriented acumens allow managers to reach conclusions grounded on factual information instead of gut feelings or intuition.

DOMINANT ATTRIBUTES OF KISSFLOW HR CLOUD

1. Automated Execution

The automated execution feature of KissFlow Cloud helps it stand out from others. This feature ensures the betterment of the performance of workers who typically let up outside a particular saturation point. There are performance actuators to make it happen.

2. Integration with Third-Party Software

Furthermore, KissFlow HR Cloud combines and works in tandem with other third-party software products such as paysheet software and ERP (enterprise resource planning) software. Therefore, users can utilize any tool that they have been utilizing previously together with KissFlow. Hence, there is no risk of compatibility concerns or data loss.

3. Trend-Setting Attributes

The automated declarations, in-built skill pool, and social partnership are other cutting-edge attributes that add to the popularity of KissFlow HR Cloud.

WHAT ARE THE CUTTING-EDGE FEATURES THAT MAKE KISSFLOW HR CLOUD ONE OF THE MOST SOUGHT-AFTER HR TOOLS IN THE MARKET?

Given below are the trend-setting features that distinguish KissFlow HR Cloud from other run-of-the-mill HR tools:

- Fast execution
- Simplicity of application
- Compilation of ready-to-utilize statements

Human resource management (HR or HRM) is the planned technique of productive and resourceful management of people in a firm or establishment in a way that they support their company to attain a competitive benefit. HRM is devised to get the best possible performance from the workers to serve the strategic purposes of a business establishment. Now, there are various HR tools to facilitate various human resource management operations. KissFlow is one such tool that has achieved a lot of fame over the last few years.

WHAT ARE HR TOOLS?

HR tools or human resource tools are the broad variety of technological know-how that aid various establishments to handle their daily HR operations efficiently. Human resource tools maneuver the energy of automation to enable human resource personnel to reduce expenses, save time, and handle their workers without much difficulty.

All HR procedures are conformity-oriented and carrying them out manually often turns out to be awkward, time-taking, and onerous. HR tools help HR managers get rid of all these concerns. Starting from hiring requests to worker release interviews, HR tools manage all fundamental human resource methodologies.

Depending on the need, companies can either pick a basic HR software that deals with the day-to-day managerial functions such as timesheet management, vacation management, and so on. On contrary, they can also choose software that manages tactical HR domains such as performance management and hiring.

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- Multi-channel accessibility
- Worker self-service website
- Faultless combination with third-party software tools
- Quantifiability to adapt to business expansion
- Personalization to suit exclusive requirements

HOW KISSFLOW HAS FACILITATED AUTOMATION AS AN ONLINE HR TOOL

Human resource managers have begun utilizing online human resource management tools to make sure that they are not outlaying precious time in performing some task that may be performed more skillfully and precisely. To fulfill this requirement, KissFlow HR Cloud has added additional features, providing a plethora of choices to pick from.

KissFlow HR Cloud is a human resource management tool that is both customer-friendly and fixes the benchmark for every other human resource software that is available in the marketplaces.

The tool is customer-friendly with an adaptive interface, rationalized procedures, a communicative control panel, as well as perceptive statements.

The in-built authorization streams implement conformity with no bearing on the serviceability. The most salient benefit of using KissFlow is that all its channels assist the workers to cooperate quickly. In this way, there is better worker participation in all the business operations and enhanced efficiency.

When you require some tool that not only restructures your human resource methodologies but also turns your workplace additionally dynamic, you can go for KissFlow HR Cloud. There are demonstration options for these HR tools so that you can find out whether the tools can truly contribute to the competence and dynamism of your organization.

PROS AND CONS OF USING KISSFLOW

KissFlow has mixed reviews from its users and the pros and cons of using this HR tool are elaborated below:

Pros of using KissFlow

KissFlow assists in digital decision-making and evaluation procedure in a business establishment. This HR software tool has switched the way people used to handle HR operations and saves plenty of paperwork as well.

- KissFlow is an outstanding concept provided it is used suitably.
- KissFlow facilitates workflow automation in an exciting way.
- Low coding is an advantage that has made

a key contribution in digitizing the majority of business methodologies. A faster clearance procedure cuts down the expenses of running a business.

- This HR tool assists in monitoring the position of operation of the service satisfaction procedure. There is a Nudge option that assists in averting any postponement in the allotted tasks in the procedure.

Cons of using KissFlow

- If somebody's email gets modified with his organization, he will lose all the records of his KissFlow compliances. It's a bit pricey to some users as well.
- Migration is a huge concern for KissFlow. The procedure sometimes gets hit and not even one workflow essentially will function later.
- There have been several users who depended on this software and subsequently were compelled to shift to a new version. Support staff had an Indian accent while conversing in English and often did push marketing.
- Several APIs and integrations are in the WIP phase. The tool needs additional localization for many territories.
- Converting tables into PDF files without any add-on or plug-in is not possible.

ABSTRACT

KissFlow HR Cloud has become the first choice of many HR managers to run their HR operations strategically and efficiently. The faster approval process, integration with third-party software, and cutting-edge features have turned it into one of the favorite HR tool picks. However, some users are not satisfied with KissFlow Cloud HR since it's pricey, has migration hassles, and there are file conversion concerns. Overall, it's a mixed bag as far as performance quality is concerned.

KISSFLOW IS A DIGITAL WORKPLACE BUILT IN 2012 BY ORANGESCAPE. ORANGESCAPE IS HEADQUARTERED IN CHENNAI WITH OVER 200 EMPLOYEES.

KISSFLOW'S PHILOSOPHY IS IN ITS NAME: KEEP IT SMART AND SIMPLE. WE LOVE ALAN KAY'S QUOTE, "SIMPLE THINGS SHOULD BE SIMPLE. COMPLEX THINGS SHOULD BE POSSIBLE." OUR PRODUCTS ARE INTUITIVE AND EASY TO USE BUT CAN ALSO HANDLE COMPLEX CHALLENGES AT THE SAME TIME.

WHEN WE ADD FEATURES TO KISSFLOW, WE TRY TO SOLVE FOR 80 PERCENT OF USE CASES. THIS HELPS US KEEP THE PRODUCT SIMPLE ENOUGH FOR ANYONE TO USE, BUT STILL EXTREMELY FUNCTIONAL.



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HIRING TECHNIQUES

TO TRY WHEN RECRUITING HELP FOR YOUR BUSINESS



New business owners may find it difficult to find the right candidates for their open positions. As a business owner, you want to find employees that are the best fit for your company. You want someone who shares your mission statement and values your company just as much as you do. Finding the right candidate can be difficult at times, and there's always the risk of hiring someone who isn't a good fit. Fortunately, there are resources out there to help you hire the best people and keep them happy.

JOB SEARCH SITES

Job search sites are the most popular way businesses hire for their company. In fact, some job search sites add 10 new jobs per second all over the world. With millions of viewers every month, this may seem like the ideal place to post all of your job openings. This can also be a disadvantage, as you can have tons of people applying; and therefore, tons of resumes to review. There is also the possibility that your job postings can easily get looked over, so a niche job site could be a better alternative.

NICHE JOB SITES

Niche job sites are job search sites that are specific to a type of job or industry. Job seekers flock to these sites when they're looking for a specific job, or when they can't find what they're looking for on other job sites. Some popular niche job sites include:

allretailjobs.com for retail jobs
archinect.com for architect jobs
constructionjobs.com for construction jobs
efinancecareers.com for finance jobs
healthcarejobsite.com for healthcare jobs
journalismjobs.com for journalism jobs
k12jobspot.com for education jobs

DON'T BE AFRAID OF SOCIAL MEDIA

These days, social media isn't just for posting pictures and connecting with family friends. It's also a great tool to utilize for hiring potential candidates. With millions of users using at least one social media platform each day, you can benefit from posting job openings on your social media's business page. Recruiting from social media also gives you an idea of a potential candidate's personality. Just keep in mind that certain platforms may work better for recruiting employees for your company than others.

OUTSOURCING

Sometimes you need to step outside of your business and hire help from services that specialize in hiring. This is called outsourcing. Many companies today outsource their hiring processes, as well as their employee management, payroll, and termination. The human resources (HR) sector of a company is one of the most common sectors that business owners outsource. When you outsource this portion of your business you do lose some control, but when you choose the best practices for your business, you're likely to see less employee turnover rates.

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RECRUITMENT MARKETING

This type of marketing is specific to hiring employees. In the same way, you hire a marketing agency to promote your business to potential clients/customers, a recruitment marketing agency markets your business and work culture to potential employees. They utilize your brand's mission statement, logo, and other aspects of your business to find the employees that will best fit your company.

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ERP SOFTWARE

Enterprise resource planning (ERP) software is business software that handles everyday business tasks, such as accounting, project management, and risk management. Specifically, JDE Software helps with human capital management or hiring and managing employees. This full-service software also offers customer relationship management, order management, and a variety of other services.

As a business owner, you don't have to spend time looking for potential employees yourself. There are many resources available to help business owners run their companies smoothly and successfully. Many of these hiring techniques are not normally used by companies, but they have been effective for others. Not all of these techniques may work for your company, but they're all worth trying to find the best employees for your business.



Great vision without great people is irrelevant

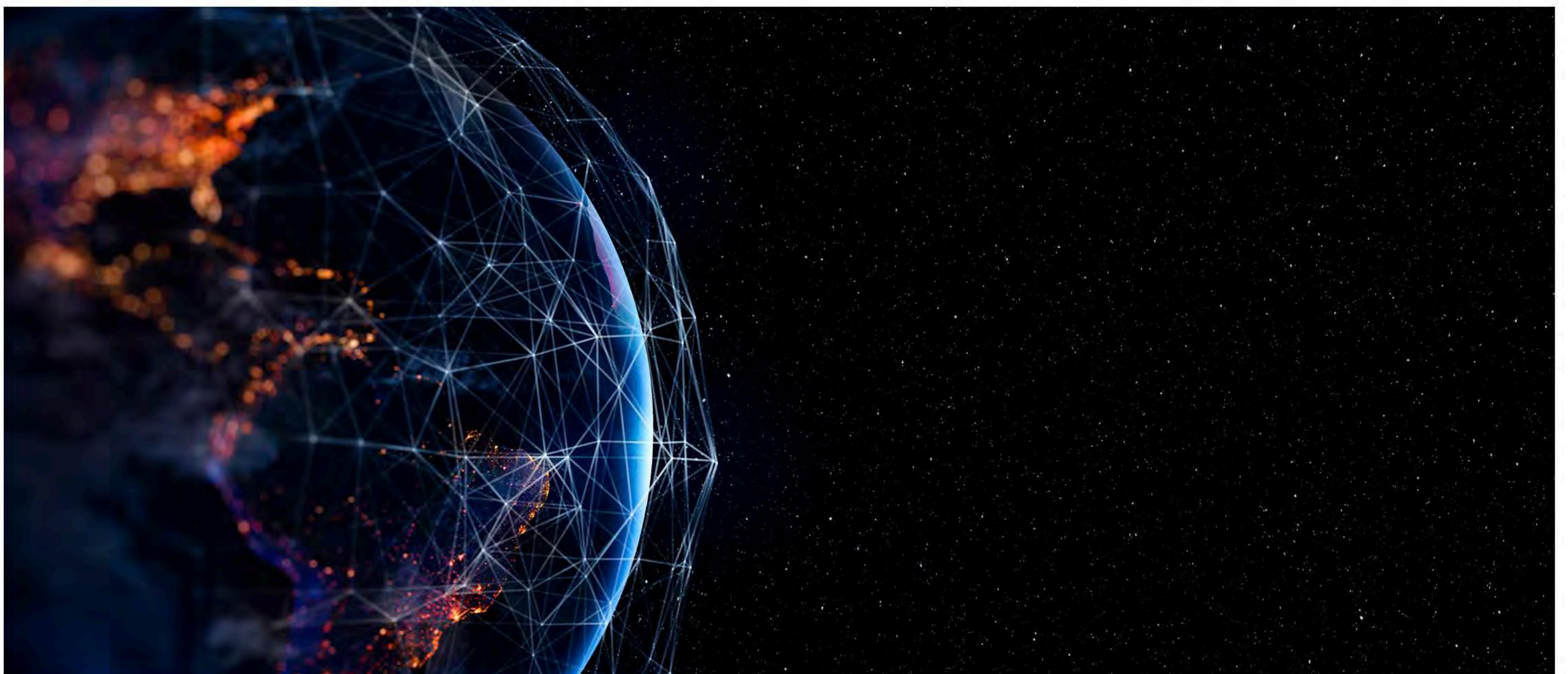
JIM COLLINS

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UPCOMING TOP BUSINESS EVENTS IN THE WORLD

DATE AND PLACE	
Oct 7th – 8th , San Francisco, California, USA	LAUNCH SCALE
October 6-8, New York, New York, USA	GROWTH MARKETING SUMMIT
October 6-8, Mexico City, Mexico	B2B ROCKS
TBA, Bucharest, Romania	HOWTOWEB
October 13-15: Los Angeles, California + Virtual	KUBECON / CLOUDNATIVECON
18th - 21th October 2021 Americas Virtual	GARTNER IT SYMPOSIUM XPO
October 5-6, Virtual	WORLD WATER-TECH NORTH AMERICA SUMMIT
Oct 13th-15th	XCOMMUNITYSUMMIT



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ENTREPRENEUR STORY

JAMES F COMLEY

FOUNDER/OWNER OF
EMBREE ELEVATOR



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“TEACH OTHERS WHAT YOU KNOW AND YOU WILL BE SURPRISED AT THE INFORMATION THAT IS PASSED BACK TO YOU”, SAYS THE FOUNDER, EMBREE ELEVATOR, JAMES F COMLEY.

James F. Comley is an entrepreneur and owner of Embree Elevator. He has worked in the elevator installation, service, and repair industry for over 65 years. He has dedicated himself to public safety in the elevator industry for his entire career. Comley was appointed by the Governor and served on the Massachusetts Board of Elevator Regulations in the state's Department of Public Safety for over 20 years and was elected and served as the Chairman for three years.

In 1968 James and his wife, Virginia Comley, founded an elevator company and after several mergers and acquisitions, he owns what is now known as **Embree Elevator**. Virginia passed away in 2019 but James continues to work at Embree Elevator and, additionally, as a consultant to his elevator and escalator industry colleagues on new technology, safety devices, and procedures.

James F. Comley is the 2011 recipient of The Ellis Island Medal of Honor Award for his service to public safety, education, and mentorship in the elevator and vertical moving industry. The Ellis Island Medals of Honor are awarded annually to a group of distinguished American citizens who exemplify a life dedicated to community service. Both the United States House of Representatives and the United States Senate has officially recognized the Ellis Island Medals of Honor. Each year's recipients are read into the Congressional Record.

Comley is a Founding Member and a Board Member of the National Elevator Historical Society, and the co-curator for the permanent exhibit in The Elevator Museum in Haverhill, MA. The museum's motto is "Preserving Our Past, Elevating Our Future."

EDITED EXCERPTS FROM THE INTERVIEW:

Business Upside [BU]: How did you get your idea or concept for the business?

James Comley [JC]: After serving in the US Navy, and getting certified as an electrician, I secured a job at an elevator company. After several years of working on the elevators, I had the opportunity to move into management. I learned the business and decided to start my own company with my wife. It wasn't a new idea for a company but we saw an opportunity to go after jobs that were overlooked by the bigger companies; repairing the older elevators. It wasn't an original idea for a company but a new focus on a niche of the industry.

Business Upside [BU]: How did you come up with the name for your company?

James Comley [JC]: The name of the company I founded in 1968 was City Elevator but after several acquisitions of other companies, I sold City Elevator and retained what is now known as Embree Elevator. My original name for the company was inspired by my desire to work on the tallest buildings in the city.

Business Upside [BU]: Have you ever turned down a client?

James Comley [JC]: I like to start with 'the customer is always right' but sometimes property owners or managers have strong opinions about repairing old elevators that should be replaced. My company specializes in the repair, we can and have repaired many elevators but machines have a limit and sometimes they need to be retired and replaced. Trying to force inexpensive fixes isn't a good policy. My first concern is always safety.

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Business Upside [BU]: What is unique about your business?

James Comley [JC]: Many elevator companies pursue installations of elevators in new buildings but there are lots of older buildings, factories, and warehouses that need elevator maintenance and service. I saw the opportunity to build a business out of the need for repair and maintenance, an area of the business that other companies were not focused on. We opened a machine and lathing department to refurbish or build parts that were hard to find. This was a key part of my elevator repair business. We were able to scale faster with a special focus, build off of our reputation for dependability and expand.

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Business Upside [BU]: If you had one piece of advice to someone just starting, what would it be?

James Comley [JC]: I am a firm believer in shared knowledge. Find a mentor. Mentoring has always been a part of my business. Teach others what you know and you will be surprised at the information that is passed back to you. I have trained people to do my job, understand my job and be able to replace me. This philosophy has allowed me to move up, knowing that someone is fully trained to do what I was doing. It frees up my time to move forward in other areas of business development and frees my mind knowing that jobs are being done the way I want. I encourage mentorship in any business. Find a mentor and then be a mentor.

Business Upside [BU]: How do you define success?

James Comley [JC]: Success is finding joy in what you do. If you enjoy your job you look forward to going to work. If you look forward to going to work you get more accomplished, have a positive attitude which I have found to be contagious, and the whole company benefits. Employees are more open to sharing ideas, issues, and solutions in a positive work environment and that translates to success.

Business Upside [BU]: Do you believe there is some sort of formula or pattern to become a successful businessperson?

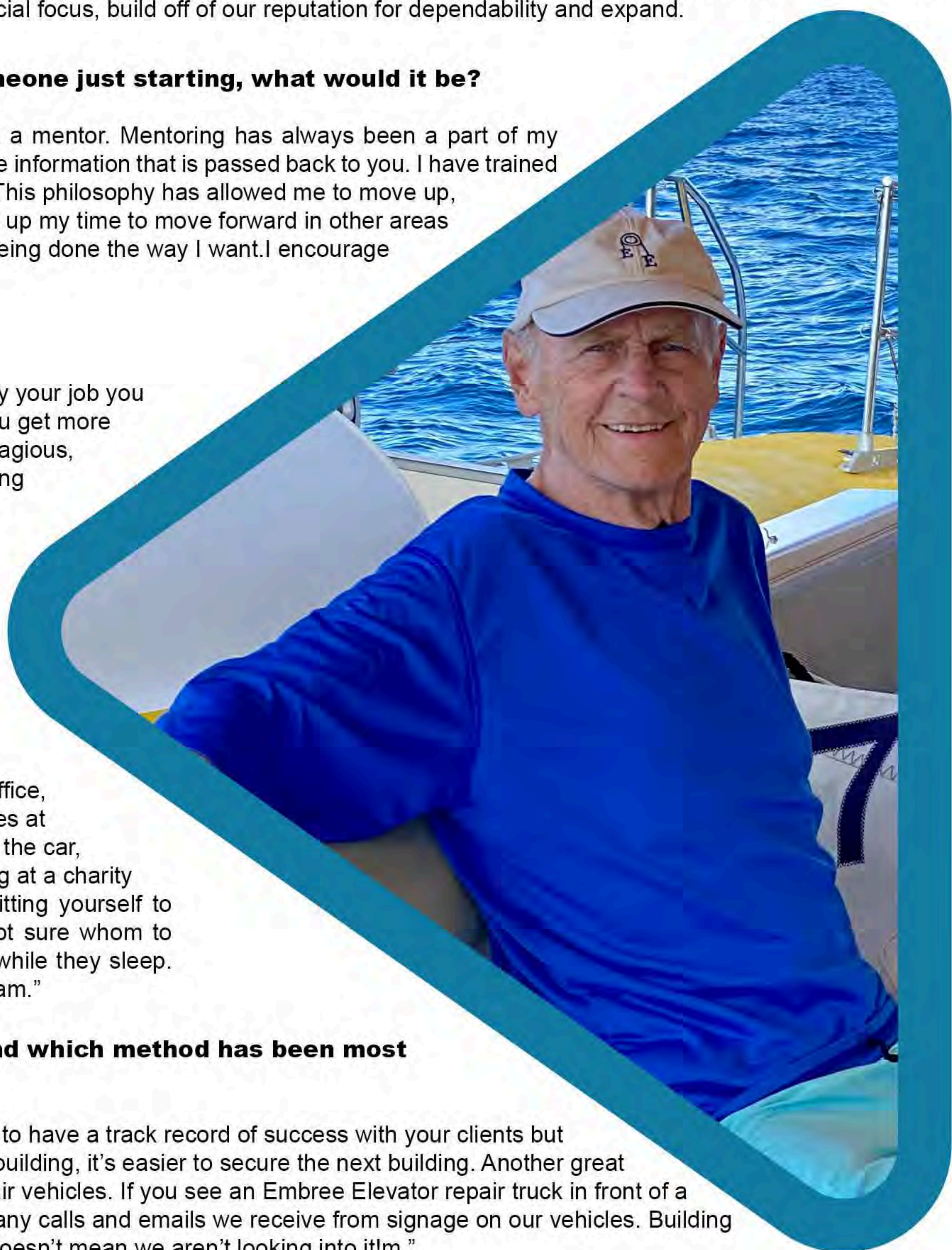
James Comley [JC]: If you are satisfied with doing only the required tasks of your job, then working 9 am to 5 pm is fine. But if you want to move up and succeed you need to get to work before 9 am and leave after 5 pm. I don't mean working extra hours in the office, I mean putting in the extra effort. You can be thinking about challenges at your business while you are walking the dog, listening to podcasts in the car, asking a colleague to join you for lunch to ask for advice, volunteering at a charity organization, and having your company sponsor an event. Committing yourself to become a lifelong learner. I enjoy inspirational quotes and I am not sure whom to attribute this one too but I believe it answers your question. "Work while they sleep. Learn while they party. Save while they spend. Then live as they dream."

Business Upside [BU]: How do you market your business, and which method has been most successful?

James Comley [JC]: Nothing beats word of mouth. Of course, it helps to have a track record of success with your clients but many clients own multiple properties. If you prove yourself with one building, it's easier to secure the next building. Another great marketing tool for my company is the signage on the side of the repair vehicles. If you see an Embree Elevator repair truck in front of a building, you know who maintains their elevator. It's amazing how many calls and emails we receive from signage on our vehicles. Building maintenance is still an area that doesn't have an app yet – but that doesn't mean we aren't looking into it!m."

Business Upside [BU]: What motivated you to become an Entrepreneur?

James Comley [JC]: Some people are satisfied renting a home. If something breaks, you call and the superintendent or landlord and someone comes to fix it. I always wanted to own my own house but if something needs repair, I am responsible. Entrepreneurship and owning a business is similar, if you are willing to accept more responsibility and more risk, then start your own business. You may have more headaches, more sleepless nights over financial burdens but it can be rewarding in so many ways. My wife and I became entrepreneurs in our early thirties when we had four young children. I worked at the office sometimes 60 hours a week, repaired the elevators when no one answered the phone or beeper (in those days), my wife did the bookkeeping on our kitchen table and we almost went bankrupt at one point but it all worked out. We built a company that we are proud of and I still love going to work. I could have remained in a secure job working for someone else but I decided to take a calculated risk. My wife was my life partner and my business partner, and we wanted to own our business. We made the decision to take the path toward a higher reward and if we failed that would be okay, we would have a great adventure together. I'm ninety years old. No regrets.



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How *LinkedIn* became the Social Media Unicorn?

Entrepreneur Reid Hoffman started LinkedIn in 2002. This small company started with its headquarter in Mountain View, California. Unlike other social media platforms that were purely recreational, such as Facebook, this company had a business-oriented professional approach.

Though it was also a social networking site, it emphasized the users' professional connections.

Users could create profile pages similar to their resumes. Still, the emphasis was more on highlighting one's skills and getting connected with other users. LinkedIn allowed the user to further their career by searching for their jobs or bringing recommendations from other influential users. LinkedIn is a free membership platform, though it offers premium paid service where users have better search options and profile viewing.

THE START-UP STORY AND ITS KEY MILESTONES



Co-founder Reid Hoffman's journey into start-ups commenced when he was studying in Oxford in the early nineties. He thought of starting a software company and approached Venture Capitalists for seed capital but instead got rejected. So, he got jobs at Apple and later at Fujitsu, where he worked till 1997, and finally quitting to start a business. In between, he served various stints at SocialNet and PayPal, an electronic money transmission service.

Reid was instrumental in clawing back PayPal from scratch as COO. He was an expert in managing relationships in a highly external environment. In 2002, PayPal was sold to eBay for \$1.50 billion. At that time, Reid was the executive Vice president. It was time to move, and Reid's serial entrepreneur skills were on display. He launched one more start-up LinkedIn with Product designer Allen Blue, Marketing Professional Konstantin Guericke, and engineers Eric Ly and Jean-Luc Vaillant as co-founders.

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The LinkedIn website came up in 2003. Initially, the response was tepid and slow growth. In November 2003, LinkedIn received its first Series A funding of \$4.70 million from Venture Capital firm Sequoia Capital. In 2005, revenue started generating when job postings, prospective employee searches, and subscriptions were rolled out. LinkedIn also allowed Companies to advertise on their site. By 2007 LinkedIn became profitable with 15+million members.

THE UNICORN IN THE MAKING

LinkedIn continued to grow during the new social networking craze brought about by Facebook and others. The network effect was powerful and free. Recruitments for job openings via online portals became the new trend. LinkedIn cashed on its professional platform to grow further. It had become one of the ten top websites in the world. By 2011 its membership crossed 100 million members globally. In the same year, LinkedIn went public with its initial public offering raised \$353 million.

In 2016, global IT giant Microsoft acquired LinkedIn reportedly for \$26 billion in an all-cash deal. The following year after the acquisition, LinkedIn reported 500+ million members in about 200 countries. Currently, it has 740+ million members in over 200 countries and around 55 million registered companies on its platform.

THE STRATEGY BEHIND LINKEDIN'S SUCCESS

What started as a small setup in the social networking platform and that too non-recreational went on to become the most sought-after platform for working professionals. It started with just two marketing personnel and nil promotional spending. Yet, it became the world's most popular business networking platform. The main reason for this success was excellent references and some innovative strategies.

The founders' smart decision to focus on getting professionals who were industry leaders and well known and sought after was a success. They already knew that these well sought-after senior professionals would bring a large following with them to the LinkedIn platform by choosing to recruit them. They also focussed on geographies which they knew well. They started in the San Francisco Bay area, which was well known as the Silicon Valley and had plenty of entrepreneurs and jobs.

Another move by the founders was to bring entrepreneurs and venture capitalists on the same platform. While entrepreneurs provided job opportunities to professionals, they required capital for growth. Venture capital firms came on the platform. The synergy of having all three stakeholders on the same platform was a well-crafted strategy. Within the first six months of its launch, the LinkedIn site had 8% of users bringing in the other 92% on board.

LINKEDIN REVENUE STATISTICS

LinkedIn's unique user services ensured that users were willing to pay, unlike other social media platforms which rely on advertisements. They have four different pricing plans for its members. Nearly 40 % of LinkedIn users have opted for their premium services, giving them access to InMail's, videos and profile view statistics, etc.

CONTINUOUS INNOVATION

After the takeover by Microsoft, LinkedIn introduced several new features such as Showcase pages and calendar chatbot. The showcase pages allowed businesses to highlight their business and initiatives. LinkedIn also introduced messaging, which allowed users to send emails in the form of chats. Other features included

Swipe up links to LinkedIn Stories, giving more visibility to user's content.

Allow potential candidates or employers to know their current status.

Allow users to share content such as articles, which can be posted on the profile or LinkedIn Pulse, links to the website, slideshows, and video.

IMPRESSIVE STATISTICS



LinkedIn is an excellent platform for lead generations. Marketers also find the LinkedIn site as a credible source of content.

LinkedIn drives nearly 46 % of the B2B site's social traffic. Almost 98% of marketers use it for content marketing and generating leads.

With technology continuously evolving, LinkedIn's longevity as a tech company is praiseworthy. It continues to dominate with its presence in social

media. It has seen a 25% increase year on year of its viewing sessions, with 358 billion feed annually. Today only 3 million out of its 740 million users share content weekly, leaving a huge growth potential.

Though Facebook is the largest social networking platform today, LinkedIn has been supporting its users looking to network and develop business connections. In the last decade, google search for the term "LinkedIn" has increased more than 60%.

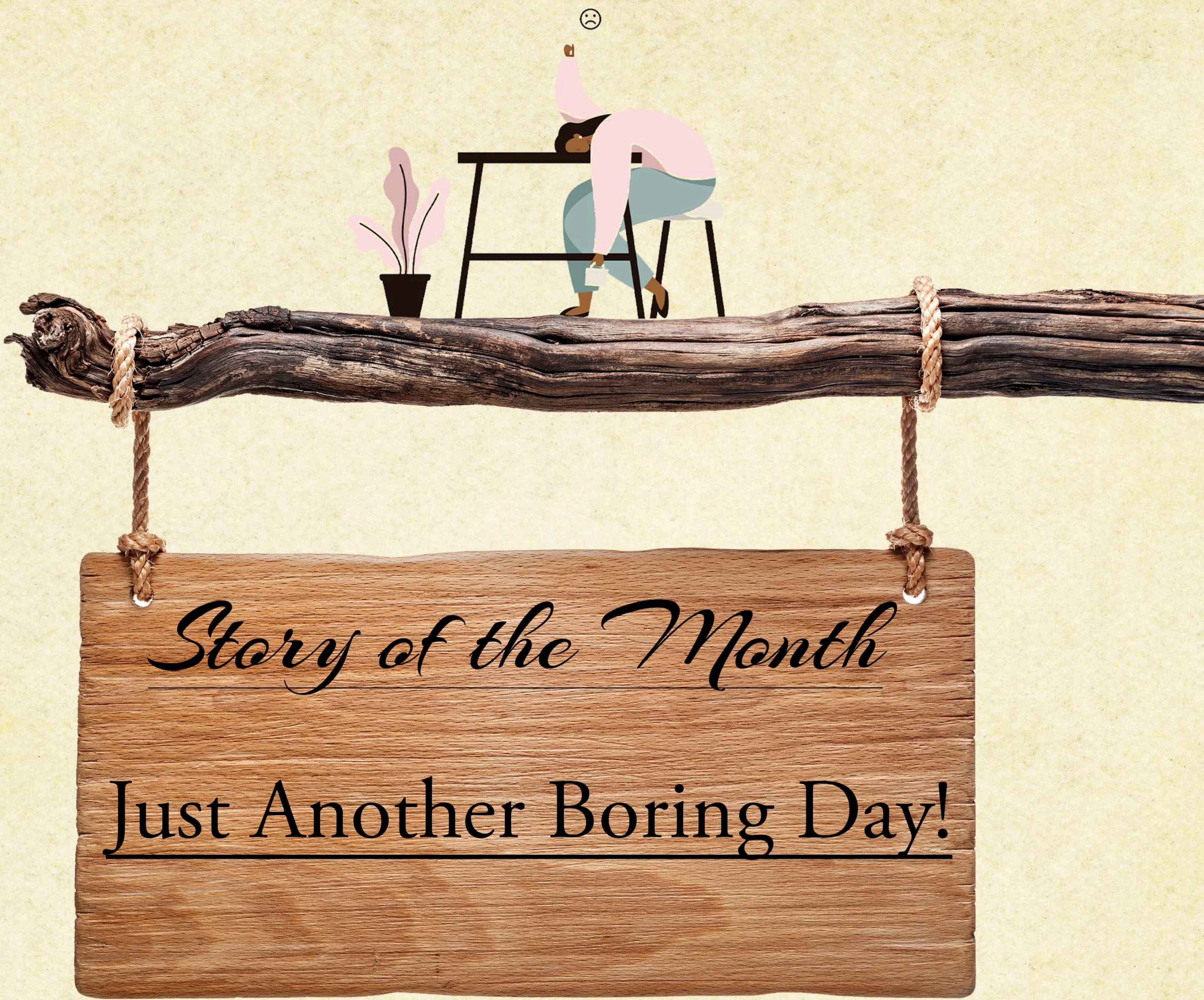
CONCLUSION

Presently LinkedIn is headquartered in Sunnyvale, California. The organization has a presence in over 200 countries with 33 global offices and 20000+ employees in the organization. The company, which took four years to get profitable in 2006, has grown exponentially, with its revenue touching \$8.05 billion in 2020. LinkedIn stats projects that it will continue to dominate the social media scene. With 3 million users per month with 9 billion impressions, it looks like video will be the next megatrend on this platform.



A glowing lightbulb with a complex business plan diagram drawn on its glass. The diagram includes a circular flowchart with 'Plan', 'Do', 'Check', and 'Act' stages, a bar chart labeled 'Success', a pie chart labeled 'IDEA', a target diagram labeled 'Target', a pyramid labeled 'Production', and a flowchart labeled 'Team'. Various mathematical formulas and percentages are also scattered throughout the drawing.





Ever wondered how time flies so fast when you have found your flow in work. Staring at the monitor screen, Anna found it was 2:30 pm already since she last clocked into her work-pulse time logger. The empty coffee paper cup stood still on her work desk.

She realized her headache was kicking in. Still, she has so many tasks to get done. It was never enough. Anna was in the Digital Marketing department after her period as an intern. That's exactly what she wanted when she was doing her M.B.A in Marketing. The nature of Digital Marketing was such that, no matter how fast you are, time will still slip away without you even realizing it.

"Hey! Anna, are you even listening?"

Anna felt a tap on her shoulder. It was her manager Stephanie, a tall and beautiful woman who was very caring towards her team members. She was a married woman in her early 30s with a seven-year-old son.

"Yes. What's up?", Anna responded.

"It's time you finish your lunch. At this rate you will fall sick, you know". Stephanie whined. Jane chimed in, "I am done for now. Let's break for lunch? I am starving." Jane was Anna's senior at college and now they are colleagues and teammates.

Stephanie ordered both the girls to leave immediately. She can never stand people being late for lunch making work their excuse.

On their way to the cafeteria, Anna and Jane joined Susan from the Digital Sales department. Susan and Anna joined the office around the same time and after they met Jane, the three vibed well together. Lunch was the time they looked forward to. All three girls were well known in the office for their dedication and good work ethic.

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The day-to-day office work was sometimes monotonous and they badly needed a break. Definitely, there was a common ground for them to come together on their own. Their love for mystery and ghost stories.

As they were comfortably seated, Susan broke the silence, "I have an interesting scoop from yesterday." Her emerald green eyes dazzled.

Anna and Jane exchanged a quick glance and chorused together, "Spill the beans".

"Yesterday while leaving office, I was in the elevator and something strange happened in there. I pressed the button for the ground floor and there was nobody except me. When I again stared at the buttons, I saw number 2 was pressed which was not there before. The elevator halted on the second floor.

The door creaked open. I peeped out and saw an empty corridor with its ends fading away in the dark corners. Trust me, it did feel a little off and ominous. I immediately started pressing the button for the door to shut close. Luckily it did and I came down to the ground floor lobby. What a huge relief it was for me."

"If nobody was there with you, who pressed the button for the second floor?", Anna asked.

"I don't know, that's the creepy part. I have been asking myself this question but with no proper explanation."

Jane interjected, "This reminds me, I have been once to the second floor, don't remember the reason though. The floor was terribly empty with even the wind making whispers as if it's talking to you. I had to use the washroom there and once I was about to open the washroom door, don't know how the hand shower started reacting on its own. Jets of water started flowing out with immense speed making the pipe dance like a vicious serpentine. I was perplexed not knowing what to do. I threw open the door. The hand shower thrashed itself against one of the washroom mirrors and I came out screaming for help. Fortunately, the lift guard heard the metallic noise and my shout. He came in with a housekeeping lady and helped me out of the mess. This incident happened before you two joined."

While Jane and Susan were engrossed in their own experiences with the second floor, Anna noticed a housekeeping lady staring at them as if overhearing their conversation. As Anna shifted her gaze away, the lady got up from her seat and walked directly towards their table.

"The 2nd Floor, eh? Consider yourselves lucky. The place was under reconstruction sometime ago, many workers who went to the second floor never came back. Heaven knows where they went missing."

"That's not possible." Anna protested. "You are simply spinning a horror story just to add to people's imagination."

The lady ignored Anna and went on, "The washroom that you mentioned has been sealed ever since. Nobody ventures into the second floor. Strange things happen that you are better off without knowing."

She walked away and the three kept staring at her leave with bewilderment. There was a peculiar tone and aura to that lady they simply could not miss.

Anna spoke first, "Hey, why not bust the myths ourselves. One way or another we are always bored to death with the same routine on perpetual repeat. Let's do something for a change."

"It's suggestions like this that gets people killed, you know", Susan looked disinterested.

Jane chuckled, "Well you see, I have no problem. I have always felt spooked about the 2nd floor but how much do we know really, except for stories from others. We will go in, if we see things going out of control, we will leave immediately."

"So let's stay back after everyone has left office. We can return to our employee quarters later on." Anna said.

Susan added, "I have nothing interesting as well, so count me in. How about I order some food in the evening so that we don't die out of hunger?"

"...And get your cell phones charged so that we can at least use the in-built torches in case of power outages and internet issues."

The office crowd dissipated soon that evening, Anna, Susan, and Jane were finishing their pending works. Shutting down their laptops, Jane motioned to the girls, "It's time, Ghost Busters!"

The elevator door squeaked open and the three peered at the corridor of the second floor, nobody was stepping out. Anna was the brave one because she experienced nothing, Jane and Susan followed her. The lights were flickering. Nothing seemed out of place as such. The hallway met a dead-end at the left. There were no doors in that direction as well. So they started walking towards the right, they crossed the washroom and turned left again. It was from this point on, it was pitch dark.

They found themselves descending a flight of stairs. A growling sound came from down under, they paused and listened. Suddenly a loud sound came of something being thrown away. Now a chill ran down their spine. Jane took her torch and slightly moved forward, Anna and Susan strained their eyes and saw a huge dustbin rolling on the floor with litter thrown here and there. Something was inside the dustbin, snarling and slurping.

Susan whispered, "Zombie or what?"

Anna moving a little towards the dustbin directed her torchlight at its inside. A dog was devouring at the scraps inside the dustbin. When it stared at the girls, they found it was a stray dog. It again resumed feeding.

Something scampered away at the dark, so they followed in that direction. When they reached a different hallway, they found themselves staring at a bunch of stray dogs that has found home at this desolated place.

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“How come dogs are entering the building?”, Jane asked astonished.

“Maybe there is an emergency exit somewhere or some outlet through which they are coming into the second floor only.” Anna took a wild guess.

The dog that led them into this hallway, took a different turn towards another corridor, Anna kept following and the girls coming after her. Jane decided to open one of the doors to the rooms that lined up ahead. “What if it leads to Narnia?”, Anna joked. “Or Hogwarts”, Susan added. Jane giggled as now they were gaining confidence that everything was propaganda.

A child’s cry silenced them. Someone was moaning and sounds of movement were coming from another room. The trio exchanged glances and crouched beneath the window of that room, trying hard to listen. Muffled noises were coming from inside the room. Susan slightly raised her head and tried to peek at what is happening. She gasped and clutched Anna’s wrist hard enough to hurt her. With the other hand, she tightly closed her mouth. Anna and Jane took turns now. What they saw was ghastly.

They saw the back of a woman, in front of her lay a child with her mouth gagged with clothes and hands tied at back. The woman was forcing the child to take an injection. When the child was resisting her with all she had, the woman hit the kid’s head against the wall. The girl passed out and the woman thrust the injection on the child’s forearm. When Jane looked around inside the room, she spotted other girl children were sprawled on the ground as if in a deep slumber. Broken parts of equipment and hand showers were heaped at one side of the damp room.

It was no time to sit ducks underwater. The picture was perfectly clear in their head. The trio decided to leave the spot at once. All thanks to a dog that lead the girls out towards the washroom. Jane told the girls, they can hide for a while in the washroom if there are other clues hidden. Inside they quietly rummaged through the contents of the washroom divisions. Almost all hand showers were broken in one way or another. Heaven knows what is done with hand showers.

Susan exclaimed, “The last thing I want is to die inside a locked washroom. Let’s get out of here. Now!”

The girls did not have the nerve to take the elevator. All the guards left. By now they are pretty much sure that the elevators were deliberately made faulty by removing parts which is why the lift reacted weirdly earlier.

The girls were about to take the stairs when they realized who will open the main gate for them. The building was empty. Right at the moment, they saw a stray dog scouting its way towards an end that had a red iron door. The dog squeezed its way out, bolting a narrow shaft. They had no option but to follow the dog. The girls pushed the heavy door as much as they could. They could get out by breaking the narrow shaft one by one, putting up a little struggle there. The door led them to a spiral staircase towards the emergency exit at the back of the building.

Stepping on the last rung Susan motioned to the girls that she could see a clearing that would land them on the walkway connecting them to the employee quarters.

When the girls finally reached a café right next to their quarter, Jane made a call to the local police station. The entire block was surrounded by cops in no time. Some of the police personnel marched inside the building.

Twelve young girls were rescued that night. The woman who was arrested from the exact spot was the same housekeeping lady who warned the trio to stay away from the 2nd floor. She was associated with a children trafficking ring and has been continuing her shady business for over 5 years, giving the office workers the impression of a haunted 2nd floor. Their entire circuit was exposed the following day and many kids were released to their grieved families.

After all the questioning, Anna, Susan, and Jane found themselves munching on a burger and French fries they ordered earlier. They were tired, starved, frightened, and bamboozled from their novel experience.

“I still can’t believe, how we got out of it all”, Jane mused.

“Dogs!” Anna reflected with a sense of dry humor.

Susan was busy eating, she was more than grateful to be in one piece.

Who knew that a day of boredom could turn into a huge revelation.



-BY ARITRA BANERJEE

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HOW TO CREATE:

TAILORED MARKETING CAMPAIGNS

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arketing is an integral part of the success of any business. It's believed that marketing returns can raise your business revenues by over 20%, so don't take its importance lightly. Having targeted marketing campaigns can also do wonders as it helps in reaching out to the kind of customers that are supposed to buy your products. However, marketing needs expertise, experience, and learning of the market's dynamics and trends.

The business world and the needs of customers change, so you have to be aware of what your customers want, how it can reach them, and when it should get to them. Your marketing team needs to possess the right skills to leverage all avenues of marketing such as social media, your website, influencer websites, mobile applications, targeted emails, print media, and video marketing, among others.

To help you personalize your marketing efforts, here are some strategies that can help:

1. START WITH MARKET RESEARCH

You need to understand the kind of marketing you're venturing into. Take your time to do deep and extensive research of your industry. Answer the following questions:

- What are the customer purchasing trends?
- Is the market growing or is it on a decline?
- Will your products be for luxury or basic?
- What will you add to your product that's different from your competitors?

You can research online what your competitors are doing, their advertising methods, and how they reach their clients. In case your market doesn't have competitors, research markets outside your area, city, or even country. Also, you can use questionnaires, interviews, focus groups, and surveys. The more data you gather, the better for you.

Market knowledge will help and instruct how you develop your website, mobile application, and the kind of information to put in them. Your marketing efforts should be directed in the digital space and with a budget for it, so let your IT team develop a website and an app for you. Instead of creating them from scratch, you can use open source CRM which speeds the work as you only need to improve on the source code to fit into your business needs.

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2. KNOW YOUR TARGET AUDIENCE DEMOGRAPHICS

Demographics refers to your ideal customers bound to buy your products. Your products might not be meant for use by everyone. Having a certain demographic helps your campaign to be cost-effective. You can identify your target audience by:

- Studying the customer base of your competitors.
- Analyzing your present clients.
- Creating buyer persona.

A buyer persona is a profile of a fake person which may include the buyer's name, their educational level, where they live, their gender, their hobbies, values and behaviors, profession, civil status, and family, among others.

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3. ALIGN YOUR MARKETING WITH YOUR RESEARCH

Creating a persona for your ideal customer means you've gathered enough data that can help you align everything around the client. This should be captured in your advertising efforts such as web designing, automation, and focused strategy of your demographic. You may use these guidelines:

• Setting Your Goals

Your marketing efforts might achieve your desires if you put some real and actionable goals. What would you like to achieve with clickthrough rates, conversions, and sales? At times, setting goals might be a challenge. But with the use of the S.M.A.R.T tool, you can come up with focused goals much faster. This acronym denotes:

S – Specific: Your goals should be specific.

M – Measurable: Your set goals should be measured so you can know your progress.

A – Attainable: Don't set unachievable goals. Let them be realistic.

R – Relevant: Your goals should be matching your market and the needs of your customers.

T – Timely: Give yourself a time frame in which you'd attain your goals.



Personalization

Your marketing ads and emails have to be tailored with your audience in mind. In case you've never done this before, you need to hire an expert to do the work for you. Marketing professionals can help you come up with images, tone, voice, and a strategy that appeals to your targeted demographic. You need to go where your audience is found in the online space.

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For instance, if you intend to reach Gen-Z, it might be a waste of time and resources trying to use emails. Rather, leveraging social media such as Facebook, Twitter, Pinterest, and Instagram might be the strategy. On the other hand, if you intend to reach ladies and young girls, using visuals and ads with attractive colors may be best for you.

●Automate Your Marketing

With your target audience in mind, you can automate your processes so you can be more effective. Automation can help you schedule your posts to be sent at certain times. Identify the time your audience is likely to be more active on social media so you can post at that time.

Also, with automated email marketing software, you can send your emails on the days or times when they're more likely to be read. Focus more on meeting the needs that your competitors aren't meeting.

Automation is critical in helping you manage your time well. In case you don't have automation software, it might be high time that you purchase one for stellar marketing strategies.

4. HAVE HIGH-QUALITY DATABASES

Your personalization efforts will succeed with a good database. You can get the services of third-party providers for easy replacing and correcting inaccurate information. A third-party approach can help you come up with identity graphs and do intent monitoring for strong and efficient targeting.

5. USE THE PERSON PRONOUN 'YOU' AND CUSTOMER'S FIRST NAME

During the creation of the client persona, you collected the names of your prospective client. Calling the name of your clients can help in capturing their attention so they can keep on reading your content.

A customer will feel like they're the only person your email was sent to when you keep on addressing them as 'you' instead of being general with words such as 'our customers' or 'our clients.' Such terms can help you in advancing the level of your personalization.

WRAPPING UP

Effective marketing puts into consideration the characteristics of the target audience. Research the demographics of your likely-to-be customers, know where you can reach them online, create personalized content, and leverage marketing automation for effectiveness.



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12

THINGS TO KNOW **BEFORE STARTING A CAREER** **IN ONLINE MARKETING**

HERE ARE THE TWELVE THINGS THAT YOU MUST KEEP IN MIND
BEFORE YOU START A CAREER IN ONLINE MARKETING!

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1. DETERMINE IF MARKETING IS REALLY FOR YOU

Start by carrying out research to determine if marketing is something you want. What does the marketing job involve? Make a decision based on your goals. Today, most marketing jobs are conducted online, although offline marketing is also used for example TV, radio, and newspapers, they are becoming less popular.

Being a marketer involves three critical elements: Creativity, analytics, and psychology. Marketing involves being creative, it also includes several analytics jobs, such as a professional SEO agency, copywriter, media planner, and social media manager. Therefore, always conduct research online to identify your marketing field of interest.

Some of the fields in marketing include:

- Search Engine Optimization
- Paid Advertising
- Content Strategy and Marketing
- Social Media Marketing
- Web and Conversion Optimization
- Copywriting
- Inbound Marketing
- Email Marketing

2. CHOOSE YOUR AREA OF INTEREST

You can't do everything in marketing. Choosing your field of interest is a very good thing since doing what you love will keep you motivated. Some of the jobs that are in high demand in the marketing field include Content creators, user experience analysts/optimizers as well as data researchers. There are so many quizzes online that can help you identify the type of field you may go for.

3. RESEARCH JOB REQUIREMENTS

Before you go into a certain career, you would want to first research the companies as well as the requirements for some specific marketing positions. This is very important since not every company has the same requirements for business and the skills they are looking for can vary.

4. GET SOME COURSES

Once you understand the skills that are needed and the requirements most companies want, that is when you can decide to enroll in some online courses. So many entry-level marketing courses are available online, some are even for free. This will give you a good idea of the field and help you cover the basics. YouTube can also help you with certain courses.

5. ATTEND NETWORKING EVENTS

To succeed in marketing, your contact base needs to be large. You can attend networking events where several other marketers socialize and share their experiences. Begin by attending some local events and slowly engaging with people.

6. GET SOME COACHING

When you start connecting with significant individuals in your network, you're on your way to being a successful internet marketer. People and trust are at the heart of marketing. Most marketers connect effortlessly with ambitious target-oriented people. As a result, by expressing your objectives, such as starting a marketing career or finding new work, you may draw possibilities to yourself. Many people are interested in learning more about this and will ask you several questions about how you intend to attain it, what jobs you have in mind, and so forth.

They may view you as a novice at this stage, someone they can assist and teach. And marketers like passing on their knowledge to others. If they are willing to assist you and express an interest in your professional development. Follow up with them regularly and listen to their advice. Marketers are extremely busy, and if you don't show up, they're not likely to show up. If you're able, try to assist them too. It's something you must demonstrate rather than tell them. If you've decided to pursue a career in design. Don't ask if you may change their Facebook profile picture. Simply do that and inquire if they are satisfied with the current one.

7. START YOUR BLOG OR VLOG

This is an area that is underappreciated. Marketers are people who like interacting with others. Web blog or vlog when we aren't chatting to other people or attempting to come up with the next big marketing concept for how to engage people. Blogging allows you to share your voice, thoughts, and technological prowess with the rest of the world.

You're more than ready to start your blog now that you've chosen your subject of expertise, taken some online courses, extended your network, and received some mentoring. A large number of blogs exist in every marketing area, and you, as a beginner marketer, will never be able to compete with these superstars.

Don't be afraid. The internet is large and you create your unique brand by blogging about the relevant topics. You might even wind up as a blogger specialist if you have excellent writing abilities and say no to any job on the market.

8. DO SOME FREE-WORK

You must first establish that you are a true marketing hero. Because you don't know a lot about marketing at this point, particularly when it comes to new trends in the world of online marketing. There'll always be some new feature that your prospective employee or customer is unaware of. They will undoubtedly listen to you if you present it to their notice and explain (preferably, illustrate) how it would increase their profits.

You may also create a list of family members, friends, and your friends who have companies or who work as managers in companies.

Contact them and let them know what you're up to and your professional objectives.

Make an offer to their company for your services. This may be done in a variety of ways, but keep in mind that you don't want to come off as pushy, and make it clear that you want to help them for free. This will be used in your portfolio.

Obtain approval and begin working on the project. Yes, it's free, but you might be discouraged.

Report on the findings and make plans for future actions. This is your chance to shine and give a well-written report on what you've achieved, studied, developed, and so on. This is when you are truly selling, and if you did a good job, they will ask you to do more work.

9. WHY MARKETING AS A CAREER – THE MOTIVATION

It's fantastic if you find yourself working enthusiastically even late at night. However, this does not rule out the possibility of a career in marketing. Keep in mind that everyone struggles with motivation at a certain point. You might become encouraged by reading books or articles about people who have achieved success in marketing and how they accomplished it.



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10. START ASKING FOR MONEY

Once you have a business with individuals and give them your free advice, you would be amazed at the number of people that are eager to pay you for your services. People will adore you if you are enthusiastic about what you do and provide results. You could be asking yourself, "How can I, a new marketer, charge money for my services?"

People don't respect you and think your advice isn't important if you don't ask for money or only ask for a small amount of it. Even when you're broke, it's alright to say no to individuals who offer you a low-paying job. Something better will arrive. People are going to take you more seriously and be inclined to get into business with you if you ask for a reasonable service charge.

The following is a decent approach to figure out your fee:

- Inquire with your contacts to see whether they have lately purchased these services as well as how much they paid. Make a note of the number.
- Conduct a Search on Google for that kind of service and call some of the sellers who appear on the first page of search results, as well as those who appear on the fifth page. Request a quote through email or phone, and note down the number. Some of them may also include pricing on their websites.
- Evaluate these figures and decide how much you're willing to charge for your services. If you have your number down. Double it! Odds are that if you are starting you are asking too little for your services. The worst that can happen is just a rejection from the client. This gets you in negotiation.

11. RE-EVALUATE YOUR MARKET POSITION

After you've effectively closed a customer and produced the agreed-upon outcomes (and everyone is satisfied), it's time to choose what type of marketing job you desire. Freelance work, that's what you have done thus far. Skilled freelancers can make a comfortable life (even more than executives). However, it is not all about the money. People are different, and what motivates us at work might also differ. You must consider the future. Do you want to become your boss and take on all of the responsibilities while still reaping the financial rewards and living a stress-free lifestyle? Or do you want to work for a firm and be a part of something greater, with little stress and much more fun with your coworkers? Becoming an employee or self-employed has numerous advantages and disadvantages. In several situations, self-employment can result in the establishment of a marketing agency. Which is a whole other notion and possibly a discussion for another day.

12. CONTINUE TO LEARN

Marketing, like all other aspects of life, is constantly changing. You can read certain books or articles on marketing at least 2 times every week. You can also watch videos on YouTube and listen to podcasts. This gives you a chance to maintain your professional status. Collect ideas on a variety of subjects. You could make much better use of your Social media browsing time. Collect blog and social media concepts, for instance. Take a look at the most recent web design developments.

CONCLUSION

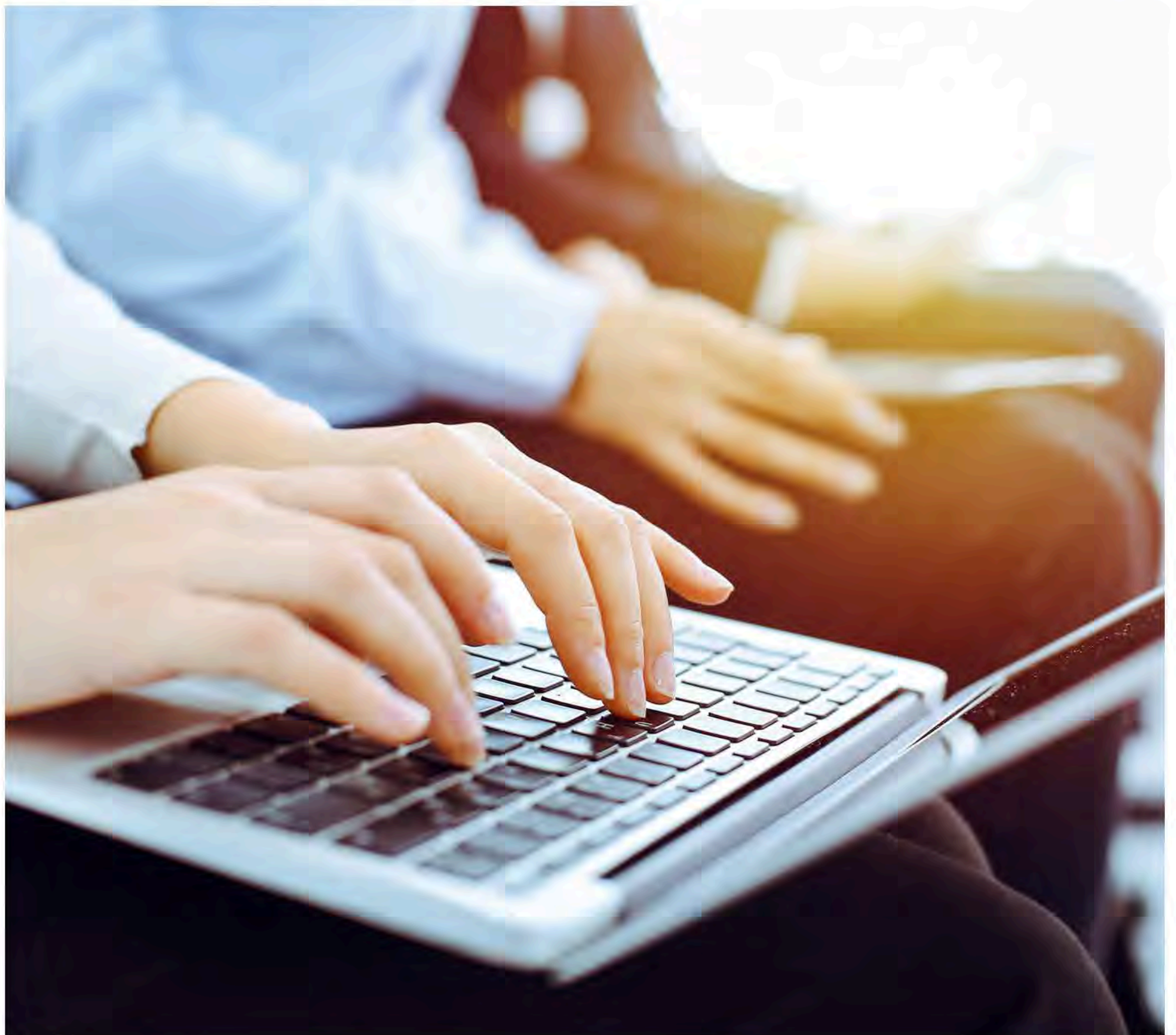
There are several things to consider before embarking on a career in internet marketing. This involves determining which marketing area best suits you, learning about the subject – taking classes and receiving coaching, attending events and building your list of connections, creating a blog, and performing some free work. Setting long-term objectives and deciding whether you want to be a freelancer or an employee, and starting a good habit of studying about your industry.

AVERAGE BUYER CONSULTS 11
CONSUMER REVIEWS ON THE
PATH TO PURCHASE

VIEWERS RETAIN 58% OF WHAT
THEY SEE BUT ONLY 10% OF WHAT
THEY READ.

VIDEOS GET 267% MORE LINKS
THAN NORMAL POSTS.

ARTICLES WITH IMAGES GET 94%
MORE VIEWS.



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STANDARDIZING CO₂ EMISSION IN THE SUPPLY CHAIN

THE CALCULATION

ChemicalCo. has outsourced its outbound logistics to a third-party service provider. And SAP manages its transportation data. The company did not enjoy visibility as far as data related to the movement of its freight was concerned.

Also, it had a bleak overview of its alignment across the geographical terrains and various modes. There were discrepancies in the data that the company obtained and this, in turn, could not provide an accurate figure related to carbon accounting.

So, it availed the services of SCG or StrategyCo.Global so that it could get an accurate insight into the same. SCG started by seeking inaccurate records that existed in the company so that it could create and calculate the emissions rightly.

What did ChemicalCo. want to know from SCG?

ChemicalCo. was interested in understanding the present emissions to develop its internal target. Not only that to find out the same, but it was also looking for a method that would find acceptance in the European Union as well. This would enable ChemicalCo. to follow the same method for calculations in the future.

How did Strategy Co.Global approach the problem?

SCG approached the problem in phases. It made attempts at conducting time-bound so-called sprints that would provide results that would give clarity in decision making. Let us find out more about the different phases.

- Phase 1 comprised understanding the emission framework
- Phase 2 comprised calculating the emissions for the mode of transportation individually.
- Phase 3 was all about summarizing the results of the calculations that they obtained.

So, let us take one phase at a time.

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PHASE 1

As mentioned above, this phase was about understanding the emission calculation framework. SCG had to understand the method for calculation for all the modes that include Intermodal, Maritime, Rail, and Road. It was done using the CO2 intensity factor. SCG identified the specific criteria for each mode of transport above so that default intensity factors could be chosen from the emission framework.

PHASE 2

In this phase StrategyCo.Global based on the method of calculation that was opted for, the emission framework for each mode of transportation was found out with inputs from the professionals of ChemicalCo. Interviews were conducted with the managers of the company that monitored each mode of transportation in the company and the SCG team tried to gather the variances that existed in each mode. Hereafter, the emission calculations that were found out from each mode of transportation underwent fine-tuning based on the ChemicalCo.'s feedback.

PHASE 3

In the last phase of the solution, results obtained from studying the final emissions were put forward or presented before ChemicalCo. The results were essentially based on the fine-tuning that was done in the earlier phase. It was also assumed that the same calculation methodology would be applied year after year and for all calculations related to the same in the future.

What was the outcome of working out the solution by SCG?

Employees of StrategyCo.Global was able to find out a standard calculation method for finding out CO2 emissions for the company's outbound logistics. ChemicalCo, followed the new calculation methodology, which it also uses for future projects and calculations. By doing so, accurate results for total emissions were obtained, and results improved remarkably.

The three factors based on which StrategyCo.Global was found to calculate the total emissions was done by taking into account all the modes of transportation aside from product line and region.

About StrategyCo Global

This is an on-demand strategy workforce service provider with headquarters in Helsinki, Finland. Set up in 2018, the company aims at supporting executives so that their company's high-priority analytical and strategic projects can get a boost. It also aims at improving the "employability" of graduating students using upskill and project-based experience across industries.



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**HOW TO CLEAR CACHE
ON IPHONE?**

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iPhones tend to work brilliantly for a few months after you buy them but slow down after a while. Ever wondered why? This is because every time a user opens a site on the Safari browser or downloads an app, temporary files are created within the storage of the phone. These temporary files are known as a cache. They hog up the memory of the phone and instantly make the system slower. There is not a single kind of cache that gets in our iPhones and hence the process of clearing them also becomes varied. While android phones come with an app that provides the user to clean the cache from time to time, iOS has no such option, but to manually clear the temporary files from each location. The caches could be cleared according to the place they get stored and their types. This guide suggests ways in which the user could both clean the cache that gets stored in the system and also, prevent them from multiplying within the system.

HOW TO PREVENT APP CACHE ON IPHONE?

While it is not feasible to stop caches from being formed in the phone system, one could always attempt to try and prevent it. This could be done by the given two methods:

Blocking Cookies:

A cookie may be considered as a temporary file or a small piece of information that is registered in the system, whenever a user visits a site so that the browser can remember the user when he/she visits it next. Most websites give users the option to allow or block cookies. If a particular site does not manually provide the option to do so, the user can always visit Safari and alter its settings so that it does not allow cookies. This could however conceal bits of information from certain web pages. The steps to alter the settings through Safari browser are as follows:

- Visit Settings on iPhone and tap on the Safari option
- Turn on the Block all Cookies toggle button to block all cookies

Using Content Blockers:

Content blockers can be considered app extensions to safari or third-party apps that take permission from Safari to automatically block pop-ups, images, cookies, and other kinds of intrusive, unwarranted content. A few examples of such apps are Adblock, Stands Fair Adblocker, Popper Blocker, and others.

How to clear app cache in iPhone?

The cache in an iPhone could be cleared in various ways. There are three places primarily from which the cache on an iPhone could be cleared. These would include clearing cache from safari, which is the original browser for iOS; clearing cache from individual apps, and then clearing cache from the system as a whole. If a user can clear their system cache, they could easily get rid of system blocks and buffering or slow timed uploads. The way to clear cache from the safari browser would include the following steps:

- Visit the Settings tab and go to the safari browser option.
- Tap the Clear History and Website data option
- Once done, tap on the same option again.

To keep the website data and just delete the

cookies, the following steps must be followed:

- Visit the Settings tab and got to the Safari browser option
- Click on the advanced data option and go to Website data
- Tap on Remove all website Data
- To not leave a trail of your search history, turn the private browsing mode on or off accordingly

It must be remembered that by deleting all of the web browser data, cookies, and other spam options, Safari will not forget the details in its auto-fill option.

To clear cache from apps other than the Safari browser, the user can follow the given steps:

- The data from unused apps can be cleared by availing of the Offload apps option from Settings. Then tap on the iPhone storage option and General option. Tap on the offload apps option thereafter. This would not delete the details stored in these apps but just offload the storage being taken up by the unused app.
- A similar procedure can be followed to cancel out the spaces occupied by photos. Tap on the Settings option and then select the General option. From there, tap on the optimize photos option and turn it to the 'enable' mode. This would release a little space bogged up by the photos by uploading the photos to iCloud.
- The user could also make his/her phone undergo a system reset to clear up the cache from the system. For this tap on the Settings option. Then go to the general option and tap on the Reset button.

Once there is no more web data, history, or system caches to clean, the color of the setting turns gray, and the user can then be assured that there is no further cleanup to be done.

CONCLUSION:

The web browser functions by creating small temporary files called cache so it could speed up the user browsing experience. This happens because by saving the information in these temporary files, the browser loads faster. However, if a browser fails to load or the system becomes very slow, clearing cache is one of the most common solutions that can be found on the internet. It must be remembered however that the cache on an iPhone is usually important information that the phone stores and must not be deleted without a cause. But with time, if these caches add up, then some of the space needs to be released. There could be two reasons for doing

so, firstly, clearing these files would free up some of the storage space. Secondly, these files could sometimes pose as a hindrance to the normal browsing experience. Thus, the iPhone clear cache searches are amongst one of the most trending iPhone-related troubleshooting searches on Google.

SIRI CAN REMIND YOU TO CHECK A MESSAGE AT A LATER TIME.

USE THE SWITCH CONTROL FEATURE.

USE THE KEYBOARD AS A TRACKPAD.

CALCULATE FASTER.

UNDO FEATURE ON CALCULATOR.

SET A TIMER FASTER.

SNAP PHOTOS DURING RECORDING VIDEOS.

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THE BEST KIDS **MONITORING TOOL** BY

CLEVGUARD FOR PARENTS IN 2021

Does the use of phones by your children worry you? Or, if you want to know how KidsGuard Pro can keep your child safe from cyberbullies? you should read the review. The solution is here!

A review of KidsGuard Pro will be of particular interest to parents who want to monitor their children's cell phone usage. You need to understand the implications of today's technology. Even though there are a lot of parental control tools on the market, KidsGuard Pro is exceptionally popular. Furthermore, mobile phones pose a serious risk of violence due to unrestricted access. There will be nothing that is inappropriate for a child to view. Moreover, young people are vulnerable to danger through the use of social media accounts for connecting with friends and strangers. It is not surprising, therefore, why many parents are interested in monitoring all of their children's online activity.

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A BRIEF INTRODUCTION TO CLEVGUARD

For a long time, ClevGuard has been focused on becoming a preferred choice in the parental control industry. We have built data security solutions for globally renowned companies with our highly efficient data security experts. ClevGuard is dedicated to securing your data and helping you protect your family. Sometimes parents will look for solutions that will allow them to keep an eye on what their children are doing on their children's devices and be able to control how they use the internet. Monitoring apps can help in this situation. ClevGuard is the company that provides KidsGuard Pro, a product that offers internet security solutions. Keeping track of a child's online activity can be a challenge when they are out and about on the internet. Its popularity has increased among users, especially among parents, since it is a trustworthy phone tracking application. You can also figure out from the KidsGuard Pro review if the app meets your needs or not.

Let's learn what makes KidsGuard software stand out from the rest in this review.

A BRIEF REVIEW ABOUT KIDSGUARD PRO

With KidsGuard Pro, students and parents can monitor their phones, track their locations using Android GPS devices. It is extremely useful for both parents, KidsGuard can be the perfect solution. All social apps can be tracked, and the location can be tracked in real-time via GPS and record inbound/outbound calls. Additionally, the application can display the call history as well as the use of other apps. You can use this app on an Android or iOS device. In terms of parental control apps, this stands out from its competitors, even though it is a relatively new app. KidsGuard Pro has become so popular because of its advanced features and smart technology.

INSTALLATION AND SETUP

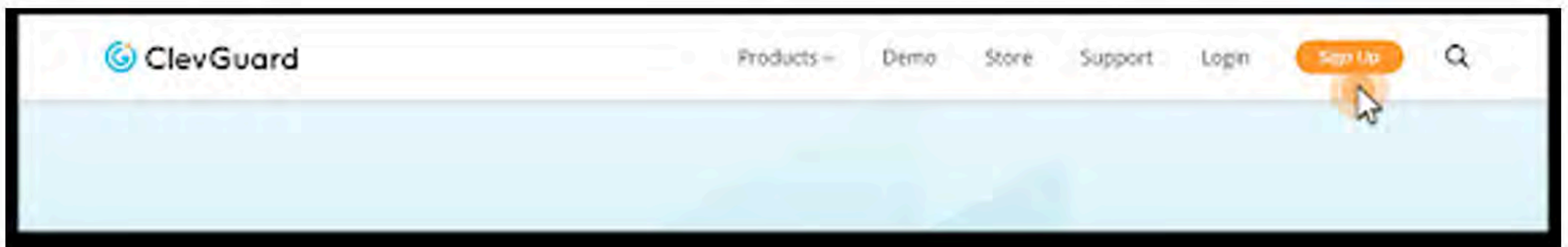
You must have access to the child's Android phone so you can download the app.

Open the KidsGuard Pro website with the browser and click the "Add Child" button. An app download link will be provided to you. You can install the app on your phone after it has been downloaded. When prompted, you will have to grant permission to install apps from unknown sources. You can authorize the account using your email address and your device code. By creating an account and buying a subscription on the website, you can access the device code. Follow the instructions from the email and on the website to activate and set up the account. The dashboard you are assigned would enable you to monitor your data logs. The iOS app does not need to be installed in order to monitor an iOS device. You can start monitoring the target phone with the iCloud credentials that you enter into your account.

LEARN ABOUT THE DETAILED SETUP (IOS VERSION) OF KIDSGUARD PRO

Step 1: Open an account on Kidsguard Pro

In order to register with KidsGuard Pro, you must provide a valid email address. Your next step is to choose a license and pay for it online securely.



STEP 2: DOWNLOAD AND INSTALL THE SOFTWARE BY FOLLOWING THE SETUP GUIDE

Following the purchase process, you will be taken to the My Products and Orders Management page. If you have made a purchase before, you will find it here. Upon clicking on Setup Guide, you will be able to learn more about how to get started with this iPhone monitoring software.

- On the given website, you can download and install the program.
- The target device can be backed up and analyzed to get iPhone data monitored.

In order to get data from the target device, there are two methods available.

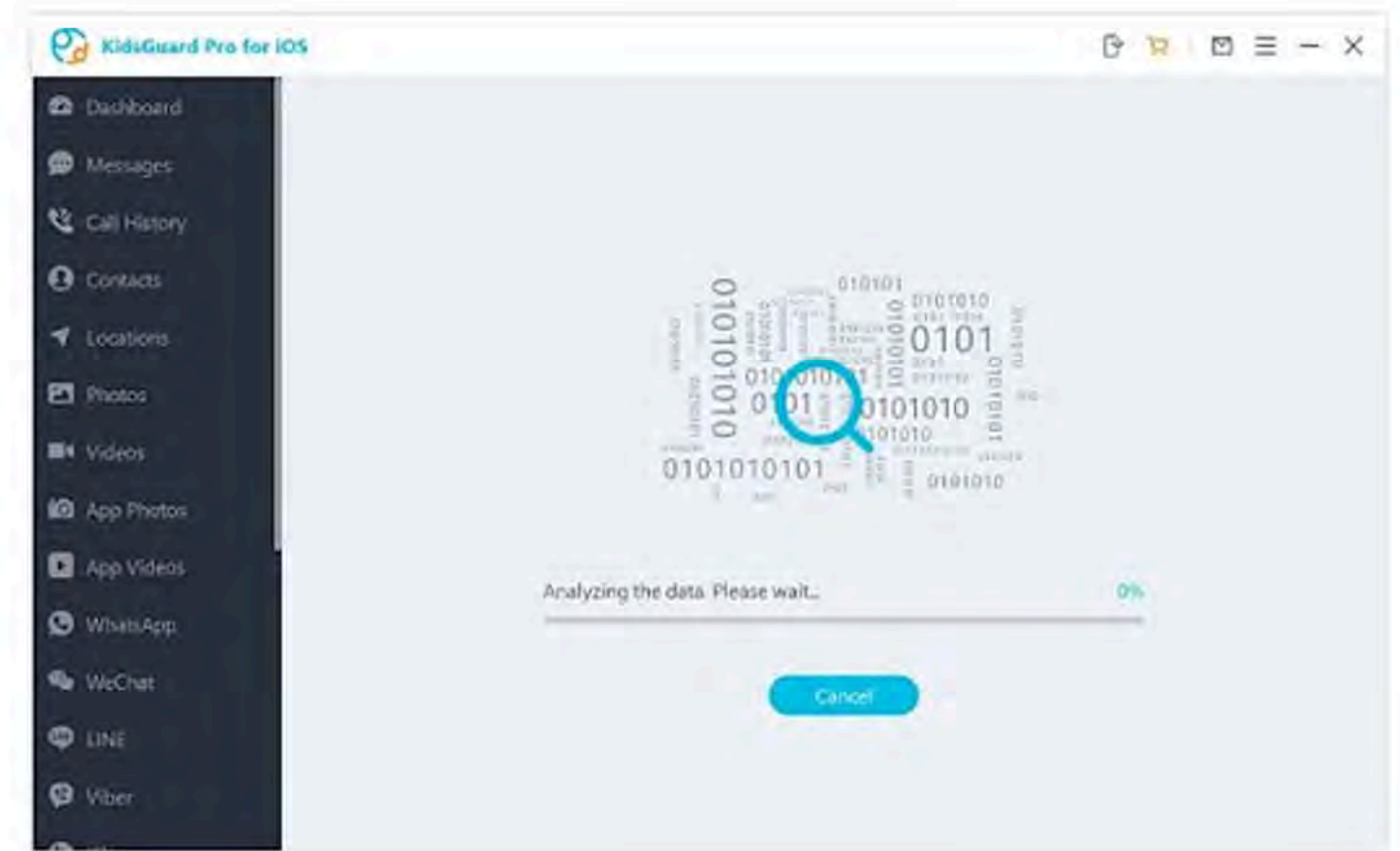
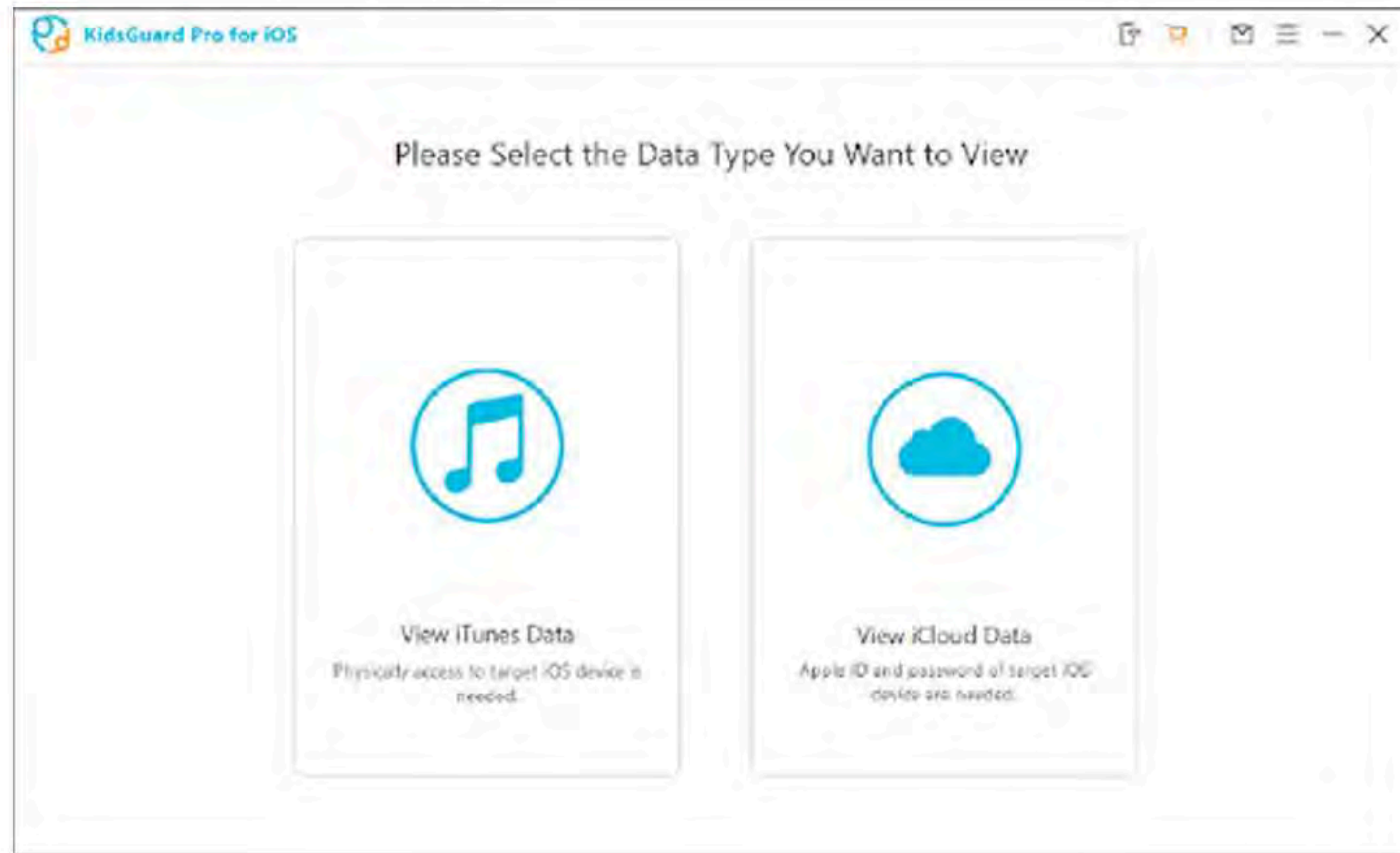
- Option 1- By Connecting the USB Cable to the device you will be able to connect to the computer

Available for: Those with iPhones and computers not connected to the same wireless network.

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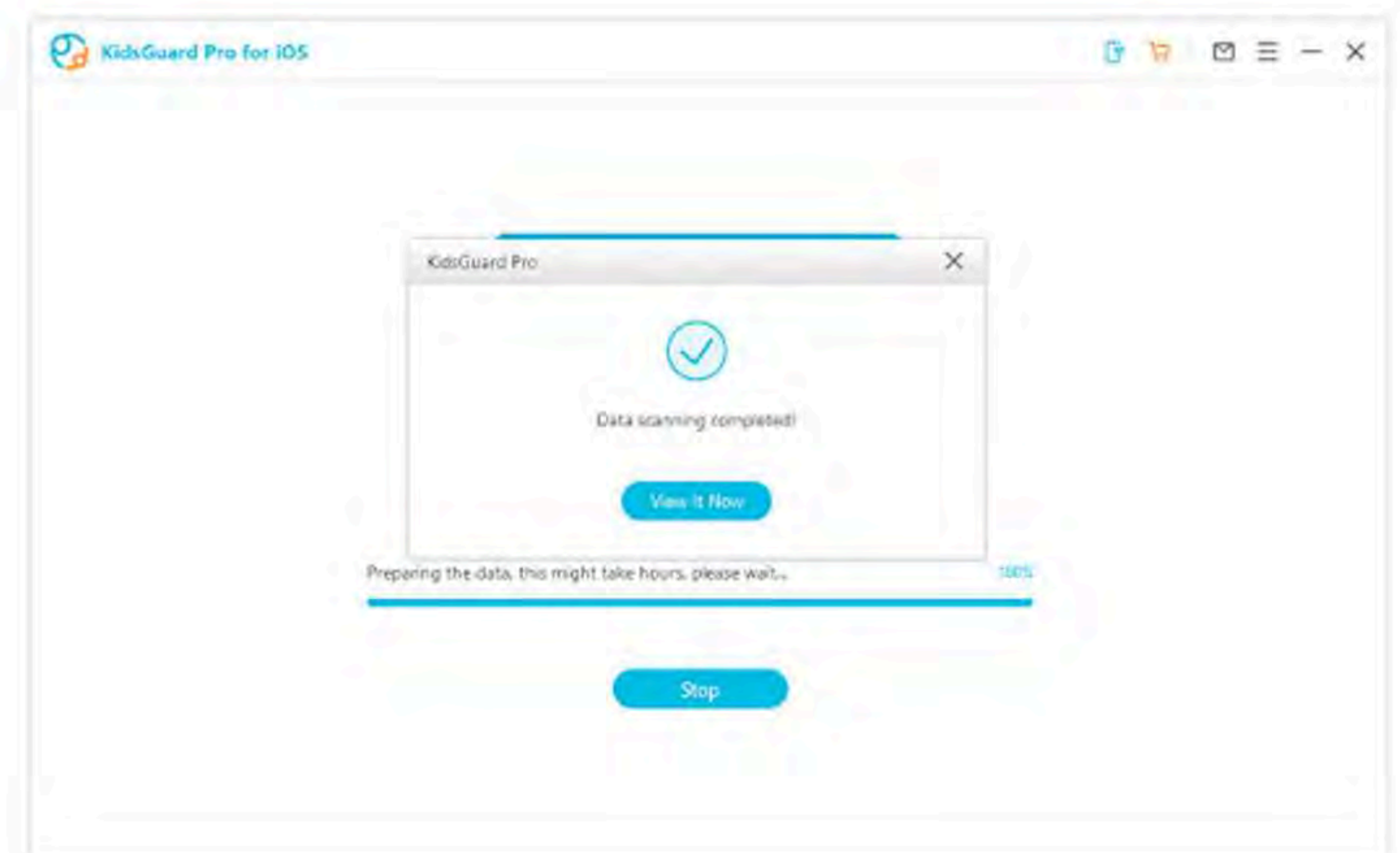
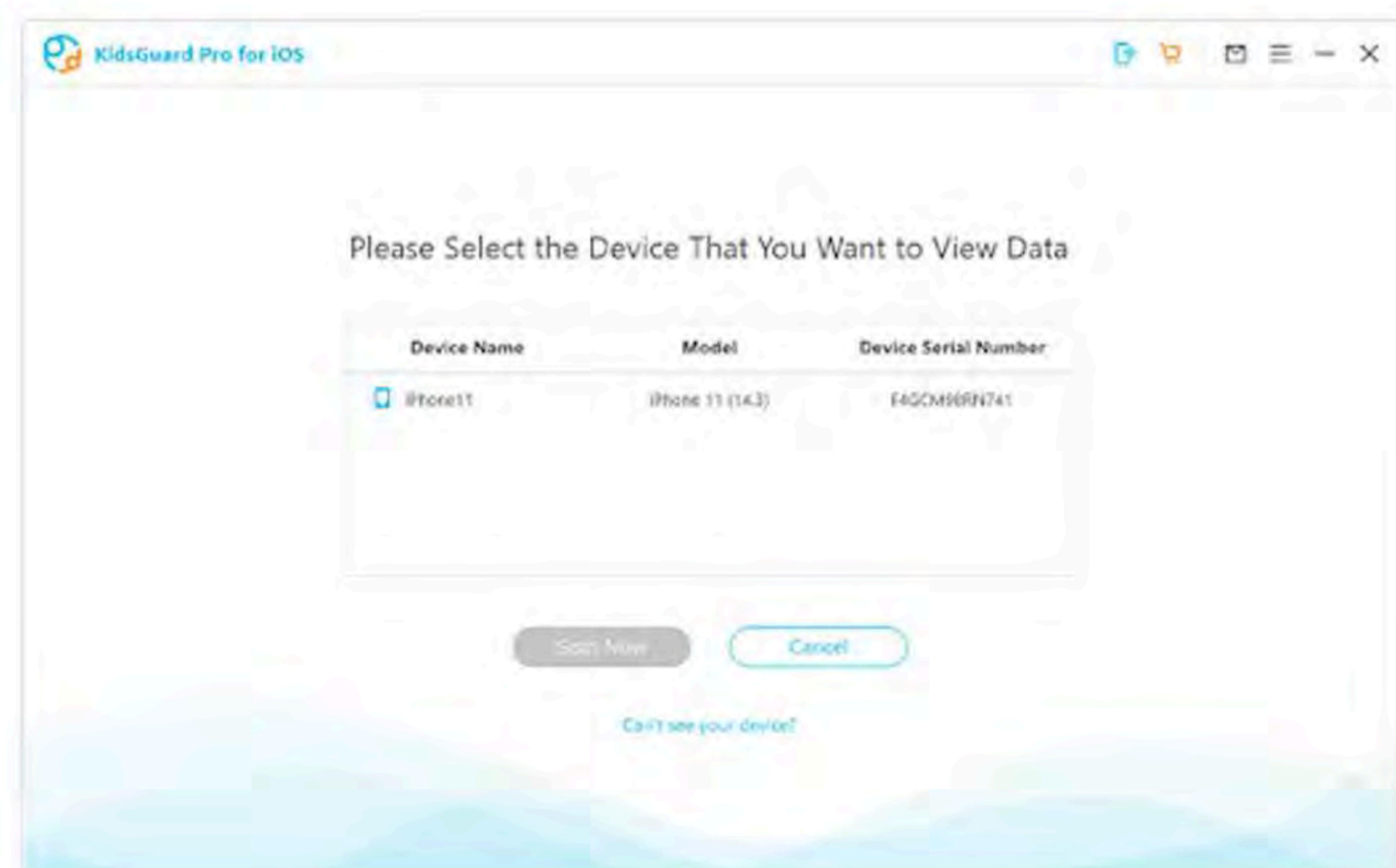
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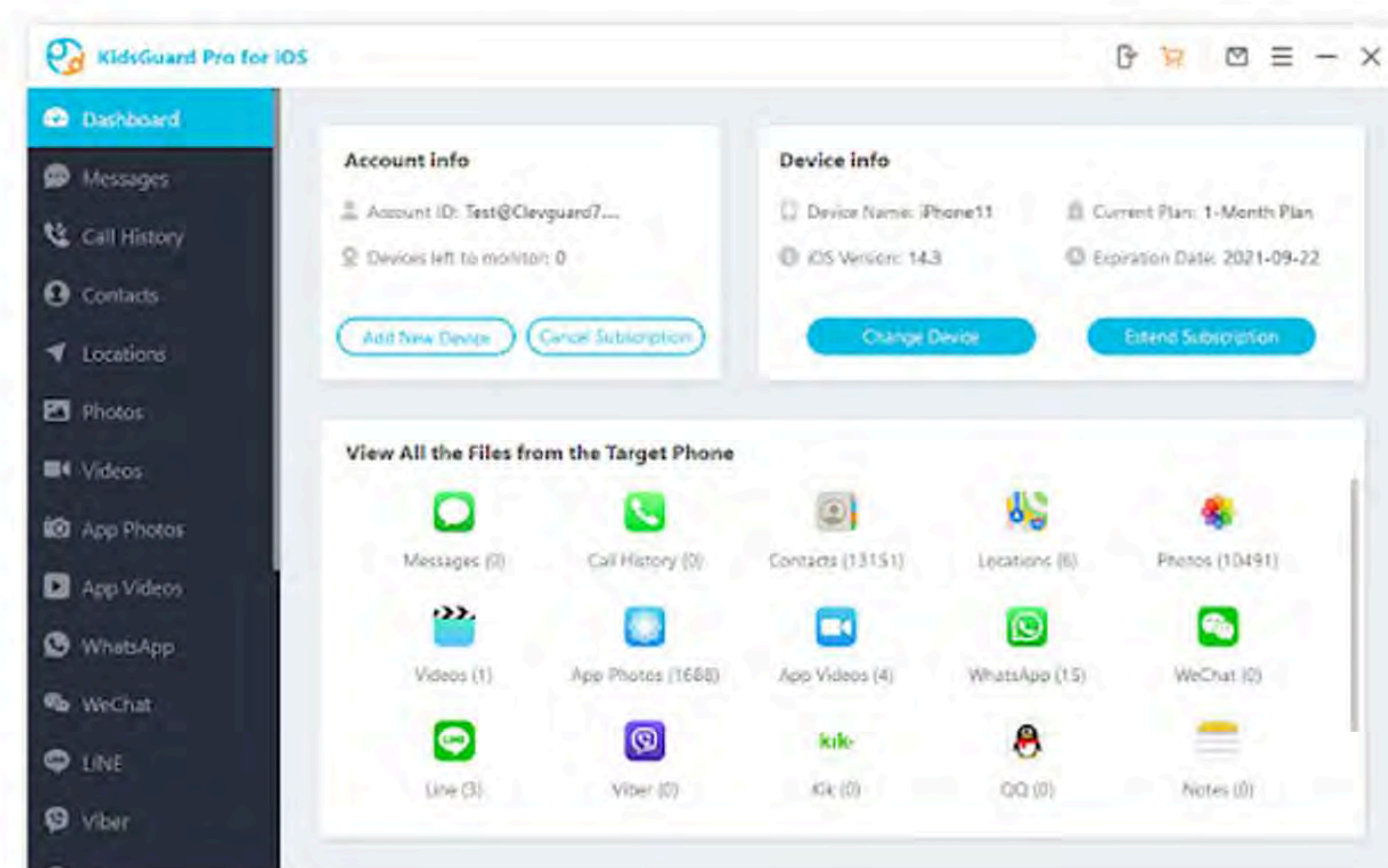
Option 2 – Data can be accessed over wi-fi when connected to the same device

Available for: It provides remote scanning of iPhones without plugging in cables and as long as the device and computer are connected via Wi-Fi.



Step 3: Get started with monitoring your Computer

A scanned file can be switched between several types and details can be viewed after the scanning is completed. Checking the deleted files is also possible. You can click the "Export" button to view and save the monitored data. This is especially useful for the chat history associated with social apps and media files.



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WHY IS KIDSGUARD PRO SPECIAL?

KidsGuard Pro is an excellent parental control tool for many obvious reasons. Want to know? For your convenience, please find below some examples of those features-

- Easy to set up
- It works as promised
- No hacking or rooting is required.
- Money-back guarantee at an affordable price
- Excellent customer support
- A spy feature in KidsGuard Pro Monitoring and tracking solutions with great trustworthiness

The key feature that attracted our attention with KidsGuard Pro was its useful monitoring capabilities. With KidsGuard you can control your children and monitor them remotely from anywhere in the world. Its products include Android and iOS compatible cell phone monitoring. Apple and Android devices do, however, differ in some ways. You won't be able to monitor an iPhone or iPad if Apple restricts you from using certain features.

● Kidsguard Pro for Android

Tracking and monitoring Android phones is easier than ever before with KidsGuard Pro for Android.

- A collection of all social apps that you can use
- Keep a watchful eye on your staff and loved ones by monitoring social media apps. Among the many advantages of Onscreen is that you can view chat history and see the interface of a given app while monitoring shared multimedia and checking activity records as well.
- Keep track of your children wherever they go

Location tracking can be performed through GPS or Wi-Fi on mobile devices. Also, you can set up a virtual boundary for your child and receive alerts when they enter or leave it.

- Files can be accessed from anywhere

Your information will be accessible including contacts, calls, texts, photos, videos, browser history, and more. The device basically records everything on it. This data can even be exported and saved for future use if needed.

- Remote Control features that are simply amazing

It is possible to operate the stealth mode from a remote control. Using an Android phone, you can record phone calls, take secret photos, or capture screenshots.

Kidsguard Pro for ios version

The installation process is less complicated for iOS devices. Due to its remote installation capability, KidsGuard can be installed without accessing the device physically. Installing the software remotely is possible if you have access to the corresponding iCloud account. It currently only offers a few limited features in the iOS version. KidsGuard Pro (iOS) will also be enhanced very soon with some new features.

- The software allows real-time tracking of the location of the iPhone.
- The KidsGuard Pro app gives you access to all your photos and contacts, notes, videos, calendars, reminders, and more.
- KidsGuard Pro allows you to access iCloud directly, something that many other spy apps lack.
- Installing KidsGuard Pro on your device does not require any modifications.
- Through the dashboard, you can view and download all attachments without a problem.
- Pricing

Subscription plans are typically available for a set number of months.

Android and iOS

- 1 Month Plan: \$29.95 per month
- 3 Months Plan: \$16.65 per month
- 1 Year Plan: \$8.32 per month

Features vary depending upon the device. A Money-back guarantee is available for 30 days.

CONCLUSION

Thanks to technological advancements and particularly smartphones, it is no longer necessary for you to supervise your kids physically. KidsGuard Pro for iOS appears to be a better overall solution to monitoring kids. To begin with, the app cannot be uninstalled from the target's phone. In addition, KidsGuard Pro for iOS works secretly on the target's iPhone, and nobody can ever tell if it is active. As a final feature, KidsGuard Pro for iOS provides all the basic and advanced features you'd expect from a premium spyware service. As a whole, the trackers discussed in this article are excellent. However, if you prefer a full monitoring solution for iOS devices, KidsGuard Pro for iOS is the top pick.



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NUANCES TO CONSIDER WHEN STARTING A COMPANY

Starting your own company is fascinating. You can do so much all with the power of your mind, some ingenuity, and a plan. You have already come up with an idea of a product or service that people want or need. Now, you need to create a plan on starting your own company and getting it off the ground. What you do now can make a huge difference in the levels of success your company reaches. Here are some little details and nuances you need to take into consideration when starting this company. Overlooking even minor details could result in less success overall.

START WITH A POWERFUL NAME

There are two thoughts when it comes to the name of a company. Some say it doesn't much matter because you can market anything. Others say the name means a lot because marketing can only do so much. The name of your business matters. Yes, you can market anything and get people to pay attention. However, if you pick an easy-to-remember name, marketing becomes easier and more successful. Pick a name that is going to resonate with your customers. You want something easy to remember. You want ideas that make sense with your service or product. Once you have that, it is time to move on to the next important consideration.

YOUR BRAND MESSAGE

Many companies start off without having ever given thought to their brand messaging. They do not have any idea what they want to share with the world. This can be a crucial mistake. Take some time to think about the message your brand will convey. If you stand for something others can get behind, it will help bring them to your company and secure their buying relationship with you. Be specific in your message, and make sure it is something you can always stand for. The more you get this narrowed down now, the easier it is to share that mission and message with your customers from the start.

THE EXPERIENCE YOUR CUSTOMERS CAN EXPECT

This is likely the most crucial nuance that you need to think about. Every business needs to be able to satisfy customers or they will not last long. The problem is, many businesses look right past small details that can make or break the experience each one of your customers receives. The experience begins with your brand, either from your website or from your marketing. From there, the experience extends until your customers have your product in hand or have their service complete. Every step of the way can be great for your business if you set it upright.

- Set up your website to be user-friendly and make finding information easy.
- Make sure your employees all follow a script when interacting with customers.
- Have rules and procedures written out so that no matter who calls, orders, or comes to your location, they get the same experience?
- Follow up with reviews, both positive and negative, with the same courteous demeanor that you would want in their shoes.
- Have consistent branding across all channels of your business, from social media accounts with logos to invoices that show up in personalized envelopes.

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YOUR STRENGTHS AND WEAKNESSES

One area that is easy to overlook when first starting a company is its leadership. This is because it is often just one person. You are there, doing everything to get this company off the ground. However, if you want your company to truly succeed, you will need more people than just you in time. Look at what it is you do best and focus on those things. Also, look at things you struggle with and see if you can find someone who wants in on the company that can help in these areas. If you can both (or all) fill in those gaps, your company becomes stronger. Your customers benefit when your company is at its strongest.

THE PEOPLE AROUND YOU

Everyone you have around you when it comes to developing and growing the company is going to influence it to some degree. If you want success, make sure you surround yourself with people who are successful. Consider these people mentors, even if they do not have anything to do with your business directly. They do influence you and your choices as this company is coming together and taking off. If you surround yourself with people who doubt themselves or always expect to fail, chances are, you will, too.

Make sure when starting a new company, you give yourself the best possible chances to succeed. Take the time to look at your company from your customer's perspective. From there, you can take steps to help your company grow into whatever you want it to be.



“

Quote Of the Month

**“MY BIGGEST MOTIVATION? JUST TO KEEP CHALLENGING MYSELF.
I SEE LIFE ALMOST LIKE ONE LONG UNIVERSITY EDUCATION THAT I NEVER HAD--
EVERYDAY I’M LEARNING SOMETHING NEW”**

**-RICHARD BRANSON
BUSINESS MAGNATE**

SHOWCASE YOUR
**ILLUSTRATIONS,
TYPOGRAPHIES AND
GRAPHIC DESIGNS**
WITH US!



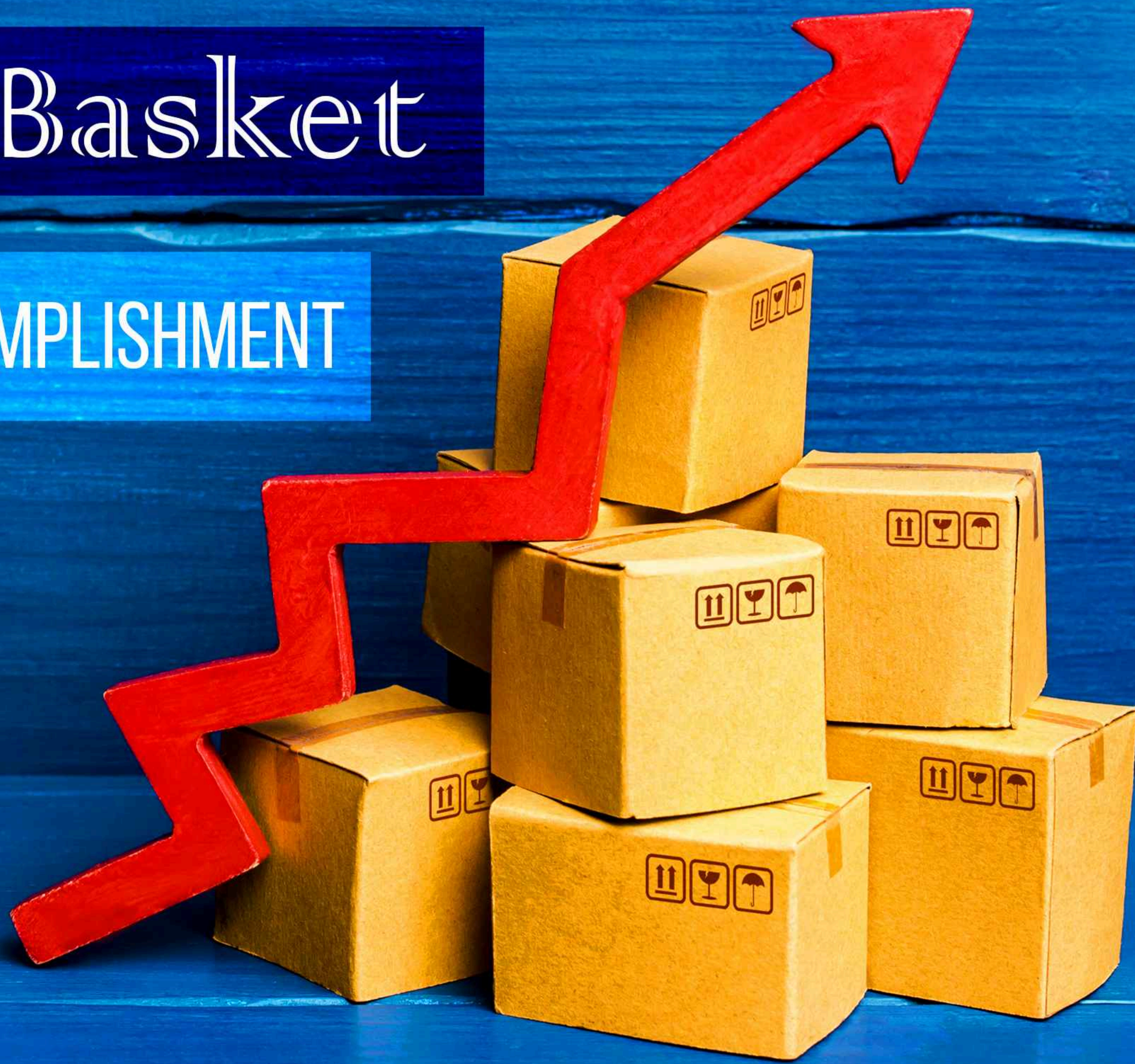
Post With Us!

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Market Basket

100 YEARS OF ACCOMPLISHMENT



Market Basket is the trade name of DeMoulas Super Markets. Today, it has 85 stores in places in the United States including in Rhode Island, Maine, Massachusetts, and New Hampshire. The company gained a lot of media attention internationally as well because of controversies related to leadership and ownership. Finally in 2014, on August 27 an agreement was made where it was mentioned that 50.5 percent of the companies stake will be sold for USD 1.5 billion to Arthur T. Demoulas.

History of Market Place

Efrosini and Athanasios who were Greek immigrants opened a grocery store in 1917 named Demoulas Market in Lowells neighborhood-Acre. Fresh Lambs were the specialty of their store. This grocery store allowed its customers to buy groceries on credit at the time of the great depression which further led to foreclosure threatenings. The couple's youngest son, Telemachus aka Mike, left school to help his parents save the business. Eventually, the family together earned enough to get rid of the foreclosure.

George, who was Mike's elder brother joined the family business too after the second world war. The grocery store attracted a lot of customers, after Acre being loaded with a lot of housing construction. The brothers replaced the then-existing store and opened it in 80 Dummer street which was in Lowells only. The duo brother brought the business from their parents, making the family business reach a new par with an increase in sales figure within a year from USD 2000 to USD 9,00,000. In 15 years the brothers worked hard and open 15 modern supermarket stores.

Mike became the sole owner of the supermarket chain after his brother George passed away from a cardiac arrest in 1971 on 27 June. It was then when Mike started opening different stores with different names as there was a limit to the number of licenses a supermarket could have for wine and beer. These store with different names became a chain of Market Basket and was run by Mike and his Family.

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1908 Efrosini and Athanasios Demoulas immigrated to Lowell and began to tend livestock and cultivate crops	Timeline of Market Basket	1920's This only "DeMoulas" store catered to the Irish, French and Greek immigrant community
1930's Telemachus, the son of Efrosini and Athanasios, left school to join his parent's business	1917 They opened Acre-Acropolis, a small store for food	1950 Both the brother relocated the original store that now became Superette from Grocerette
1954 Efrosini & Athanasios sold their business for \$15,000 to George and Telemachus. The company's main motto became, "More For Your Dollar"	1940's Allowed clients to buy groceries on credit. Telemachus's brother, George, joined the family business	1960 The first label of Demoulas was launched
1963 The profit-sharing plan by Demoulas was launched	1957 Demoulas second supermarket was opened by the brothers on Lowell's Bridge street	1971 The 14th store of Demoulas was opened in Fitchburg
1972 The store located in Chelmsford caught fire but was back in operation within 24 hours	1964 New Hampshire was the sixth branch of the supermarket	1975 The first store with the name "Market Basket" was opened in Salem
2003 Telemachus died at the age of 82 but still now his philosophies and work ethics are alive	1973 A new office was opened in Tewksbury	2009 A new and the largest replacement store was opened in Chelsea
2012 The 69th location of Market Store was opened in Cape Cod	2005 A five-thousand square feet distribution facility was opened in Andover, MA	2017 100 years of marketplace operation
	2014 Millions of customers, over 25,000 employees, and a 7-week boycott to keep Telemachus legacy alive	

Arthurs Presidency

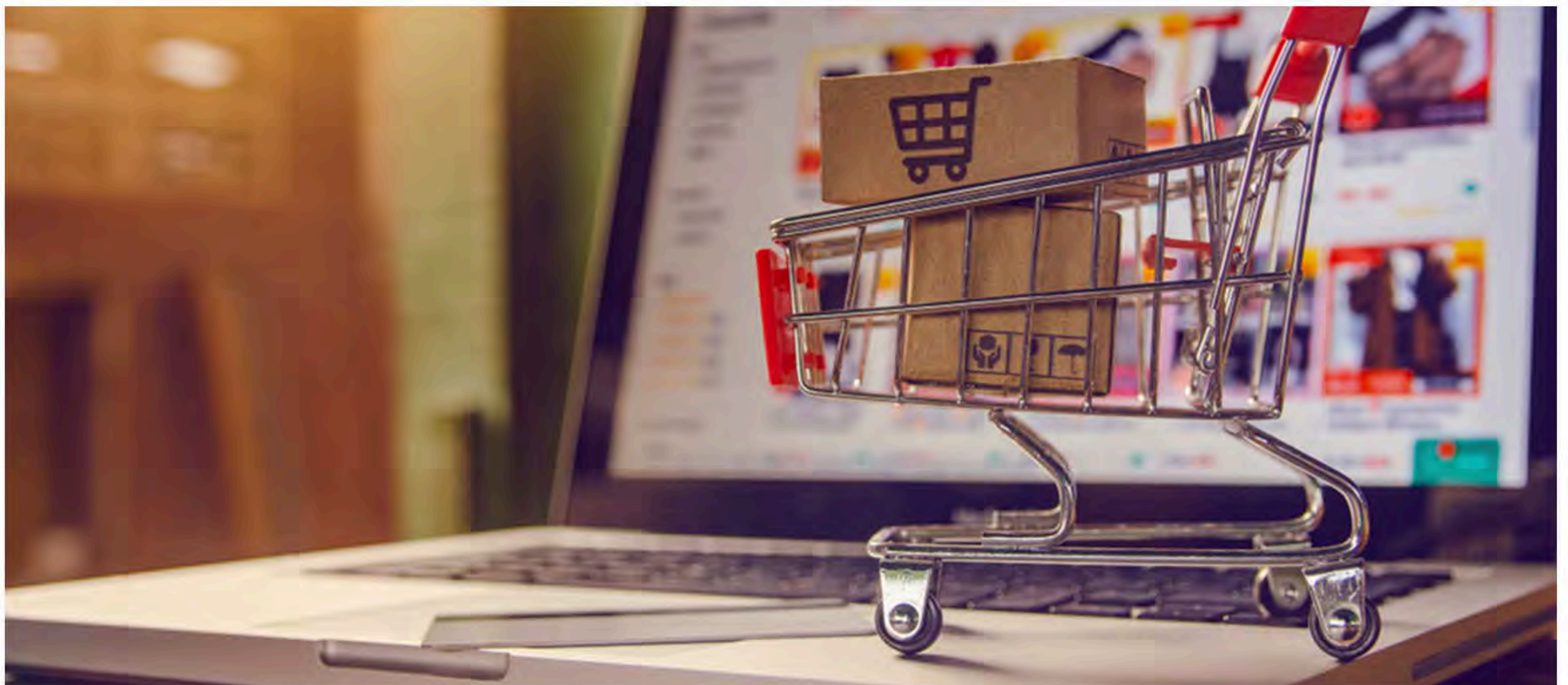
Arthur, the son of Telemachus was CEO and president of DeMoulas Super Markets, Inc in 2008. Under his ownership, the companies turnover increased to USD 4 Billion from USD 3 billion and the employees became 25,00 from 14,000 in just a year. At that time, when Arthur's companies were making profits, the companies competition like Shaw's and Stop & Shop had to shut down many stores because of a financial crisis. Wegmans was its new competitor. The reason why everyone was so fond of Arthur was he taking care of the companies employees as well as their families, attending every funeral and wedding, remembering their milestones, birthdays, and names. As he always chose people rather than profit, many employees saw him as a fatherly figure. His opponents said that his management style is similar to that of a dictator and he is openly defiant.

The 2014 Controversy

It was in 2014 on June 23, when Arthur T. Demoulas, who was the CEO and president of the market place was fired by the board of directors that led to protests by the customers and employees of the company. There were allegations on him that said he used the companies money for his personal and family use. After Arthur was fired, 6 employees from the higher management resigned as well. The very next day, around 300 employees gathered together outside the Chelsea's Market Basket outlet for a protest. On 18th July, more than 500 employees and clients protested outside the companies headquarter in Tewksbury and many other locations, demanding to bring Arthur back to the position. Finally, after a 7-week long protest and strike, the board agreed to give Arthur 50.5 percent of the companies stake. This protest was one of a kind, as the employee as they did not do it for an increase in salary or for poor work conditions. They instead did it to save their boss because they were so fond of him.

The Current Scenario of Market Basket

Today, there are 85 outlets of market basket spread around 4 states that include Massachusetts, New Hampshire, Rhode Island, and Maine. They are planning to open more stores in different places across the USA. Even today, the company chose people over profits.





COVID VACCINES

FAQS TO ADD TO YOUR KNOWLEDGE

Vaccines save many lives every year. If an effective vaccine is developed against Covid-19, it is indeed a big leap towards restoring normalcy across the globe to the pre-covid times to some extent if not fully. Here, we discuss few frequently asked questions related to the Covid-19 vaccine.

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FREQUENTLY ASKED QUESTIONS – COVID-19 VACCINES

Go through the following questions and answers to reinforce your knowledge about the vaccines that are causing a lot of hues and cry the world over.

1. How effective is the covid vaccine against the new variants?

The World Health Organization states that the vaccines that have been approved to date are anticipated to offer protection even against the new variants.

Experts and researchers from around the globe are in the process of the continuous quest to find out how the behavior of the virus changes as new strains emerge. Simultaneously, they also study to find out how effective the vaccines are on the new strains.

2. Which covid vaccine is best?

You must have heard many asking, “Is there a best covid vaccine?” Vaccines are made differently. There are mRNA vaccines and vector vaccines and both work by instructing your cells to create bits of the coronavirus spike protein.

This is helpful because if you contract the virus later, and your body finds that these proteins, can trigger an immune response. It may not be possible to isolate the best covid vaccine, but you will find an answer to which covid vaccine is better.

3. How will you measure a covid vaccine efficacy?

Which covid vaccine is better and how will you measure the efficacy of one? You must come read through articles and journals that say a vaccine has 95% efficacy or 66% efficacy. What does it mean?

Efficacy and effectiveness are not the same. While efficacy means how well a particular vaccine works in a controlled trial medium, effectiveness refers to how well the vaccine will work in real conditions.

So, without thinking about what is the best vaccine for covid, it is best to get the available one. 2021 has witnessed shortages in vaccine manufacturing, which is gradually looking up so, the available one is the best one for you provided you fulfill the eligibility conditions that make you entitled to one. Eligibility conditions here mean some rules have been laid down by the World Health organization that lists the conditions like whether you can take the vaccine while breastfeeding, if you are pregnant, if you have just been affected with Covid-19, the required gap between vaccine doses of you are planning to take the two-dose vaccine and so on. So, only after thoroughly understanding these guidelines must you proceed with the vaccine. The sooner the better as it can save your life.

4. How will you know if the vaccine is working?

You must have heard many people asking about “Is the vaccine working?”. It does work and by taking the vaccine shot, these are the following benefits that you will be able to enjoy. A covid vaccine might-

Keep you protected against contracting Covid-19 or if you get it, it will not be as severe or the risk of death due to Covid-19 is minimized.

You will not infect others with Covid-19, the dear and near ones around you.

By getting vaccinated, you will also be able to safeguard the community as you will be adding to the community of people that are already vaccinated thereby preventing the disease from spreading on a larger scale.



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TRAVEL

The Great Smoky Mountains' well-defined peaks, gleaming waterfalls, and sun-soaked forests give the background to various excursions. This popular national park, which expands over Tennessee and North Carolina, spans over 500,000 acres and includes 6,000-foot views, rushing rivers, and hundreds of historic structures.

ROCKY MOUNTAINS VS. SMOKY MOUNTAINS

Dimensions of the land

As per the National Park Service (NPS) data, the Smoky Mountains cover 522,427 acres and are split between Tennessee & North Carolina, with trails of over 850 miles.

The Rockies, by comparison, are over half the size, with 265,807 acres & 355 miles of trails.

Weather

Rocky Mountains: Year-round temperatures range from 94 to 30 degrees Fahrenheit, having a humid continental climate.

Smoky Mountains: Year-round average temperatures of 60.1°F to 39.4°F, with either a humid subtropical or an oceanic environment.

Pets

Rocky Mountains: Pets are usually allowed if they are on leases with paved paths, rock mountains.

Smoky Mountains: On this mountain, they usually allow dogs to roam around at campgrounds, picnic places, and along roadways, but they must always be leashed.

Entrance Fee

Rocky Mountains: \$35 per vehicle for a seven-day pass.

Smoky Mountains: One does not have to pay any entrance fees when going to the Smoky Mountains.

Wildlife

The Rocky Mountains features about 66 animal species native to the area, whereas the Smoky Mountains only feature about 65 animal species. Some of the species you can find in the Rocky Mountains include (according to the National Park Service):

- Black bears (20-24)
- Coyotes (common)
- Bighorn sheep (350 or more)
- Elk (600-800)
- Moose (40-60)
- Deer (300-500)
- Mountain lions (rare)

Based on reports by the National Park Service (NPS), the Smoky Mountains include:

- Black bears (1,500+)
- Elk (200)
- Deer with a white tail (common)
- Turkeys in the wild (500)
- Salamanders

Applying for an ESTA is one of the easiest ways to get travel authorization whenever you plan on going on a trip to the US. You will be required to answer some ESTA social media questions and show the IDs of your social media accounts on your ESTA application. These details were not compulsory, but they will be needed as part of the ESTA application beginning in 2020.



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Smoky Mountain Tops

Smokey Mountain Tops is a Natural Stone Institute-accredited company that works with the best stone suppliers. They make unique countertops that are both beautiful and useful. They specialize in creating and installing the best quartz, granite, and marble surfaces for home and commercial applications. They are always eager to get a chance to earn your business, confidence, and referrals.

Smoky Mountain Adventure Camp

Smoky Mountain Adventure Camp (SMAC) lies against the piedmont of Eastern Tennessee, just a short distance from Smoky Mountains National Park, and harnesses the natural environment to deliver incredible adventure camp memories to kids and adults alike. You can go hiking in the backcountry, rappelling, rock climbing, caving, rafting, tubing, challenge courses, overnight canoe trips, horseback riding, overnight hiking expeditions, and also try out other activities.

Smoky Mountain Honey House

The Smoky Mountain Honey House serves its customers with some of the best fresh produce, honey, jams, molasses, relishes, pickles, and jellies you can find in that side of Mississippi.

The years Smoky Mountain Honey House spent selling Amish-made jams, jellies, and candies to their wholesale customers at the farmers market in Asheville gave them the opportunity of owning a storefront on Main Street.

The Smoky Mountain Honey House uses only honey from hives in North Carolina, Tennessee, and Virginia in their products. Their reason for having numerous hives in several locations is to ensure that they can get the adequate supply of honey they need for production. They are kind enough to tell their customers the truth behind the original honey. For instance, no honey can have 100 percent of one flavor because humans can't control the bees to make them solely collect pollen from sourwood trees or orange blooms. For your honey to be labeled with its name, it must be tested and contain at least 75% of a single pollen group. In some circumstances, honey is too mixed up with different pollen groups, and that's when plain old pure honey comes into play. But rest confident that if it says sourwood, it's at least 75% sourwood.

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PHOTO OF THE MONTH



~Somewhere before Gurudongmar Lake, North Sikkim India.

Gateway to Heaven

~Photographed by Kaustav Bhattacharya

I always feel sad when I see a beautiful place or a landscape because I can't pause the moment and stay there forever

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THEIR PICTURES MAY CONTACT US!**



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