December, 2021 Issue

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Information with Analytical Insight



TOP DIGITAL MARKETING TRENDS

ENERGY SIPPING & NOT GUZZLING

SUGGESTED FOR CRYPTO ENERGY

USE UP

INNOVATIVE APPROACHES TO IMPROVE

YOUR GOOGLE ANALYTICS

CASE STUDY
On

Sara Rozamara

CEO of Healthy Media
Shares Her Success Story

INDEX

>>>> Business, Finance, Entrepreneurship, Marketing and Technology Insights, Actionable Ideas, Tips and Tricks

01=10

FINANCE

- Energy Sipping & Not Guzzling Suggested for Crypto Energy Use Up-An Alternative
- Setting up Your Christmas Budget 10 Tips for better Financial Planning
- 10 Tips to sail you through with a sensible Christmas Shopping and Gifting
- How to Avoid a Financial Hangover Due to Christmas
 Spending
- 12 Days of Christmas What it Means for Investors

22-24



SUCCESS STORY

 CEO, Healthy Media, Sara Kozomara Shares Her Success Story

25





TOP BUSINESS EVENTS OF THE WORLD

Top Business Events around the Globe in December 2021

27-29

CORPORATE CASE STUDY

H&M – Company Research Report



BUSINESS/MANAGEMENT



- How To Do Payroll Yourself And More?
- Amazon Business Credit Cards Why Should you
 Consider One
- Common Growth Marketing Mistakes Startups Make
- Innovative Approaches To Improve Your Google Analytics

26



POEM OF THE MONTH

Featured poetry picked by editorial panel from poets all across the world.

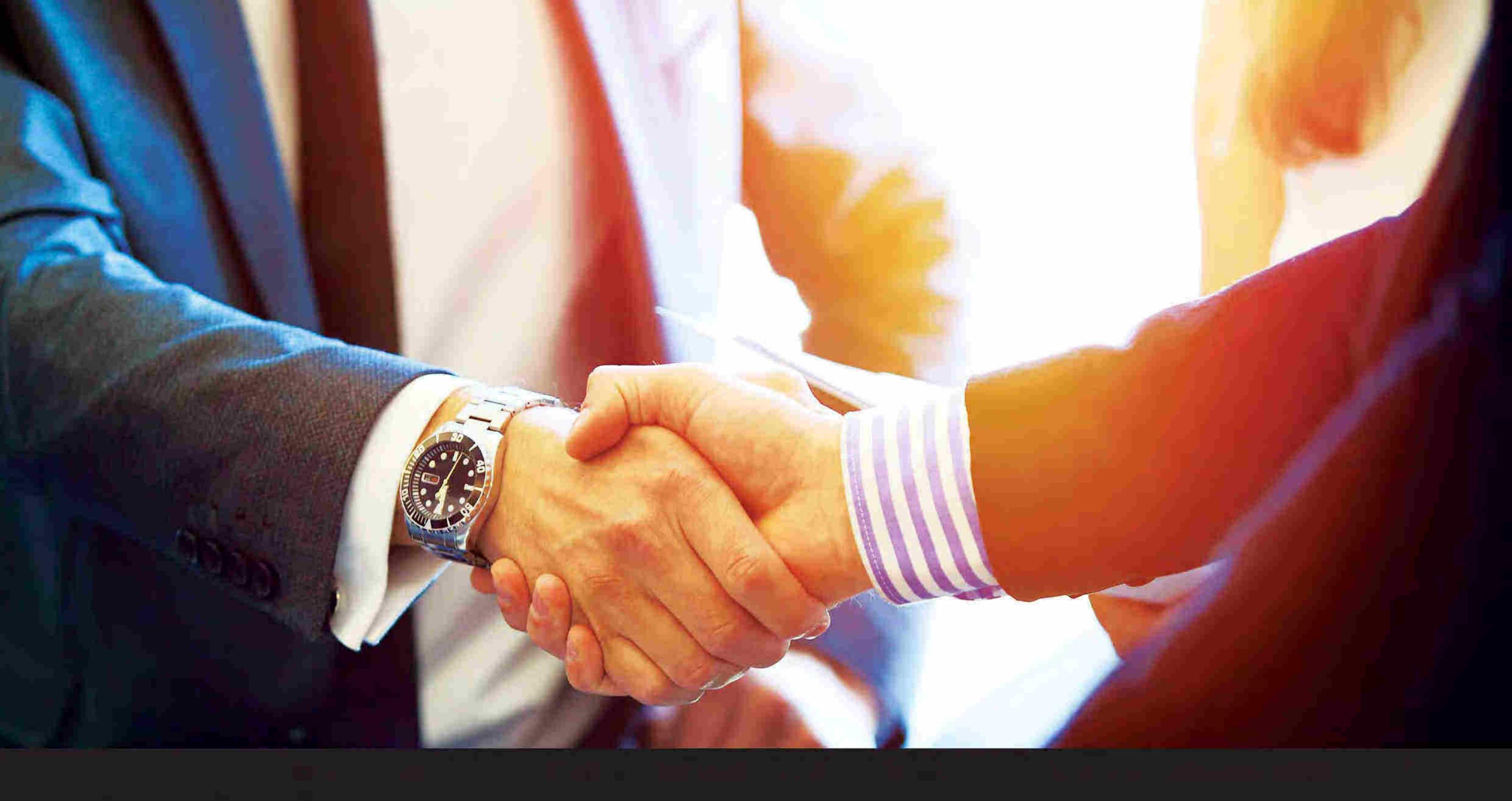
30-42

MARKETING



- B2B Marketing Strategies that can Help to Move the Needle
- Increase your AD Revenue with SSAI Technology
- Top Digital Marketing Trends 2022 That You Need To Look
 Out For
- What are the Pressures and Rewards of a Social Media Influencer?





43-54

TECHNOLOGY

- How to Network on LinkedIn Ways to Network and Dos and Don'ts
- How Has Technology Transformed These Sectors?
- What To Consider When You Want To Make Home Automation
- Wondering About the Newest Technology of Windows 10 IoT Core?

55-61

CHRISTMAS SPECIAL

- 3 Best Unconventional Designs to Decorate Your Christmas Dinner Table
- Christmas Vacation Party Ideas
- Top 7 House Décor Ideas for Christmas
- Christmas Trivia Questions and Answers for Kids and Adults

62

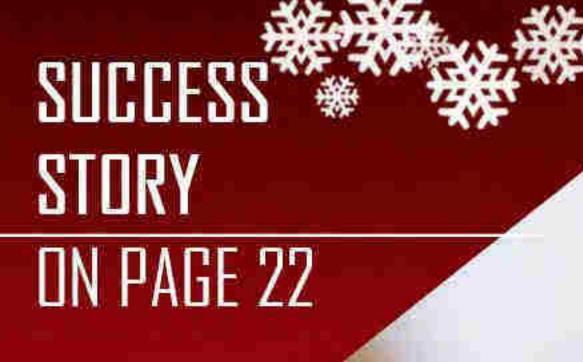
PHOTO OF THE MONTH

 Featured photo selected by a panel of experts from global pile of entries. 63-64

HEALTH AND WELLNESS

 The Mental And Physical Benefits Of Swimming For Young Children

"BUSINESS TRENDS AT YOUR FINGERTIPS"



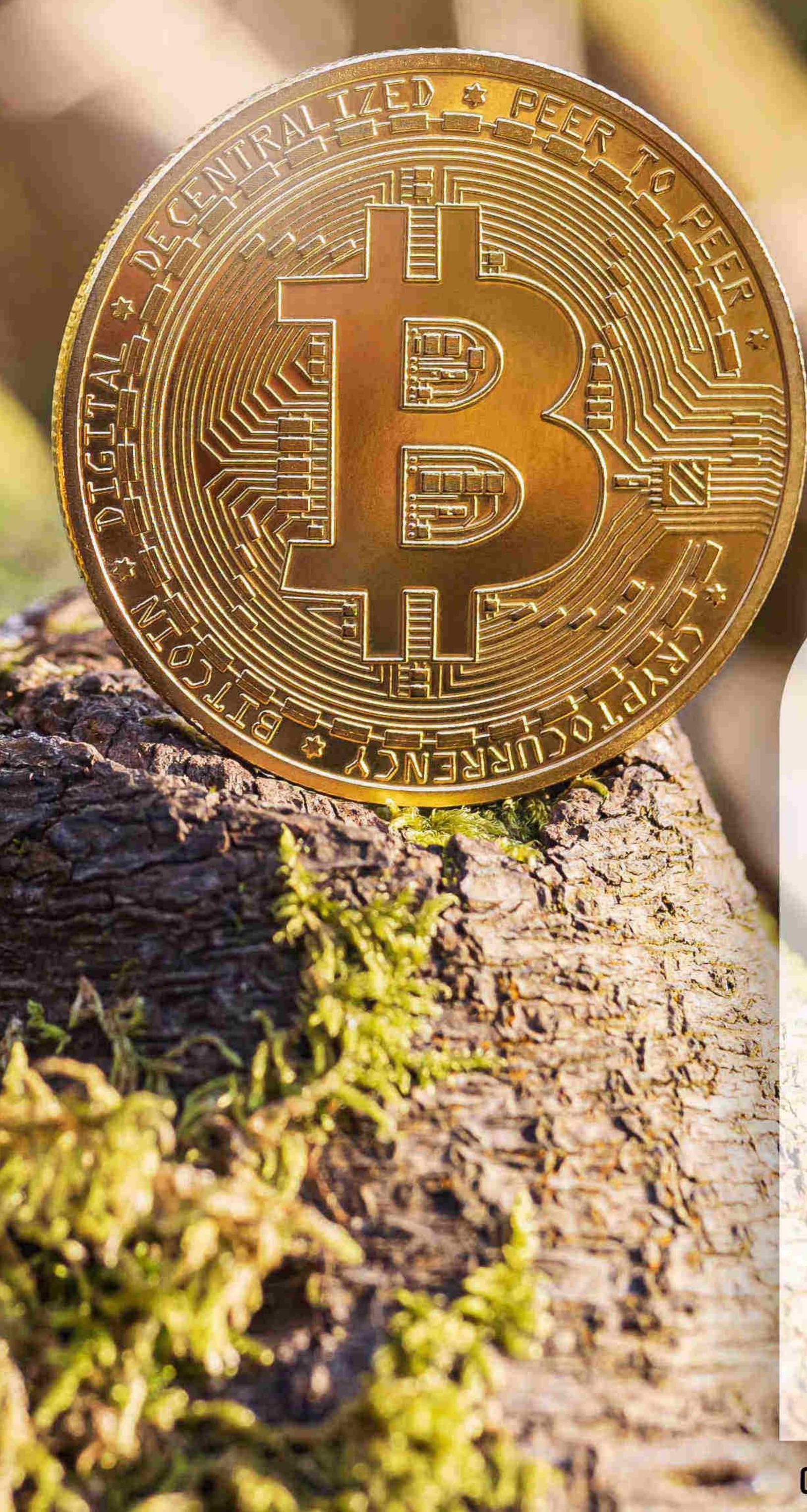
IMPROVE ANALYTICS
ON PAGE 20

DECEMBER 2021

Energy Sipping & Mot Guzzling

SUGGESTED FOR CRYPTO ENERGY

Use Uppan Alternative



IN THE LAST FIVE YEARS, THE COST OF A BITCOIN HAS RISEN FROM MORE THAN \$60,000 TO JUST \$1000. ALTHOUGH, THIS IS A PIECE OF GREAT NEWS FOR THE BUDDING MILLIONAIRES AND BILLIONAIRES IT IS PROVING TO BE A DISASTER FOR THE ENVIRONMENT. THE AMOUNT OF POWER REQUIRED FOR MINING THE COINS USING A SERIES OF COMPUTERS HAS INCREASED BY ALMOST TEN TIMES WHICH IS AS MUCH AS HOW MUCH POWER ARGENTINA ALONE USES UP, REPORTS BLOOMBERG NEWS.



DECEMBER 2021

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This power consumption compelled the Tesla Inc chief executive officer, Elon Musk to stop purchasing cars using Bitcoin. China has restricted mining partially due to the load of power it imposed on the power grid. According to Kirsteen Harrison, associated with Zumo Financial Services, which is a cryptocurrency wallet firm in the United Kingdom, as a sustainability strategist stated that "If Bitcoin continues to be seen as carbon-intensive and energy-hungry, it's a massive risk".

In response to the change, many miners have placed their computers in Sweden and Iceland, where there is the extensive usage of hydropower and Geothermal power. Others have purchased carbon credits so that the emissions can be neutralized. However, with every bit of kilowatt of greener energy that is being used, it is being increasingly felt that cryptocurrencies must opt for a better way to carry on their business, reports Bloomberg News.

The urgency has forced many entrepreneurs to explore different ways of assuring the security related to digital coins. In most cases, the early cryptocurrencies are based on so-called proof of work, which refers to the calculations that the computers of the miners do.

One of the popular alternatives refers to the proof of stake, in which many parties pledge their coins so that they become so-called validators. These people usually get new coins against checking for the legitimacy related to the transactions and taking a decision about which will be processed first. The need is not for the special equipment but how much every party is agreeing to put up as collateral. The advocates think that the system is secure as the ones who approve these fraudulent transactions usually end up losing their staked coins.

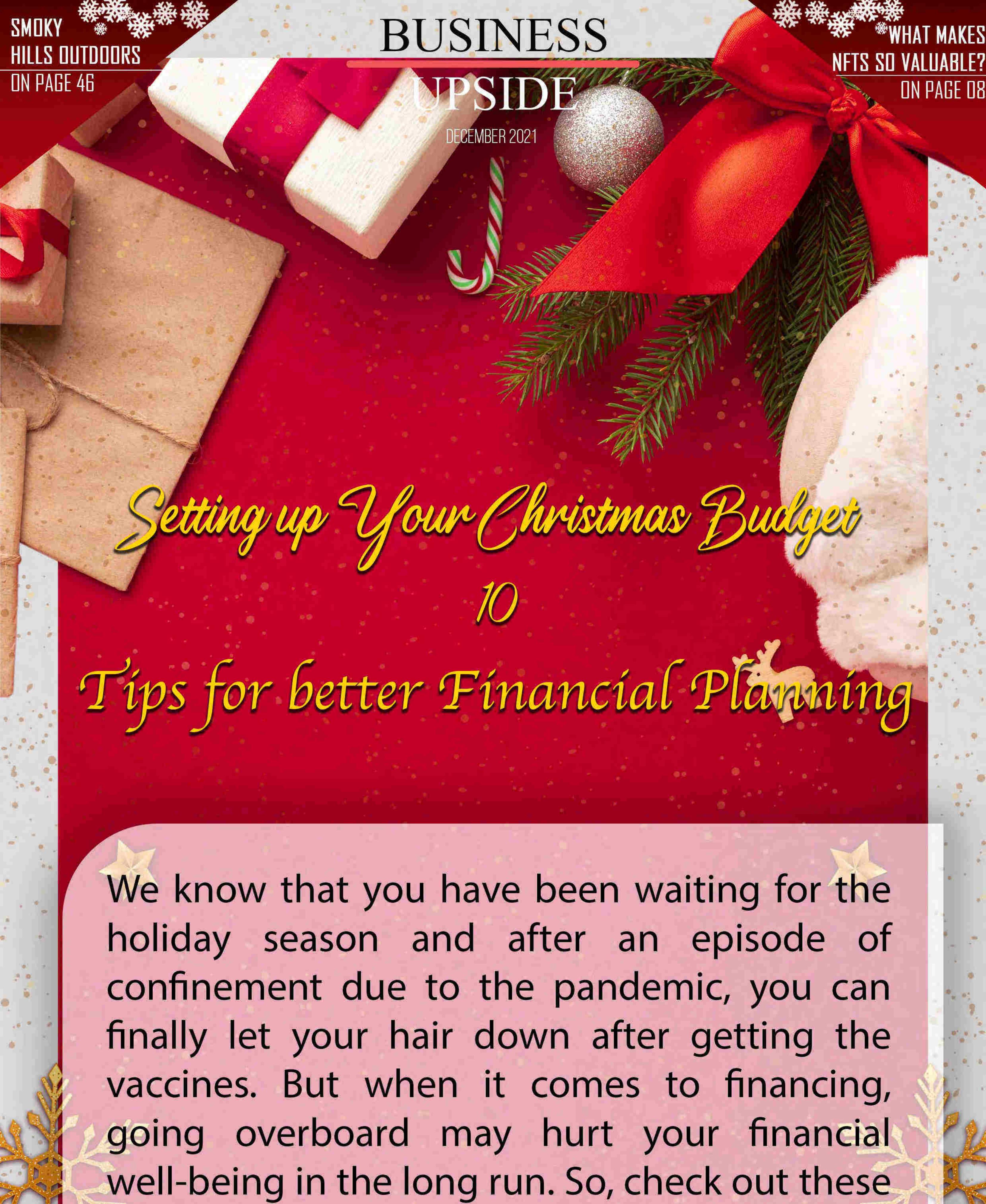
Bloomberg News reports that Ethereum, which is the second cryptocurrency in the world intends to shift to proof of stake from proof of work, stating that this would curb the energy usage by as much as 99.95%. A test version known as Beacon Chain is running parallel along with Ethereum's well-established proof of work for over a year having more than 250,000 validators and staking \$38 billion worth of Ether, as per Etherscan tracker. The original network of this currency is not designed for being used as per the usage level and security requirements of 2021, 2025, or 2030.

The proof of stake developers believes that in proof of work, a sect of the miners controls most of the network that opening ample room for manipulation. However, with the proof of stake, the lone way users will be able to influence the network is by hiking their stakes. Many think that proof of work no longer makes sense for the majority of the chains.



HOW CAN I REDUCE MY BITCOIN ENERGY CONSUMPTION? WHAT CAN BE DONE?

- SWITCH TO RENEWABLE ENERGY.
- TRANSITION TO PROOF-OF-STAKE SYSTEMS.
- EMBRACE PRE-MINING.
- INTRODUCE CARBON CREDITS OR FEES.



tips so that you can judiciously spend those

dollars.



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CHRISTMAS BUDGET - PLAN OUT YOUR FINANCES BEFOREHAND

These are the things that you can take into your stride for a fulfilling festive season.

Keep a Tab on your Gift List

If you are planning to buy gifts for everyone, this is one of the fastest ways to deplete your finances. If you want to buy Christmas gifts for a family on a budget, it makes sense in gifting what people need. If people come to know that you are doing it out of obligation, they would not appreciate the idea of being gifted. Buy gifts for those people who matter and not just for the sake of giving. Instead, you can plan a family lunch, where the expense can be shared among a few.

Work out a Budget Planner

It does make sense to spend some time sitting and making a budget. In your Christmas budget planner, make a list of your available funds, and the things for which you want to spend money. Make a master list and then narrow it down on the list. This strategy applies to the people on whom you want to spend when you buy gifts for them and eating out or entertaining people and your children.

Shop Early

If you start buying early, there is plenty you can do to save money. Keep an eye on the available discounts and rewards that you are entitled to or you can lay your hands on. There are offers like buying one and getting the second one for a lower price. Compare prices between shopping portals if you are shopping online.

Keep the gifts simple and try to avoid spending a lot on a single gift. It is best if you maintain uniformity when you spend on gifts.

Set a Dollar Amount Limit

Right at the beginning, even before you prepare the Christmas budget planner, set a certain dollar amount. Unless it is necessary, do not overrun this limit at any cost.

Spend on Group Gifts

If you have several friends in one group, try to buy something that everyone will be able to enjoy. In a group, there can be contributory gifts as well.

Shop for Christmas Year around

If you want, you can buy for Christmas throughout the year. This is one of the best ways to budget Christmas expenses. During the festive season, it is likely that things will be expensive as the price might be inflated for the holiday season. But other times of the year, the same stuff might cost less. So, if you are just crossing an alley and you happen to see a store at the corner, where you see something interesting, pick it up and gift it during Christmas.

Gift Homecooked Food

Some people will appreciate food cooked at home, especially if the family does not have time to eat homecooked food and depend solely on frozen food and prepackaged food. Cooking for someone and gifting the same is an excellent gift idea that you can try your hands on.

Gift Plants that you have Grown

These days you will find that the concept of lucky plants has caught everyone's attention. You can buy one such plant and gift it. Alternatively, there are plants that you can care for and nurture year-round to gift to someone.

Make a Crochet Work Home Décor Item

If you are keen on gifting that has been made by you, make one and gift it to your loved one. Just as you can gift a home décor item, you can also stitch a cardigan or a woolen garment for your dear ones.

Send Email for Christmas Invitation

If you have decided to arrange for a party at home, it is better if you send e-cards to your friends instead of hard copies of the cards.

By following these tips, you can save your hard-earned money and you will not have to regret in the new year your wasteful expenses.





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Right from Halloween people start gearing up for the festive season and the pace for an eventful holiday season is set right now. with festivity comes expense and as an instinct, you tend to think and convince yourself that this expense is just once a year, so it is worth splurging and pampering oneself a little.

But most people go overboard with this kind of conviction and end up exhausting whatever they had saved for the rainy day. However, you must remember that Christmas shopping on a budget has fun and fancy of its own and if you can do it, you will not regret being a spendthrift. Here, let us find out these 10 steps you can take so that you judiciously spend those, Benjamins.

HOW TO DO CHRISTMAS SHOPPING ON A BUDGET

Enjoying this season on a tight budget can be equally very gratifying and fulfilling provided you know the tricks on how to go about the same. Let us find out how you can enjoy it without straining your wallet.

Restrict use of plastic cards

Think "prepaid". It means that you set aside an amount that you have decided you will not exceed for Christmas and then spend according to the funds you have at your disposal. But if you use plastic cards, whether it is credit or debit, the tendency to shop more will constantly haunt you.

Shop throughout the year

Undoubtedly, shopping just before the festival has its charm but due to the pandemic, many people have lost their jobs or suffered pay cuts. And if you happen to be one of the members of such a household, you must have known by now how difficult it is when the bread earner loses his job. Keeping this in mind, shop for things round the year when gifts are reasonable and go for the affordable ones.

Shed the frills and fancies

If you have had to suffer a pay cut or job loss and you are now surviving on passive income, stop eating out, and the expenses that can be deferred or not required now.

Arrange for a Christmas potluck

If you want to enjoy Christmas with your dear ones but also keep your expenses in check, a potluck setup is perhaps a good bet. This is one way if you have been wondering how to do Christmas on a budget.

Shop online

Although you do not see the goods physically before you place an order, yet most of the customers are satisfied, especially if you are buying from well-known e-commerce portals. Compare prices and deals that are being offered by the online vendors and then settle for one.

Try not to gift one expensive gift for a single person

Uniformity is key. You understand you must shop on a stringent budget, so you cannot afford to gift an expensive present to one person. Instead, allocate the funds for everyone equally or maybe a little less and a little more.

Decide what you want to shop beforehand

It is important to make up your mind what you want to buy. Since you have been visiting shopping centers throughout the year, you must have spotted something interesting for someone. So, you know that gift costs how much. Similarly, carry a list of the names and how much you intend to spend for each and then take the plunge accordingly.

Try local vendors

Christmas shopping on a tight budget becomes easier if you buy stuff from the local vendors. It is not necessary that you must buy expensive branded presents for everyone. A small token of love can work wonders and for the same try out the local vendors where the costs might be reasonable. The moment you visit the shopping centers, the cost increases as well.

Gift handmade stuff

Your friends will appreciate it if you take some time out of your busy schedule and make something for them. Perhaps a woolen scarf or a muffler can be a great gift.

Bake your friends' favorite cookies

Your friend has always loved those cookies that you served when he visited your place. Bake some more for your other friends as well as wrap it up in a box and surprise them. You can do the same with chocolates too.

There are various other ways in which you can make Christmas shopping on a tight budget fun and exciting.





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With the festive season around the corner, and TV advertisements beaming all over the major channels, and kiosks creaming out about taglines like "shopping till we drop", it is difficult for someone to resist the temptation of getting on a shopping spree.

Regardless of whether it is online or visiting a storefront, buying your favorite lip paint becomes equally fascinating this festive season.

However, it must not force you to get into a vicious cycle of spending and trying to make ends meet. In other words, it is best to be wise when it comes to taking care of your Christmas finances and not to go overboard that will exhaust your paycheck.

In this write-up, let us find out a few tips on how you can prevent yourself from being a spendthrift during Christmas and will see you ideally saving money at Christmas.

CHRISTMAS SPENDING TIPS THAT WILL PREVENT A FINANCIAL CRUNCH

Check out these measures that you can take when you must spend for the festive season around the corner-

Set a budget for spending on Christmas

First, work out a budget for Christmas. This will include not just the decorations and the gifts but also the money you are likely to spend when you eat out with friends and family. If you are planning to visit a salon to look your best, mention that as well. Do not give in to unnecessary financial pressures that you can defer and are not required immediately.

Do not go overboard to dig into savings

One of the best ways to spend for Christmas is to save a few dollars every month till the time you must spend for the festive time. By the time you start spending for Christmas the following year, you will already have saved quite an amount.

This is one of the best ways so that you do not have to spend from your savings. Every year, you have an idea about how much money you spend during this time around. As such, divide that money into twelve months and then save a little every month so that it is adequate for the next Christmas.

Shop for deals and discounts

During this time, every online vendor will offer discounts and promo codes. If you want to get the best deals, you must compare prices and cashback values between each and then settle for the one that will not hurt your wallet. These discounts are worth giving a try as they help you save a lot on Christmas finances.

Pay off credit card balances

If you are using credit cards for shopping during Christmas or the festive season, try to pay off the balance as soon as you can. Accumulating credit card debt will only make things worse for you. It will help you in saving money for Christmas. Do not allow your plastic card debts to linger on.

Do not give in to temptation

Since the festive season is approaching, you might be tempted to buy things more than you require citing the fact that you may not get the same stuff later. However, if you think that buying this extra piece of your favorite item will not put a strain on your Christmas finances, you can go ahead with it. But if there is a lot of difference in what you pay and what you may save, try to refrain from the same.

Last but not the least, be wise in your spending habits and always keep in mind that the entire year remains, and you must have adequate funds for the rest of the year as well without facing a crunch.

Follow the above tips to have adequate money in hand for the time other than the festive season.



Quote Of The Month

"Surround yourself with a trusted and loyal team. It makes all the difference" – Alison Pincus (Co-founder of One Kings lane)









12 Days of Christmas What it Means for Investors

"THE TWELVE DAYS OF INVESTORS" USUALLY IS REFERRED TO AS THE FESTIVAL ON DECEMBER 25TH AND IS AN ANCIENT FESTIVE HOLIDAY SEASON. BUT THE COLONIAL AMERICANS INSTILLED A LITTLE CHANGE AND THEY CREATED WREATHS THAT THEY USED TO HANG ON THE DOORS OF THE NEIGHBORS ON DECEMBER 24TH WITH THE HOPE OF STARTING THE FESTIVAL, WHICH WOULD CONTINUE FOR 12 LONG DAYS.

THE WELL-KNOWN SONG, KNOWN BY THE SAME NAME OFTEN REFERS TO THE TIME OF CHRISTMAS AND HOW EACH DAY WOULD BE A DAY TO RECEIVE GRANDER GIFTS DAILY. SO, IN THIS CONTEXT, THE TWELVE DAYS OF CHRISTMAS WILL REFER TO THE GRANDER GIFTS THAT THE INVESTORS USUALLY EXPECT THESE DAYS SINCE WE ARE TALKING ABOUT THE INVESTORS HERE AND HOW THEY CAN BETTER THEIR APPROACH OR STRATEGY FOR BETTER ROI AND PERFORMANCE OF THEIR PRODUCTS AND SERVICES.



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WHAT ARE THE 12 DAYS OF CHRISTMAS FOR CANNY INVESTORS

Read through these 12 points below-

It is best if you do not wax about what you could do last year and what you were not able to accomplish. Yesterday is past. Think about the future and look ahead. Find out the crucial trends that are likely to impact the business for investors, whether it is demographics, ecology and its movement, changes in regulation, aging population and their approach, organic foods, mobile payments, biotech, and so on.

Depending on what trends will influence your business and how it runs, try to assess the scenario in the future.

Think about how things might change due to these trends in the next 3 years, 5 years, or in just one year.

It does not make sense in analyzing what your loyal and current customers are up to. But instead, focus on those customers that have either left you or are buying products from your competitors.

Try to find out the ones (the rivals or the competitors) that are likely to change the game for you. also, find out what they are up to and the approach they are tapping into to get satisfied customers.

Do not ignore the fringe competitors. These are the ones that do not appear to be of any threat currently but in due course emerge bigger than what you are or many bigger stalwarts in the market.

Assess how you are responding to the so-called game-changers that are trying to supersede you or have taken away a good portion of your clients. Staying cool and working out alternatives will yield better results.

Find out how you are going to be a market changer yourself. Assess well before the 12 days of Xmas so that you can at least bet back more than you expected during the festive season.

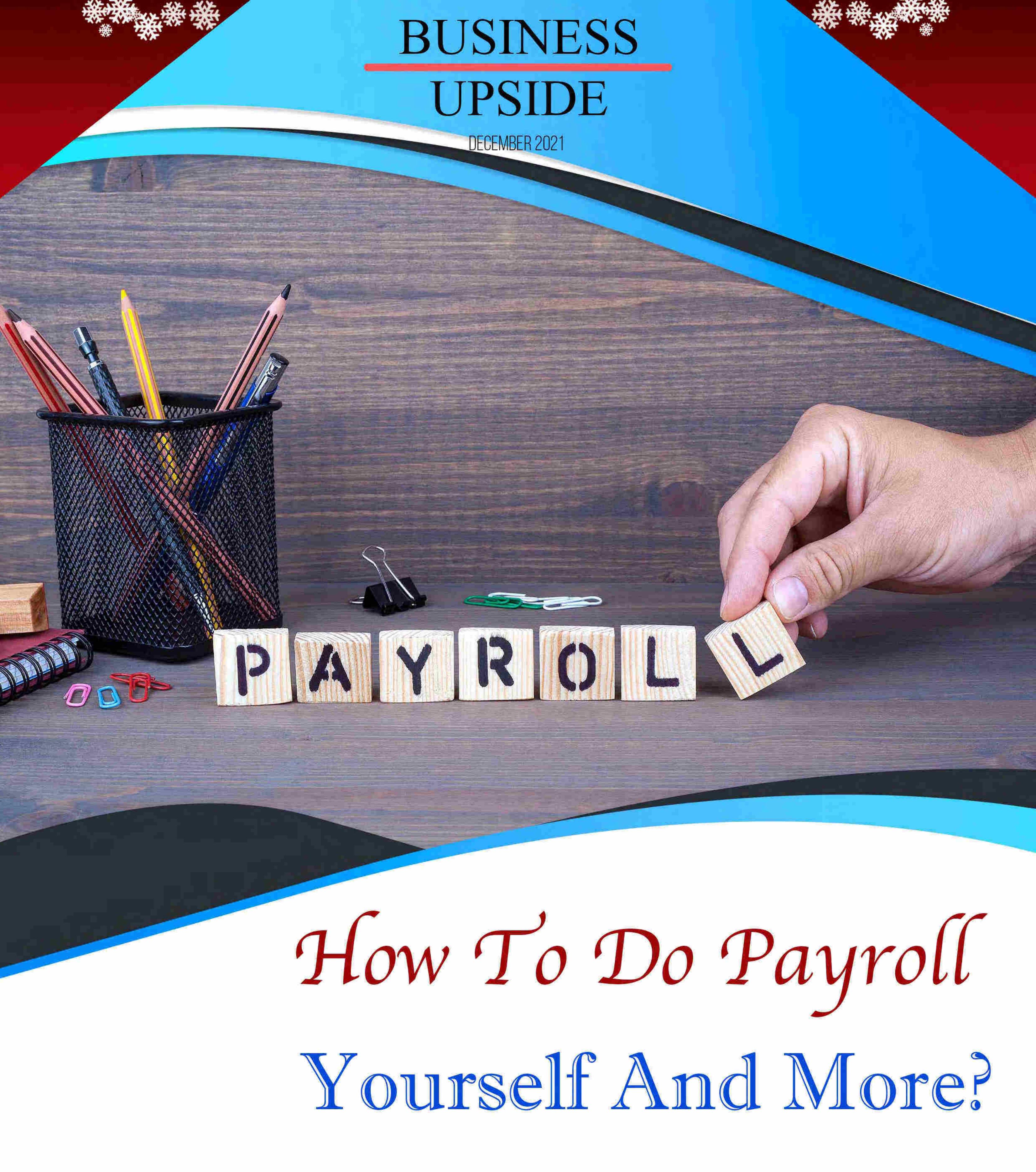
Work on different projects that you can undertake so that you can experiment with a different type of competition so that your efforts can attract new customers and you can emerge as a market leader in the long run.

Think about how you will implement the new changes in the existing organizational scenario so that what your business already excels in now does not get disrupted.

Find out how you will plan strategies and nurture the same so that they can be evaluated and implemented for the betterment of your company.

So, during these 12 days of Christmas assess your current position and see how you can work better for optimum results.





Knowing how to do payroll is crucial for any business, especially a business that is not very big. Even if you have a few numbers of employees, payroll is a must. That also goes for saying that payroll for one employee is as vital as for several others in any organization. Let us find out a few important aspects related to payroll in this write-up





DECEMBER 2021

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HOW TO DO PAYROLL YOURSELF?

Addressing intricate details with precision is the most crucial. For instance, if you happen to enter the payroll taxes or the deductions incorrectly, your business might get exposed to liabilities that can be severe and debilitating for your business. If you want to process the payroll manually, check out these steps.

You may not find doing the payroll yourself come as easy as you fathomed. If you are doing it for the first time, it sure does make sense to talk to a professional. However, if you already have an idea about how it works, these steps can help you to glide through the entire process.

FIND THE EMPLOYER'S IDENTIFICATION NUMBER

The first step in doing payroll manually is to set up an EIN with Internal Revenue Service (IRS). This number is unique and issued by the IRS so that it can identify your business. If your business is new, you must apply for EIN and they prefer that you do so online. Applying is free of cost. Also, get the tax ID numbers for which you must check out with the local or state county.

EMPLOYEE TAX INFORMATION MUST BE COLLECTED

Once you have the EIN and you have collected the relevant tax information of the employees, ensure that all employees fill in a W-4 and I-9. For freelance and contract workers, the 1099s must be collected. The payroll forms which are filled out by the employees provide information related to their legal work status and other related information that is required for payroll processing.

PLAN A PAYROLL SCHEDULE

Simple payroll it may seem but the above forms must be filled as there are laws that will have the required dates for submission. The norms related to freelancers or contract workers are different than the full-time employees.

There are four types of payroll as we know. Weekly, Bi-weekly, monthly, and semi-weekly. Consider all aspects about how to do payroll for your employees and which schedule will work best for you. every schedule will have its advantages and drawbacks.

CALCULATING THE GROSS PAY

For calculating the gross pay, you must multiply the total number of hours an employee has put in on an hourly basis within a given period. For this purpose, the spreadsheet is the best bet if you want to know how to run payroll. After you obtain the total hours the employee has worked for a pay period, multiple it with the hourly rate.

CALCULATE DEDUCTION, WITHHOLDINGS, AND ALLOWANCES

This is perhaps the most crucial of all steps in which you must find out the employees' deductions and allowances. Consider the following for the same.

- State taxes
- Federal taxes
- Social security
- Medicare
- 401(k) contributions
- Additional benefits
- Workers' contribution

Remember this step might take a lot of time because you have to calculate the deduction and the allowances depending on the category of the employees to which they belong, which differs from one category to another.

CALCULATE NET PAY AND MAKE PAYMENT TO EMPLOYEES

Once you have matched and tallied the deductions and allowances and calculations, subtract the amount that is being withheld from each employee which will give you the net pay of the employees.

MAINTAIN RECORDS

It is important to keep an account of every calculation that you carry out for payroll. You might need it in the future should any despite arise. You can fix the error right away.

WHY DO YOU NEED A PAYROLL SYSTEM?

Regardless of whether you are using a manual system or a cloud-based system, the payroll system is required so that you can keep a tab on the employee hours and understand all the aspects of payment before you make payments to the employees. These might include deductions, allowances, withheld amount if any, and so on.

However, doing it manually can put a lot of strain on you. you can always seek the assistance of a professional or use cloud-based software applications that will ensure that your business payroll process is streamlined and takes less time and resources.



How to Resolve Conflict at Work

Tips to Improve the Scenario



Conflict in the workplace is not unheard of. It can also take place at the personal level while you are home but when it is at the professional level and more importantly at your place of work, it is best not to harbor the grudge for long but try to understand the points of view of both the parties and then take measures to resolve the issue. Let us find out how to resolve conflict.



DECEMBER 2021

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HOW TO DEAL WITH CONFLICT AT WORK - CHECK OUT THE OPTIONS

Find how do you handle conflict at work. These few ways will help you to address the problem better.

LISTEN CAREFULLY

When you are trying to resolve a conflict, it is important to hear both sides without judging any side. If you are mediating, your purpose of listening to both sides is not to judge whose argument is better. Rather, you must listen to both views to find out the independent views so that it is easier to decide.

You will listen to them without making any comments or interrupting the dialogue and irrespective of whether you are agreeing with one and not with the other. Once the listening has been done, it is now time to convey the judgment but at the same time offer valid reasons as to why one must change the way he or she thinks and why the other person's argument makes sense.



APPROACH THE CONFLICT CONSIDERATELY

During an ongoing conflict, it is natural for the emotions to be heightened at both ends. Instead of being violent or aggressive, you must make the team members understand that it is not always that your views will be the best or your reasoning will make sense always.

Guide your team members to realize that others might be right as well and it all boils down to a common goal, and for a larger cause working for the same organization and to meet its vision and mission.



EXPLAIN WHY YOU THINK THE OTHER PERSON IS NOT RIGHT

During a conflict, staying calm always helps. If you think that the other person is not being sensible, explain why you think so. Do not let emotions overpower. One of the best conflict resolution strategies in the workplace is to avoid confrontation or aggressive behavior and instead stay calm.

To establish your argument or to convince the other person about why you think you are right, give facts and logical reasoning.





DECEMBER 2021

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CHOOSE YOUR CAREFULLY AND WISELY

It is quite likely that there might be heated arguments and rounds of the blame game. But whatever be the situation, it is important to always maintain respect for each other and select the right terms and words while establishing facts. This is because if you use a word once, you will not be able to undo it and if it was not the right phrase or term, you will likely be drowning in regret later when things cool down. So, whatever words you use must be wise and not hurt the other person.





READ COMMUNICATION MANY TIMES BEFORE YOU HIT THE "SEND" BUTTON

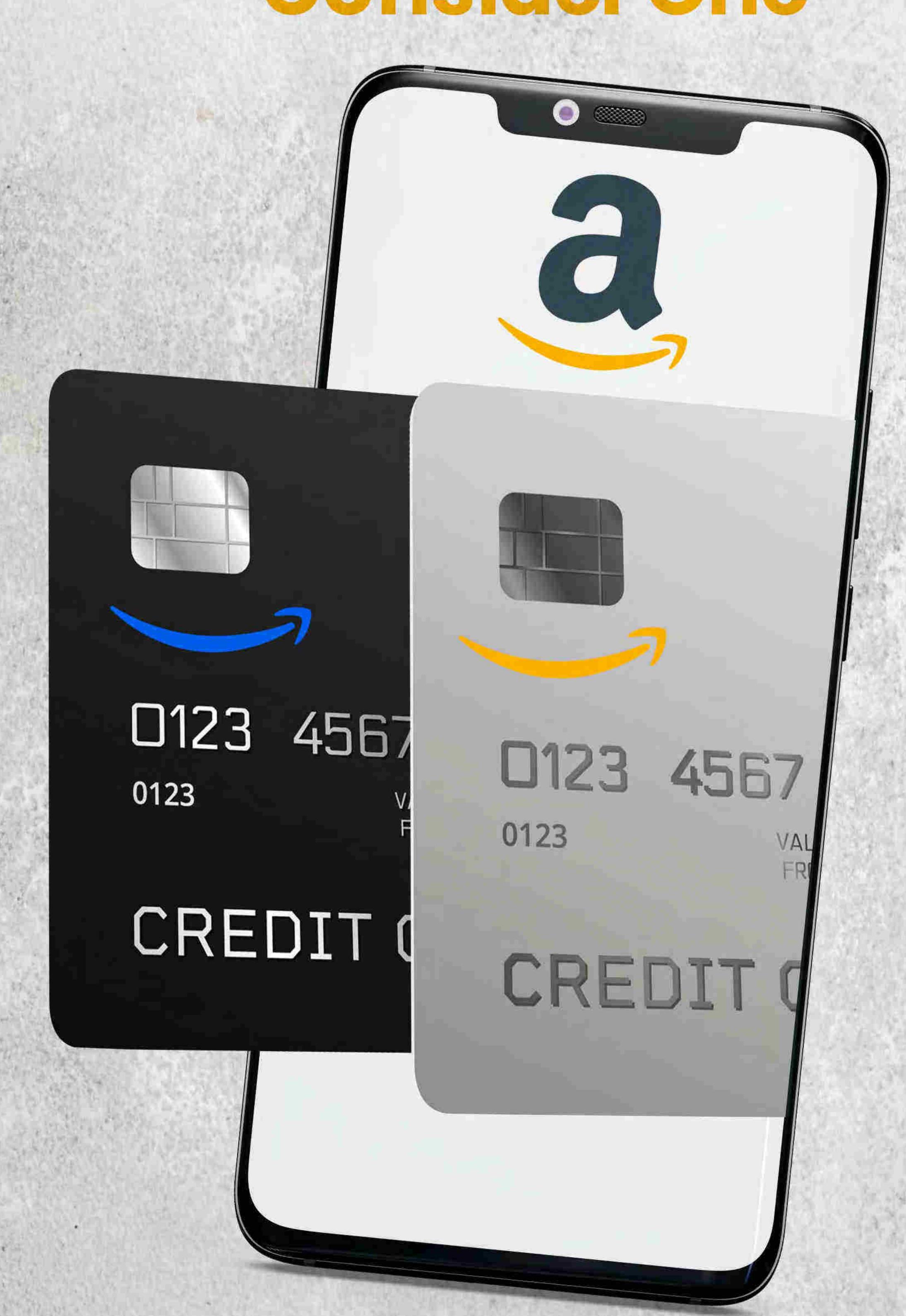
If it is not a verbal communication that you are in but an online platform or a messaging app, it becomes even more important to choose words diligently. This is because whatever you write will stay on So, before you finally hit the "send" button, go through the writing a few times.

It is best to try that you do not have to work out ways to understand how to resolve conflict at work instead never give rise to a situation where conflicts arise. However, this is easier said than done. And if at all such conditions arise, follow the 5 tips above to resolve the conflict.



DECEMBER 2021

Amazon Business Credit Cards Why Should you Consider One





Amazon has a set of plastic cards that will extend rewards to its customers for doing business with the e-commerce giant. Aside from being one of the biggest virtual marketplaces, it is also an issuer of plastic cards that attract no annual fees, offer excellent rewards, and no competitive annual percentage rates, which makes them attractive to the clients. Know more about why you can consider the Amazon business card in the paragraphs below.

AMAZON CREDIT CARD - WHY IT MAKES SENSE TO GET ONE

We know that you can enjoy several benefits if you can pay off the balance every month. One of the greatest benefits that you can enjoy is when you sign up for one. The rewards you are entitled to from the Amazon business credit card are in the form of cash backs or points, which can be redeemed for gift cards, entertainment, travel, and many other products and services.

Amazon credit cards for businesses offer tiered rewards. You can avail yourself of different percentages of rewards of cashback or reward points depending on the spending category. Interestingly, the most rewarding gifts are kept for the ones that spend with Amazon.

These incentives are particularly helpful for those businesses that carry out their business using Amazon products and services. The cards have attractive rates of interest that the business owners can avail. As such, you can opt for Amazon credit card payment to make the purchases.

TYPES OF AMAZON STORE CARD

Check these Amazon Credit Card out-

Amazon Business American Express Card

Amazon Rewards Visa Signature Card

Amazon Prime Rewards Visa Signature Card

Amazon Business Prime American Express Card

Amazon Consumer Credit Cards

The different types of Amazon cards mentioned above will make sense only if you shop a lot from Amazon. If you are looking forward to rewards from credit cards in other forms like cash back or with 0% APR introductory offers, then these cards may not be your best option.



MARKETING IS THE BACKBONE OF YOUR STARTUP. IF THIS IS NOT CORRECTED OR IN A BAD SHAPE THEN YOUR WHOLE STARTUP IS IN A BAD SHAPE. FOR YOUR BUSINESS TO THRIVE YOU MUST HAVE A SOLID AND BULLET-PROOF MARKETING PLAN. YOUR STARTUP COULD BE ONE OF THOSE GROUND-BREAKING INNOVATIONS AND WHAT NOT BUT IF THERE IS NO AWARENESS OF YOUR PRODUCT THEN WHAT IS THE POINT. IF THERE IS NO AWARENESS OF THE PRODUCT THEN THERE WILL BE NO SALE AND HENCE THE TARGETS REMAIN UNFULFILLED AND THEN IMPACTS YOUR BUSINESS. LET US UNDERSTAND WHY HAVING A COMPANY OR AN IDEA IS NOT

ENOUGH BUT A MARKETING PLAN TO SELL YOUR IDEA AND PRODUCT IS THE KEY TO

YOUR SUCCESS.



DECEMBER 2021

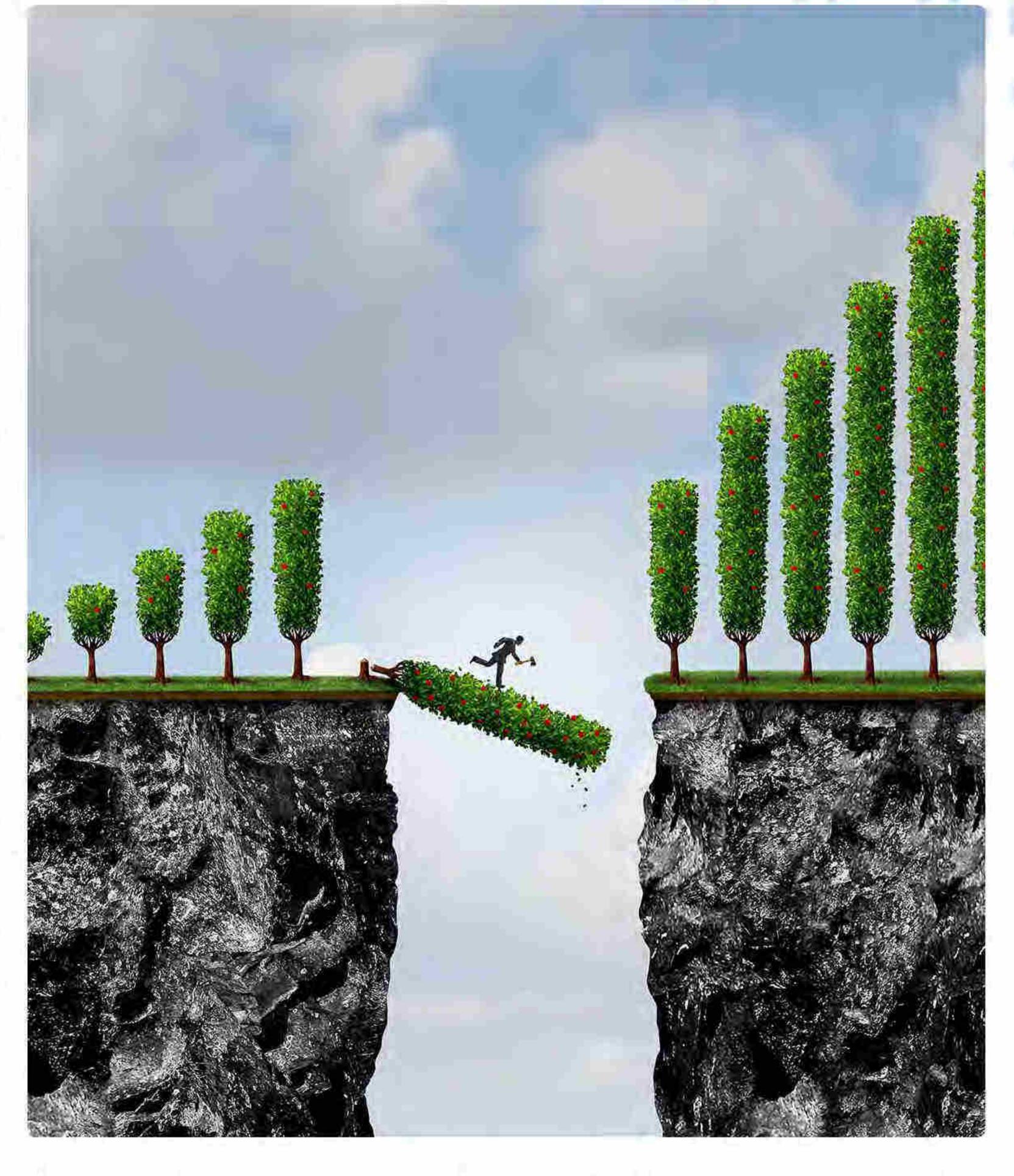
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1. Awareness: A good product with a good marketing plan does not only sell the product but also the maker. When you have a good product it can speak for itself when people around know about it.

Let us take an example, suppose Apple decided to launch a new iPhone and this time just without any promotion sends its product to Imagine stores and waits for the product to sell. Now, the people who are visiting by need or chance to the store will come to know about it but people who do not visit the store will never know that there is a new product and hence the sale will not reach the height as expected and so it is a bad marketing strategy and an even more bad impact on the company's sales.

- 2. Sales: Following awareness is demand and once the demand for your product rises the sales go up. Now that people know about what the product is and that this is available there will be a spike in sales.
- 3. Form a customer base: Following awareness and sales is trust. Once a customer is aware of the existence of the product and is satisfied with the product (we have already assumed that your product is a ground-breaking idea), they will now avail membership if any, and that is how you set the base to your trust between you and your customer.
- 4. Success and renowned reputation: Once you set the stage straight for the product, have already formed a customer base, have happy and satisfied clients, here comes success. Your product is not only selling in the market but also has made its place in the market. The selling of your product is bringing in success for you and your future products.

Now that we have established how important marketing is to the product and where it could lead you, let us look at the Top Five Startup Mistakes that one can make:



NO MARKETING PLAN

As described previously as well, marketing is the backbone of the company. It is as important as the idea itself if not more. A marketing plan is as essential as a business plan. However, what exactly is a marketing plan?

A marketing plan is the blueprint of the customer reaching a company's targets or plans. It consists of the strategies and plans of how the whole idea is to be e xecuted, it has everything broken down into smaller goals and then the bigger picture as well. A marketing plan is the result of the constant study of the market, its marketing tactics, and how to apply them. This pan consist of Plan A's and B's and this plan tells you when the A is no longer working and when to move to Plan B.

When you do not have a plan you expect magic to happen and your product to sell. Let us all be realists here and plan a bulletproof marketing strategy to ensure that our ground-breaking idea is not devoid of awareness because marketing fell short somewhere. SEO, Facebook ads, local ads, global ads, you name them and your PR is ready to sell for you. The only question you need to ask is what is your marketing goal and then create this plan around the answers you get from this question.

MARKETING ON THE WRONG NETWORKS

Today we have a variety of channels when it comes to promoting our product. It is a sea of channels and you need to figure out which is the one you need. To figure this out you need to ask yourself a question that is 'Who are my target audience'. Once you know your product and the target audience you will know exactly which channel to promote it through.

Let us assume you have created an app that lets you look for nannies, so the awareness here needs to be for the ones that want to be nannies and the ones that are looking for nannies. This is your targeted audience and you need to look at the factors and decide what are channels that you could use to reach these targeted customers. This is how you figure out the channel because promoting on the wrong platform could also impact a negative sale.

A not so functional website even after the launch of the product: Suppose you are launching your product tomorrow and have nowhere where one can go look up the product then it is a mistake you have to look for. A fully functional website with all the details of the product comes even before the product.

Failing to build an audience: You need to know the target audience as mentioned earlier. A clear description of what your target group looks likes and what are the requirements are that will base the whole marketing plan. Building an audience is the first step of the business blooming or even beginning.

Lacking engaging content: The biggest challenge when selling your product is the quality of content you are creating. It's the content engaging enough for the customer's attention to be glued to it? Content marketing is the key to the success of a business. Not having one can harm your business/startup in ways in which the damage is irreversible. Remember to: write catchy headlines, add images to grab the attention, add videos as well, and personalize the content for it to be relatable and engaging.



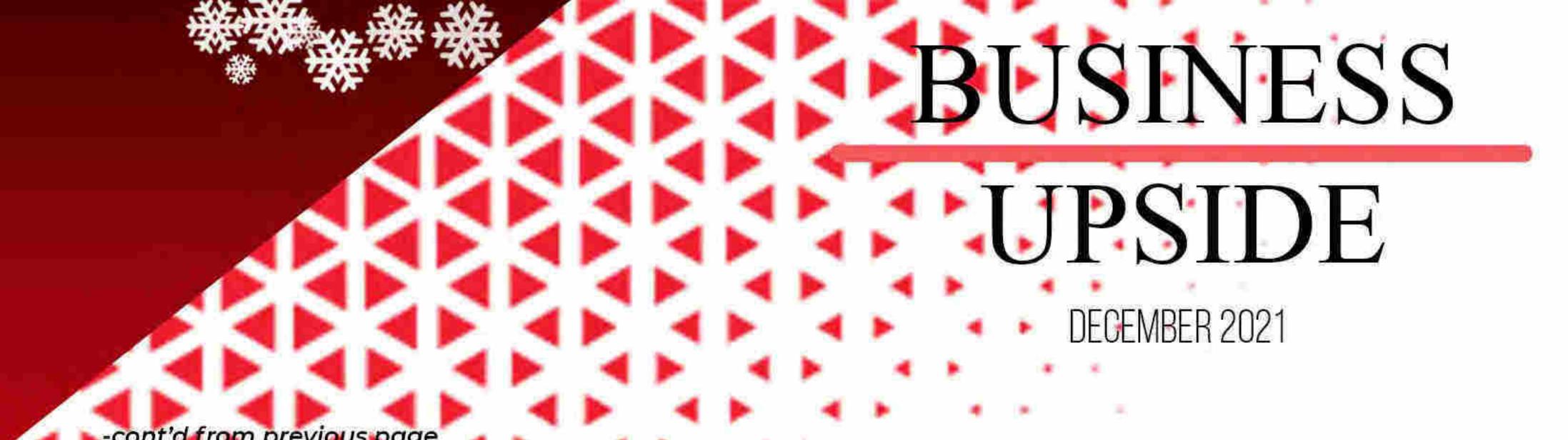
DECEMBER 2021



Innovative Approaches To Improve Your Google Analytics

ORGANIC TRAFFIC IS THE ONLY THING THAT GIVES YOU RESULTS AND GROWS YOUR BUSINESS. IF THE AUDIENCE IS VISITING YOUR WEBSITE AND SWITCHING TO ANOTHER WEBSITE, YOU WILL NEVER GET ANYTHING. YOU MUST USE GOOGLE ANALYTICS AS IT PROVIDES YOU WITH ALL THE DATA OF YOUR WEBSITE THAT WILL HELP YOU MAKE DECISIONS TO IMPROVE YOUR WEBSITE.

IF YOU DON'T HAVE ENOUGH KNOWLEDGE OF GOOGLE ANALYTICS, YOU CAN GO WITH THE GOOGLE ANALYTICS CONSULTANT. PEARL LEMON HAS A TEAM OF PROFESSIONALS WHO HAVE ALL THE KNOWLEDGE OF GOOGLE ANALYTICS. YOU MUST VISIT THEIR SITE AND LEARN MORE ABOUT GOOGLE ANALYTICS CONSULTANT. THESE POINTS WILL HELP YOU TO IMPROVE YOUR GOOGLE ANALYTICS:



REPORT THROUGH EMAIL

You can turn on the email report option in google analytics. Google will provide you with an email that contains all the essential data of your website. Moreover, you don't have to open google analytics and go through all the data. You will get the organized data in an email, and it is the best way to save your time.

OPTIMIZATION

The homepage of your website plays an important role. If it is not good or attractive, then people quickly switch to the other website. Make sure your home webpage is well organized, professional, and connected to the internal pages. Navigate the other major pages of your website to the homepage so that users can quickly get them. Google Analytics will tell you the primary landing page, most used keywords, and many more things.

SEARCH PERFORMANCE

The best thing about google analytics is that it shows you the exact keyword which brings traffic to your website. You can use that keyword to get more visitors and convert them into customers by approaching them. If you want to increase your website performance and get more customers, decrease the page load time, add value to the page, make it mobile-friendly, etc.

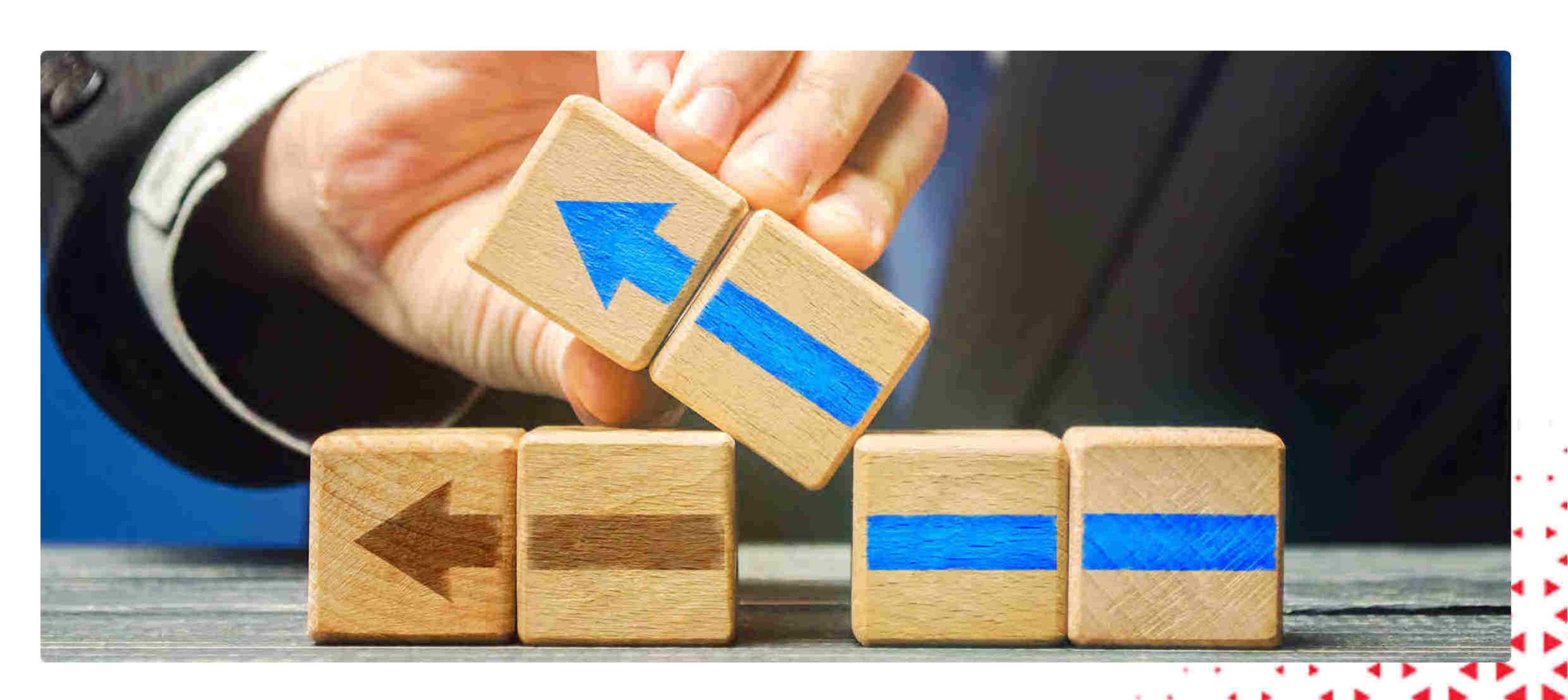
IMPROVE LINKS

First, you have to observe the landing page and exit page of your website through data. After this, you must improve your website's internal linking so that the visitors check other pages too. If you don't know much about it, you must go with the Google Analytics Consultant as they will perform all these functions for you.

BOUNCE AND CONVERSION RATE

Bounce rate means a single web page visited by visitors. You can use the bounce rate to know the content liked by your audience. You can use this information to provide the content according to your customers. Compared to a higher bounce rate, less bounce rate is more effective.

Google Analytics Consultant will help you to provide all this data in a very organized manner. You can hire the experts from Pearl Lemon. They will tell you all the significant steps you must take to improve your website. Moreover, they will help you identify where the people have arrived at your site or track their actions.







DECEMBER 2021



SARA KOZOMARA,

"IT IS MUCH MORE IMPORTANT TO COMPETE WITH YOURSELF THAN WITH YOUR OPPONENT", BELIEVES THE TENNIS PLAYER AND CEO, HEALTHY MEDIA, SARA KOZOMARA.

Sara Kozomara is an experienced Chief Executive Officer with a demonstrated history of working in the hospital & health care industry. She has multiple skills in Human Resources, Sales Management, Eyewear, and Management. This strong business development professional is a graduate of the University of Banja Luka, Bosnia and Herzegovina.

Sara Kozomara shares her views on success strategies and tips, and motivation with Business Upside in this interview. Edited excerpts from the interview

EDITED EXCERPTS FROM THE INTERVIEW:

BUSINESS UPSIDE [BU]: HOW DID YOU GET YOUR IDEA OR CONCEPT FOR THE BUSINESS?

Sara Kozomara [SK]: Basically, the idea was a set of circumstances that lead me to this. My husband is an ophthalmologist, and through his work I got myself intrigued by this medical field and all its parts, including optical service and optometry. On the other hand, I am a big fan of fashion and I love it, so I was able to combine these two factors and make, in my opinion, a very successful business story.

[BU]: WHAT WAS YOUR MISSION AT THE OUTSET?

[SK]: My mission in business in life is always the same-everything I do, I do it for an impact which will be for the greater good. My story started less than 8 years ago as an idea derived from a great desire and love for fashion, but also the need for a socially responsible project that is necessary for our environment in a far more accessible, modern, and educational way. This primarily refers to a more direct and tame approach to clients, who have needs for optics services for health reasons, so that their need becomes a desire, and wearing optical aids is a fashion and entertainment. They are certainly accompanied by another part of the population who simply want to keep up with world trends and use the services and offer of optics to spice up their fashion and lifestyle, and the world scene should be made possible at home

[BU]: WHAT PRODUCTS DO YOU MANUFACTURE?

[SK]: We do not manufacture any products, we are mostly known for high-quality merchandise that we sell, particularly high-quality branded optical frames, sunglasses, corrective lenses, and contact lenses. Furthermore, we aim to bring new eyewear designers into our country and present their quality to our customers.

[BU]: HOW DO YOU ADVERTISE YOUR BUSINESS?

[SK]: Our main field of advertising is digital marketing. I think that the era of TV commercials, big billboards and newspaper and radio ads is far behind us. There is no person today who does not spend at least 6-8 hours per day on the internet, particularly through their mobile phones. Internet is a great source of information and it can also be used to present yourself and your business simply and efficiently.

[BU]: WHAT MADE YOU CHOOSE THIS TYPE OF BUSINESS?

[SK]: As I said earlier, my husband's profession and my love and sense for fashion created the business model that I love and enjoy every day.





DECEMBER 2021

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[BU]: WHAT IS YOUR MANAGEMENT STYLE?

[SK]: Professional and sometimes tough, but fair and friendly. I never liked those bosses that their employees were afraid of. At the same time, we have to have the professionalism and care for our business as it is something we make our living from it. I believe that employees' rights have to be met in their full capacity, but they also have to know that they have obligations that come from those same rights.

[BU]: HOW DO YOU MEASURE SUCCESS?

[SK]: I measure it by my feelings. If I am happy with what I have and what was I able to achieve, than I think that I am successful. Since I was a professional tennis player, I learned that it is much more important to compete with yourself than with your opponent. Therefore, I do not compete with anyone but myself and that's one of the basic factors why my business model is so unique and successful at the same time.

[BU]: DO YOU BELIEVE THERE IS SOME SORT OF FORMULA OR PATTERN TO BECOME A SUCCESSFUL BUSINESSWOMAN?

[SK]: By far the most important key to business success is represented by the people who make up one team. Regardless of the fact that we live in a time where people are becoming more individual and less team-oriented, independent business success and development can be achieved up to one limit, after that you need a circle of good and quality people to whom you will transfer knowledge, support and motivation. which together will make that success even greater.

I am extremely proud of my team, watching them grow both as people and as business associates, they are just a confirmation that what I am doing, I am doing just right.

[BU]: HOW DO YOU MARKET YOUR BUSINESS, AND WHICH METHOD HAS BEEN MOST SUCCESSFUL?

[SK]: Digital marketing is the main source of advertising. However a world of mouth also picks up the place as the new form of potential client information about our products and services. You have to love what you do, you have to make it your passion, you have to put in a lot of hard work, and you will succeed.

[BU]: WHAT IS YOUR FAVORITE ASPECT OF BEING AN ENTREPRENEUR?

[SK]: The excitement of creating something new and improving your products and services every day is something that makes me very happy. When you look at your personal growth and development and the growth and development of the people who make up the team around you, there is no better personal satisfaction that what I do, I do just right. I strongly believe that we live in a world that changes each and every day and we all can find our place in it.





Dec 6, Online Event



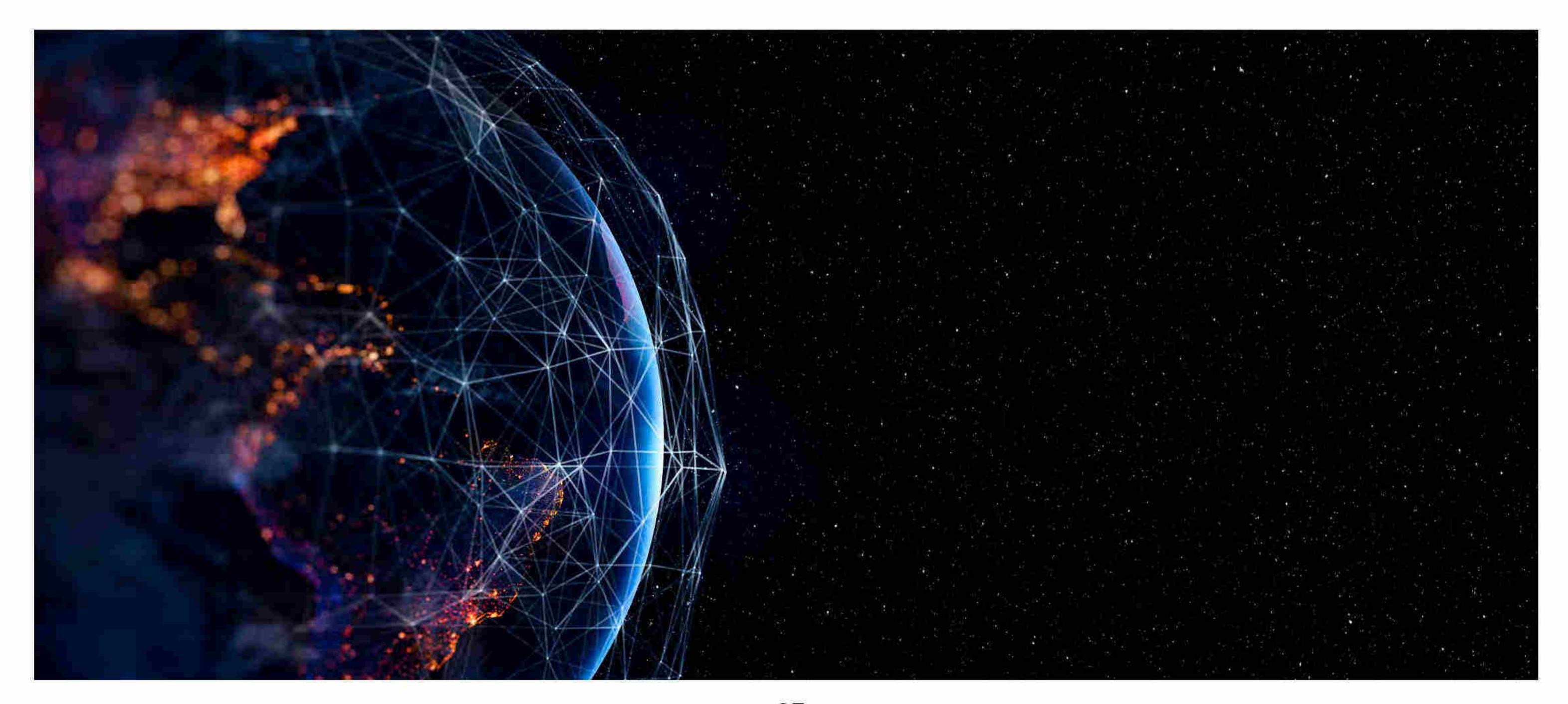


DECEMBER TOP BUSINESS EVENTS IN THE WORLD

DATE AND PLACE	
December 17-San Francisco	TECH CAREER FAIR
Dec 2, Online Event	7TH AFRICA WOMEN INNOVATION AND ENTREPRENEURSHIP FORUM (AWIEF 2021)
Dec 16, Online Event	2021 "BEING A LEADER AND THE EFFECTIVE EXERCISE OF LEADERSHIP"-
Dec 6, Online Event	VETSINTECH SECURITY+ BOOTCAMP
Dec 14, Online Event	ECOMMERCE 101: WHAT, WHY, AND HOW.
Dec 3, Online Event	LEAN IN CIRCLE FOR ENTREPRENEURS
Dec 2-3, Online Event	100 BRILLIANT WOMEN IN AI ETHICS -

ANNUAL SUMMIT 2021

WORLD SPACE SUMMIT 2021





POETRY OF THE MONTH



When feeble and lost
When heartbeats seem to frost,
We look up towards the sky
Or seek for God's spy!

Someone who would hear our words
Someone to hold our hands tight,
Someone we seem to have faith in
Waiting for some miraculous light!

So, broken and brittle,
She rose to find Her whole
Into her gaze in the mirror,
Her head seemed decked up
In The Golden Aureole!



Rupsa Bhattacharyya





H&M - COMPANY RESEARCH REPORT







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About H&M

Hennes & Mauritz, widely famous as H&M is a multinational Swedish firm for clothing retail. It is known for dealing with clothing that is fast changing for children, teenagers, women, and men. It was founded in 1947 by Alexander Popke and Erling Persson. It has its headquarter in Stockholm, Sweden. The current President and CEO of H&M are Helena Helmersson and Stefan Persson is the chairman. It is traded as Nasdaq Stockholm: HM B. As of November 2019, it had around 126376 employees worldwide.

The values of H&M when considered individually are obvious but when all of it is brought together, a new and unique culture is born. H&M values are a part of how they act, what they stand for, and who they are.

The values are as follows

We are one team

By this, the company means that diversity makes them strong and each colleague working in H&M makes a difference to the firm by coming together and sharing their experience, knowledge, and skills. While keeping the companies' and customers' best interests in mind, the colleagues help and encourage each other to achieve the company goals. Winning, losing, sharing the adventure, and having fun, are altogether as a team.

We believe in People

Anything is indeed possible if one trusts and belief people around them and that is the reason why h&m builds their workplace on integrity, inclusiveness, respect, and trust. They believe that the company develops with the development of its people through challenges.

Entrepreneurial spirit

One of the secrets of H&M being the second largest retail company in the world is the people working their act like entrepreneurs. Their success is built on innovation, creativity, and the excitement of making an immediate impact. Despite their role, they take initiative and look for opportunities to set their business in motion. They know the importance of continuing to break ground even after becoming big and famous. They continue to compete to win the heart of their clients everywhere, every single day.

Constant improvement

Despite being proud of their accomplishment, H&M still feels that they are too far from being perfect. They do not settle, never stop and redefine their expectations and limits as they interact and do business globally. They believe that the small improvements in their day-to-day activity are that make a big difference. They keep welcoming ideas from everywhere and act on the one they feel is the best.

Cost-conscious

This value of H&M shows that the company does not spend unnecessarily. They keep an eye on their expenses and make sustainable and smart choices in every aspect. They look for solutions and ideas that bring value to their business. They believe that one of the best ways for future investment is taking good care of their product, their people, their planet, and their customers and using the resources provided to them responsibly.

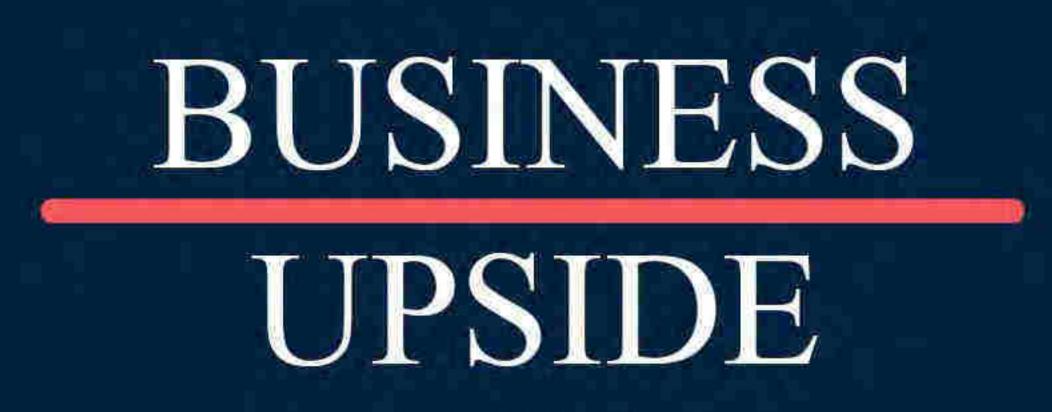
Open-minded and straightforward

They value diversity not just in personal style but in ideas and people as well. They believe that a workplace can be welcoming and inclusive if the firm is open-minded about the world and the people around it. They encourage everyone to accept and give feedback directly and not behind the back.

Keep it simple

H&M believes that the solution to the smartest challenge is often simple and not complex. So, one must use their common sense, trust the good judgment of their colleagues, not complicate or over-analyze things with hierarchy and bureaucracy as it slows down the process.







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H&M Brands and Subsidiaries

H&M

This brand of H&M group always offers the latest inspiration and style for everyone. Be it motivational workout wear, complete-the-look accessories, affordable wardrobe essentials, collaboration with unique designers as well as fashion pieces can all be found by the customers. It offers sustainable fashion along with the best quality and price.

All seasons, all styles, all welcome! It was founded in 1947 in Sweden and today has 53 online markets, 74 store markets, and 4332 stores worldwide.

cos

The first COS opened in 2007 in The regent street of London and in 2011 the first online store of COS was launched. The brand offers wardrobe essentials and reinvented classics for children, men, and women in Australia, Middle East, North America, Asia, and Europe. The items and collections come with timeless designs and lasting quality and are made to last beyond the latest season. By collaborating with emerging and established artists, galleries, and studios worldwide, COS supports the world of design and art. As of 31 May 2021, COS has 34 online markets, 46 store markets, and 283 stores worldwide.

Weekday

This brand is influenced by street style and youth culture. Weekday offers a retail experience that is unique and curated carefully with a mix of men's, women's, accessories assortments, and small sections of external brands. Weekday was started by four friends in 2000 as Weekend(a small store in Stockholm). Its earlier use to be open just on weekends, but with the gaining popularity, it started being open throughout the week and hence change its name. It has 30 online markets, 16 store markets, and 58 stores.

Monki

Monki opened its first store in Gothenburg in 2006 but in 2008 joined the H&M group. Today, it is present across Asia and Europe. This storytelling brand offers great fashion at a competitive price. It aims to be kind to the people and world. Monki merges creative street and Scandinavian cool style and is about being fun, friendly, and brave and at the same time empowers young women to stand for others and themselves. It has 31 online markets, 20 store markets, and 113 stores.

H&M Home

This global interior brand is design-driven and offers home accessories and contemporary décor for every room and style. In 2009, it was initially launched as a home-textile concept online and later opened stores. In 2018, it opened its first store with the standalone concept. Its assortment ranges from lamps, furniture, stylish textiles to timeless dinnerware and bed linen of high quality. It has 42 online markets, 51 store markets, and 402 Shop-in-shop in selected H&M stores & 24 concept stores.

& Other Stories

It offers a wide range of ready-to-wear, stationery, beauty products, accessories, bags, and shoes for women. The brand creates collections with utmost attention to quality and detail in its ateliers in Los Angeles, Stockholm, and Paris. It was launched in 2013 and has 75 stores across Asia, The US, and Europe. It even has 33 online markets and 22 store markets.

Arket

This modern-day brand market offers essential products for home, children, women, and men. Its mission is to democratize quality through durable, well-made, widely accessible products, designed to be loved and used for a long time. The first store of Arket was opened in 2017 in Regent Street, London, and later expanded to Munich, Brussels, and Copenhagen.

Afound

A great discount is offered by this brand always on everything. The phy<mark>sical store,</mark> as well as its online marketplace, offers discounts on its various products from the H&M Group brands altogether with an inclusive mix of external beauty, interior, sports, and fashion brands. It first was launched online in June 2018 and post that opened its store in Drottninggatan.

Finances Of H&M

Gross margin	50.7%
Operating margin	4.91%
Net Profit margin	3.16%
Return on Investment	5.01%
Quick Ratio	0.64
Current Ratio	1.27
LT Debt to Equity	100.26%
Total Debt to Equity	124.76%
Cash Flow/Share	17.82
Revenue/Share	114.79
Operating Cash Flow	35.81%



DECEMBER 2021



B2B Marketing Strategies that can Help to Move the Needle

Every business in the global market is growing rapidly with the support of innovation, market trends, and advanced technology. To internationalize a business successfully, one of the main criteria is to understand the new market properly. Developing effective marketing strategies as



implementing them is the key to achieving the desired aims and goals when talking about a business.



DECEMBER 2021

B2B MARKETING PLAN

To implement marketing tactics properly, at first it is a need to have a definite plan for it. A step-by-step procedure which will guide in future to implement the marketing strategies effectively, without any default. One of the finest techniques for developing an efficient marketing plan is SMART Goals. SMART is an acronym that stands for Specific, Measurable, Achievable, Realistic, and Timely.

SMART Goals will help the companies to set certain objectives associated with any operation of the business, as well as for the implementation of the marketing strategies. Through this planning technique, companies will be able to perfectly set specific goals and also will be able to measure certain possibilities associated with the marketing goals. SMART Goals planning technique also enables the team to work as per a certain deadline for every objective. It enhances the time efficiency and effectiveness of the achievement of the plan.

MARKETING STRATEGIES FOR THE BUSINESS TO BUSINESS (B2B) MARKET

Market Analysis can be understood as a detailed data assessment of the market. The market analysis evaluates the market size in both terms, value, and volume. It also includes analysis of several consumer segmentation, purchasing patterns, competitive advantage, and economic environment. There are various market analysis techniques available such as consumer analysis, product analysis, risk analysis, and others. Consumer analysis and product research are the two most effective techniques for market analysis. Consumer analysis involves an appropriate segmentation of the consumer groups in several parts such as measurable, distinguishable, substantial, financial, and accessible. On the other hand, product analysis can be defined as a comprehensive understanding of a particular product and its identification along with the core elements of the products. Product analysis organizes the major part of the marketing process based on the requirements of the consumers.

• DEVELOPING HIGH-PERFORMANCE WEBSITE

Digital marketing is one of the key strategies of marketing in this digitalized era. It can be defined as a marketing strategy, utilized by companies to promote brand image, products, and services through digital channels such as email, social media, websites, and search engines. And, to effectively digitalize the business, the first important step which needs to be taken is to develop a high-performance website. To confirm brand authentication and the popularity of brand awareness, individuals these days always check the internet first for the official website of the company and its engagement. Therefore, having an attractive and high-performance website is one of the main requirements for marketing strategies.

• SEARCH ENGINE OPTIMISATION (SEO)

Search Engine Optimisation (SEO) mainly helps companies to increase the visibility of brand names on websites. SEO optimization is one of the most common and effective ways for enhancing digital marketing in the present market. Effective SEO optimization will facilitate companies to ensure that the content uploaded on the social websites is focused on keywords, URL structure, and proper HTML formatting which is Google friendly. These steps will help companies to appropriately correlate the social content with the product and brand name keywords. Google analytics, heatmap analytics, and A/B testing tools and techniques will help businesses to effectively implement optimization of SEO content.

• SOCIAL MEDIA MARKETING

In this highly digitalized era, digital marketing is a crucial part of any business to develop effective marketing strategies. 90% of the customers in any industry are highly active in social media which has forced to increase the requirement for digitalization for companies and organizations. Social media marketing has turned out to be more prevalent in businesses for digital marketing. Social media marketing helped many companies to fulfill their business objectives, by increasing their customer base and helped to improve their customer service by collecting customer feedback. Currently, it is one of the most effective marketing strategies in

OMNI-CHANNEL MARKETING

Omni-channel marketing can be defined as a multichannel sales marketing approach that provides consumers an integrated experience in online shopping. It facilitated the companies to enable its customers to shop from online platforms with the help of technological devices such as mobile, desktop, laptop, or through a brick-and-mortar store. It provides a completely seamless and integrated shopping experience for customers. With the growing e-commerce business in the global market, the usage of omnichannel marketing strategy has also evolved. Omnichannel is the future for improved and developed digital marketing for e-commerce companies. This marketing strategy enables online retailers to reduce costs for distribution and gain access to a wide variety of goods provided by centralized storage.

• MEASUREMENT AND PERFORMANCE METRICS

It is important to analyze how much audience or consumer a company has attracted by implementing marketing strategies. Leads from live chats and website visits are two effective measuring techniques. By integrating Google analytics in the chat tool installed in websites, companies can use built-in tracking within the chat program. Website visit technique facilitates to measure visit per digital marketing channel. The chief benefit of this measurement technique is that it helps to assess traffic trends over time and measure SEO traffic.

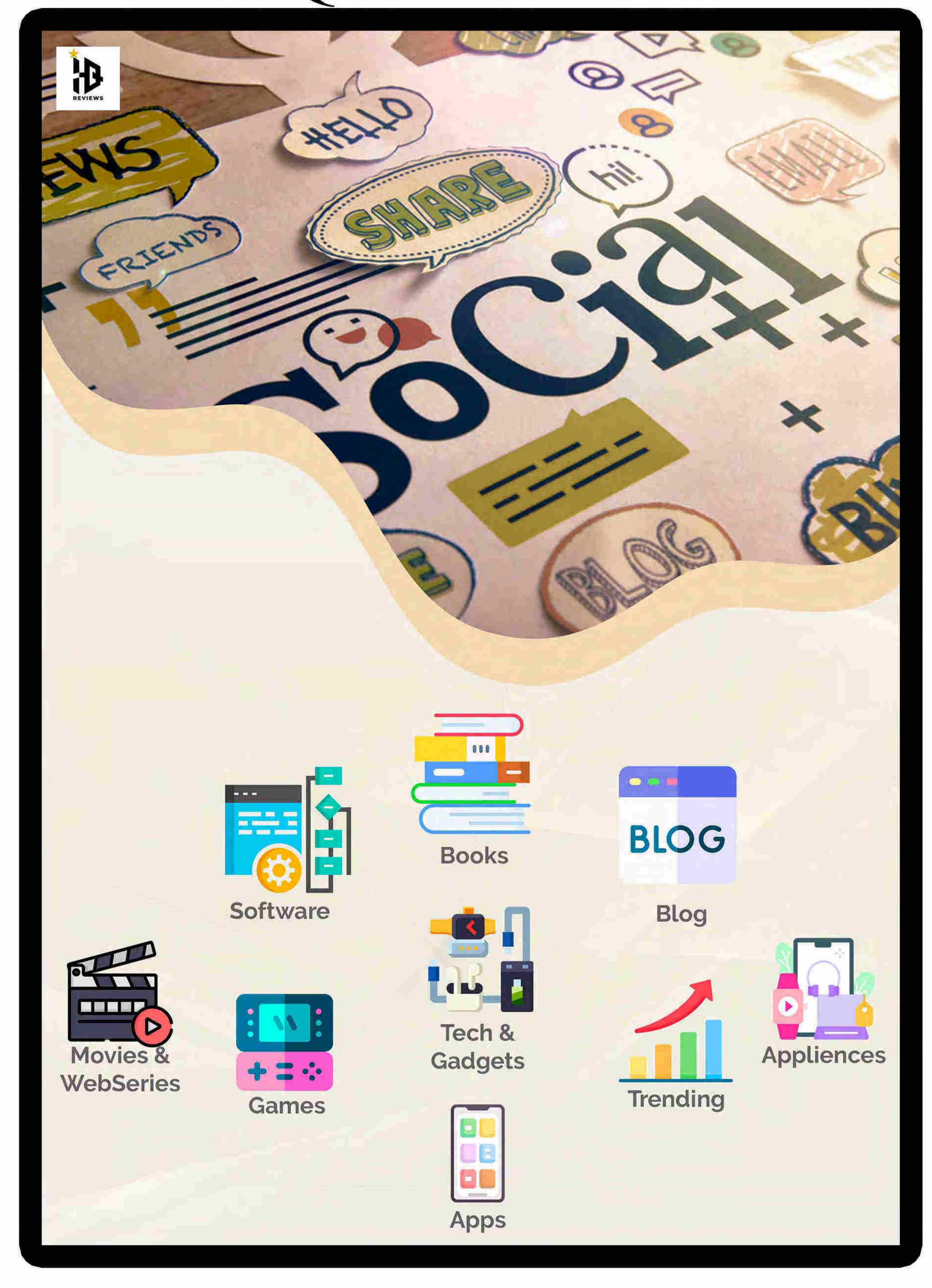
On the other hand, mobile traffic and overall site traffic are two effective performance metrics techniques. Mobile internet is attesting to be an effective arena for digital marketing which also facilitates organizations to measure digital marketing performance. Through analyzing internet-capable devices such as mobile phones companies can identify the number of customers who are interested in the brand along with its products and services. Analyzing overall site traffic facilitates identifying significant changes in traffic flow on websites which helps companies to determine unique visitors and potential customers.



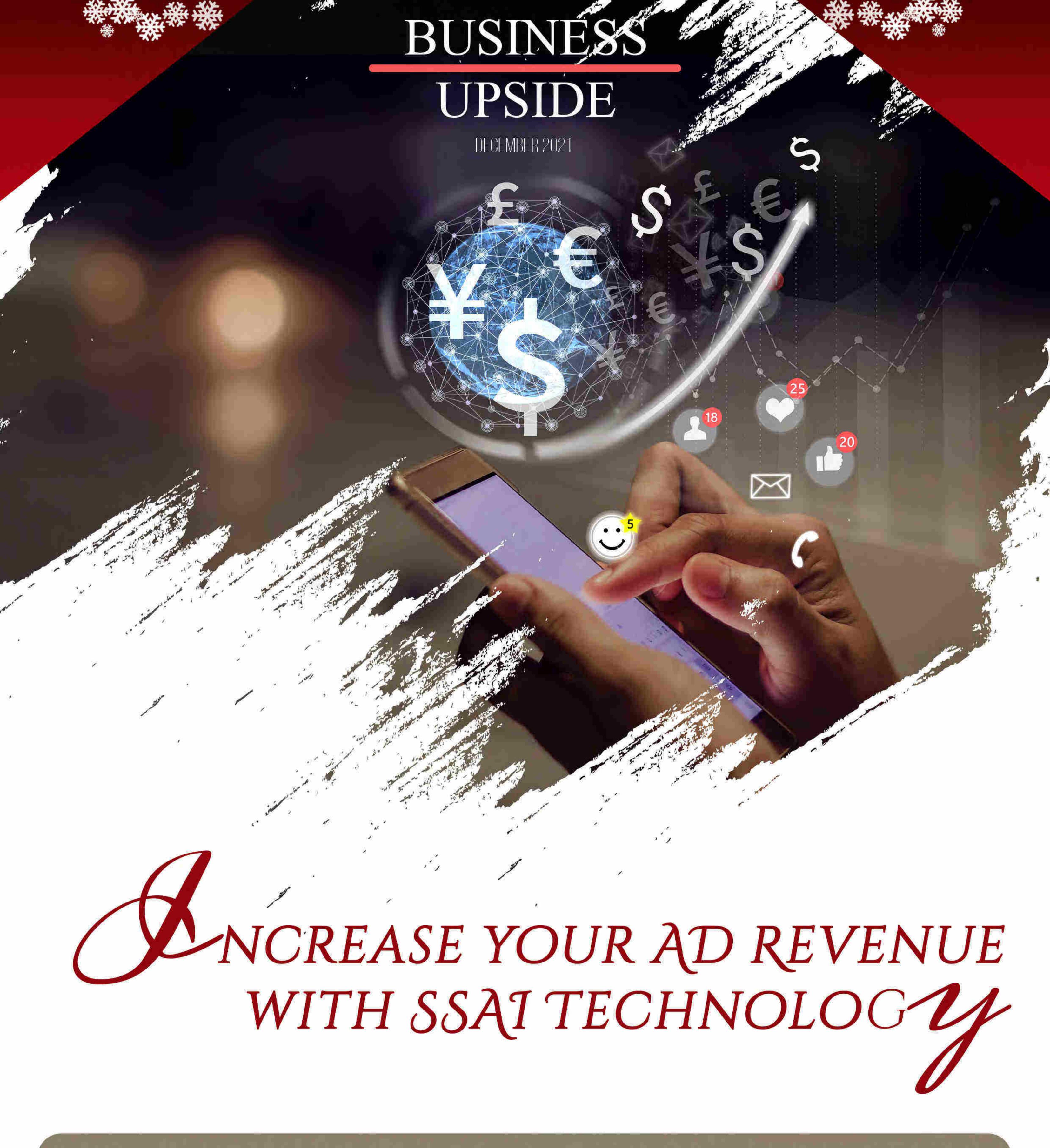


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IHQ REVIEWS



Advertise With Us!



THE OTT LANDSCAPE HAS UNDERGONE MANY MODIFICATIONS DURING THE LAST DECADES, AND THERE HAS BEEN CONSIDERABLE SUPPLY DEVELOPMENT. ACCORDING TO PIXALATE'S RECENT RESEARCH, THE INDUSTRY HAS WITNESSED A SUBSTANTIAL INCREASE IN THE NUMBER OF OVER-THE-TOP CONTENT APPS SUPPORTING PROGRAMMATIC. WHAT IS MORE, THERE HAS BEEN A CONSIDERABLE INCREASE IN ADVERTISEMENT VOLUME; THE NUMBER OF OTT AD IMPRESSIONS BOOSTED 4.3 FOLD OR BY ALMOST 330 PERCENT.

THE NUMBERS LOOK STUNNING, AND THEY'RE ANTICIPATED TO INCREASE, PARTLY BECAUSE OF THE RISING OTT GENERAL VIEWERSHIP DURING A pandemic. For example, based on the estimations of nielson, the use of CTV in the United States alone accounted for almost 12.5B Hours Monthly. After the lockdown started, total hours spent with devices were up 80 percent, equating to nearly four billion hours of CTV usage weekly. What else is getting attention is the rising significance of server-side ad integration or ssai technology.







What Exactly Server-Side Ad Insertion Is?

Server-Side Ad Insertion is a way of inserting advertisements dynamically into video content. The file must already be long-form and excellent. It doesn't matter if you're a content owner or a media distributor; SSAI improves advertisement insertion.

The kind of file SSAI is valuable for OTT video services- this could be live, linear, or on-demand video content. Server-Side Ad Integration offers a bufferless way of marketing or advertising. Shifting from content to advertisement is seamless, offering a contented user experience.

SSAI providers are mediators and work between ad servers and OVP or Online Video Player. The advertisements are suitably placed in the video file by easing and helping the communication between two entities.

This ad can be changed easily to target every user watching the video content. So, it means you can optimize content for the utmost results. Server-Side Ad Integration has an MM or Manifest Manipulator component which splices flaws for customers. This Manifest Manipulator significantly makes the choices. It chooses which ad to serve the customer, recovers the advertisement, and then darns said advertisement into the file at the last period, in a frame-precise way.



How does SSAI Work?

How does Server-Side Ad Insertion work? It's vital to emphasize the dynamic portion of the SSAI or Server-side. This can make a more holistic comprehending of the ad process. The active idea means SSAI accounts for continuous change and is set to adapt to the users. By preparing for constant change, SSAI offers longevity in the ad sphere.

The SSAI concepts bring in a 3rd party to the ad sphere. So, meaning Server-Side is handling the groundwork of getting ads transcoded as well as sewed up into the file being seen by the users. Keeping this thing in mind: it is time to know the important perks that Server Side can offer.



DECEMBER 2021

SAI TECHNOLOGY: THE CONCEPT BEHIND

SSAI TECHNOLOGY IS A MIXTURE OF MANY ELEMENTS SUCH AS:

Manifest Manipulator: Accountable for making a streaming file or playlist that is a constant mixture of ads and content.

CDN or Content Delivery Network: This technology of server nodes instantly determines the utmost source to stream advertisement to the end-user.

ADS or Ad Decision Server: It chooses what advertisements to sew into the content based on the location of the users as well as other factors.



WHAT ARE THE PERKS OF SSAI?

There are many perks of SSAI that you need to consider if you're into the OTT business. Some of these benefits take account of the following:

Live Streaming Optimization: SSAI utilized adaptive bitrate streaming to sew up ads into content. This system adapts to different bandwidths to work with slow internet. Thus, the users feel like they are viewing one steady stream despite taking an ad break. On the contrary, CSAI spoils the experience by presenting buffering and latency problems.

Personalize Ad: SSAI allows vendors to provide pertinent content to users based on geolocation and search queries. The personalized content is not restricted to service or product offerings; also, it can offer weather forecasts, local news, and traffic.

Improved Earning: The loss of profit from advertisement blocking in the United States reached billions in the coming years. SSAI counters ad blockers; as a result boosting the ad profit. On the other hand, it also improves user experience by customizing ads and offering them flawlessly. What is more, viewers are less troubled by ads. It is your way to OTT monetization.

LIVE STREAMING SSAI: WHY YOU NEED TO CONSIDER THIS STATE OF THE ART TECHNOLOGY

Live streaming keeps on rising, dominating the consumption of the video market. Keeping this thing in mind, it is a sure bet which advertisers wish to ensure they're getting the service in front of the audience.

SSAI is revolutionary as you can use it in live streaming. SSAI vendors are able to know which advertisements will suit every viewer.

SSAI is instantly becoming the norm in live streaming. It is evident from the perks of SSAI that with regards to streaming content, it is the clear winner. When you're live streaming, it is also a smart idea to think of CDN techniques.

When Can You Use Server-Side Ad Insertion Technology?

Stitching an ad can enhance user experience as well as boost revenue for many media owners out there who offer video content. This state of the art technology plays a vital role in improving the revenue of:

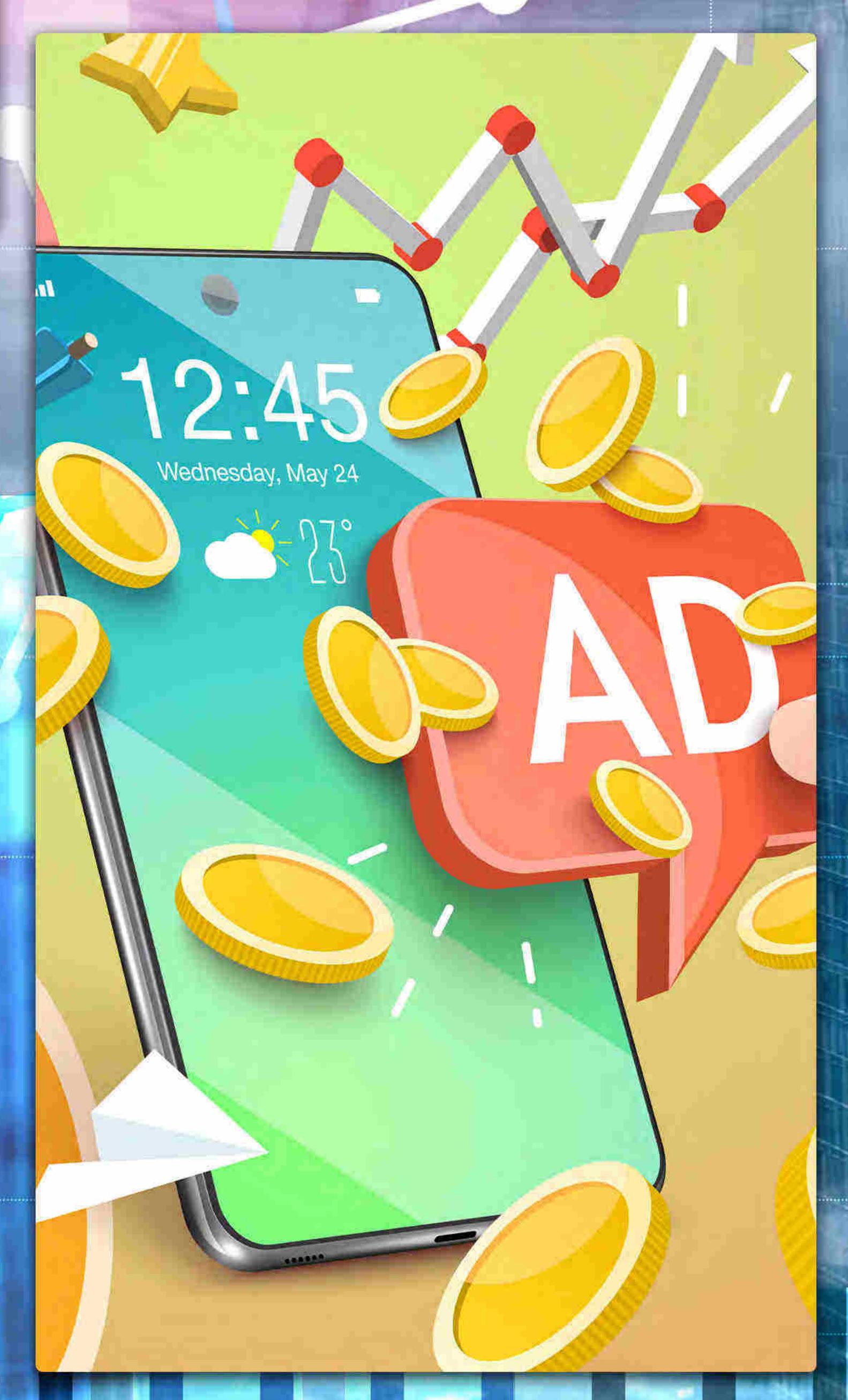
OTT: Server-Side Ad Insertion or SSAI technology gets rid of pauses between ads and video content, providing a consistent and stress-free user experience for mobile devices and desktops as well.

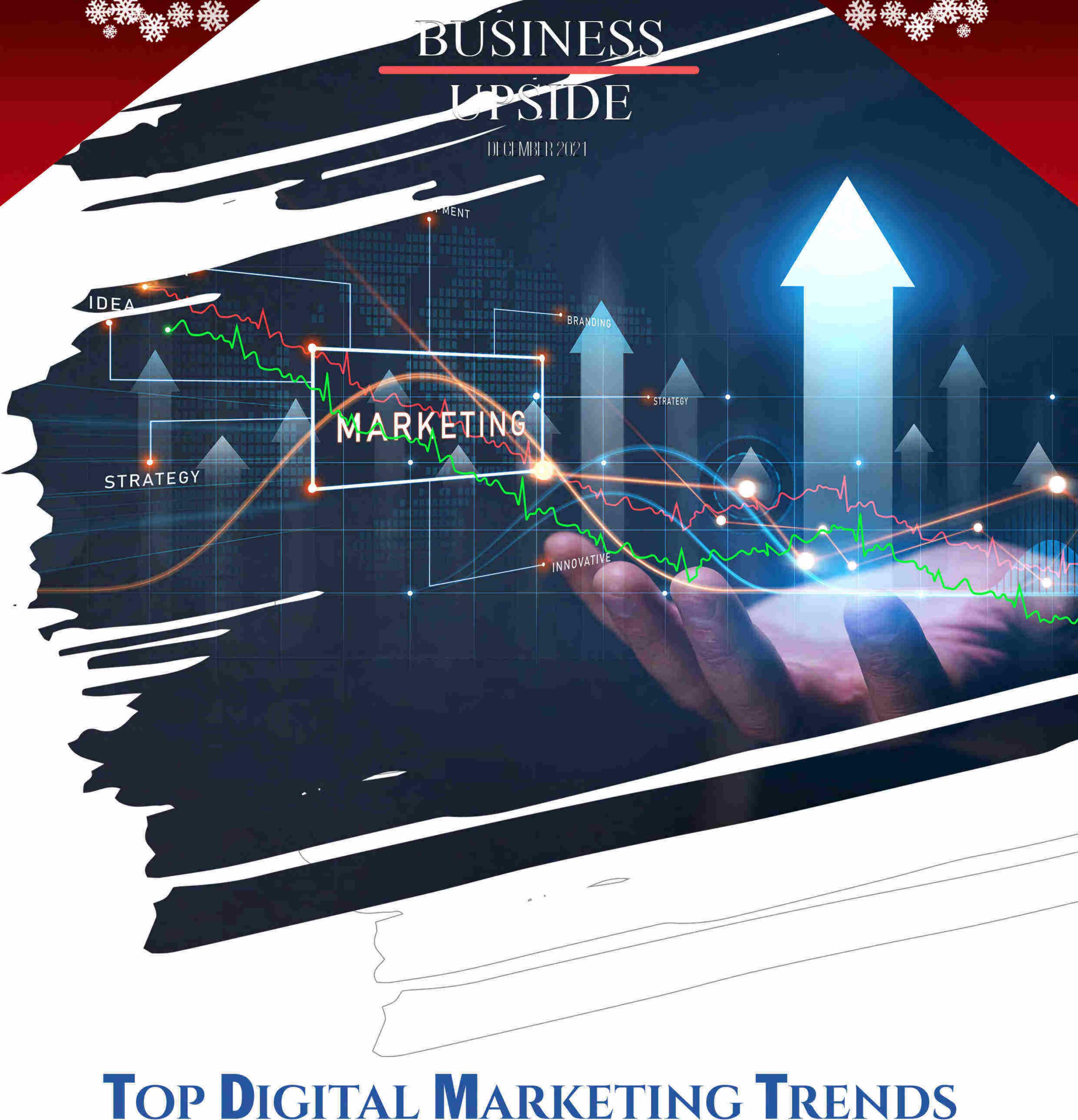
CTV: Serve Side Ad Insertion incorporates video content that people view on gaming platforms, Smart TVs as well as other streaming tools and devices.

Broadcasters: Broadcasters and operators alike offer higher value for spectators and advertise through substituting one size fits all breaks for customized ads.

To Sum Up

SSAI technology is indeed a superb ad delivery system for OTT, CTV as well as video streaming services. This type of technology optimizes advertisements for the viewer. In addition, server advertising assists avoid ad-blockers and, as a result, get the ad income better.





TOP DIGITAL MARKETING TRENDS 2022 THAT YOU NEED TO LOOK OUT FOR





DECEMBER 2021

Digital Marketing has increasingly become the be-all and end-all of all forms of marketing, solely for the reason that the entire world has turned increasingly inward after the entire pandemic. But even in the field of digital marketing, the trends keep changing and companies and social media strategists must keep up with the pace. We shall discuss a few of the digital marketing trends that existed in 2021 and how the world needs to pace for future marketing trends.

Top Digital Marketing Trends in 2021

Because of the pandemic and the new norms of the new normal, digital marketing became the saving grace for a lot of companies. A few of the distinct trends which emerged as a result of the world turning inwards could be listed as below:

Artificial Intelligence

Does it even need to be mentioned about how the system of artificial intelligence and every kind of AI-powered software is taking over the world by a storm? Artificial intelligence works in miraculous ways for digital marketing. It helps understand consumer behavior by tracking previous purchase trends and demands of the said customers. Through this, the software can provide a better and more personalized consumer experience.

Instagram Reels

One of the most recognizable effects felt in the digital marketing field was that of Instagram reels. The 15-second transition videos incorporated the spirit of advertisements and commercialization for generation Z. It is fun, it is catchy and it is consumed voraciously by the social media generation regularly. All of these and Instagram's business tools make it the perfect medium to advertise a brand's product or service.

Influencer Marketing

The influencer marketing market stands at a huge valuation at present because influencers- both micro and macro, help to market products at a grass-root level. The world has changed a lot from celebrities endorsing products to influencers providing authentic reviews of the things they receive. Consumers tend to have a more real connection with influencers and this has resulted in the immense growth of not just the valuation of the influencer marketing industry but also the number of influencers in every field. The valuation has been predicted to grow even further in the coming years.

Augmented Reality

For people who don't know about the concept of augmented reality, it is a sort of experience through which the customer can interact with the real-world environment and the virtual world at the same time. In other words, augmented reality aims at connecting the objects residing in the actual world to what a customer faces virtually and this, established a more cohesive consumer experience. In many ways, augmented reality has been proven to be more interactive than virtual reality for customers. Therefore it has become a very popular tool with brands.







DECEMBER 2021

more interactive than virtual reality for customers. Therefore it has become a very popular tool with brands that are continuously using it to convert more consumers online. For example, the IKEA store lets the users take pictures of their houses on their smartphones and upload them on the IKEA website to access the augmented reality feature. Through this, the customer can move furniture around virtually. The same is utilized by the Gucci brand for customers sitting in the comforts of their homes to try on their brand new launched sneakers.

Voice Search Optimization

In research conducted by Review42, it was found that more than half the population of teenagers used voice search regularly. Voice Search Optimisation took off in a really big way in 2021 because of a lot of reasons. Vice search had developed quite early and was being used by multiple people. Google made its software more pliable to take any voice commands and is now very sensitive to any kind of voice search or command. Stats reveal that almost 20% of the homes have a voice modulated system like Google Home or the Amazon Alexa. All of these reasons have made voice search extremely popular in the digital marketing sphere as well.

User-Generated Content:

User-Generated Content, more popularly abbreviated as the UGC is a very smart and clever way to incorporate the consumer base while developing marketing strategies. When the consumers participate in activities or contests related to their preferred brand ad their product, they automatically connect more with the product. This leads to better conversion rates. Statistically, any content generated by the users themselves yields four times more traction than any normal content. Thus, UGC figured in a big way for digital marketing strategists in 2021.



Top Digital Marketing Trends in 2022:

The future of digital marketing trends reveals more enhancement in the years to come. Some of the strong trends in digital marketing predicted by experts that are sure to make its presence felt in 2022 would include the following:

Programmatic Advertising:

The effect of artificial intelligence has already been discussed. Programmatic advertising is the kind of advertising that uses artificial intelligence to bid for ads. In simpler terms, this would mean automating the entire process of ad buying. The process becomes much more reliable by removing humans to buy ads manually. Moreover, it has been proven from the numbers that the potential of programmatic advertising lies in its optimization capacity which overpowers that of a human being.





Conversational Marketing:

Chatbots had already been prefigured hugely in commercial websites previously. All of the trends point to one fact that the consumers have become more driven towards conversational marketing. The primary reason why conversational marketing has gained so much prominence is that it helps establish a more intimate connection between customers and marketers. Conversational marketing methods may include virtual selling assistants and personalized emails or videos apart from chatbots.





The goal from the beginning was to make digital marketing in particular and internet surfing, in general, a more cohesive experience that resembled reality. This would mean incorporating not just the voice box but also our visual senses. This is exactly where picture search or visual search to be precise becomes important. One of the more popular apps on the rise, Pinterest is based mostly on a visual search where a person can upload a picture to get relevant results. Another app that uses visual search is Google Lens.

Conclusion:

There are several other upcoming trends in digital marketing that are supposed to gain prominence in 2022. These would include geofencing, progressive web apps, blockchain applications on systems such as the BaaS or Non-Fungible Tokens, and several other areas. Digital Marketing thus has become an ever-changing dynamic field. One of the reasons why it has been changing so fast is also because of the immense potential it holds in the field of marketing. It is interesting to see what other trends come up in the coming years that would change the game for online commercialization once and for all.





DECEMBER 2021

If you are an influencer and, in the limelight, there are many challenges that you must be ready to face.

A social media influencer has a lot of impact in influencing the culture online by being idols and role models for their followers and fans.

We know that Influencer marketing benefits are many. They promote products and services of different brands and try to reach out to the target audience through their followers. These influencers promote styles, products and services, and original content on their pages. More about them in the paragraphs below.

Mental struggles - the anxiety of influencers

Influencers are mostly projected as ideal and they have an image to boast about to their followers. However, many of them have complained that they often face what is known as burnout.

One of the most common concepts about an influencer is that it is a glamorous job, you get to go to various places, meet different people, and enjoy a lot of publicity. However, what people fail to realize is that the job comes along with a lot of pressure and responsibility.







DECEMBER 2021

Is it stressful being an influencer?

Once you become an influencer and enjoy many following on any platform, it is natural to feel a sense of constraint in the posts that you publish.

One of the greatest moments of anxiety might be when you suddenly lose authenticity, especially when every moment on the social media platforms is influenced by the so-called "perfect moments". In other words, there might be instances, when an influencer might have to promote products or services that may not be in alignment with what they believe or follow.

Most of the influencers are transparent about their way of life and the kind of life they lead. The virtual world might often be overwhelming at times and even exhausting. And it is important to know how you should unplug from **social media** at times. It is necessary to take a break at times so that you can hold on to success for a longer time.

We know that social media platforms can impact the confidence and self-esteem of users and affect their mental health. It is best not to highlight and focus on cognitive comparisons as it can be detrimental to one's mental health.

Some of the side effects and symptoms of anxiety affecting the influencers include low self-evaluation, insecurity, anxiety, fluctuating mood, and reduced satisfaction of appearance.

These effects become more prominent since the influencers' careers are engaged in these very platforms. One of the main aspects of comparison is of an influencer with that of someone higher than his or her status or status on social media platforms is concerned.











DECEMBER 2021

Networking has always been one of the main features of this professional platform, LinkedIn. However, if you are new to the platform, it can get confusing at times. There are more than 760 plus million active users on the platform, and you can connect with them today itself. LinkedIn can give you opportunities wherein, you can find yourself a good job and unveil opportunities galore.

LinkedIn network - Know more

Here, let us look at the following-

1. How to use LinkedIn for Networking

First, let us start by finding out how to network on LinkedIn? You need to do the following to get across your message to your new connection and bridge the gap in your networking efforts on this professional platform.

Connection Requests

Sending a connection request is the obvious way to connect with your peers on LinkedIn. To connect, visit the person's profile and click on Connect button. But to make it effective make sure you include a personalized note.

LinkedIn Searches

If you are interested in connecting with people that belong to the desired domain, you can be specific in your LinkedIn search. For instance, if you want to connect with people that belong to digital marketing, are associated with a particular company, or offer specific services, you can narrow down your searches by using Advanced filters in LinkedIn searches or use Boolean operators like AND, NOT, and OR.

Focus on the Section "People you may know"

Visit My Network and scroll down to find out people you may know. In this section, you will know people that belong to your university, are in similar job roles like yours, belong to a mutual LinkedIn group, are working in the same industry, or have recommendations. This section will give you details on "quality over quantity".

People Attending a Common LinkedIn event

You can connect with many people if you have attended the same LinkedIn event as others. They will all be present on the LinkedIn networks.

LinkedIn Groups

This is a great way to look for people and connect with professionals you desire to. It will help you by letting you connect to your target audience where you can set up relationships if you have something in common.

2. Do s and Don'ts

Check out the Dos and Don'ts when you intend to connect on the LinkedIn network.

Dos

Make sure you optimize your profile well. This includes the About, profile picture, banner photo, and so on.

Post LinkedIn content daily. It can be in the form of a post or an article.

Take out time to write personalized content for connections

Make sure that the content you are posting is engaging and appeals to each and everyone in the group.

Leverage different growth hacks and monitor outreach

Don'ts

Do not refrain from commenting or at least replying if someone posts a comment at the end of your article or post. Make sure you respond as well.

Do not become stagnant. It is always better to post content regularly on the platform that will entice visitors.

Not personalizing your leads. Try not to sound generalized when you approach your prospects or leads. Send a personalized message always.

Do not refrain from using automation whenever possible.

The above points are just a few of the same. As you get accustomed to the ways of working on this platform, you will find employing trial and error that what is working and what is not for you or your business.





HOW HAS TECHNOLOGY TRANSFORMED THESE SECTORS?

DI CLMBLR 2021

In the pandemic, we relied on technology to work, eat, socialize and entertain ourselves. Technology has developed tremendously in the past few years and now infiltrates also every aspect of modern life. The traditional sectors have seen a huge transformation in their processes, equipment, and staff management.

Technology is no longer limited to big data and Al. Let's take a closer look at how technology has changed other sectors.



DECEMBER 2021

Construction

At first glance, you might not associate the construction industry with technology. However, most construction machinery uses smart technology these days to collect data and maximize efficiency. From electrical tools to Bluetooth features, the construction industry is a big fan of technology.

The director of power tool technology at Milwaukee Tool, Tim Obermann, said: "In the 1990s, we saw the introduction of low powered, handheld cordless solutions. These were later replaced by more powerful lithium power tools, which Milwaukee Tool really pioneered.

"As the firm's electrical and electronics engineering competencies matured, Milwaukee Tool went into brushless motors and electronic motor control in a big way. Subsequently, that enabled the addition of the internet of things with systemic microcontrollers."

Fashion

Ecommerce is now a huge part of the fashion industry. Online shopping has become increasingly popular in recent years. You can shop on your desktop or download the app for your store of choice. Once you like a few items online, the brand will often show you a list of items you may also like. The shopping experience is quick, efficient, and tailored to your style.

Finance

Online banking tends to be a love it or hate it kind of thing. Some people insist on going into a bank and talking to a customer service assistant. While others prefer the ease and accessibility of online banking. These days, ultra-modern banks, like Monzo, don't have any in-store branches available. All of their resources are dedicated to online banking to optimize the user experience.

Education

In a lockdown, millions of students began home-schooling online. Teachers can host lessons online via video chat and set out online activities for the students to do. They can ask questions, participate in polls and enjoy online quizzes from their home.

There are thousands of online courses available for anyone to take. Whether you want to take a 20-hour course or a one-year Master's degree – there is something for you online. Education is far more accessible and affordable online. You don't need to move to a different city and uproot your entire life. You can take an online course and broaden your skills while staying at home.

Technology is advancing at a rapid rate, and we are likely to see far more changes in future years.





DECEMBER 2021

WHAT TO CONSIDER WHEN YOU WANT TO MAKE HOME AUTOMATION





DECEMBER 2021

Whether you are saving on energy bills by making it more efficient, or implementing a basic home security system for safety, or simply improving the interior of a room, there is one or another product from the category of equipment and home automation products for all these purposes. Moreover, the following market is expanding exponentially as many people see the need for comprehensive control and interactivity in their home environment. Combined with a growing number of home automation products, there are a number of markets such as IoT and Big Data that enable artificial intellect as well.

Home automation also implies the use of separate smart objects automated with the help of different types of actuators, for example, 24vdc actuators and other popular models to add your furniture units and house components extra useful features. You can fulfill such an automation project yourself without connecting it to the whole automated system of your home if you have any. For instance, today, it is a new ergonomic solution to use a sit-and-stand adjustable desk to work healthier. Take some time to decide what you really need to improve your household and make it safe.

Top Reasons to Automate Your Home

Saving money

The most common money saver in your home is energy. Depending on the climate where you live, electricity bills can change. You have to control the lights off, take shorter showers, and even cook at a later time to keep costs down. Instead of taking these "extreme measures," you can reduce costs by automatically controlling heating and cooling. Also use sensors to turn off lights, and detect water leaks at the right time before flooding.

Heating and cooling

About half of your electricity bills are for heating and cooling. Smart thermostats can help you find out your temperature preferences and give you remote access for temperature control and energy efficiency. These algorithms take motion detection into account to determine if you've gone to work during the day or are resting at night. When you are within a certain radius of your home, it may automatically turn on based on your location. Algorithms can also determine your temperature preferences.

Water leak

A water leak can cause pretty costly damage. From destroying the foundations of your home to damaging documents, clothing, furniture, and household appliances.

A water leakage sensor is required in order to notify you of problems with pipes and connected plumbing. It can shut off water valves to prevent small leaks that can turn into serious problems. A sensor or detector can send an audio alert or message directly to your smartphone. It depends on how advanced your system is.

Things to Remember Before Buying Devices

First, forget about cheap gadgets made by some unknown manufacturers. They will not work properly for a long time. Sometimes it happens that even smart technology from well-known brands can fail. You should understand that your purchase will serve you for many years, so be attentive and fastidious in terms of choice. This philosophy should always be remembered. Before buying, it's recommended to read reviews and testimonials on the system or device you want to select but not by popular bloggers, but by real users.

Second, look at the connection punctures. Some devices can work over Wi-Fi, others need a hub. Combining all the gadgets is completely your concern, so think about it to avoid challenges.





DECEMBER 2021

Thirdly, the whole system works at your own risk. If something happens to internet sockets, for example, no one will pay compensation. The Internet can sometimes go out and the electricity goes off.

Features of wireless smart home systems

Today, you only need to know about three methods of wireless communication between gadgets - Wi-Fi, ZigBee, and Z-Wave. The rest of the protocols have been considered as old solutions.

Bluetooth can also be distinguished, however, it is so unstable in operation that it is better to avoid technology with it. Connecting all gadgets via Wi-Fi is also a bad idea. The best option is to use the ZigBee and Z-Wave protocols because only they can guarantee the reliability and security of the connection. After all, they were developed for a smart home, in contrast to Wi-Fi and Bluetooth.

One more important note is that older devices that have been connected through the ZigBee or Z-Wave protocol are not compatible with each other. Manufacturers forbade their gadgets to "communicate" with equipment from other companies. At least today we do not have such a problem thank God for that.

We tried to describe in as much detail as possible the implementation of IoT systems in the home. There can be many problems but they are all solvable. After overcoming them, you will enjoy the new characteristics and "abilities" of your home.









Wondering About the Newest Technology of Windows 10 lot Core?

Well, then you are in the right place. Before we begin let us walk you through what is Windows 10 IoT Core? Windows 10 IoT Core is an optimized version of Windows for low-end devices running both on ARM and x86/x64 devices irrespective of having a display.







DECEMBER 2021

A Brief Overview on Windows 10 IoT Core

The documentation of Windows 10 IoT Core provides info on managing, connecting, updating, securing devices, and more. Windows 10 IoT Core comes free but lacks the usual Windows System User Interface. It is a subset of Windows 10 and runs on all Universal Windows Applications.

It is open source until any further update, and it has a GUI stack limited to Microsoft's Universal App Platform (UAP). Still, Windows 10 IoT Core is way behind its desktop counterpart as the last update was on May 2019 version 1903.

Getting Started with Windows 10 IoT Enterprise

For getting started either you can reach out to a Windows 10 IoT distributor or Windows 10 IoT Enterprise 90-day Evaluation. From there with the help of a manufacturing guide, you can learn how to manufacture with Windows 10 IoT Enterprise. It allows you to build fixed-purpose devices with restrictions and specific allowances mentioned in the License Agreement. A Fixed-Purpose Device varies from all General Purpose Device. For example, a fixed purpose device is for a one-time application or a fixed number of applications via the Assigned Access or Shell Launcher features. The device response is immediate, it can be achieved by configuring the device image to skip Windows out of box experiences. The USB Ports, Keyboards, and device policies are locked to constrain the device to serve only its fixed purpose. The OEM gives customer support for the product and the functions performed by the Operating System. The OEM gives a license to the user for the software attached to the device as a complete product with specific Windows terms in their own agreements.

Windows 10 IoT Enterprise

Now let us talk about Windows 10 IoT Enterprise!

Well, Windows 10 IoT Enterprise is responsible for the manageability and security of the IoT solutions. It provides all the benefits of the world-wide Windows Ecosystem. The development and management tools as Client PCs and Laptops are quite familiar with Windows 10 Enterprise but differ in Licensing and Distribution as the desktop and IoT versions differ. Windows 10 IoT Enterprise offers both Long Term Servicing Channel (LTSE) and Semi-Annual Servicing Channel (SAC). OEMs choose the versions according to their requirement.





DECEMBER 2021

Popular Examples

There are few specialized systems that require longer servicing options because of their purpose. For example, medical equipment, point-of-sale systems, ATMs, etc. They do not require frequent feature updates and perform a single important task. The stability and security of devices are required, and they must be updated with the latest UI changes. The LTSC (Long-term servicing model) prevents Windows 10 IoT Core Enterprise to give usual feature updates and allows only quality updates thus maintaining the security of the device. Even customers can customize the updates by deferring them from the Servicing Tools Section.

Windows 10 IoT Raspberry Pi is a hot topic nowadays. We will walk you through how you can install Windows 10 IoT on Raspberry Pi.

Windows 10 IoT Raspberry Pi is a hot topic nowadays. We will walk you through how you can install Windows 10 IoT on Raspberry Pi.

There are few things that you will be needed for installing Windows 10 IoT on Raspberry Windows 10 IOT Raspberry PiPi. First and foremost, obviously the Raspberry Pi. You can have one Raspberry Pi 3B+ but then you must use 3B+ technical preview, as Dashboard cannot be used on Raspberry Pi 3B+. Secondly, you will need one computer running on Windows 10. Thirdly a high-performance SD Card preferably the class 10 ones of 16GB size, although 8GB will also do fine. Fourthly, an external display and few peripherals (such as keyboard and mouse if needed).

Last but not least you will need the Windows 10 IoT Core dashboard. We recommend if you are using Raspberry Pi for prototyping then go for Windows 10 IoT Core dashboard otherwise if you are trying to manufacture with Raspberry Pi then you can go for IoT Core Manufacturing Guide.

Before downloading and installing Windows 10 IoT Core dashboard run it either as personal or as a Windows 10 IoT Enterprise system and set up a new device. The option will be there. Insert SD Card in the computer. Plugin your Raspberry Pi to your computer. Make the device type as Broadcomm, give your device a name and the password otherwise you can keep the default credentials. For name, it is "minwinpc" and password is "p@ssw0rd".







DECEMBER 2021

Agree to the software license and terms and click the option saying, "Download and Install". If everything goes fine, then you will find the SD card flashing with Windows 10 IoT Core.

The next step is connecting to a network. It can be wired or wireless. Do not worry we will provide instruction for both ways.

If your device supports USB Ethernet Adapter, then you can enable a wired connection with the help of an Ethernet cable to connect it to a network.

For Wireless Connection, your device needs to support Wi-Fi connectivity. If it does thenWi-Fi connectivity connect it to a display and you need to do the following things.

Go to Settings on your default application.

Select the "Network and Wi-Fi" option.

Scan for wireless networks and connect them.

Now if you do not have a display, and you would like to go for Wireless Connection then go to the "My Devices" option on IoT dashboard. Try to find your unconfigured board which must be beginning with AJ from the list. Reboot your system if you do not find it. Configure your device by clicking the option "Configure Device" and give your network credentials which will eventually connect your board to the network.

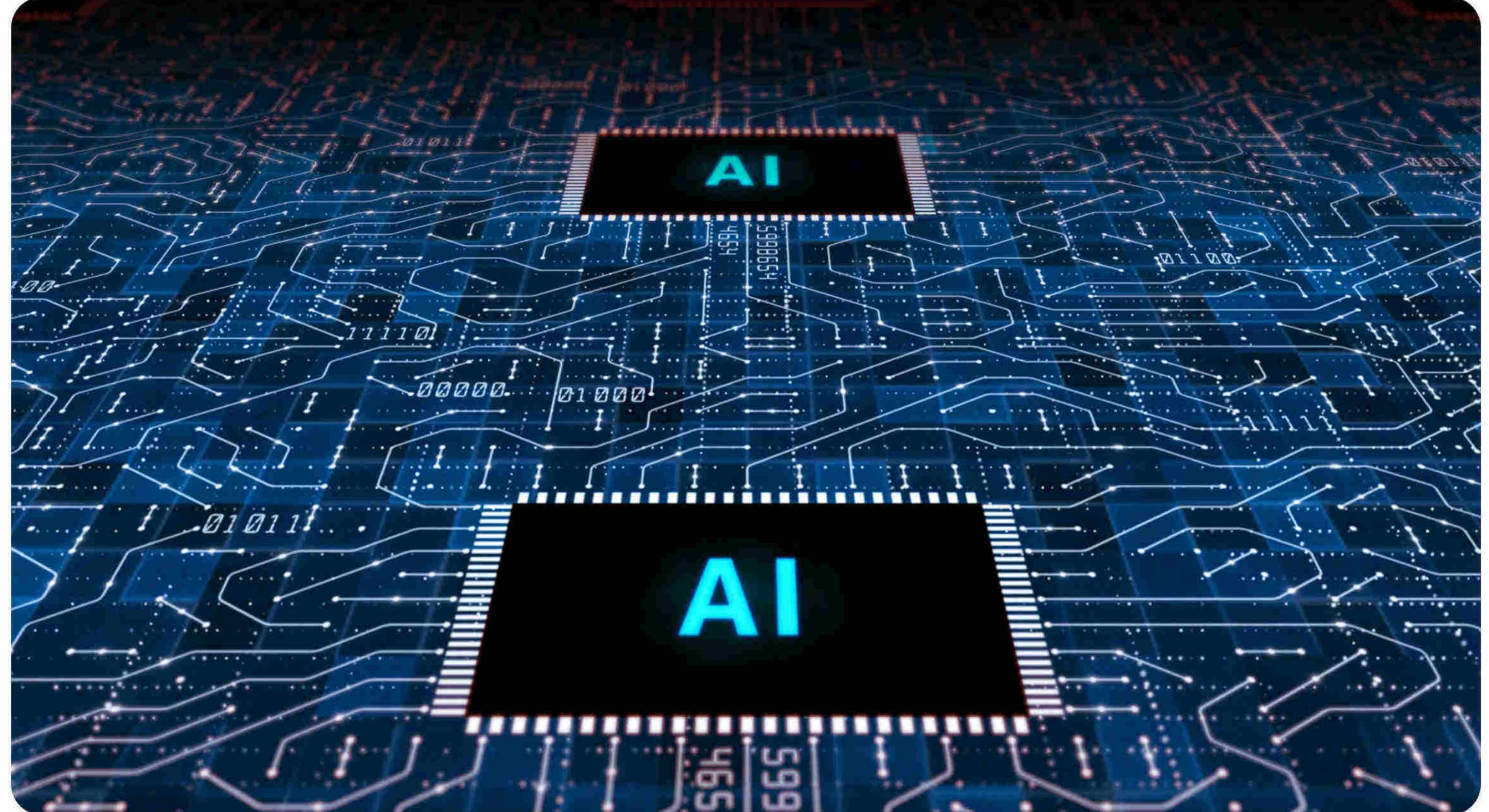
The last step is connecting to Windows Device Portal. It is used to connect your device through a web browser. Device management capabilities and valuable configuration are available.





DECEMBER 2021





Working on Windows 10 IoT Raspberry Pi

Windows 10 IoT Core on Raspberry Pi provides users Universal Windows App and does not boot to the familiar desktop one.

Now let us talk about a few projects manufactured using Windows 10 IoT Core.

First comes Cortana Home Assistant. Using Raspberry Pi and Windows IoT core you can get this project going in a short period of time. Windows 10 IoT Enterprise

On our list next comes controlling a Closed-Loop Wheel Control. Now a Closed-loop Control is used to synchronize the rpm of two wheels by finding out the difference between two encoder outputs. In this project, a touch display is connected to Raspberry Pi to adjust the speed and monitor the RPM. But in the real world, we need to deal with friction, which when applied, slows down but by turning on Closed-loop control the Raspberry increases power to maintain a specific RPM.

If you are willing to start with Windows 10 IoT Core, you can follow the instructions mentioned to download and install Windows 10 IoT and perform a few useful projects. As Windows 10 IoT Core is free but not Windows 10 IoT Enterprise. We have discussed a few projects on Windows IoT Raspberry Pi to give you a clear idea of what Windows IoT Core is capable of. Some other projects are Raspberry Pi Vehicle, Raspberry Pi Breathalyzer, Internet Controlled Light, Customizing Visual Studio Apps, PiTFT Touch Screen, Heart Rate Tracker, etc. Try Azure Cloud Platform for cloud support and kickstart your project.



As much as that sumptuous Christmas dinner is important, the right Christmas dinner table decorations are important too. During the festive season, it is your responsibility to change your everyday dinner table to a winter wonderland. To execute this transformation, you need some Christmas dinner table ideas, and here we are to help you! Christmas dinner tablesWe look forward to focusing on your Christmas dinner tables and make sure that your Christmas dinner outfits are not the only thing that your guests keep talking about after they leave. Besides, the right Christmas dinner table decorations set the mood for the festival, too. Come; let us have a look at 3 different ways to enhance the beauty of our Christmas dinner tables:



DECEMBER 2021

1. Origami Napkins

If you do not keep the napkins on your Christmas dinner tables tidily, they can be a major mood spoiler. This year, you may want to try a little origami on them, and make Christmas trees, or stars out of them. This will not only add to the beauty of Christmas dinner tables but will also fit the theme of the festival right. What are you thinking? Start going through the YouTube tutorials on Origami, and surprise everyone with this new Christmas dinner table idea!

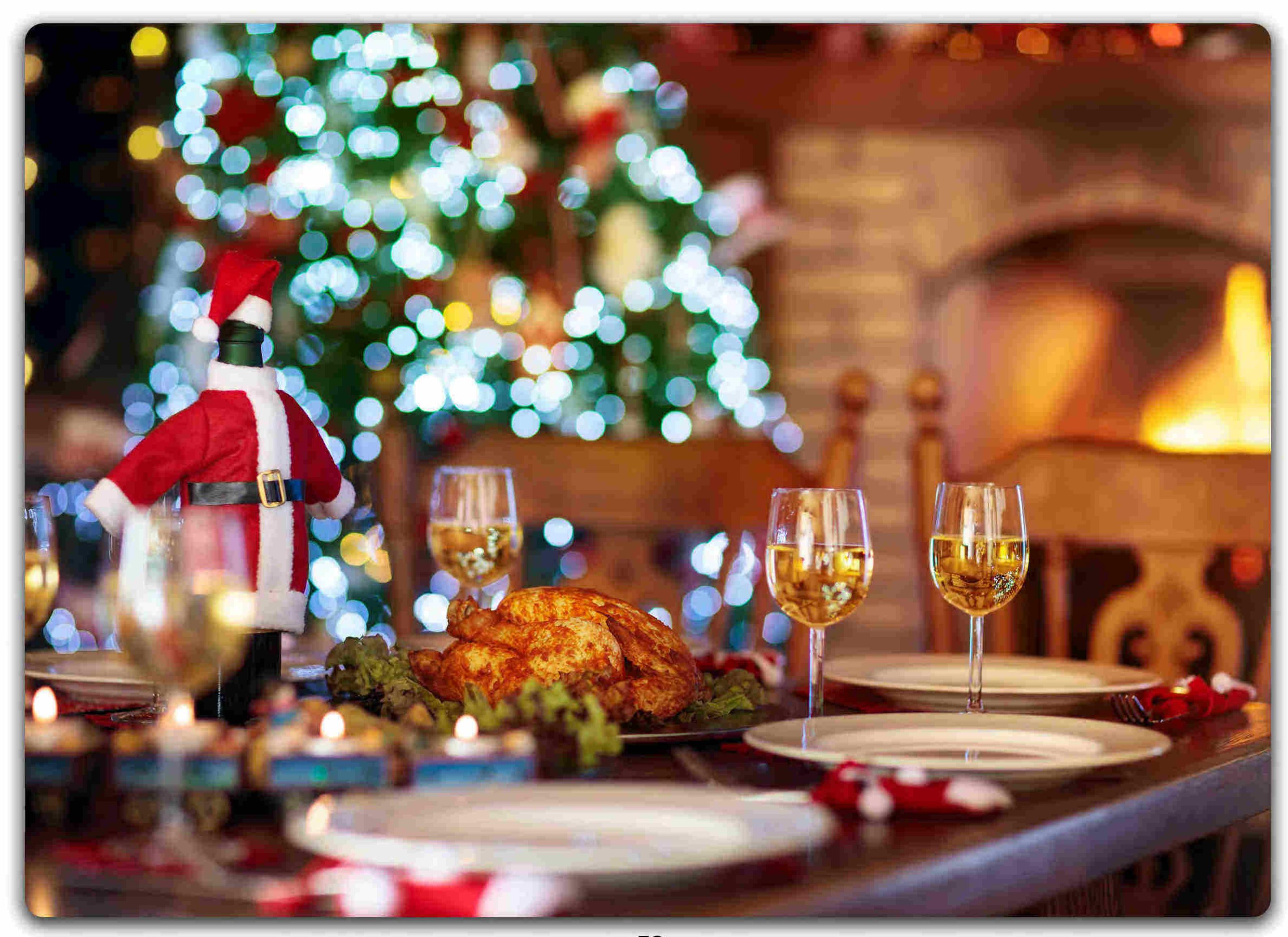
2. Festive Crackers

Do you think that Christmas dinner table decorations can ever be complete without the greatest of all crackers that you open during your Christmas dinner? We recommend that your Ideas for Christmas dinner and the Christmas dinner table should not exclude this cracker. A cracker includes a crown, trinket, a toy, and also a joke. This serves as a wonderful Christmas dinner plan to entertain the members of the family and the guests. To top it all, it beautifies the Christmas dinner tables adequately!

3. Unconventional Setting

It is really important to try little unusual, unconventional things once in a while when you are setting up your Christmas dinner tables. We recommend that you add this to your list of Christmas dinner table ideas this year, and give your dinner table a completely new makeover. Don't you sometimes wear mismatched earrings as a part of your Christmas dinner outfit to look quirky? Similarly, instead of putting the napkin in their usual across-the-centre position put them beside the Christmas dinner plates. Throw in some wooden toys, or a decorative tabletop, or simply place a small candle. These whimsical changes can be just right for your Christmas dinner table decorations. Christmas dinner table ideas

Here we have made a list of 3 different things that you can do as a part of your Christmas dinner table decorations. Like we spend all the time thinking about our Christmas dinner menu, or Christmas dinner outfits or Christmas party dress ideas, we often miss paying enough attention to our Christmas dinner table decorations. However, we must remember that Christmas dinner is also equally about the beautiful Christmas dinner table. We hope you will go through this, and decorate your dinner table beautifully. Good luck!





DECEMBER 2021

Christmas Vacation Party Ideas





DECEMBER 2021

The most beautiful time of the year can also be a bit tiring with a long list of things to be done: trimming the Christmas trees and decorating it, hanging the Christmas stockings, baking as well as planning the Christmas vacation party!

Ornament Guess: It is a simple guessing game to start any Christmas party. One can hand a slip of paper to the walking in guests and request to guess the number of ornaments used to decorate the Christmas tree. Who estimates closest to the actual number will win. In case of more than one individual getting the answer correct, one can take the entries and put them in a bowl before picking up randomly to choose the winner.

Christmas Carol Pictionary Relay: In this activity, the traditional drawing games are given a holiday spin. To draw popular Christmas carols, members form teams are required to compete. Once their co-players understand the Christmas carol being portrayed, they will have to sing in order to score points.

Candy Canes: It's somewhat similar to the traditional card game, where participants are required to take a candy cane cunningly. This game works best for small groups, but one can play it with up to six players. Christmas Gift Exchange Game: This game includes a funny poem to make everyone laugh while they're exchanging Christmas gifts.

Christmas Gift Exchange Game: This game includes a funny poem to make everyone laugh while they're exchanging Christmas gifts.

Christmas vacation outfit ideas:

The Holiday Sweater
Suit set
Blazer dress
Cocktail dress
Classic jacket
Stockings

Christmas vacation movie party ideas:

Christmas Movie Drinking Game: In this game, one can write up a list of rules that accompany the movie. Everybody takes a drink anytime one of those rules happens in the movie.

Christmas Movie Trivia: In this game, one needs to print Christmas movie trivia sheets and then hand them over to all the guests willing to play. Further, they are asked to fill out those sheets on their own, or one can even host a live movie quiz for all the Christmas movie buffs.

Christmas vacation cubicle ideas:

Few ideas to add holiday cheer to one's boring everyday cubicle are as follows:

By hanging strings of lights on the cubicle.
Rolling out a Holiday Rug.
By using Holiday Mugs.
Placing a candy bowl on the cubicle.
By changing the Desktop Background.
By lighting Festive Smelling Candles on the cubicle.
Covering the cubicle walls with Wrapping Paper.
By embellishing the cubicle with small decorations.

Christmas week vacation ideas:

Some of the best places for Christmas week vacation for a quick yuletide festive getaway are as follows:

Vienna.
Prague.
Park City.
Charleston, SC.
Edinburgh.

National lampoon's Christmas vacation gift ideas:

Glass Moose Mug: It is an eight-ounce glass moose mug that can be used for drinking hot chocolate, cider, or eggnog.

Clark's Dinosaur Pajama Set: It is a matching set of long sleeve shirt and pants covered with dinosaurs, like the ones Clark Griswold had.

Inflatable Snow Globe Projector: It is an eight-feet snow globe shaped inflatable projector which plays five scenes from the movie National Lampoon's Christmas Vacation.

Moose Mug Light Set: These include a set of moose mug-shaped lights as used in the movie.

Christmas vacation shirt ideas:

Many families extend their festive celebrations by giving each other Christmas vacation t-shirts among other gifts. The t-shirts have messages related to the holiday spirit. One can get matching family t-shirts with reindeer or other Christmas characters as well quotes or characters from one's favorite movie or sitcom.







DECEMBER 2021

Winter is approaching and so is the biggest festival of the year. The majority of the population in the USA are Christian and so the celebration of Christmas is grand. Even non-Christians have started celebrating this most beautifully. The covid situation might stop you from going out to see the beautiful decorations all around. So, this article will talk about some house décor ideas for Christmas which you can implement at your house to uplift your Christmas spirit.

What is the Reason behind home decorating during Christmas?

Christmas is all about celebrations, family get-togethers, sharing love, spending time with loved ones, and of course, yummy foods. When it comes to decoration, the Christmas season is the ultimate bliss. All individuals come across new home decoration ideas during X-mas. But do you know the significance of these Christmas decorations?

- The tradition of the Christmas tree was started by the German preacher of the 16th Century, Martin Luther.
- The decoration of the tree marks Jesus' birth and the commencement of celebrations.
- Tinsel on the Christmas tree represents ice shavings.
- The wreath is the representation of the thorn crown worn by Jesus at the time of his crucifixion.
- The star on the top of the Christmas tree symbolizes the renowned star of Bethlehem.
- The Christmas lights are the symbolization of the stars in the sky.
- Candy canes are the representation of the shepherd's staff.
- Christmas bells represent shepherds' bells that they used to guide their flock of sheep.



Check out these 7 House Décor Ideas for Christmas

A decoration with fairy lights is never out of fashion

Christmas and the sparkling fairy lights go hand in hand. So, do not forget to make room for some fair lights inside your house. The strings of fairy lights can are an inexpensive way to light up your house in the most festive way which can be dreamy as well. You can decorate it in the trees outside your house, buildings, or even a separate room. The fireplace can also be decorated if you live in the colder regions. Similar to how cherry work with a cake, lights over a bunch of candies looks fabulous.

Holiday wreaths are one of the most beautiful props for house decorations

Hanging the dainty holiday wreaths on every door at your house can boost the holiday spirit and get you in the celebration zone. These wreaths go well in front of the windows and over the mantle as well. These wreaths are available in a wide range and all kinds of budgets as well. The range includes grapevine, holly, made with bows, and even artificial ones that can last for more than one Christmas are available in the market.



DECEMBER 2021

Christmas themed pillow covers as one of the Christmas Decorating Ideas

To get a more Christmas vibe, festive pillow covers are the go-to. It is a low budget decoration and is convenient as well. Reindeers, Pine Trees, Santa Claus, or even a red white themed cover are the ones you can opt for. These pillows can be used to decorate empty spaces in your rooms or even in the sofas.

How can one forget decorating a Christmas tree?

There is no Christmas without a decorated customary Christmas tree. The Christmas tree is available in all sizes. It can be artificial as well. Fairylight, ornaments, gift wraps, artificial reindeers, snowflakes, and a star at the top goes well with this festive tree. A red, green, and white theme decoration around the Christmas tree works well.

Ornaments work well everywhere

Not only can you use ornaments in the Christmas tree, but it looks fabulous in the window panels and above the sofa. Not a single place in the house would look plain with these in the festivals.

Christmas candles are a great way to add up to the decoration

Festive candles or Christmas themes candles are available everywhere. You can also make the candles at home. These Christmas candles can be used to decorate the dining tables and drawing-room. Mason jars with greenery at the bottom with two-third of water, some cranberries, and a floating candle is a simple yet charming festive decoration for your home.

Pine cones and stars cant be forgotten

Pine cones and sparkling stars can be used to decorate Christmas trees, dining tables, and other parts of your house. These two props give a winterly homely vibe. The stars add life and energy to your decorations. The exterior of the house will also look charming and elegant.

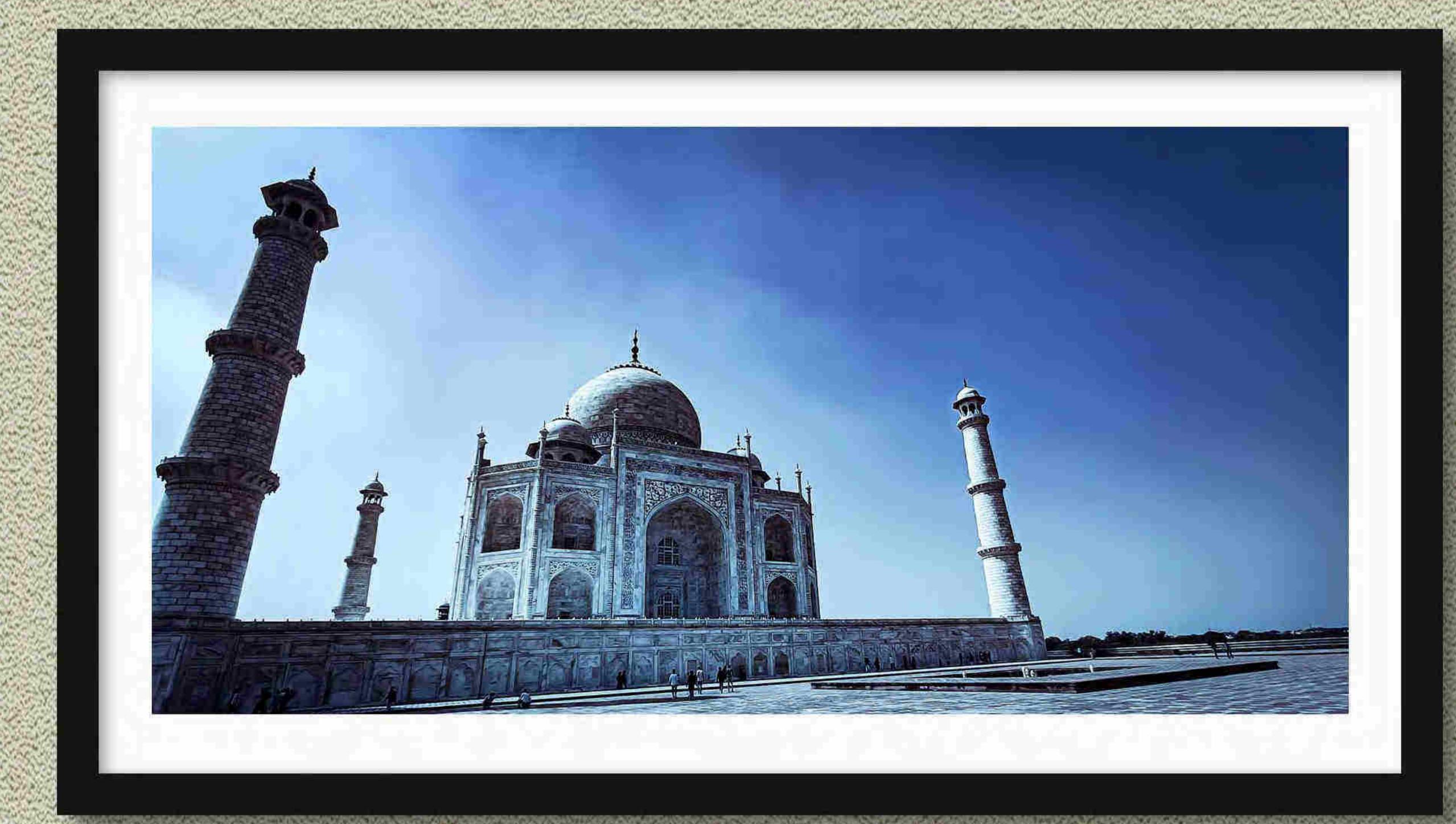






DECEMBER 2021

PHOTO OF THE MONTH



"Immortalize love and beauty forever"- Barbie

"QUOTE FOR THE PICTURE"

"Certain things strike your sight, but only those that captivate your heart should be pursued" Kaustav Bhattacharya.

TECHNICAL DETAILS:-

FOCAL LENGTH 4.73M

APERTURE - +/1.7

ISO 106

EXPOSURE TIME 1/1199S

CAMERA CANON 200D

LOCATION TAJ MAHAL, AGRA





The Mental And Physical Benefits Of Swimming For Young Children

ENROLL YOUR KIDS IN A SPORT.'

PARENTS ARE ALWAYS HEARING THIS COMMENT FROM NEIGHBORS, RELATIVES, AND FRIENDS. ALTHOUGH IT IS EXCELLENT ADVICE FOR THE PHYSICAL AND COGNITIVE GROWTH OF A CHILD, THE ACTUAL DIFFICULTY REMAINS IN THE EXECUTION.

CHILDREN NATURALLY LOVE THE OUTDOOR ENVIRONMENT AND GAMES. HOWEVER, WHEN THEY ARE LEARNING SOMETHING, THERE IS A SENSE OF ROUTINE THAT FOLLOWS. MOST OF THE TIME, THIS MAKES YOUNG CHILDREN SLIGHTLY STANDOFFISH TO THE IDEA.

IT IS UNDERSTANDABLE, AS AT THAT AGE KIDS DON'T LIKE RULES!

BUT, IS THERE A SOLUTION TO THIS? YES, THERE IS.

ONE WORD; SWIMMING!







DECEMBER 2021

-cont'd from previous page

THE MENTAL AND PHYSICAL BENEFITS OF SWIMMING FOR YOUNG CHILDREN

Children, in general, are fascinated by the idea of water. They love beaches, and this is the only sports activity that will allow them to have immense fun while learning. However, that is not what swimming entails; here are the most talked-about mental and physical benefits of swimming.

It Helps In Their Cognitive Development

Swimming is a sport that requires physical labor. Naturally, one can already guess that it helps in the physical development of the young child. However, did you know that it also contributes to the cognitive development of your child?

With the swimming classes, your child will feel a sense of togetherness among all the other children who are learning the same skill. This will assist in developing their soft skills like social confidence, better communication, and as well as critical thinking skills.

Swimming Will Help With Their Muscular Reflexes

Did you know that most child drowning cases are under the age of 15? The young children age group also develop a lot of muscle reflexes along with their cognition at this age. Therefore, a child trained in swimming will automatically activate their reflexes despite the panic.

This will help your child to develop a quick-thinking capability in such situations. This is one important lesson why kids swimming lessons in Singapore are so heavily advocated because they are surrounded by water.

Excellent Respiratory Organs

All the other sports can definitely help in the exterior muscular growth, but swimming will additionally help your child strengthen their respiratory organ from a very young age.

Swimming naturally involves them in regular breathing exercises while they try holding their breath for longer underneath the water.

With mental health issues on the rise and children having to deal with things from a very young age, this will be of immense help at difficult times because it will compose your child's breath and protect them from hyperventilating.

Blue Helps Them To Not Feel Blue

It is pretty ironic how feeling sad or particularly down is represented with the idiom of 'feeling blue,' yet blue is scientifically proven to be the color that helps in uplifting your mental health and uplifting your mood.

Although artificial, the pool blue color will enliven a sense of optimism in your young child. They will feel more enthusiastic and less tired from all the activity. The pale hue of this particular blue will also make your child more patient and increase their concentration.

It Will Makes Your Child Overall Happy

Other than the fact that it is fun, swimming is known to have the highest endorphin release for a child. Not only will this help your young child learn something effective but also help them enjoy the activity while they are at it.

This will eventually protect your kid from the overwhelming stress they will be going through in their school because of studies and in later years from the external environment or peer pressure.

It doesn't necessarily reduce the stress but definitely gives them strength.

TO FINISH THE SETS

It is understandable that some families might be scared of the idea of leaving their kids in the water. However, kids' swim training is highly supervised by trainers from all directions.

Additionally, you won't be exactly leaving your child behind. There are ways through which you can keep an eye on them and converse with their trainers as well.

This is that one sport that has multiple benefits and rules disguised within 'fun,' Which means your young child can never get bored of it.

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