

Volume 3 • June 2008

### In this Issue

#### Feature Article



#### Internet Marketing Strategy

As more of your customers access the internet, it becomes an effective way to reach them, if used correctly!

#### Leyton's Soap Box:

Let us build our Caribbean economies by trusting our home grown experts to get the job done.

#### What's Happening

Featured Clients, employees, and territories, all happening at Leyton!

#### Streamlining

Food for thought about ensuring that your business processes are in order.



#### Computer Tip

#### The Computer Virus Battle



#### Coming in August and future issues of Tech Talk:

- Search Engine marketing
- Document Warehousing
- Online Payroll Solutions

#### Partner sites:

Information Concepts - <http://www.iqconcepts.com>

## Internet Marketing Strategy

The internet is here in the Caribbean and here to stay. Whether you like it or not, your customers are on their computers at all hours comparing the goods and services that you sell with prices and quality all over the world. The days when having a billboard type website was enough are gone. A website is now the baseline, it is expected. It establishes that you are a bona fide business. Now companies must create internet projects that bring value to their business and support their best practices.

The internet is a double edged sword. It makes information more widely available, so customers can reach you; it reduces the difficulties of marketing, purchasing and distributing. By the same token, the technology also provides buyers with easy access to your competitors' information and suppliers, and brings more companies into your competitive space.

In our [February issue](#), we spoke about IT strategy in general, and underscored the point that IT strategy must be a part of overall strategy. The same principle applies to internet marketing. If you do not have a strategy, or if your internet marketing strategy is completely divorced from your overall strategy, the results will be expensive, ineffective and possibly destructive. That said, here are a few things to consider.

Customers should experience the same quality of service whether they are getting information via the internet or they are calling your company directly.

Recognize that you cannot transfer traditional marketing techniques to the internet. Whereas graphics may be quite effective in print advertising, large graphics that download slowly will drive your potential customers away.

Today's consumers demand up-to-date, accurate and pertinent information from your website. They don't just want to know a brief description of what you sell, but they want details on the price, availability and to be able to purchase it if necessary. Remember, with a few clicks, they can be on another website making their purchase.

Fortunately, once you decide on the aspects of your business that will be enhanced by an internet presence, it is relatively easy to implement what you need using existing technologies. Educate yourself about search engine marketing as well as email marketing.

#### Buy Caribbean

The "Made in USA" campaign to encourage the purchase of American goods and services and to convince consumers that they are superior has been a resounding success in and outside of the United States. Too often, we look to the USA and Europeans for expertise and skills that are very much available from well trained, expert and motivated Caribbean nationals. Consultants are brought in at great expense from abroad, when our own people, with a better understanding of the Caribbean context can perform the work. Let us make an effort to look within first and give our own nationals the opportunity to prove their worth.



Travelling between St. Kitts and Nevis? Check the Ferry Schedule Online at [boatschedule.leytonms.com](http://boatschedule.leytonms.com)

Leyton Microcomputer Services

Customised IT Solutions

Regional. Reliable. Experienced. Qualified.

869.466.4618

# Leyton Microcomputer Services Tech Talk

## Spring Cleaning and Streamlining

When last have you looked at the process flows in your business? Are you frustrating your customers by sending them in circles to complete a simple transaction?

I recently made a purchase at a reputable, regional company. I had to deal with three persons, one of them twice, to purchase a relatively small item. It was a frustrating transaction, with so much room for error.

Inefficient processes cost companies money because they require additional staff, are error prone and they cost you customer confidence. Computer software alone cannot create an efficient process. The software must support a streamlined process that works and give the customer a pleasant experience.

Spend some time periodically reviewing the way that your customers interact with your business to ensure that you are giving the best service at your lowest cost.

## Payroll News

Are you submitting your social security electronically? When you submit electronically, employees get quicker credit for the weeks that they have worked. Social Security Board in St. Kitts sponsored the addition of this feature to Leyton's WagesPlus. Contact us today for your copy.

## Computer Tip – Virus Protection



Every time you log onto the Internet, send an email message, open an attachment, you risk infecting your computer system. Computer viruses are out there just waiting to wreak havoc on your computer system.

There are now estimates of over 58,000 different known computer viruses currently in circulation. The risk of damage to your small business computer system is increasing.

1. Regularly backup your computer.
2. Use anti-virus software.
3. Ensure that your Internet connection has a firewall.
4. Shut down computers when not in use for some time.
5. All email attachments are to be regarded with particular suspicion. Make sure that you know the sender, check with them if you are not sure.
6. Check your application software vendors' web sites regularly for security patches.
8. Educate all your employees regarding computer virus.
9. Consider purchasing computer system insurance.
10. Consider out-sourcing your security needs.

## What's Happening

### Featured Client

Reed Data Services, one of our valued clients since 1988, celebrated their 20<sup>th</sup> anniversary of operations in St. Kitts this May.

This facility here is an important part of Reed Business Information (RBI) which is the largest business to business publisher in the US. RBI is in turn a member of the Reed Elsevier Group plc, a world leading publisher and information provider. The company has locations in the USA, Canada, Europe, Asia and right here in St. Kitts.

Reed Data Services has been a pillar in the community of St. Kitts, in terms of their commitment to their employees and their contributions to causes.

### Staffing News

We recently welcomed another new member to our team, Tessa Wattley

### New Territories - Grenada

In May, Leyton completed the first round of payrolls for a client in Grenada. As with WagesPlus in our other territories (St. Kitts, Nevis, Anguilla and Dominica) the software handles all of the required statutory deductions and forms for submission to the authorities.

## CustomsAid News

The customs department will be officially launching their online submission of customs entries this month. Look out for the launch and activities around this service for quicker clearing of goods. And check Leyton for the latest CustomsAid version to take advantage of this feature.

## About Leyton

Leyton provides customised IT solutions to its customers specifically with regard to problems related to data management. We consult in this area and design and create solutions, both desktop and web based to address these issues. We have done this for 20 years in a variety of industries including the public and financial sectors.

Leyton has produced a number of software solutions, including:

- WagesPlus, WagesPlus TMS** – full payroll management
- CustomsAid 5.1** – Customs Brokerage Solutions,
- CustomsAid Online** and **CustomsAid Pay-As-You-Use**
- ManageRX** – a customer service solution for pharmacies.
- Medical Office Manager** – Physician's Office Assistant
- And much more ...**

**Leyton Microcomputer Services**

Customised IT Solutions

Regional. Reliable. Experienced. Qualified.

869.466.4618