

# 4urWeb Monthly Newsletter

Issue 9-06

July 2nd, 2015

## We Are Expanding

by: The 4urWeb Team

We are all ready to embark on our new adventure of opening up offices in Las Vegas, NV. It's taken us almost two years of planning and hard work but we are finally there. Our doors will open on September 15th, 2015. 6500 (SF) of office space newly renovated for our needs.



**Las Vegas Offices:**  
317 6th Street, Las Vegas NV

## Grand Opening

Saturday September 26th, 2015

### TECH PARTY



#### **Fremont Hotel & Casino:**

You're invited to 4urWeb Las Vegas Launch Event. Fremont Hotel, 200 Fremont St Las Vegas, NV. Starts 9 pm - [RSVP](#)- 8262015 so we can text you the invite CODE!

**It's Going To Be A Blast!**



**How to choose a different picture:** Click on the image placeholder below and then choose *Insert image*. Browse to find the image you want. After uploading the image, re-size it to fit in this column.

## Happy Birthday

We like to celebrate our employees birthday, not the one they were born with but, for each year they have with us. It's been a pleasure to have worked with them.

Amy	7/20	8yrs	Support
Grant	7/07	3yrs	Support
Roger	7/21	6yrs	WebTech
Robin	7/09	12yrs	WebAdmin

If you get a chance stop by for our month get together...to celebrate our monthly birthdays. Refreshments and snacks supplied.

Our monthly get-together are the last Thursday of the month. 4 to 6 pm at the warehouse offices.

## Work Smarter not Harder

by: Mia Wallace

Have you given much thought in branding creation or marketing efforts, your email signature can sometimes be seen by hundreds of eyes on a daily basis. Once you start thinking of this rather minuscule part

## Where To Find Us Next

Calendar of Events

**August 19,th 2015** - attending a mixer for Tech.Co's in Chicago.

WeWork - Fulton Market - 210 N Green St. Chicago, IL 60607. (6:30 to 9:00 pm)

**October 4th, 5th, and 6th, 2015** - Celebrate 2015 - A 3 day startup journey and conference. Location: Inspire Theatre Las Vegas - 107 S. Las Vegas Blvd, Las Vegas, NV 89101

**November 3rd-4th 2015** - speaking at Seattle Interactive Conference 2015 - The premiere technology conference in the Northwest. Location: Washington State Convention Center - 800 COvention Place, Seattle, WA, 98101



#### **Welcome on Board**

media4 is our newest addition to our online emailing campaign program. 4urWeb is honored to be part of media5's team and include them in our family community. We look forward to a long and prosperous relationship working with media5

Party till you drop is our motto. If you are coming from out of town and need a reservation. Mention the TECH PARTY invite CODE we issue you for a 30% discount on Fremont Hotel Rooms and Suites.

of your communications a little more strategically, you will see how it can easily turn into an important branding tool with a build-in and engaged audience -- a tool that is personal and, yes, FREE...

Your signature can further engage current clients and partners or educate potential clients and employees about your brand's mission and culture. Working with entrepreneurs day in and day out, I always stress the signature as the most simple, yet most overlooked brand asset. Usually it is being greeted by a "dear in the headlights" type of ala moment, one that I would love to project upon you by sharing five incredible easy ways to push your brand upwards, while sending your emails outwards.

**1. Never use your logo in your email signature.**

Naturally we have a desire to showcase our brand identity design (the logo) in our signature. But, I advise you against using it.

Depending on technicalities on your or the receiver's end, that logo may just end up showing up as an attachment. When your recipient sees two attachments, but only one document, it is a surefire way to confuse them. Not a good message to send and surely not a great way to build your brand.

**2. Resurface or re-purpose your tagline.**

The tagline used to be one of the key brand communications tools. Things shifted and today taglines often end up being the headline on our landing page or used in certain

**For a peak experience, use a trusted guide!**

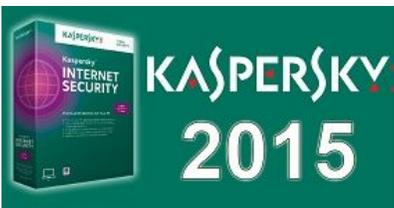


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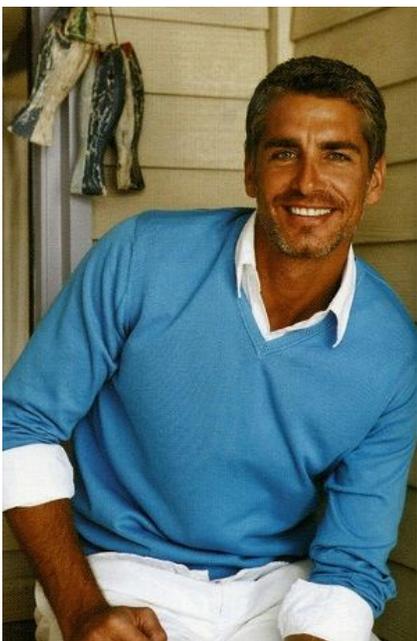
by: Dennis Norm

**Forbes Magazine** reveals that over 55% marketers in the U.S. perceive email as mainstream and the most effective tool for promoting products and services. The magazine also states that marketers have successively been

increasing the number of email campaigns.

**Internet Retailer** reported that, 73% of catalogers, virtual merchants, chain retailers, and consumer brand manufacturers taking part in Internet Retailer's latest monthly survey-this one on email marketing - confessed spending up to 5% of their marketing budget on email marketing. "They further added that 11.1% of online merchants counted claim that email campaigns drove more than 25% of the total sales and 18.& of all retailers thought email generated 1% to 2.5% of total sales.

According to **Pepper & Rogers Group**, "Email is the fastest, most flexible, cost efficient, personalized and specialized communication medium in the world today.



Interview by Zoi Knight

lock-ups on your logo only. It's time to celebrate your tag line again. It is a clever pitch in a few words that quickly describes your brand's purpose, and the email is the perfect piece in your marketing mix for it to live, be shared with others.

### **3. Showcase all of your brand's active social-media channels.**

This one is a no brainer. Now check your signature and make those updates to ensure all social brand channels are indeed showcased there. And remember there are new ones popping up all the time so keep on top of it.

### **4. Leave them with your genuine thoughts, not a dead man's quote.**

People are over the inspirational quotes and they don't want or need to know your message was sent using your iPhone, tablet or even smartwatch. Instead, use your signature to highlight the latest blog post you wrote or share interesting news of your brand. Remember you have the attention of the reader, and they are only one click away to learn more about your brand. The "leadership area" of your signature as I like to call it, can be individualized by department or receiver, too. This can ensure the information is personal and relevant.

### **5. The more data used, the more important the design becomes.**

All said and done, ensure your signature is not overwhelming. It needs to always be the second read after your message, even when you reply to an email with solely the two letters "OK." The signature should



We invite you to visit some of our sponsors when you check out **GITEX** this year. Watch for next months newsletter for more sponsors. I am sure they have something special waiting for you there.

While there you need to make a plan...otherwise you will just be walking around not quite knowing who or what to check out next. For IT lovers it's like taking the kids to Disneyland, you just can't get enough time to do everything you want to do.

For a full list of exhibitors you can check out the Exhibitors List at [www.gitex.com](http://www.gitex.com)

### **Coollest Office Gadgets**



**Laser Projected Keyboard -** can be found on Amazon for \$119.00

I caught up with our CEO, Thomas while he was out fishing over the 4th of July weekend. I thought I would take advantage of the situation to ask a few questions not related to work. He smiled: and I got the shot. "Just what kind of questions are you planning on asking" he asked. "Just a few personal ones, nothing that will make you blush" I promised. "Ok, then take your best shot" he smiled.

Q. What interest you outside the office?

A. "Classic and Antique cars, I love old cars. I own a 1928 Chevy Coupe, and a 1930 Ford Coupe, along with a 1964 Chevy SS that is my pride and joy.

Q. If you could live anywhere, where would you pick...and do not say Michigan?

A. "Hahaha, I do love good ol Michigan. Let's see" pause "I think Thailand I could call home. I go there every year and visit with my daughter-in-law's father. He is pretty high ranking there and we get along great. So yeah...Thailand for sure."

Q. Can I have a raise?

A. " Hahaha, sure I will raise your right over the side of the boat. Let's see if you can swim."

I ended the interview feeling I that I knew a little more about my CEO, and that made me feel closer to him and the company I work for 4urWeb Enterprise.

always feel just like that: a place to either grab a phone number or address from or to further engage with your brand; the latter you will now have successfully achieved.

To further help you visualize these tips, I am equally reluctant and happy to share with you my E-Mail signature, as it reads for this article.

Mia Wallace

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### 4urWeb Enterprise

CREATING SOLUTIONS FOR PROBLEMS

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### We have just ordered 24 New - Philips UltraWide 34-inch Curved Display BDM3490UC(TBD) Monitors.

The curved monitor helps you focus on documents, images, and videos by cocooning you with a slight curve. The screen is widescreen to help with productivity apps so you can run them side by side. We can't wait to get them in.



**The FlashForge Creator Pro 3D Printer.** Works with XBOX One Kinect Camera so it's affordable. Found on Amazon for \$1349.99



**The Level** is the first product from FluidStance but we feel it deserves a standing ovation. At between \$200 and \$400 you can find this at Fluidstance.com



**Pencil by FiftyThree** - It's a stunning stylus in gold and sold at selected Apple stores and on Amazon. With a cost of about \$55.00 you will be at the top of your game.