

# 5 TOOLS TO RUN YOUR SMALL BUSINESS LIKE A BIG ONE



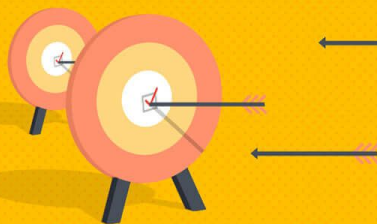
## 1 Help your customers from anywhere

If you work a second job while getting your business started, you need **a way to manage your business from anywhere**. "Cloud technology lets you work with customers anywhere in the world," says entrepreneur consultant Rieva Lesonsky. "You can hold virtual meetings and collaborate in real-time—no matter where you are."



Surface Pro 3 and Office 365 allow you to work from anywhere.

1



## 2 Target your audience

"Defining target customers means identifying the pain points and common characteristics of consumers you believe will buy from you," says **Barry Moltz, business author**.



Use **Microsoft Dynamics CRM** to profile your customers' demographics and interests to create stronger, more-effective marketing messages.

2

## 3 Supercharge your marketing with big data

Over **50%** of small businesses fail in the first five years, according to the SBA. One way to be on the side that doesn't fail? Track your business activities with data visualization. Business intelligence tools allow you to spot business trends, discover business inefficiencies, and target your most profitable customers.<sup>1</sup>



Slice and dice your data from Excel spreadsheets, social media sites and Exchange with **Power BI**.

3



## 4 Send your employees home

"Think your business is too small to have a remote-working policy?" asks Rieva. "Think again." Employees who work remotely are **13.5%** more productive and stay around longer. That's good for any business.<sup>2</sup>



**One Drive for Business** makes it easy to share files securely no matter where you're working.

4

## 5 Listen to your customers

**26%** of customers will post a negative comment on a social networking site after poor customer service. Since **72%** of adult internet users in the U.S. are active on social media, if you're not listening, you could miss potential problems.<sup>3</sup>



**Microsoft Social Engagement** can help you keep in touch with what your customers are saying.

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### References:

- <sup>1</sup> [https://www.sba.gov/sites/default/files/FAQ\\_Sept\\_2012.pdf](https://www.sba.gov/sites/default/files/FAQ_Sept_2012.pdf)
- <sup>2</sup> <https://hbr.org/2014/09/to-raise-productivity-let-more-employees-work-from-home>
- <sup>3</sup> <http://www.millipoint.com/publication/article/200807/social-media-penetration-continues-nationwide.html> and <http://www.stakebase.net/journal/2011-highnow-customer-experience-impact-report>

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