

# Biz-Insider

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### INSIDER INTRODUCTION

No doubt the 2 interest rate cuts we have now experienced will help our 2-speed economy and small business. The timeframes that Banks take to adjust their rates after an RBA announcement certainly differ, for example an increase to your rate can take place almost within 24 hours and yet a decrease to your rate can take up to 2 months. Go figure!

This month's topics include social media and marketing and QR codes. Hands up those who have downloaded a QR App from a website or the Apple Appstore? Or maybe you've gone a step further and are already interacting with QR codes? If it's a 'no' to the aforementioned, maybe you will want to start interacting with QR codes after reading our article on this topic.

Enjoy!

Teresa Hooper

JR.bizlink Partner

### GETTING YOUR BUSINESS STARTED WITH SOCIAL MEDIA MARKETING

The world of social media is super scary and daunting to the uninitiated. Like any major new adventure it's best taken a step at a time and approached systematically. But, first thing first, is it worth the time and energy? Well, the answer to that is all about setting expectations. It may be unrealistic to replace a sales person with a social media guru in the



hope of stellar sales performance, but it may be an idea to assign an existing staff member social media responsibilities with initial objectives around raising the profile of the company. Other key goals could include boosting web traffic, positioning the company as an authority in it's space, and in time, generating referrals and enquiries.

Start by restricting your focus to the social media portal you are most comfortable with. If you use Facebook in your private life that may be the natural place to start. However, it could be argued that LinkedIn is specifically more relevant for overall business use. If you really want to dive in, then maybe just kick-off with Facebook, Twitter and LinkedIn. If you want to add a fourth, consider Google+ or if video is important to marketing your business, then go with YouTube. Note: many more social media channels are available, some like Pinterest are growing very quickly, but this article is all about getting started. Join the social media websites as a business rather than an individual and spend some time looking around. Build a profile, add web links to your social media portals and get ready to start posting!

In terms of content, posts to social media portals should be relevant to the business, innovative and intelligent; the tone of the posts should be fresh, interesting, concise and meaningful. Ideally, the post should contain a call to action (reason to 'go further') and a link to go to read more. Care should be taken to not refer the audience to a rival product or service and to not take a stance ie political or moral. Post topics could include product related news, business sector related, client base related or something of significance the audience will be compelled to read. Posts should be made at least every other day, long lapses equate to lost audiences. Once the posts are flowing, the next layer of to-do's should include: using centralised tools to manage social media activity, analytics (measuring

what's happening), tactics around attracting more followers and marketing your social media channels. Let's save these topics for another time!

Take a look at JRbizlink's social media activity from the following links:



## JRBIZLINK CELEBRATES 10 YEAR ANNIVERSARY



This month marks the 10 year anniversary of the formation of JRbizlink. Founder of JRbizlink Teresa Hooper's vision was to create a franchised services model for pharmacies all over Australia, whereby they could 'go online' to manage all financial aspects of their

business "One key success factor was simplified GST processing and reporting and that made life so much easier for small business" says Teresa.

Pharmacies come in all shapes and sizes, from the corner shop, to the large shopping centre store. JR.bizlink was able to accommodate them all and within 3 years the numbers grew exponentially. It didn't stop at Pharmacies; the JR.bizlink team applied the model to Hotels, Farms and even Property companies.

Fast-forward to more recent times and JR.bizlink now provide business consultancy, KPI advisory and training services to complement their proven business software solutions. "We are proud to celebrate the 10year anniversary of JRbizlink and I thank all the partners, team members, clients and stakeholders that have supported us on our journey" said Teresa.

[We'd love to hear from you](#) on your thoughts about JRbizlink and our 10 year anniversary.

[Read the full press release here:](#)

## WHAT ARE QR CODES AND HOW DO WE USE THEM FOR BUSINESS?

We first tweeted about QR codes a few weeks ago and a few people asked us for more information. Hope the following article helps.

The "QR" stands for "Quick Response". These smart codes are similar to the price barcodes found on the packaging of supermarket items, however, QR Codes hold much more information (including website addresses, text and phone numbers). A price barcode can hold only about 20 digits (one direction only) but QR Codes can hold up to 7,000 digits (both vertical and horizontal directions). QR codes can exist in print or electronic form meaning they are fast, flexible and interactive. You could say that QR codes make the world clickable!

Have you ever had a lot to say and not enough room to say it? You may not be unhappy for too much longer because these QR images can encode up to 7,000 alphanumeric characters.



QR images consolidate data down into a graphic which can be viewed at any size readable by a digital camera. When a QR reader is installed on a mobile phone, the consumer simply points their camera phone at your barcode, and the phone links them directly to your web page in seconds.

So far, QR Codes are being slapped up on just about everything in Asia and Europe and the USA is catching on fast. Anyone with a smartphone can scan and read QR Codes with the click of a camera, and anyone with access to a computer can generate QR Codes themselves. By scanning the codes, you can access images, websites, place phone calls, play a video and send text messages. Creating QR codes means you create behaviour.

Digital market research firm comScore found that roughly 20.1 million people scanned QR codes to their phones in a three-month average period ending October 2011. The trend is growing and the possibilities are endless [Read more about the use of QR codes for business here:](#)

**JRBIZLINK AND CLIENT DOUGLAS PHARMACY GROUP RECEIVE COLLABORATION AWARD**



JR.bizlink and their client Douglas Group are proud to have been named as the recipients of the prestigious Greentree Customer Collaboration Award. The award is recognition for the exceptional collaborative spirit evidenced between JR.bizlink and client Douglas Group, who operate Pharmacies throughout Australia. "10 years ago we (JR.bizlink) created a franchised services model for pharmacies all over Australia utilising Greentree as a software platform; for us, this Greentree award is recognition of the collaborative approach we fostered in partnering with all our customers over the years" says JR.bizlink founder Teresa Hooper.

Lyn Guy Group Accountant for Douglas Chemist Group said "the JR.bizlink team stepped us through the implementation process and continue to be an active part of our business. We receive amazing support from them and it's just made the Douglas pharmacy group operations run smoothly." [Read the full press release here:](#)



*From left to right: Chanelle Fawdon (Douglas Group), Teresa Hooper (JRbizlink), Lyn Guy (Douglas Group), Graham Hill (Greentree), Helen Nixon (Douglas Group)*

**GREENTREE IQ BUSINESS INTELLIGENCE SOLUTION**

In today's business world we have more data being collected and stored than ever before, and it is growing exponentially. But how do we extract real business intelligence from it that will really help the business?

Greentree IQ Business intelligence (Powered by QlikView) has the answers.

What don't you know about your business? - How often do you have a gut feeling that something is wrong without being able to substantiate it? Don't ignore the power of your gut feeling as no reporting system in the world can replace it. But wouldn't it be good to be able to substantiate this sentiment with some facts or even uncover some hidden gems?

Morass of data – how to make sense of it all - Can you really spot those important facts within a gigantic spreadsheet spanning 30 columns by hundreds of rows? Wouldn't it be good to have a tool that highlights anomalies and draws your attention to what is important? Greentree IQ Business Intelligence uses the latest and most advanced data visualisation available to help you focus on the important facts.



The Gatekeeper versus freedom of information - Worse still do you have to rely on your key IT or Accounting staff to produce reports for you, leaving you to burn the midnight oil to make sense of it all. Wouldn't it be better if everyone had access to the information they need, when they need it, and in a format that makes sense to them?

Traditional reporting is rigid, slow and not perceptive - A traditional report is static. The information will always be presented in the same way each time you print the report. It will often give you either too little or too much information. And most likely, once you produce your report and checked the figures, new questions arise that the report you printed just cannot answer.

Avoid seeing things too late - Every day a delayed business decision can translate to lost sales, margin erosion or cost overruns. Seeing things too late can be expensive. With Greentree IQ Business Intelligence companies get self-service access to the business intelligence they need instantly to make smart decisions to drive the bottom-line.

Designed for anyone and everyone and every part of your business, it works the way your mind works. Just point and click, it's that simple. Business users don't ever have to ask for help with their analysis again. Greentree IQ Business Intelligence means seeing your business in new ways. [Talk to Teresa about Business Intelligence](#)

[Read more about Greentree IQ Business Intelligence](#)

**INSIDER GOES ONLINE TO FIND SOME INTERESTING PLACES WORTH VISITING:**

**SlideShare** is the best way to share presentations, documents and professional videos online. It's free to join and you can link to social media sites and enjoy presentations on just about any business subject. <http://www.slideshare.net/>



**Wordtracker** is a resource website and the place to go for all things relating to *getting found* online. You'll find plenty of free stuff and learn all about SEO and keywords. <https://freekeywords.wordtracker.com/>

**CONTACT THE TEAM**



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