



"Partnering With Us Makes Your Business Run Faster, Easier And Increases Profitability"

Last Chance To Save Up To \$25,000 In Taxes On IT Software, Equipment And Services

While many tax incentives for small business have been shot down in recent years, Section 179 of the IRS tax code remains one legal "loophole" worth looking into.

This year (unless Congress changes it at the last minute, which they have done in the past several years) Section 179 allows you to purchase up to \$200,000 of qualified equipment and software. With that purchase, you can write off up to \$25,000 as a Section 179 deduction.

That's less than in previous years, but the good news is, you can still triple your savings. Here's how:

- 1. Save on taxes.** If your business could use new software, equipment or services, but the expense is just a little beyond your reach, the tax savings you'll gain from a Section 179 deduction might just tip the balance in your favor.
- 2. Take advantage of year-end price reductions.** Manufacturers and service providers need to look good to their investors at year's end. It's a great time of year to bargain for the best deal.
- 3. Leverage your savings with smart financing.** Taking advantage of an equipment lease or equipment finance agreement could turn out to be the most profitable business decision you'll make this year. How? By combining a properly structured equipment lease or equipment financing agreement with a full Section 179 deduction, your cash outlay for the year will very likely be less than your deduction.

Plus, your business can start profiting immediately from the new equipment, software or services you invest in.

Call us today at **757-499-6761** to get started.

Just remember – these savings for 2015 evaporate at midnight on December 31. Call us today at **757-499-6761** to get started.

Disclaimer: Everyone's tax situation is different. Consult with your own tax professionals for specific advice.

"Behind the **360IT Partners** name is a diverse group of people with expert industry knowledge, experience, and the passion to learn more as technology evolves. Our clients put their trust and confidence in what we do and we treat their networks as we would our own."



Ken Peacock
Account Manager

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Virginia Beach, VA

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Are You Using Social Media To Market Your Business?

Here's Why You're Likely To Be Wasting Time And Money On False Marketing Metrics

John Wanamaker is famous for saying, "Half of the money I spend on advertising is wasted; the trouble is, I don't know which half!" With an ever-growing number of sophisticated online tracking tools, you'd think that wasting advertising dollars would be a thing of the past. But, in fact, companies are wasting just as much (if not more!) on online media and advertising due to a number of factors, but mostly because they're confusing *activity* with *results*.

In business, the only thing we can take to the bank is money – checks, credit card payments, cash and any other forms of monetary deposits. Leading indicators to revenue, as we all know, are paying clients (orders, contracts, sales) and actual leads from qualified, genuinely interested prospects. However, much of the social media marketing I see is a heck of a lot of activity metrics (clicks, followers, open rates of e-mail, visitors to a site, etc.) that cannot be directly tied to generating a qualified lead, much less cash in the bank; so, unless someone can directly show me how an increase in Twitter followers turns into more profit for a company, I'm not impressed. In fact, I believe management of all the social media sites ends up taking an enormous amount of time away from more productive lead generation and marketing activities and opens the door for customer service and PR failures.

For example, if you have a Facebook fan page, you now need to monitor it daily – even hourly – for negative client comments, which are now public for the world to see, unfiltered and out of context, instead of a client simply e-mailing you their complaint, where it can be addressed privately. Further, clients will assume they can message and/or post their requests to your Facebook page instead of going through the proper channels; if you fail to address their request in a timely manner because it didn't go through your normal process of handling such requests, you've just created a customer service failure that is open for the public to see.

To be clear, I'm not suggesting that you should shut down all social media sites and marketing; there are situations where it's a very smart and strategic part of a business strategy. But, as my mother would say, "Don't jump off a cliff just because everyone else is." Be sure that whatever you're doing online in social media can be measured and quantified to tie in to key sales, service and growth goals you have for your organization, and do not accept "getting our name out there" as a sufficient result for your marketing efforts.

Want To Win A \$25 Gift Card?

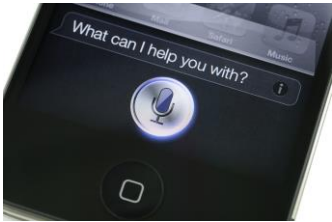
Ready to Play? Here is this month's question:

At the end of the Pixar Movie Toy Story 3, who owns Woody?

a) Hannah b) Sid c) Andy d) Bonnie

E-mail Kirsten Conti (kirsten@360itpartners.com) Right Now With Your Answer!
She will put all the correct answers in a hat and draw the winner at the end of each month.

Shiny New Gadget Of The Month:



THE AMAZON ECHO: LIKE SIRI FOR YOUR HOME

It's not Rosie the Robot, but your first voice request to Amazon's new Echo moves you one step closer to living like the Jetsons... Think of it as a plugged-in version of Apple's Siri or Microsoft's Cortana.

This "smart" speaker in a 9¼ x 3¼-inch cylinder can order products, turn off lights, set a timer, look up and give you sports scores, read you a book from Audible and more.

You might even get it to tell you terrible jokes...

It won't replace a high-end stereo, but its sound quality compares with any Bluetooth speaker, and it can fill a good-sized room in your home.

Bottom line: Echo offers hands-free, at-home audio access to just about anything on the web, with better sound than a smartphone or tablet.

All in all, it can make your life easier. And maybe just a little more fun.

Google Plus: For Geeks Only? What You Need To Know Now

Is Google Plus a bust? Or is it still a channel to be reckoned with if you don't want to lose touch with your customers?

Google Plus – aka "Google+" – is a social network built by Google. It's been connected to other Google products. It was the birthplace of Hangouts, for instance, now a standalone product.

But things are changing. Google is dismantling Google+ for parts. What will remain may be just a stream, yet it will likely endure due to its die-hard fan base.

So how relevant is Google+ to your business?

The answer is, it depends on your customer base. Are your ideal customers using it? If not, perhaps you can safely ignore it.

However, if you already have a following on Google+, or if you are targeting new customers who use it, here are three ways you can leverage it for your business:

Get Found Fast

It's no surprise that Google Search favors Google+ posts. With a little reader engagement, your post can show up on page one in just a few days.

Give to Gain

Content that helps you target prospects with a simple "thank you" to folks who engage can work wonders.

Build Micro-Lists with Circles

Here's a little-known secret: For circles up to 100, Google+ allows you to "Also send e-mail." This can be a great way to build tightly segmented lists.

Depending on your audience, Google+ may still be the best way to connect with your customers.



Client Spotlight: Atlantic Lift Systems

Atlantic Lift Systems specializes in equipment sales, rental, parts and service in the Hampton Roads and Richmond areas. We work with our clients on implementing a solution designed to increase the overall profitability, productivity and/or safety of the organization. Atlantic Lift Systems focuses on delivering individual solutions through a broad based offering of products and services in the industrial markets.

Atlantic Lift Systems has been a family owned business since 1988, though our roots in the material handling industry extend back to 1965. Proudly run by Allan Haynsworth, he took over for his father, Paulus Haynsworth in 2012. Over the years, the Atlantic Lift staff and management have learned that each client requires a specific set of solutions based on multiple factors such as: industry standards, their specific operation and the goals the organization has set at any specific time. Our fleet has grown to include forklifts, aerial equipment, industrial cleaning equipment, burden carriers, racking, industrial batteries & chargers, industrial lighting, dock levelers and doors, high volume fans, automated guided vehicles, generators and light towers and much more.

If you would like to find out more please call us at (757) 466-9280 for the Hampton Roads location or (804) 233-9241 for the Richmond location. You can also visit www.AtlanticLiftSystems.com. We will be glad to show you our facilities and/or give you a free consultation.

Could Your Laptop Battery Revolutionize The Way We Drive?

If you like hot cars and green tech, you may have started hankering for a Tesla as far back as 2008...

You have probably heard talk of the “Ludicrous Speed” upgrade that takes 0-60 time down to just 2.8 seconds. You may have even read all about the Bioweapon Defense Mode button, a medical-grade air filtration system designed to filter out air pollution.

Yet, aside from cool looks and speed, did you know the simple design edge that’s putting Tesla in the spotlight?



Other car builders, like Nissan, GM and even Mercedes, have electric cars on the road. But they all use costly, high-tech lithium ion batteries.

Tesla, on the other hand, simply uses the type of batteries you have in your laptop – thousands of them...

With over a billion of these cells made every year, their design and pricing is driven by the same fierce competition that drives the consumer market.

And if Tesla Motors can put a car on the road with enough battery life, they may just revolutionize the way we drive – like Henry Ford’s Model T did over a century ago.

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Discover More Information About Our Dynamic Services and Team: www.360itpartners.com

