

Digital Skills and Research Methods BMSK4003

Ashakur Rahman 1706495

Tutor Anly Chandra Mohan

Introduction

Fighting the progression of technology will always been a futile struggle Tecnology will always come out on top. This report, will try and analyze how modern technology has reshaped the work place the communication process, different ways in which modern technology has changed our personal and professional lives.

Modern Technology

Rapid advancement in technological has allowed individuals to interact with their work colleagues and the global market. Technology brings about convenience to every aspect of our daily lives and this also includes our professional lives as well. Time management has become easier to manage. Advances in technology has cut down on the amount of time we spend on everyday activities. Thanks to new software into the business sphere, businesses are much more effective and healthier. Technological innovations in reality is more cost-effective for businesses because a single software now has the capability of many.

Technology has revolutionized communication, with improved audio communications it has allowed businesses to have face-to-face meetings despite being world apart. You can connect with any person visually in this world at any given time. today's communication depends emails, conference calls. most business relationships do depend on modern technology. To send out birthday cards We no longer pay postage. Email or an e-card, text message has that covered. People use Online dating now more than ever. Social media allow us to share pretty much any information, anywhere,

anytime. Our TV experience has evolved with time We Now can watch what we want, how we want when we want. Internet and smartphones have replaced the way we talk to each other. Tablets e-readers and Smartphones, has made it easy for us to carry our books around our children need to be taught about digital etiquette and warn them inform them about the dangers. the advancement of technology made great discoveries, but it has also dramatically changed how we live our daily lives.

As Bill Gate Says "Never before in history has innovation offered promise of so much to so many in so short a time."

Web Base Email

Email is widely used in majority if not all business around the world. it is a very highly effective communication tool and plays a major part in business communications. Email is inexpensive, it can be used for marketing purposes and coordinating with business partners and clients, and with staff and coworkers within and outside the organization.. Email is now very popular due to the convenience it. Information can move quickly multiple information can be shared with email through attachments. Businesses also use email to provide customer service and feedback and keep employees informed on developments. Email's is an indispensable part of any business it has been revolutionary in today's business communication if it is Used correctly, email marketing can be powerful for any business or organization.

According to the Direct Marketing Association, email marketing brings in about \$40 for every \$1 you spend. That's one of the highest ROIs for any type of marketing

Gmail

Gmail is a very popular free email service which is provided by Google. send and receive emails, create an address book, block spam. Some more unique features that

help to make it one of the most one of the reason Gmail is so popular because they give users ample storage space. With Gmail you have 15 gigs of free storage, this space is shared across Google accounts including Google Drive, additional storage space can be purchased If you have Programs like Apple or Outlook you can use this to check your Gmail account, similar services from other e mail providers would charge for POP access. Google skips searching through spam and trash automatically which helps you get the result which is relevant. you can access Your G mail account even when your device is not connected to the internet, message will be sent and received when your computer or device is reconnected. This can have done by Installing offline chrome extension. Gmail has exploded in popularity at the same time has also become a tool for spammers, overall still remains a very good service.

Microsoft Outlook

The office suite of applications, is generally Microsoft Outlook which used for sending and receiving emails but also for your personal management. Outlook is mostly used for storing, emails, known as a personal information management tool. Which includes contacts and notes calendar, tasks, as well as a journal. Large organizations, use Outlook on a server this allows the software to enable multiple users within the organization with additional software, you can integrate your mobile devices with outlook such as Blackberry phones. The Calendar element of outlook is used to keep appointments and plan ahead on meetings you can synchronize with another Outlook user's calendar as well. with alerts sound and alarms. Outlook is one of the few email service providers that lets you import social media contacts straight into your address books. It automatically saves contact information from sent and received email messages, it has category tags. color-coded. With Outlook you can attach images and files up to 50MB, which is twice as much as other free email providers, and lets you upload multiple files at once. Outlook does an exceptional job of keeping spam out of your inbox it scans all incoming and outgoing mail for viruses. The chat feature is a

quick way to connect to co-workers or business partners. The chat program has video capabilities, in my opinion Microsoft Outlook is very useful for any organization.

Comparison Chart

	 Office 365	
Month-to-month pricing	\$6 to \$15 per user	\$5 to \$10
Annual pricing	\$5 to \$12.50 per user	\$4.17 to \$10
Access and availability	Online only for entry-level users; Desktop and mobile Office apps available at mid-tier plan and above	Web and mobile apps available to all users; Offline access can also be activated for some Google Apps
Email, calendar and messaging apps	Outlook, Skype for Business and Yammer	Gmail, Calendar and Hangouts
Productivity apps	Word, Excel, PowerPoint, OneNote and Sites	Docs, Sheets, Slides, Forms and Sites
Storage	50GB for email and 1TB file storage on OneDrive	30GB at entry level, 1TB (or unlimited on accounts with at least five users) with premium plan on Drive

Cloud Storage

Cloud Storage is a service where your data is remotely stored securely maintained, managed, and also backed up for your peace of mind. the service allows the you to store files online, so that you can access them from any location any time if you have Internet connection. Cloud storage is typically owned and managed by a hosting company. There are many advantages in storing your files in cloud. Files can be viewed anytime from your phone or any device such as, tablet or computer that's connected to the Internet. With cloud you can take the office with you, wherever you go as long as you have an internet connection. One major benefits for companies are cost saving, and helping their employees work with great speed, in return helping the company grow at a faster pace. Invoices can be issued on the go. Companies that use cloud storage where their data is backed up save the self's and actually Prevent a disaster and total system meltdown.

Microsoft OneDrive

OneDrive formerly known as SkyDrive online cloud storage service from Microsoft. You can ntegrate Microsoft Office and Facebook with OneDrive, users can access PowerPoint documents, Excel And Word in OneDrive. users can simultaneously work on Office documents, edit them in browsers, and share folders. The ability to email slide shows. With Microsoft You start off with 7GB of free storage, you can purchase more. 200 GB will cost around \$100. Apps are available for Windows, iOS Mac, Windows Phone Android, and Xbox. Microsoft also offers OneDrive for all Business it is a separate product from Office 365 but is included with Office Online.

Google OneDrive

Google comes with a complete set of office tools with cloud storage in Drive such as spreadsheet application, presentation builder Word processor plus 15GB of free storage. for anything you upload to Drive including photos, videos, documents, Photoshop files and more. This is shared with your Gmail account. Anyone who has a Google account can access Google Drive. There are five premium subscriptions, starting at \$1.99 (£1.54) per month. Note, Google Drive only charges in dollars. It has two tiers with Google Apps for Work costing either £3.30 per user per month or £6.60 per user per month. The cheaper tier which includes 30GB Drive for Gmail and storage, calendar, document editing and video chat, customized email addresses and security controls. The £6.66 tier, however, offers 1TB storage per Account.

Cloud storage comparison

Microsoft OneDrive is the most comprehensive of the two services, In terms of supported platforms.

	OneDrive	Google Drive
File size restrictions?	10GB	5TB
Free storage?	5GB**	15GB
Can I earn extra free storage?	No**	No
Paid plans	\$2/month for 50GB**	\$2/month 100GB, \$10/month for 1TB
OSes supported	Windows, Mac, Android, iOS, Windows Phone	Windows, Mac, Android, iOS

Social media

Social media is one of the most cost-efficient digital marketing tool any business can have. By having a Social media strategy this will greatly increase your any brand recognition. Customers see social media platforms as a way to directly interact with companies. Marketing on social media is the most cost-efficient part of an advertising campaign any business can have, it offers a valuable opportunity to gather information, data to help us build a successful marketing strategy for our brand.

Facebook Twitter LinkedIn



Facebook

With about 1.65 billion monthly active users and growing, it is one of the most popular social media platforms for personal use as well as business use. Small business marketing on Facebook benefit the most because they have a unique services or product for a smaller range of customers, the opportunity to reach a targeted audience with a personal touch and approach. The benefit of Internet marketing for small business are numerous. for smaller companies it allows them to be out there and compete with larger corporations and brands. Facebook now is considered to be the mother of all social media platforms which is attracting up 500,000 new users every day, companies engaging with clients via Facebook is now common practice. Facebook offers businesses exceptional reach. the potential to spread information like very quickly.

One down side to social media is that research shows that companies gather social media data and use this for their benefit to see the latest trends, therefore through using this data they will be able to meet consumers demands. This shows that social media users need to be aware of what they post online on social networking sites and ensure the friends they are connected with are people they trust.

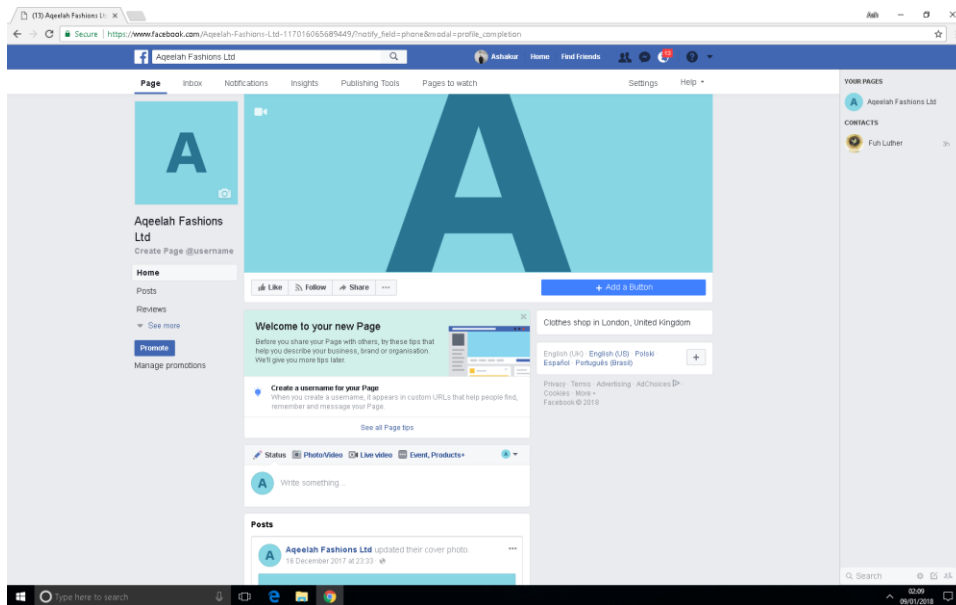
Twitter

According to estimates, there are some 680 million Twitter users, approximately 319 million are active users. And growing every day. It is established as a reliable and very powerful marketing channel, most major companies in the United Kingdom at least have one account. Twitter daily generates over 175 million tweets. It lets you share quick small pieces of information and photos, up to a maximum of 140 characters, a great and quick way to share your thoughts and ideas, which in return will generate traffic to your website your brand and any offers. it's important to build a good relationship with your customers and followers, and for driving traffic can be used as a great customers service tool.

Major brands tweet more often than smaller companies according to a recent report by Simply Measured however smaller companies share more links and use more hashtags in their tweets than their bigger brethren. 98% of the top 100 Brands tweeted at least once daily and 92% tweeted more than once a day. Twitter allows you to advertise directly, it is a social media giant? Businesses, associations political parties' Public figures, all make use of the numerous marketing opportunities that twitter offers.

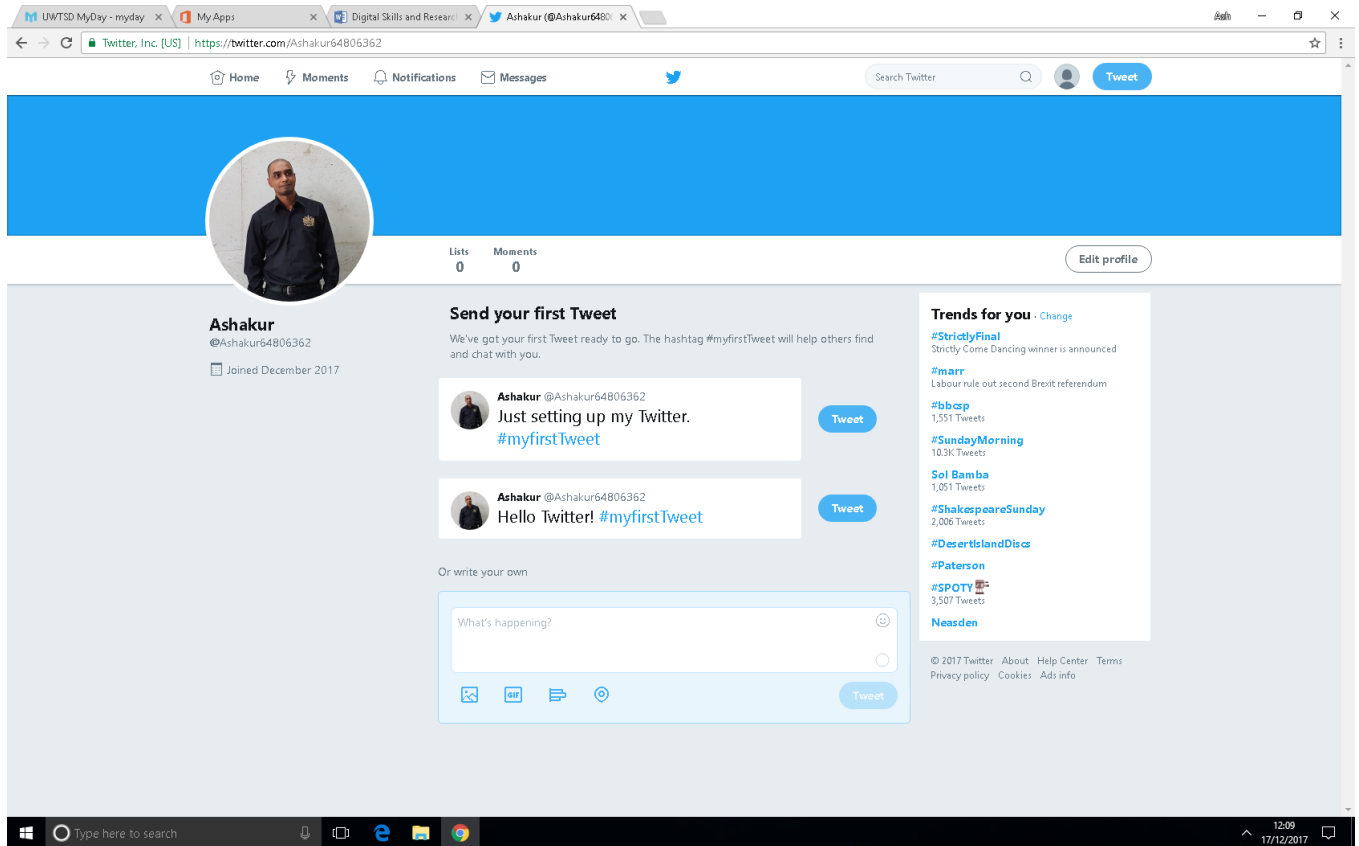
LinkedIn

LinkedIn is very different it is specifically designed for business and professionals, it is used to showcase your professional thoughts, and job experience. It is a, very important platforms to use. LinkedIn is used for driving traffic, also, establishing thought leadership, as well as recruiting. LinkedIn has 332 million total users, it is structured into three pillars. You have the knowledge section which is for internal messages as well as the transfer of knowledge between other users. The opportunity portion, which is for continuing your education possibilities and refocusing on your career paths, and finally the network area this is used, for building and expanding your own personal network. LinkedIn Delivers messages that drive more conversions than emails.



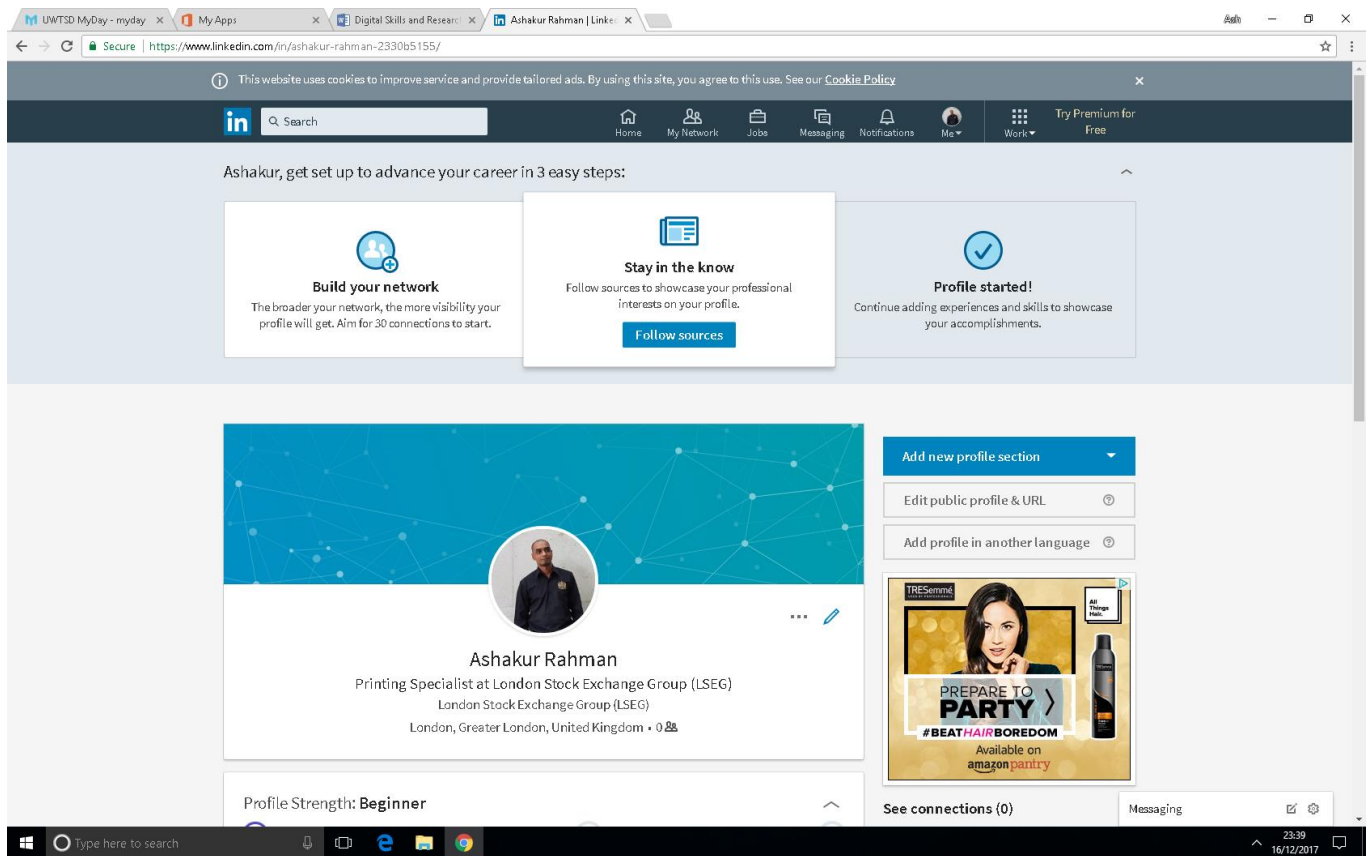
Facebook A Rahman 1706495

<https://www.facebook.com/Aqeelah-Fashions-Ltd-117016065689449/>



Twitter A Rahman 1706495

<https://twitter.com/Ashakur64806362>



Linkdin A Rahman 1706495

<https://www.linkedin.com/in/ashakur-rahman-2330b5155/>

Reference

gates, b. (2017). [online] Available at:

Dma.org.uk. (2017). *DMA*. [online] Available at: <https://dma.org.uk/> [Accessed 15 Dec. 2017].

Simply Measured. (2017). *Social Analytics for Your Entire Marketing Funnel | Simply Measured*. [online] Available at: <https://simplymeasured.com/#sm.00001i1s6ucr7fo7ql0ax9srm7na> [Accessed 17 Dec. 2017]