



COMPUTER HARDWARE FAILURE CAN'T STOP THIS BUSY MARKETING CONSULTANT

When you're a hard-working marketing and advertising professional like Cindy Sims of SIMSdirect, you don't have a great deal of time to think about computer backup and recovery technology.

Sims would much rather spend the days focusing on what she does best: creating multifaceted and highly effective marketing campaigns for small and midsize businesses that lack the resources to do it themselves.

That's why Sims protects all of her important digital files – including artwork, ad copy, photographs and much more – with automatic cloud backup from Carbonite.

With Carbonite, Sims no longer has to remember to manually back up her files. In fact, after signing up for Carbonite, Sims found that she didn't need to think about backup much at all. That is, until her laptop computer crashed and she used Carbonite to recover the files.

"I've actually had two times that Carbonite has saved me," Sims declared. "I've probably told 50 or 100 people that if you don't have Carbonite, go and get it right now."

Straightforward marketing advice for small businesses

Sims boasts more than 28 years in the industry and has witnessed many changes during that time, including the rise of the Internet and social media marketing. She's got some solid advice for any small business that's interested in launching or improving a marketing strategy.

For starters, it's important that small businesses avoid the temptation to put all of their marketing eggs in one basket. Instead, be sure to create an integrated marketing strategy that combines aspects of both new and traditional media. That's a surefire way to get more mileage out of your marketing dollar.

"I really push the fact that businesses have to have an integrated marketing program," Sims said. "It shouldn't be completely driven by the Web or social

LOCATION:

Overland Park, KS

SPECIALTY:

Marketing and advertising strategy and execution

CARBONITE USER SINCE:

November 2010

KEY BENEFITS:

Dependable, affordable backup and excellent customer service

"I've probably told 50 or 100 people that if you don't have Carbonite go and get it right now."

media. There should also be some direct marketing and maybe even some transit or billboard advertising as well as ad space in publications.”

And remember: Small businesses may have limited financial resources. But that doesn't mean they have to settle for low-quality products, services and business partners.

“Use marketing dollars to the fullest extreme and be picky about who you work with,” she said. “A lot of times people meet someone and are convinced to do business, but then they get into the weeds and find out that they made a really big mistake.”

Carbonite: It's not just business, it's personal

Sims uses Carbonite for more than just backing up business files and marketing collateral. She also uses it to back up a large collection of about 1,400 family photos. The pictures go back several generations to the turn of the last century.

“I scanned them all and retouched them all and made them all look wonderful and fabulous,” she said. “Then I decided that I can't take the risk of doing all this work and not having the pictures backed up somewhere.”

That's when she decided to protect the pictures with Carbonite.

Some of Cindy Sims' favorite things about Carbonite include:

DEPENDABLE

Sims loves the fact that Carbonite is easy to set up and easy to use. Once installed, Carbonite does its job quietly and reliably in the background and Sims has more time to focus on her clients.

AFFORDABLE

Carbonite backup solutions are a great way to ensure your data is protected without putting too much of a strain on your wallet. Carbonite Personal solutions start at just \$59.99 per year. Carbonite Business solutions start at just \$269.99 per year.

EXCELLENT CUSTOMER SERVICE AND SUPPORT

One of the reasons Sims chose Carbonite is because she was impressed with Carbonite's award-winning, U.S.-based Customer Care Team, which is available to answer questions seven days per week. Sims called the Customer Care Team while evaluating the product and found the technicians there to be knowledgeable, helpful, patient and courteous.

“The customer service is unbelievable,” she said. “I just love Carbonite.”

“The customer service is unbelievable. I just love Carbonite.”

LEARN HOW CARBONITE CAN PROTECT YOUR CRITICAL BUSINESS DATA AT CARBONITE.COM