



Lilach Bullock

Why SunZu? Because it's not LinkedIn

commsAxis
[Digital Intelligence Outcomes]

WHY SUNZU? BECAUSE IT'S NOT LINKEDIN

Do Business Better **SunZu** Putting Business First

www.commsaxis.com

We are no strangers to social networking. The concept, which was born back in 1997 with SixDegrees, has progressed enormously. Contrary to what many believe, the likes of MySpace and Facebook weren't the first ones on the scene!

10 years of evolution and understanding created a relative utopia for social media. Brands and entrepreneurs alike were embracing it, while journalists and bloggers were building hugely loyal and engaged communities. It was so much easier back then. There were fewer rules and although social networking sites had been around for a while they were still shiny and new, and could easily be nurtured. There was no need to game the system as there is now (although people of course still did!). There was less noise and irrelevance, and it was easier to stand out and – most importantly – engage with your customers or audience.

Fast forward to 2015 and the social space is looking very different. The bubble is bursting for Facebook with so many brands competing to get their updates seen. Companies are forced to spend money on ads.

Entrepreneurs and SME's alike are frustrated and desperately trying to game the system – and even gaming the system has become much harder as everyone is trying to find shortcuts to large followings. LinkedIn has become a haven for recruiters and content broadcasters. And Pinterest is also beginning to suffer from saturation...well...who doesn't love a cute picture of a cat or a yummy cupcake?!

Social media can be inefficient and many businesses are becoming fed

up with having to spend lots of time and energy in becoming an "influencer" (which as we know has many different interpretations!) just so they can have their voice heard. It can be exhausting having to promote your business to the masses and getting little or no return. More and more people are using social media and everyone is shouting louder to get heard.

And let's not forget about meaningless endorsements and #FF or #FollowFriday, which provide no value and have turned into a gimmick. We haven't even started on the irrelevance of our home feeds and timelines...cats and dogs...dinners gone wrong...trolls...twammers (yes, that's right...spammers on twitter!)...the list is endless!

In true entrepreneurial spirit Lyndon Wood, founder and CEO of leading Insurance Company **Constructaquote**, recognised the frustrations of small businesses and entrepreneurs like himself. Although many businesses "get it" and approach social media in the right way, companies have become wrapped up in generating intangible brand awareness, so much so that he felt that it was getting to the point of people being scared of doing business on social media.

Realising that there was a demand for a platform for businesses to generate leads, and exchange ideas and insights, Lyndon created social business networking site **SunZu** (named after the legendary Chinese general and warrior-philosopher, Sun Tzu, deliberately spelt incorrectly).

Recently featured in **Forbes**, Lyndon is determined for **SunZu**

to be a place that puts business first. This is what caught our attention. Business first? Really? So we thought we would check it out and dig in deeper. From what we had researched and also read on their site, this new social business network promises to help businesses and entrepreneurs by growing a tailored sales funnel based on their needs.

It does so by combining artificial intelligence with human intelligence to filter and match the right people, knowledge and provide signals, ensuring that the focus is on creating the right business opportunities. Lyndon likens SunZu to a business exchange where people can essentially "do smarter business" by exchanging leads and referrals whilst developing your teams and growing your knowledge to make better business decisions; it's not lonely at the top anymore.

What really appeals to us about **SunZu**, and why we wanted to investigate it further for you, is that it aims to do away with the egos and the popularity contests...and how it is not about gaming the system or shameless self-promotion and intense broadcasting. It is about business – giving, receiving and doing business without any of the irrelevant distractions.

And unlike other social networks your data is not sold (or exchanged) with anyone else. SunZu is purely about growing your business and generating leads. Or as Lyndon likes to say, "getting a ROT" (Return on Time). Over the next few weeks we will be diving much deeper

A place to do business...

SunZu

...not to post your C.V. or a photo of your cat

www.commsaxis.com

into specific features and uncovering some of the business benefits that are promised by this exciting new network. As we learn more about it and explore it further, we'll be sure to keep you posted on what and how to maximise SunZu for your business but wanted to take this opportunity to highlight a few of the key benefits to whet your appetite! And, what's more, all the features below are free.

BizCard

A digital business card that is simple and quick to complete. SunZu's smart algorithms match your details for those who are looking for your product or services (or provide you with details of what you're looking for). You can also showcase your portfolio, products and relevant documents. Create adverts easily, recommend and give leads. And it's all heavily optimised for search engines too – a big tick in our book.

Social Sorting

With one click you can invite your LinkedIn connections and filter them by industry or geography, making it super easy to sort through and identify whom you should be engaging with. SunZu are further developing this feature to expand into the other social networks too!

Teams

A very useful collaborative and targeting feature for co-workers, peers, prospects or partners. No need to invite individual people, simply drag and drop groups of people or individuals into dedicated teams making segmentation much easier and quicker.

Publishing

SunZu makes it so easy to upload articles and content and even provides helpful tips to make your article stand out and captivate your audience whilst you are uploading your content. And, again, the SEO for SunZu pages is just phenomenal.

Social sharing

All pages can be shared across your key networks with more to come in the future.

There is so much potential to SunZu and we are looking forward to exploring it over the next few weeks as we test and push the capabilities of its features. So far, it is very positive and promising – we recommend you to sign up and try it out for yourselves.

© Copyright, Lilach Bullock

About the Author

Highly regarded on the world speaker circuit, Lilach Bullock has graced Forbes and Number 10 Downing Street with her presence! She's hugely connected and highly influential serial entrepreneur – the embodiment of Digital Intelligence.

Listed in Forbes as one of the top 20 women social media power influencers and likewise as one of the top social media power influencers, Lilach is one of the most dynamic personalities in the social media market, she actively leverages ethical online marketing for her clients and for Comms Axis.

A business owner, social media consultant, internet mentor and genuine digital guru, Lilach is consulted by journalists and regularly quoted in newspapers, business publications and marketing magazines (including Forbes, The Telegraph, Wired, Prima Magazine, The Sunday Times, Social Media Today and BBC Radio 5 Live). What's more, her books have achieved No 1 on Amazon for Sales and Marketing and Small Business and Entrepreneurship.

Co-ordinates

Email: lilach@commsaxis.com
Web: www.commsaxis.com
Twitter: twitter.com/lilachbullock
LinkedIn: uk.linkedin.com/in/lilachbullock



Do Business Better SunZu Putting Business First



| | |
|---------------------------|------|
| Win New Customers | 100% |
| Be seen as the authority | 100% |
| Have closer communication | 100% |
| Make business friends | 100% |



Get a "Return on Time" and "Paid to be Social"

Important Notice

© Copyright 2015, Bizezia Limited, All Rights Reserved

This article appeared in Better Business Focus, published by Bizezia Limited ("the publisher"). It is protected by copyright law and reproduction in whole or in part without the publisher's written permission is strictly prohibited. The publisher may be contacted at info@bizezia.com (+44 (0)1444 884220).

The article is published without responsibility by the publisher or any contributing author for any loss howsoever occurring as a consequence of any action which you take, or action which you choose not to take, as a result of this article or any view expressed herein.

Whilst it is believed that the information contained in this publication is correct at the time of publication, it is not a substitute for obtaining specific professional advice and no representation or warranty, expressed or implied, is made as to its accuracy or completeness. Any hyperlinks in the article were correct at the time this article was published but may have changed since then. Likewise, later technology may supersede any which are specified in the article.

The information is relevant primarily within the United Kingdom but may have application in other locations.

These disclaimers and exclusions are governed by and construed in accordance with English Law.

Publication issued on 1 June 2015