

# ACCELERATE

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OUR NEWSLETTER FOR GROWING BUSINESSES



When the average person spends 2.5 hours a day on social media, and visits more than seven different platforms a month, taking advantage of eyes on screens is a no brainer for engaging customers. But where do you start? In this edition, we explore **branding**, **Instagram**, **blogging**, and **Facebook advertising** to help you stand out from the crowd.

Tasha Meys, from Ace The Gram. Pg. 2

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When it comes to the public perception of your business, creating a brand that resonates with the right audience is key. A logo isn't just a picture to represent your company, [Case In Point Design's](#) Zoe Sizemore describes it as a 'communication tool'.

"Good marketing is all about repetition," says Zoe, a graphic designer with 18 years' experience. "It takes eight touch points to make a sale. So, if someone sees your brand – even for a couple of seconds – you want to create a feeling of connection that generates trust. Your brand gives your business a voice and a personality."

That feeling of familiarity could be all it takes for a new customer to choose you over the competition. Keeping your brand consistent is also a way to boost your product's perceived value.

"If people create a logo with random fonts and colours, it doesn't look professional. You need imagery that's consistent across all your marketing. It's my job to think about how your brand looks on all the platforms – from a long website banner to a small circular profile picture."

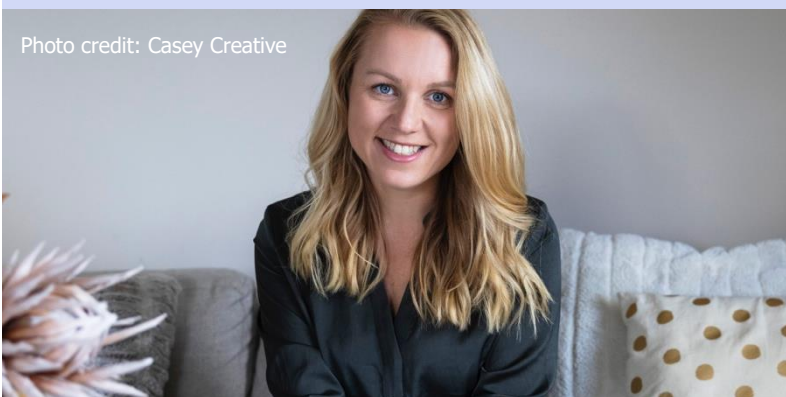
It's worth investing in professional branding. One business owner saw an increase in sales of 29.7% over three months after updating her product packaging design.

"Business owners are often passionate about what they do, but they might not know what their niche is, what sets them apart, or who their target audience is. We take all of that into consideration before designing," says Zoe.

She says it's not about using the business owner's favourite colour, it's about choosing a logo concept that works best for its function.

"When we're designing, we're thinking from the customer's point of view, not the business owner's," explains Zoe, "Engaging your target audience is the most important thing."

Photo credit: Casey Creative



If you're already on Instagram, then you're among the 1.4 billion users making it the fourth most 'active' social media platform. With a more visual format, it's also one of the easiest to get right. Here's the latest insight from Insta expert, Tasha Meys, who co-hosts the top ranked Instagram podcast: [Ace The Gram](#).

### **Q: Does every business need to use Instagram?**

A: If you're a 'business to customer' business and not utilising Instagram, you're missing out on valuable marketing opportunities. Not only does Instagram allow you to get in front of people in a place where they're already scrolling (unlike a website) but people often use Instagram as social proofing\* pre or post purchase.

### **Q: How is it good for your bottom line?**

A: For many brands we know, Instagram is one of their primary traffic drivers to their website. It can easily translate directly to sales or act as a powerful community builder for your brand.

### **Q: What makes the best content?**

A: Your content will only perform well if it's giving value to your audience in some form. This could be through humour, aspiration, education, creativity, or inspiration.

### **Q: Do I need to be a pro camera person?**

A: If you're a super high-end brand where your target audience expects high-end content, then yes. Otherwise just match your content to your brand personality.

### **Q: What are some tips and tricks?**

A: Use reels. They're the best way to grow right now as they're shown to more people than your followers and the algorithm loves them.

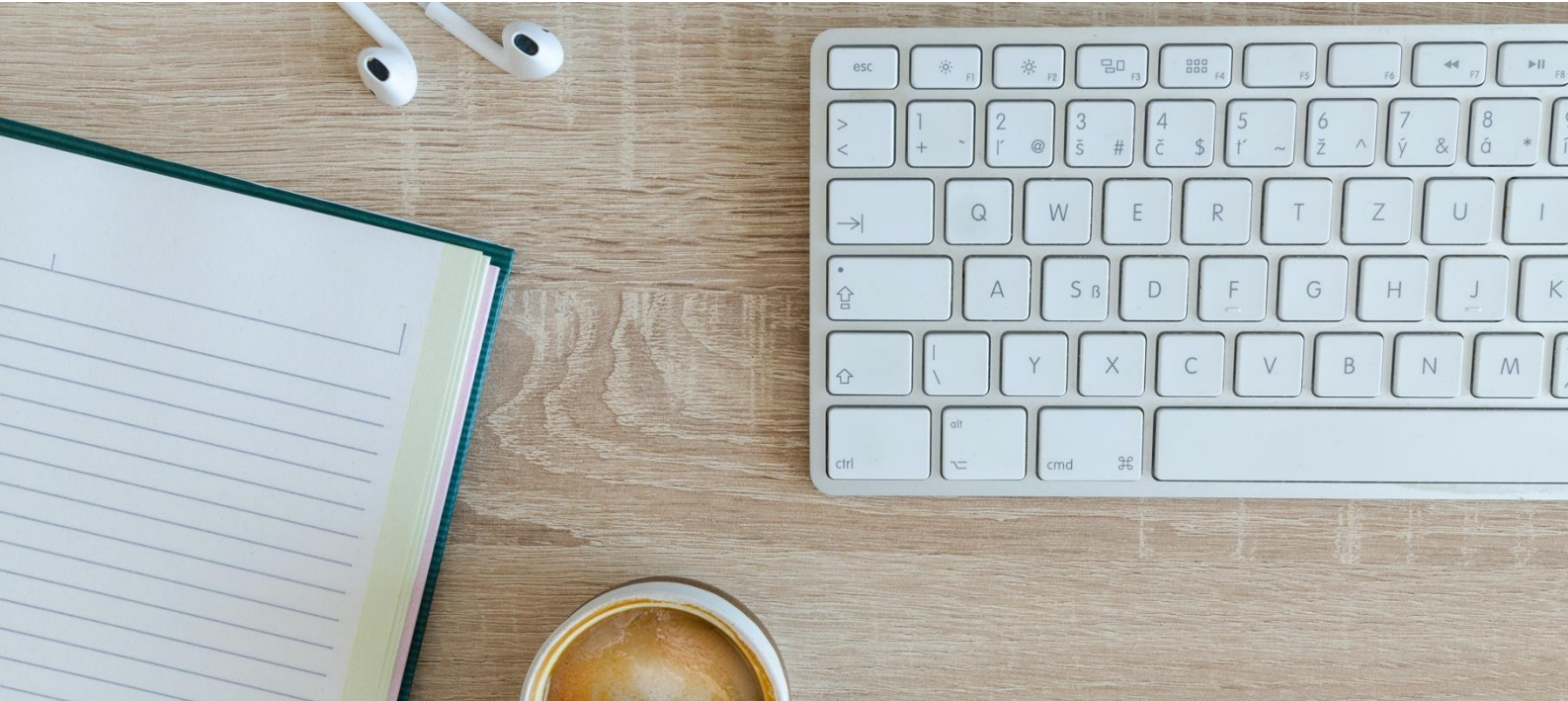
### **Q: What makes it easier for business owners?**

A: Schedule posts so you don't have to spend your life on Instagram. Batch content from photoshoot days then schedule them.

### **Q: Where should business owners go for inspiration?**

A: Spend time mindfully on Instagram and pay attention to which brands and people you enjoy following. Analyse why you like their content and brainstorm how you could use that inspiration to uplevel your own strategy. Also, listen to [Ace the Gram podcast](#) for all the social media marketing tips and news you need.

*\*Social proofing is an extra check to get a feel for a brand. It can cause a feeling of unease or distrust if a business doesn't have an Instagram account or if they have a 'bad Instagram' while an account with great photos reinforces positive feelings and trust.*



## 9 things you need to know before you blog

If you're on a tight budget, blogs are an effective way to build trust, boost your reputation, and provide value advice while subtly promoting your business. Not a writer? Too hard basket? Spending time pulling together a few words to educate, inform, inspire your customers or clients is worth the effort.

1. Blog writing is a chance to establish yourself as an authority in your area of expertise and educate people about your industry.
2. You can use blogs for announcements, celebrating business milestones, and showcasing events or staff gatherings.
3. Choose a topic you can write easily and passionately about and don't worry too much about word count. As a guide, 300 words is a five-minute read but don't worry if it's twice or three times that length - as long as you break it up with subheadings and it's bringing value to your client, let it flow.
4. Keep it relaxed and conversational. If you write as you speak, your customers will feel like they know you and be more likely to want to do business with you.
5. Try a simple 'how-to' or 'tick-list' style post or offer your perspective on a trending news article.
6. Avoid technical jargon or in-house jokes in your blog articles.
7. Check out your competitors to see what they're writing about, then make sure you're bringing fresh ideas, insight, and ideas to your blog.
8. Remember to direct followers to your blog on your social media platforms.
9. Consider SEO. Including keywords throughout your blogs will help your Google search ranking. For example, if you're a roofer in Wellington, make sure you include words like "roofer Wellington" or "best roofer in Wellington" because these are the words people use when searching for businesses like yours.

### First things first:

- Come up with a blog topic
- What's the attention-grabbing headline?
- List four key points to use as sub-headings
- Expand on each point
- Add an introduction, and a conclusion to sum up
- Finish with a 'call to action' – what should your reader do after they've read your post?

Most importantly, read your blog out loud to pick up glaring errors and then save, close, and read again a few days later with fresh eyes. Is it still a good read? Yes? Post it to your website blog. Congratulations, you're now a blogger.

## Take a targeted approach with Facebook

Gone are the scattergun style leaflet drops. Now, Facebook targeted advertising allows you to choose your audience and track the success of each post. Facebook automatically shows your ads to people most likely to find them relevant, but you can also further target your ad delivery in three ways.

**Core Audiences:** Define an audience based on criteria such as age, interests, and geography.

**Custom Audiences:** Get back in touch with people who have engaged with your business.

**Lookalike Audiences:** Reach new people whose interests are similar to those of your best customers.

It's recommended you post 1-3 posts per week (minimum) to touch base with your customers.

If you're new to Ads Manager, [this is the best place](#) to get started and set up your account.

### This week's to do list:

1. **Commit to moving your online marketing forward.** No excuses. This is important.
2. **Actively invite followers.** A sign on the counter, cross platform promotion, or simply ask.
3. **Conduct casual research.** Ask people, "How did you find us?" So simple yet so valuable.
4. **Reassess.** How do your social posts stack up? Wordy? Overly styled? Dull? It's time for an honest evaluation.

## Which social media platform is right for me?

Facebook - the original platform for brands looking to attract Baby Boomers and Gen X (people aged 40 - 70).

Twitter - where you can chime in on any conversation.

Pinterest – more female-focused with content on design, fashion, fitness, lifestyle, and food.

Instagram - your best photos and video clips for the older millennial demographic (people aged mostly 30 - 40).

YouTube - useful for vlogging or video diaries.

Snapchat – tell a fun, authentic story to a millennial audience.

LinkedIn - the B2B social network professionals.

Tumblr - a micro-blogging site for niche audiences.

TikTok - short-form user videos aimed at the younger market.



## KEY TAX DATES – AUGUST 2022

| Date      | Category                    | Description   |
|-----------|-----------------------------|---|
| 5 August  | PAYE                        | Large employers PAYE payment for July. File employment information within two working days after payday.  |
| 22 August | PAYE                        | Large employers PAYE payment for August. Small employers PAYE payment for July. File employment information within two working days after payday. |
| 22 August | RWT                         | RWT return and payment due for deductions from dividends and deductions of \$500 or more from interest paid during July.                          |
| 22 August | NRWT / Approved Issuer Levy | Payment and return for July.  |
| 29 August | GST                         | Payment and return for July.  |
| 29 August | Provisional Tax             | Instalment due.   |

**Note:** the provisional tax due dates apply to those clients who have a March balance date. Different dates will apply for those clients who have different balance dates.

***Disclaimer:** This publication has been carefully prepared, but it has been written in general terms only. The publication should not be relied upon to provide specific information without also obtaining appropriate professional advice after detailed examination of your particular situation.*