

# ACCELERATE

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OUR NEWSLETTER FOR GROWING BUSINESSES



What does it mean to humanise your business and how important is it for future success? Humanising your business is all about creating a brand that feels familiar, relatable, and magnetic to your customers. It's running a company where employees proudly call you honest, reliable, and inclusive. If you can achieve this, people will feel more connected to your business, more compelled to buy from you, and more likely to want to work for you.

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# Turn your story into profit through digital marketing



## FOUR STEPS TO SOCIAL MEDIA SUCCESS

- Have absolute clarity about your positioning. What do you stand for as a business, who is your target audience, and what do you do (in simple lay terms)?
- Understand the 'internal questions' your customers might have, meaning what are the obstacles that stand in the way of a customer buying from you. If you understand this then you can create content that answers these questions.
- Establish what platforms your customers live on. Different demographics favour different platforms and each platform has its own 'culture'.
- Ensure you communicate with your customers using an appropriate tone. Take Skinny mobile and Spark as an example. They are owned by the same company and broadly speaking they deliver the same product. However, they communicate with their customers in a completely different way.

What's the story behind your business? Do your customers get an insight into what happens behind the scenes? Telling your story through digital marketing is a powerful way to humanise your business, engage customers, and distinguish yourself from competitors. [AD HOC's](#) Andrew Ferdinando has trained and coached more than 2,000 New Zealanders as a virtual marketing director. Here are his tips for effective storytelling through digital marketing.

**What does humanising your business mean when it comes to digital marketing?** We talk a lot about showing customers behind the brand. Consumers are becoming more discerning about who they buy from. Showcasing the 'who' and the 'why' behind your business helps people understand what you stand for. The easiest way to do this is to introduce the people who are calling the shots.

**Why is telling your business story on social media so important right now?** In almost every category competition is high. Telling your story is a great way to distinguish yourself from others. A great example of a company that has done this well is [Lewis Road Creamery](#). New Zealand is full of dairy companies yet Lewis Road Creamery has set itself apart as a premium brand with highly effective storytelling.

**What are the most powerful ways to tell your story online?** There are so many ways to produce content. The stats consistently tell us that video is the most effective format. However, you should go with a form of content that suits you. This could be written articles (blogs), imagery, illustrative designs, infographics, audio (podcasts), email newsletters, etc. Content can be delivered in many different ways.

**Which New Zealand business does this well?** One of [AD HOC's](#) clients, [Red Badge](#), is a large security firm with an extensive workforce across New Zealand. They wanted to showcase the fantastic team who represent their brand so well. Inspired by the social media account 'Humans of New York', they created a series of content named 'Humans of Red Badge' where they introduce us to different team members, and we can meet the person behind the uniform.

**If you have a limited budget, what should you focus your spend on?** Don't spread yourself too thin. Find one or two platforms and concentrate on these. Start by creating one quality piece of content on a regular basis and commit to doing this consistently.

**What's a social media myth you'd like to bust?** There is no magic bullet. Social media is simply another marketing channel. Like all marketing, it requires a strong strategy, creative execution, and technical ability. And you need to give it time.

**What are some no-no's when it comes to social media?** The most important thing is to be consistent. If you dip your toe in occasionally, it's highly unlikely you'll see success.

**How can business owners engage their staff to help humanise their business?** Educate your team as to why marketing is important. Then identify the people who are keen to be involved with the social media efforts. Remember, Jamie Oliver was discovered when he was a very young chef at the River Cafe in London. A documentary TV crew was at the restaurant interviewing the owners when they came across this young man in the corner who was born for the camera and super keen to be involved. Perhaps you have a Jamie Oliver in your business. Get them engaged!



The unemployment rate is down to 4% and for some industries like hospitality and horticulture, the labour shortage is crippling. For others, like the construction sector, COVID-19 has drawn a double-edged sword: endless work but a lack of skilled labour. Whether you're looking to expand and hire, recruit to replace, or keep your hotshots in-house, here are our top tips for getting and keeping a skilled workforce.

### **Ensure there's room to move**

Bored or stagnating employees will soon be using their downtime to scan job sites. Offering career progression or the chance to upskill ensures they feel valued. It also shows you're loyal to your staff by promoting from within. Make those opportunities clear to new as well as existing staff so they know there's always the chance to train for sideways slides or higher-ranking positions. Map out a career path for your staff so they are not just in a job, but a long-term career.

### **Personal life matters**

It's unavoidable: what's going on at home affects job performance. Mental health days or offering the opportunity to work out personal issues creates a feeling of being supported, which builds loyalty and a feeling of stability. You could also take the time to make a note of birthdays, acknowledge milestones outside the office, and recognise hard work.

### **Regular catch-ups**

Whether it's a formal monthly meeting or a chat over Friday pizza, regular check-ins are key. They're not only important for making your team feel genuinely heard but may also offer insight into streamlining systems or ensuring your staff has the tools they need to do their job well. Everyone's ideas are worthy of your time and generate the feeling of inclusivity.

### **Flexibility is key**

COVID-19 has proven that working from home can improve productivity. Starting or finishing earlier or later simply to avoid rush hour traffic has also been shown to improve mental health. You may consider a four-day workweek. [A trial here in New Zealand](#) found productivity increased 20%, staff satisfaction improved, and stress levels decreased. Encouraging work-life balance is a valuable leadership tool that pays genuine dividends in the office.

### **Switch up your advertisement**

Rather than listing technical requirements or preferred qualifications, try switching to qualities and personal attributes that would gel with your existing employees. It shows you're making an effort to create the best work environment. Some of the most successful ads show a clear career path and progression possibilities.

### **Be open to potential**

They may not be the full package right now, but recognising the future stars is essential. Talk to local schools and universities to secure their best graduates for those entry-level roles. Also, employees who've been with the company for years may find fresh enthusiasm and thrive in a mentor or training role. Attracting and retaining the right employees is all about giving opportunities. And let's face it, that's a win-win scenario. Employees appreciate when management invests effort in making them better and are more likely to return the love with initiative, pride, and hard work.

## Seven unspoken rules of working from a cafe

Whether it's the hustle-bustle, the creativity it inspires, or its lack of household distractions, the 'coffice' is rapidly becoming a top choice for flexible workers looking to escape the monotony and isolation of working from home. But just like any work environment, there are house rules.

1. Keep up your rent - don't sit for five hours and buy one flat white, the rule of thumb is one (item) per hour
2. Take up as little space as you can. Avoid large tables and if that's your only option, leave room for someone else to share your table
3. Avoid taking a phone call unless you expect it to last under a minute
4. Listen to music or videos on your laptop with earphones
5. Politely offer to move if it gets busy during the breakfast or lunchtime rush
6. Stay no longer than four hours (the universal limit for coffice working)
7. Come prepared but travel light - charge up your laptop, bring your wallet, pens, and paper but leave unnecessary stuff at home or in the car

## Up with the play on equal pay?

As we approach the one-year anniversary of the Equal Pay Amendment Act, it's important to make sure you know the process. Your staff can now raise a pay equity claim with you if they believe their occupation has been undervalued, and therefore underpaid, on the basis of sex. Keep up to speed with the [CCH New Zealand Employers Handbook](#) or by visiting the [Employment NZ website](#).

## Wellbeing toolkit at your fingertips

Heard of The Five Ways to Wellbeing? They are simple and proven actions you can introduce in your workplace to help staff find balance, build resilience, and boost their mental health and wellbeing. A toolkit that makes it easy to support your people to build the Five Ways into their day-to-day lives can be found [on the Mental Health Foundation's website](#).



## KEY TAX DATES – OCTOBER 2021

Date	Category	Description
5 October	PAYE	Large employers' payment due. File employment information within two working days after payday
20 October	PAYE	Small and large employers' payment due. File employment information within two working days after payday.
20 October	FBT	Return and payment due for quarter ending 30 September for quarterly FBT filings.
20 October	RWT	RWT return and payment due for deductions from dividends and deductions of \$500 or more from interest paid during September.
20 October	NRWT / Approved Issuer Levy	Payment and return for September.
28 October	GST	Payment and return for September.

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