

The Newsletter For Local Business Owners Looking To Build A Better Business

Brought to you by: HID Group

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January 2016

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Helping you create the perfect business!

Quote Of The Month

"A man can succeed at almost anything for which he has unlimited enthusiasm."

Henry Ward Beecher

"Hit The Ground Running In 2016 (The Zig Ziglar Way)"



*Con Antonio
Managing Director*

Welcome to the January issue of BB. I hope you had a good holiday break and you're pumped up for 2016.

I talked last month about the importance of creating your 2016 action plan. I hope that's something you've done in preparation for the next 12 months.

I can't stress enough how important it is to hit the ground running in January and make sure you're already on target for your goals and objectives.

It's far easier to hit your targets when each month's results are in line with your projections.

One of my all-time favourite quotes on goals is from the late, great Zig Ziglar. He said...

"I don't care how much power, brilliance or energy you have. If you don't harness it and focus it on a specific target and hold it there, you're never going to accomplish as much as your ability warrants."

There's so much truth in this.

It pains me to see business owners running their businesses without this level of clarity and focus. But think about it...

It's virtually impossible to focus when you don't know where you're going and you don't know what you're aiming for.

There's been so much BS written about goals, but one piece of advice I can give you that will make a difference is simply write them down, and then make sure you diligently focus on those goals during the next 12 months. It really is that simple.



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Use Twitter Advertising

Continued from page 1...

Because of my privileged position of being able to work with many different business owners, I obviously see all types. We actively encourage goal-setting and focus on these goals to give our clients clarity in the very busy and extremely cluttered world that we all operate in.

Yes, it's hard to do.

But it's one of the biggest reasons why businesses fail or never reach their full potential...

...and that's why Zig's great quote is so powerful. As business owners we owe it to our businesses, our teams and our families to get the best results we can from the available talents we (and those around us) have. You can't do that without focus.

"Focus helps you realise your potential"

Without clarity. Without knowing where you're going.

It's easy to be dismissive of these things, but when you look back on 2016, just think how great you'll feel when you've achieved your goals and your business is closer to where you want it to get to. Here's to a happy, healthy and prosperous 2016 to you from us all.

Con Antonio

Having a strong online presence is how most businesses grow and find new clients nowadays. There are so many different mediums you can tap into and the more you utilise, the higher your chances of turning enquiries into leads.

Twitter advertising is one way you can reach out to thousands of businesses in your area without having to put in a lot of work. If you're already using SWARM, then your content on your Twitter account will regularly be updated. Finding new businesses through this social network is difficult because what you type into Twitter's search bar comes up with accounts that have that word/those words in their bio.

So, for example, you could type in 'business in Manchester' and it wouldn't show these relevant businesses because they haven't described themselves in such a way in their bio.

Of course, it is possible to find

relevant accounts through thorough research and analysing tweets and not accounts in the search bar, though that is time-consuming and means you have to reach out to others. Ideally, you want to implement a strategy that works by itself without you having to monitor it that much.

Twitter advertising does exactly that. You create your adverts and use keywords and specific locations to reach out to only the clients you want to work with.

How You Can Target New Users

There are four main ways you can properly target particular accounts. Reaching out to people interested in the same television show as you isn't relevant, so we'll just cover the relevant ones. These are...

- Interests and followers: Reach out to people with specific interests or who are connected to your followers.
- Keywords: You may only want to

To Get More Clients

reach out to people who are tweeting about subjects that you're interested in. For example, 'accountant' or 'business growth' are the perfect examples to use.

Twitter enables you to be specific when you're advertising, so you only spend money on clicks that are valuable to you.

Did you know that there are more than 500 million tweets every day? That's a huge amount of tweeting and with over 240 million people actively using Twitter, it makes it a perfect platform for you to use. People use Twitter to talk about their feelings, aspirations, interests and thoughts. Even if you don't think you stand a chance of getting a new client through Twitter, it's a higher probability than you think!

Another reason to utilise Twitter ads and SWARM is so that you can connect with people in real time. Rather than replying to people and engaging with their tweets that they posted four hours, or even four days ago, you can reach out to

them as soon as they've posted that relatable tweet.

You aren't just limited to clients - you can stay updated with competitors and professionals by popping up on their timeline whenever they tweet something relevant or if they match the description you've used to find new users.

Promoted Tweets vs Promoted Accounts

Basically, you have the option of promoting your account or your tweets. If you want to grow your followers (get more people to follow you), then promoted accounts is a good choice, and one that we recommend.

If you have a special offer, a new service or something about your firm you want everyone to know about, then promoted tweets are more useful. This option does encourage you to think more carefully about the type of content you're using on your account.

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Dumb Criminals

A Modest Proposal.

What was your favourite fairy tale as a child? I always preferred Hansel and Gretel. Not for the quaint representation of German country life, the memorable values instilled by the story arch, the chilling idea that evil exists most fervently under a harmless guise, or for the admirably perspicacious nature of the children... no, a house made of food seemed damn cool.

Unfortunately, somebody took this charming childhood story and transformed it into a real disturbance. A mother in Minnesota received an anonymous letter expressing that her children look delicious and that the sender would like a taste. She responded publicly on Facebook, berating the creep for her "urges". In retaliation, the sender arranged for magazine subscriptions to be sent to the house, addressed to "Your Tasty Children". According to Huff Post, the culprit turned out to be a neighbour frustrated with the children leaving their toys in her yard. I suppose we'll know more after her interview with Clarice Starling.

Use Twitter Advertising To Get More Clients

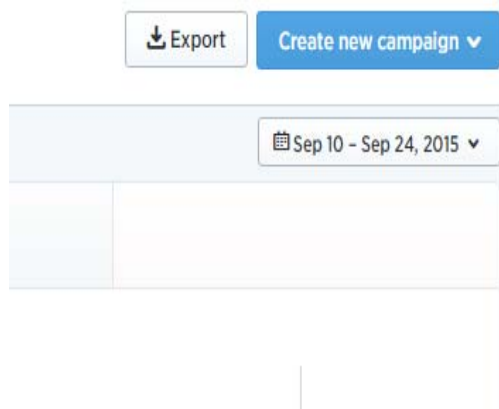
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Creating The Ad

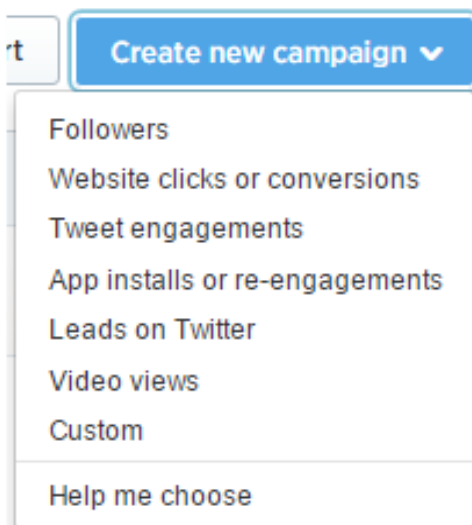
Once you've decided how you will target others (by keywords, or interests and follows) and whether you'd prefer to promote your account or tweets, you can begin creating your ad.

Firstly, sign into your account at Twitter.com. Then, visit ads.twitter.com. At the top, click 'Create new campaign'.

From this drop-down, you can specify your advertising goals, such as to get clicks to your website, leads on Twitter, tweet engagements, and much more.



Only choose 'website clicks or conversions' if your website



converts, or you will be spending money on clicks and not seeing any results.

Twitter then take you through some more steps to finalise your ad, including when you want it to start (immediately or customise a date). Don't be so eager to post your ad that you rush through the options. As with all advertising, you won't get results if it isn't implemented correctly.

When choosing location, be specific. Don't just put the city, but

the town you want to target. But bear in mind, the more rural your location, the more difficult it will be to find relevant users, as your ad can't reach people who aren't using Twitter!

The section titled 'Select additional targeting criteria' is one of the most important of all steps. You can choose keywords, interests and more. Don't be too eager to use too many keywords, because you only want people who will actually be interested in your services.

Here are a few examples of keywords you can use based on your industry:

- Lawyer
- Business growth
- Lawyer *followed by your location*

Not everyone will be tweeting these keywords all the time, so be patient and you will see results!

Handling Customer Service Through Social Media



Steve Hackney—Helping you to quickly grow your business

promoting their services, and neglect answering and asking questions. Social media isn't about you, it's about your followers.

The first issue to tackle is to be where your 'customers' are. From there, you should then analyse their activity.

Are they more active on Mondays than the weekend? Do they not use social media around Christmas time?

All of these analytical questions can be answered using social media analytics.

Automation has become a huge tool for businesses - so they can schedule their content in without having to be at the screen when the post goes live.

The downside of this is that many companies neglect monitoring their accounts for engagement, which doesn't make sense, because the whole point of social media is to get engagement.

Every 'moment of truth' you have with a client, or online audience, should always be professional and leave them happy.

HOW TO HANDLE CUSTOMER SERVICE ON SOCIAL MEDIA

- Pay attention to what is being said about you

Social media is no longer just about getting more clients and spreading the word about your business. If you look at established companies, you'll find that most of the time they're dealing with complaints and queries.

Great customer service matters, and social media allows you to connect with your clients on a personal level in real time. Social media isn't just to market your business, but to manage its reputation also.

The number one thing clients want is a quick response, and social media allows you to do that, so why wouldn't you embrace that feature?

Too many businesses only focus on



Cryptic Puzzle Of The Month

Daft Dave has been hired to paint the house numbers on a recently completed housing estate.

There are one hundred houses and therefore Dave has to paint all of the numbers from 1 to 100.

How many times will Dave have to paint the number nine?

ANSWER ON PAGE 6

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Handling Customer Service

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This means checking your notifications daily. If you only check who is writing to you once a week, you're giving yourself a massive disadvantage.

If you outsource your social media management, choose a company that will regularly check your notifications (not all companies do!).

If you don't, your profiles are just talking to a brick wall.

• Develop relationships with clients online

Show that you care, really care about your followers. Don't sit around hoping they'll talk to you - be proactive and ask how their days are going, what their plans are for the weekend, etc.

• Always follow through on your promises

You represent your brand at all times - offline and online. Don't make promises you can't keep. For example, if you're posting about providing excellent customer service, and yet you don't write back to urgent queries, you're not staying true to your word.

• Know when you are wanted, and when you're not

A Netbase survey found that 51% of people want to talk about services and products WITHOUT these businesses listening to them.

Even if you're mentioned in a post, that isn't always an invitation to step in.

You might not believe it, but some people want privacy on their social media sites. Unless their comment/question is something that needs addressing, don't step in. Only engage when your comments will be valued.

• Speed matters

We've already spoken about checking your notifications regularly, but complaints and questions should be addressed within 1-2 hours of being received. You might not be able to resolve the issue straight away, but a quick response lets the person know you're dealing with it.

HOW NOT TO INTERACT WITH PEOPLE ON SOCIAL MEDIA

It's just as important you understand what you shouldn't be doing when it comes to handling your social media.

• Don't overwhelm people with too much information. If your response will be lengthy, get straight to the point, or direct message the person instead.

• Don't be defensive or aggressive. Everything that you post is online for the whole world to see, and if you come across as hostile and unhelpful, what does that say about your company?

CRYPTIC PUZZLE ANSWER

Answer:

There are 20 nines to paint.

9, 19, 29, 39, 49, 59, 69, 79, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99.

Don't forget to count both of the nines in 99.

The most IMPORTANT thing you shouldn't do is not reply. We've all been in a situation where we've contacted a company and not received a reply. It's frustrating and unprofessional.

If you're still not convinced that online customer service matters, read some of these statistics:

• 67% of consumers have used a company's social media platform for queries about their service.

• 33% of consumers prefer to contact businesses through social media rather than by telephone.

Social media doesn't have to be so serious (it wasn't designed to be!).

When customers reach out to you online, they've deliberately avoided the funnel. Emailing or calling isn't instant or personal enough. If someone writes to you on Facebook, they want to be responded to on Facebook.

You'll create personal relationships with your clients and increase the visibility of your business to the rest of the online world.

What Our Clients Say About HID Group

I have been utilising HID GROUP accounting services for the past twelve years, during this period Mr Antonio and Partners have provided myself with the utmost professionalism. The quality of work and excellent advice I have received has been detailed and precise due to the experience levels within the staff. HID GROUP have the flexibility and reliability that I have required. I recommend HID GROUP to all, regardless whether the accounting service required is for an individual or an organisation.



*We are experts at helping our clients
financially manage and grow their
business!*

St Lukes Medical Centre
Dr A Hanna

It is our pleasure to provide this testimonial that reflects our 15 years dealing with HID Group and Mr Con Antonio. During this period Mr Con Antonio and his professional accounting and business team have been handling our corporate, family and personal accounting and tax business.

They have rendered their services in a very professional manner and to an outstanding standard that has met our expectations. The friendly nature of dealing with Mr Antonio and his team has made it so easy to get any aspect of the work completed to perfection. We wish Con Antonio and his team our best wishes.

Ibrahim Medical Services
Atef Ibrahim

I've been working with HID for a number of years now and I'm extremely satisfied with their professional prompt service, availability to answer my questions, quality reliable advice and understanding of the past, current & potential future market conditions.

They are always ready to help me in any way needed which has proven financially advantageous on a number of occasions but also assisted me in avoiding unnecessary expenses or ill-informed decisions which would have otherwise been costly.

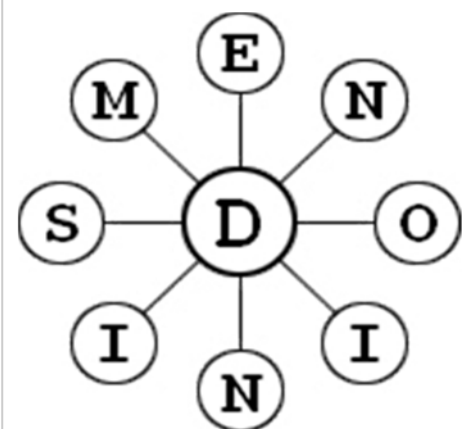
The quality of their accounting work far outstrips previous firms I have worked with, I have no intention of changing and would highly recommend others to reap the benefits HID offer.

Gone Global
Adam Adair



Brain Tracker: How Many Words Can You Find?

Using the BrainTracker grid below, how many words can you find? Each word must contain the central **D** and no letter can be used twice, however, the letters do not have to be connected. Proper nouns are not allowed, however, plurals are. Can you find the nine letter word?



Excellent: 64 words. Good: 42 words. Average: 30 words.

Bet You Didn't Know



- Hummingbirds are the only bird that can fly backwards.
- Dragonflies have 6 legs but can't walk.
- The Arctic Ocean is the smallest ocean in the world.
- Cows don't have upper front teeth.
- Every day is a holiday somewhere in the world.
- French fries are originally from Belgium.
- Enamel is the hardest substance in your body.
- The average golf ball has 336 dimples.
- The human heart creates enough pressure when it pumps out to the body to squirt blood 30 feet.
- A cockroach will live nine days without its head before it starves to death.

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Ask Us About Our Unique Accounting & Business Services...

Value-Added Services:

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- ✍ *DecisionMAKER* – Looking To The Future To Guide Your Decision-Making Today
- ✍ *BusinessBUILDER* – Raising The Funds To Fuel Your Growth
- ✍ *ProfitSAFE* – Keeping Your Money In Your Hands
- ✍ *FutureSAFE* – Guiding You Into A Successful Life Beyond Your Business

Compliance Services:

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Other Unique Benefits:

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- Unlimited FREE Support
- 3-Step Service GUARANTEE
- FREE Access To One Of The World's Leading Marketing Systems



"We dediced to get some unconventional help with our stock futures!"