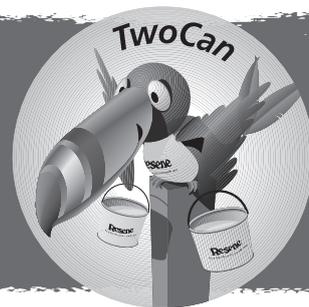


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“ A summer of too hot and too wet, reminds us just how much easier it is to paint when you get the right weather conditions. And now we’re getting into the ‘cold’. However you don’t need to let the weather get the better of you. With careful planning and using the right products, you can easily extend the available painting window and improve your business productivity. The most obvious option is to choose the jobs to fit the weather – good weather focus on outdoors jobs, bad weather head indoors for inside jobs. When it comes to temperature, cold weather, think wintergrade products, hot weather, think Resene Hot Weather Additive, and for those pesky light showers? Think Resene Umbrella Additive. Each has its place to help you keep working... ”



## Manage that lead

If you’re working on older homes and buildings, there is a high chance that lead is present.

A new standard provides a guide for tradespeople performing lead paint management work to deal with lead paint and related hazards in a safe and responsible way: AS/NZS 4361.2:2017 Guide to hazardous paint management – Part 2: Lead paint in residential, public and commercial buildings.



The new standard:

- will help builders, tradespeople, architects, and owners of residential, public, and commercial buildings in which lead paint is present
- provides information on methods to determine:
  - if lead is present on a building
  - the amount of lead present
  - the selection of an appropriate management strategy
- applies to lead paint only and provides guidelines to produce a safer working environment
- is available from Standards New Zealand

Resene has lead based paint testing kits available from Resene ColorShops so you can test the paint onsite yourself. If you are only needing the test done now and again, many stores can also test your paint for you, so that you know what you are dealing with before you start.

## Perfect for the cold

As the weather turns colder, remember we do have wintergrade paint options available so it may pay to switch to a Resene Wintergrade version – check with our team for the best option for your project. And if you’re finding the frost is starting to take over your windscreen, grab yourself a free ice scraper from your Resene ColorShop or representative, available while stocks last.

## Shower saver

If there are light showers lurking about, make sure you have Resene Umbrella Additive ready to go.

Resene Umbrella Additive is an additive for exterior waterborne coatings providing rapid protection from light showers even before the coating has dried.

Once applied, a coating containing Resene Umbrella Additive quickly starts to build a protective shell that then extends throughout the whole coating. Water is able to evaporate from the coating allowing it to dry but light showers simply roll off leaving the still-drying coating firmly attached to the substrate.

Remember though, it is for light showers outside only... don’t try it in a downpour!



## Leap of faith

Humans are a funny lot. You put out a wet paint sign, and some of them just have to reach out a finger just to check if it is really wet after all. Or as Philippa found out, her wet paint sign was more of a dare than a deterrent...

“I arranged with the manager of the building to paint the foyer floors to the lifts on two floors in the week between Christmas and New Year thinking that it would be a quiet time – yeah right!

We taped off the lift access on the floors and put plenty of signs up for people to use the outside drive to the carpark. >>



>> I was right in the middle of the painting job having just painted the gap between the lift door and foyer door. The lift opened and I looked at the young woman. She eyed me up and down then the floor. Her eyes narrowed and she took a step back. She crouched slightly and in that instant I knew she was going to try a jump. I yelled "N, No Noooooo!!!" "Didn't you read the sign?"

So glad I was there to stop the wanna-be Wonder Woman."



## Small business social media marketing do's and don'ts

New to social media marketing? Discover some of the top do's and don'ts for small businesses in the tradie or painting trades.

Social media marketing allows businesses to connect with their audience, build brand awareness and grow a customer base. In New Zealand alone, 93.6 per cent of businesses use some form of social media for work purposes, according to an OMG Solutions survey.

But just how often should you post? How do you deal with negative comments?

These questions and more can lead to a few social media marketing do's and don'ts that could make or break your small business.

### Do

#### 1 Fill out profiles correctly and accurately

Before you even start posting, ensure that all profiles and relevant sections are completely filled out. Be sure to include website links, locations, about us information, high resolution photos – such as previous projects – and other must-include details. These must all be spelled correctly and completely factual.

When filling out other social media platforms, don't just copy and paste. Instead, adapt the language slightly to show that you have taken the time on each one.

#### 2 Post regularly

There's a balance to adopt when posting on social media. Be sure to post just enough to foster engagement, but not so much that you become perceived as annoying. It's important to maintain a routine instead of sporadically posting when you remember or have time.

Show off decorating ideas, paint swatches or recent projects to show your audience that you have an in depth knowledge of your industry.

There are several programmes available to help with scheduling posts, such as Sprout Social. These can allow businesses to plan ahead and stay on track in order to create a regular social media presence.

#### 3 Interact with your audience

If your social media marketing campaign is working well, you'll no doubt see more and more activity across your various social platforms, in the form of comments, likes and shares.

Engagement is one of the most important tools in social media marketing. New Zealand business owners ranked engaging with an audience at an importance of 85 per cent when evaluating company objectives, states OMG Solutions.

Take the time to reply to comments and answer any questions to show your audience that you are present and care about what they have to say.

If you don't have the time to reply straight away, aim to get back to them within 24 hours to show that you haven't forgotten.

### ... and prospective leads

It's not just current clients that you should be interacting with on social media. Spending a bit of time to engage with prospective leads and customers online can generate new relationships and even new business. Avoid spamming them with promotional updates. Instead, engage consistently and naturally to avoid annoying potential clients

### Don't

#### 1 Ignore negative comments

Alongside the positive comments on your social media feeds, there are bound to be a few negative people who want to have their say. Unfortunately, these comments are inevitable, no matter who you are or how big your company is.

Although it may seem like a good idea to ignore negative comments and simply move on, this type of feedback should be prioritised over the positive. If a customer has had a bad experience, connect with them to work out what went wrong and how it can be fixed. Remain professional at all times when dealing with their complaint. The last thing you want is for prospective clients to see this negative feedback handled poorly as they will just take their business elsewhere.

If you receive comments full of profanities or false negativity, consider deleting them altogether.

#### 2 Forget your other accounts

Facebook is the most popular platform on social media, with 74.7 per cent of businesses across New Zealand actively using Facebook, states a social media report by OMG Solutions. If you've spent time building up a strong social media presence on this popular platform, you may have accidentally put others on the back foot.

A simple technique to ensure that all of your social media platforms remain on a similar level is to post your content across each platform when you post to another. Scheduling sites such as Sprout Social allow a user to plan out exactly which content will be posted and when. This allows business owners to remain organised and consistent with the content they are publishing.

#### 3 Don't try and use every social media account

Facebook, Twitter, Snapchat, Pinterest... The list of social media platforms is a long one. Focus on the platforms that are applicable to you and your brand as there's simply not enough time in the world to cover them all.



Catch you next month!

TwoCan, Editor.

