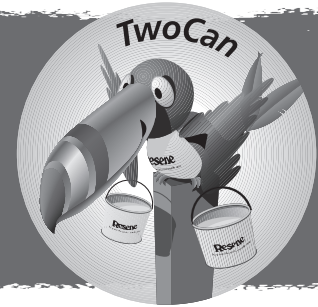


“ There are so many ways to advertise a business these days, it can be hard to know where to start. Unlike the old days where you could reach most people using a couple of media options, these days chances are you will need more of a variety of channels to find the customers you want to talk to. Luckily as well as paid media options, there are many free ones too. This issue we have a quick intro to Instagram to help you get started if you're keen to promote your business. Once you're up and running, you'll find us on Instagram at @resenecolour. Remember to tag us in so we can follow you back too... ”



## Check then check again

It always pays to double check the job instructions, and while it may seem obvious, that includes checking the address as Jesse tells us...

“Basically, this is a classic **true** story of our guys here in the Hawkes Bay region who were attending an exterior paint job of a farm property in the region.

Our guys turned up to the farm address but on that property, there happened to be 3-4 small houses plus sheds quite close together.

What the painting foreman was told was the one on the right. Little did we know they were all on the right of the shared gravel driveway.

One week in we have almost finished the whole exterior of this little cottage and a farmer pulls up. We have not seen anyone the whole week. He says “absolute brilliant job the cottage looks awesome it has totally been brought back to life”...



The farmer then started laughing.

The painter then asked “why is it so funny?” chuckling awkwardly also. The farmer replied “mate it was the house next to this one your crew were supposed to paint but I’m absolutely chuffed you painted mine instead of the neighbour’s, suppose you better get started on their house now you’re a week behind schedule.”

That’s why we always double check jobs to make sure it is the correct property. A good training exercise we may call it.”

## New name

For many years Resene has sold Resene Membrane Roofing Primer, which was originally designed for use on roof membranes. Over those many years, it also started to be used for a number of other projects, including some interior work. Of course recommending a ‘roofing’ product for projects indoors, did cause some confusion. So to simplify its recommendation, the name has been changed to Resene Membrane Primer. It’s still the same product, just with a new name that better describes its use. Resene Membrane Primer is a specially formulated pre-treatment to upgrade adhesion, both wet and dry, to rubber membrane sheeting materials and bitumen coated surfaces.

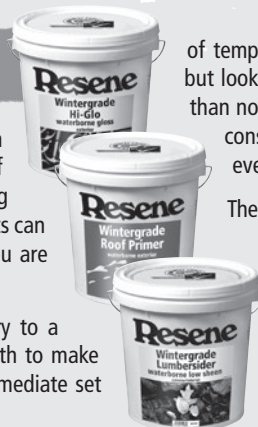
The new name product will come through to Resene ColorShops as the old stock runs out. You can use new and old together as the product is the same.



## Chill out

It’s that time of year when we all start to feel cooler. With winter comes chills, frosts, cold air and many buckets of Resene wintergrade paints designed to help you keep working over winter – so no excuses not to go to work! These products can dry at temperatures down to a chilly 2°C, which means you are buying yourself an insurance policy against the cold.

A paint film dried in the cold can crack and even just dry to a powder. This is because the acrylic base needs some warmth to make the particles soft enough to stick together. There’s an intermediate set



of temperatures between 5°C to 10°C where the film appears normal but looks can be deceptive as the coating is likely to have much poorer than normal durability. The surface temperature of the substrate may be considerably colder than the ambient air temperature, which creates even more of a challenge for normal paints.

The Resene Wintergrade range is available now and has something to suit a wide range of projects including: Resene Wintergrade Hi-Glo gloss, Resene Wintergrade Sonyx 101 semi-gloss, Resene Wintergrade Lumbersider low sheen, Resene Wintergrade Quick Dry primer and Resene Wintergrade X-200 waterproofing membrane. >>



>> You can also request Resene Wintergrade Roof Primer, which we can make to order for you, and Resene Wintergrade Summit Roof in batch sizes of 200 litres or more, ideal for those larger projects that just can't wait until summer.

Wintergrade products are the same price as the standard versions, so can be substituted for standard products without affecting the contract price for the project. Finishes of wintergrade products can differ slightly from the standard products so we recommend using the same product consistently for a project. Wintergrade products are available for ordering from Resene ColorShops and selected resellers from April – August inclusive.



If your hands start to feel the chill too, ask your Resene ColorShop for your free handwarmer – only while stocks last.

Remember when you're using standard paint over the winter, keep an eye on the temperature, both on the surface and in the air. Remember a surface can be a lot colder than the air that surrounds it so you may find it's best to change your order of work and work on surfaces like plasterboard in the early morning and move to areas like concrete, which tend to be cooler in cold weather until they have had a chance to warm up a little.

## A beginner's guide to getting your business on Instagram

We live in a world ruled by social media. From Facebook to Snapchat, there are so many platforms a business can utilise. One of the most popular is Instagram. This photo-sharing app focuses on all things beautiful – just like that of a painter/decorator.

Instagram is a great tool for painters and decorators to utilise as it centres around sharing aesthetically pleasing images – and paint projects fit perfectly into the sorts of images that are popular. It's free to use, though you will need to allow time to add new photos and captions and to reply and connect to others.

So, how do you do it?

### Step 1: Setting up your business profile

Simply download the official Instagram app from the iOS or Android store and tap to open. You'll then be asked to fill in your details (work email, name etc). After clicking 'next', find the settings, then scroll down until you see the option to switch to 'business account'. Here, you can fill in your address and phone numbers, etc. You are now ready to start posting! But, what do you need to consider before posting photos?

### Step 2: Optimise your profile

Instead of jumping the gun, it's important to optimise your profile in order to be more discoverable to your target audience. Ensure your Instagram name matches that of other social media platforms and, of course, your business and its website. Within your bio, write a short and engaging description of what you do, your style and where you're based. You can also include a link to your website in here too.

Now, it's time to choose a profile image. We highly recommend using your company logo so that people will instantly recognise your brand. Ensure it's high resolution and centred to fit perfectly within the circle frame.

Lastly, to boost your business profile's presence, begin following a range of influencers, brands and customers relevant to you. This can be done through the use of hashtags (which we'll get onto more later). If you see content you like, comment and interact with the profile to build rapport and get yourself noticed. This way, people may start following you too!

### Step 3: Explore your Instagram insights

One of the main differences between a regular Instagram profile and the business version is that company Instagram users can view details on how their content is performing. You'll be able to see details on the reach and impressions from your posts. You can also receive in-depth information regarding the gender, age, location and times that your most frequent users are viewing your content.

Simply look for the graph icon in the top right hand corner of your profile to find your insights.

## What to consider when posting

### Image quality

Due to Instagram being such a visual platform, you must ensure all images you share are of the highest quality and aesthetically stimulating. Blurry, pixelated images will not show off your work nor will they appeal to potential customers. Taking professional-looking photos doesn't need to be hard. There are plenty of handy **Instagram tutorials** available to help.

### Image subject

As a painter/decorator, you'll no doubt want to show off your impressive projects. Before-and-after shots are a great way to showcase your work and give insight into what you are capable of doing as an industry expert. However, you must always ask permission to take and use photos of your client's rooms.

### Content consistency

No one wants to scroll through an Instagram feed that features unorganised and clashing images. Instead, they want to see a cohesive and flowing feed that depicts image after image of well thought-out and styled photographs. Therefore, always stick to one theme when posting, whether this be the filter you use or the style of photography you choose to adopt. By doing this, you will build and establish a look that's recognisable to your followers.

### Image captions

It's all well and good posting fantastic shots of your work, but what good is it to your audience if they don't know what's going on. This is where captions come in. Take this opportunity to write a short and snappy caption detailing what you liked about the project in question, offer handy tips and advice or ask for opinions.

### Hashtags

Hashtags are attached to content and allow users to browse posts that have chosen to include that specific hashtag. The right hashtag – or combination of – has the potential to expose your company to a wider range of targeted audiences. Research by Simply Measured found that posts with at least one hashtag averaged 12.6 per cent more engagement than those without.

Start off by using a range of specific hashtags related to your industry. This way, you won't get lost in a sea of hashtags that generate millions of results, and instead you'll be able to reach people closer to you and that actually have an interest in what you're targeting.

Getting onboard Instagram gives you the opportunity to reach new customers and provide a showcase for prospective customers keen to see the type of projects you have worked on.



Catch you next month!

TwoCan, Editor.

