



MARKETING & ADVERTISING

Here are key ideas, trends and predictions to keep in mind in order to make the most of 2016 for both your business and the people it serves.

Digital marketing 'clutter' means the value of personal relationships will increase

"The challenge facing everyone is how to market and promote a small business amid all the clutter and white noise. Paradoxically, I believe that the businesses that will ultimately succeed going forward are the ones that go back to traditional methods, like building face-to-face relationships and word-of-mouth marketing." – David Mercer, founder, SME Pals

More consolidation means emphasising online marketing

"Everything from local mechanics to bakeries to florists and carpet cleaners will need to have not only a website, but one that is made for mobile searches, thoroughly connected to social media, directories, review aggregators, coupon generators and proximity pricing calculators, too. The trends are absolutely moving in this direction, and any company that chooses to opt out of these marketing channels will likely face a self-imposed extermination for that industry." –

Alexander Ruggie, PR director, 911 Restoration



Top teenaged taxpayer contributed over \$500k in tax during 2013/14 financial year

Australia's highest tax-paying teenager contributed more than \$500,000 to government coffers in the 2013-2014 financial year, a freedom of information investigation has revealed.

In the same period, major corporations including McDonald's Asia Pacific Consortium, Qantas, Virgin Australia, General Motors and William Hill did not pay any income tax.

At least nine other teenagers all paid more than \$100,000 in tax over the same period. The document obtained by the ABC shows the 10 highest-earning teenagers contributed \$2.6 million to public funds. The document does not identify them. Source ABN

Small businesses will continue to realise their marketing advantage

"Public relations and social media tactics will continue to grow more progressive. Small businesses understand they're nimble versus their goliath counterparts and will look to modern tools like Kickstarter, YouTube, content marketing and social promotion to develop authentic audience engagement and advocacy." – Katherine O'Hara, founder and president, The O'Hara Project

Ad-blocking software means rethinking marketing strategies

"Online ad-blocking software will greatly impact small business owners. Ninety-three per cent of mobile ads are blocked on Firefox and Chrome, and iOS 9 adoption accelerates this complication. Educating prospective buyers, earning trust and solidifying existing customer relationships will be crucial via subscriptions to email newsletters and company blogs posts." – Tony Faustino, president, Faustino Marketing Strategies

Local marketing, interactive content, expanded searches and re-marketing will all play a role

"Small businesses will begin to see the viability and increase in use of interactive content. Specifically, I think Periscope will emerge as the de facto platform for small business and micro business to conduct real-time conversation, over-the-shoulder how-tos and more. While this platform is free (meaning everyone and anyone can do it), the truly successful businesses creating sales and revenue with it will be able to craft well-presented conversations, while not selling their service — only their knowledge." – James Blews, owner, James Blews Consulting

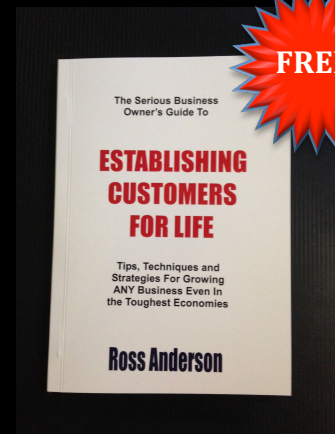
Re-marketing, integration of pay-per-click marketing and targeted ads are key for small business

"Re-marketing works, and here's why: Contrary to popular belief, conversion rates actually increase the more users see an ad within re-marketing campaigns. That's because these are people who have already been exposed to and engaged with your

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Australian Business Confidence

Business confidence in Australia stood at 6 in March of 2016, doubling from 3 in February. It is the highest reading since September 2015

brand. It's true that click-through rates decline over time, but those people who do click on your ad, after having seen it a few times already, become twice as likely to convert. Period. Not to mention that re-marketing is incredibly powerful for brand building." – Larry Kim, founder and CTO, WordStream

Growth in video adds nuance to small business marketing

"For small to medium-sized businesses, video offers a competitive advantage without breaking the bank. Nowadays, even a smartphone can be used to create quality videos that can provide a window into a company's culture or organisational structure, explaining why a candidate should apply. Further, video can outline what a specific role will entail in a much more engaging format than a bulleted list on a career site." – Alys Scott, CMO and senior vice President of marketing communications, PeopleFluent



Business Confidence In Queensland Has Dropped To The Second-Lowest Level In The Nation, According To A Survey.

The Sensis Business Index, a survey of 1,000 small and medium businesses conducted a month after Premier Anastacia Palaszczuk was sworn in, showed confidence dropped to -24 points.

That figure sits just three points off the lowest score, held by South Australia.

and consistent with the long-run average. "The lift in business confidence suggests a lower risks of contagion from global uncertainty, but also provides some assurance that gains in conditions will be sustainable," NAB Chief economist Alan Oster said. Business Confidence in Australia averaged 5.75 from 1997 until 2016, reaching an all time high of 20 in April of 2002 and a record low of -30 in October of 2008. Business Confidence in Australia is reported by the National Australia Bank.



20 CRITICAL MARKETING MISTAKES THAT BUSINESSES MAKE.

What about you and your business enterprise? How are you doing? Which mistakes are you making that could be holding you back from making the income, and enjoying the lifestyle you've always dreamed about? Download this **FREE** Report



Sensis chief executive John Allan said respondents did not believe the new government understood the sector and were worried about costs increasing. Just 42 per cent felt positive about the year ahead while 32 per cent of businesses were worried.

The hospitality sector bucked the trend, however, recording the biggest jump and highest confidence level, with the net balance 19 points above average.

Mr Allan said that overall, small business was worried about the lack of work and sales, particularly in Queensland where sales performance was the worst.

"The economic climate, not surprisingly, also factored high on their list of concerns," Mr Allan said.

"Key issues such as consumer confidence, interest and exchange rates, as well as global, state and regional economic concerns, play heavily on the minds of small businesses when considering their perceptions towards the economy.

"Other issues causing major problems for specific segments are paperwork or bureaucracy, competition for the wholesale sector, and general costs or overheads for manufacturers."

Nick Behrens from the Queensland Chamber of Commerce said the Government could address the loss of confidence in the state budget, to be delivered in July.

He called for payroll tax reprieve, and cuts in red tape and electricity prices.

"There are significant things that can be done that would certainly meet the State Government's strong commitment that they want to be the custodian of jobs creation," he said.

ABC- 27 March



"We took the energy saving audit two years ago. It was good to gain more knowledge about energy saving and the great follow up helped has us to improve even more. We appreciate Ross's Enthusiasm towards energy saving, happily to grow with him." - Urs Kueng, FGS Composites Pty Ltd, Oakhurst Qld



Paying Taxes with a Smile

A nervous taxpayer was unhappily conversing with the ATO Tax auditor who had come to review his records. At one point the auditor exclaimed, "Mr. Carr, we feel it is a great privilege to be allowed to live and work in Australia. As a citizen you have an obligation to pay taxes, and we expect you to eagerly pay them with a smile."

"Thank goodness," returned Mr. Carr, with a giant grin on his face. "I thought you were going to want me to pay with cash."



Power Price Hike for Queensland Businesses & Irrigators

The Queensland Competition Authority (QCA) has released their draft determination of regulated retail electricity prices that are to take effect in regional Queensland from 1 July 2016 to 30 June 2017. Small business customers on small business tariff 20 can expect an increase of 9.3 % in their annual bill. Customers on the seasonal time-of-use tariff 22A can expect an increase of 13.6%. Large business customers can expect increases of between 10.2% and 10.6%. The QCA are claiming that these increases have been driven primarily by higher energy costs, network costs and retail costs. Bill impacts will vary depending on each individual customer's level and pattern of consumption. (This means that some customers will face an even larger bill than what is proposed).

Some business customers along with farmers and irrigators being supplied under transitional or obsolete tariffs are to face increases as well. Given the substantial price increases that customers on transitional and obsolete tariffs have experienced in recent years and that they are more than halfway through the transition to



White chocolate and berry cheesecake

Ingredients

- 12 Cottage Cookies White Choc & Macadamia biscuits
- 300g frozen mixed berries
- 2 tablespoons boiling water
- 3 1/2 teaspoons powdered gelatine
- 180g white chocolate, chopped
- 2 x 250g blocks Philadelphia Cream Cheese, softened
- 1/3 cup caster sugar
- 1 teaspoon vanilla extract
- 185ml can light evaporated milk

Method

Step 1

Line base and sides of a 6cm-deep, 22cm round springform pan with baking paper. Arrange biscuits, in a single layer, over base of pan. Top with half the berries. Place boiling water in a small, heatproof jug. Sprinkle over gelatine. Using a fork, whisk until gelatine has dissolved.

Step 2

Place chocolate in a heatproof, microwave-safe bowl. Microwave, uncovered, on high (100%) for 1 to 2 minutes, stirring every 30 seconds, or until melted and smooth. Set aside.

Step 3

Using an electric mixer, beat cream cheese, sugar and vanilla until smooth. Gradually beat in evaporated milk, chocolate and gelatine mixture. Pour cream cheese mixture into pan. Scatter with remaining berries. Cover and refrigerate overnight or until set.

Note Source: Taste.com.au

standard business tariffs, they have determined that customers on these tariffs will face further increases of between 10.3 % and 11.5% for the coming year.

This draft determination by the QCA will have a massive impact on regional businesses and farmers alike and will affect the viability of their operations.

QCA intend to consult extensively prior to finalising their determination in May 2016. QCA will consider all issues raised in submissions received by the closing date in making their final determination for 2016–17.

More information and how to make a submission is available on their website, www.qca.org.au. Submissions close on 20 April 2016 and our final determination will be published by 31 May 2016.

The QCA draft determination “Regulated retail electricity prices for 2016–17” can be found at: <http://www.qca.org.au/.../2016-17-Draft-determination-of-regi...>

After reading this and you feel you would like more information about the proposed tariffs or how to best prepare your business to cope with the proposed price increases then feel free to contact me, Ross, on 1300 72 11 18 or email info@aquagoldconsulting.com.au

HOME BATTERY SYSTEMS

While home energy storage has been possible for a number of years, the deep cycle batteries and other components required have been expensive, cumbersome and required a degree of knowledge to operate and maintain the equipment.

This has meant residential energy storage has been largely confined to off-grid applications (mentioned earlier in this guide) and storage enthusiasts. The rapid evolution of lithium-ion batteries and associated technology is changing this.



Signs You're Approaching Burnout (And How To Avoid It)

When the only constant is pressure, as a small business owner you need to know the signs that indicate the need for time out. Whether you opt for a day at the spa or spend the morning playing nine holes – knowing your limits can be the difference between make or break.

Pushing yourself to achieve more than what's possible in a 24-hour day may feel like the norm, but there are a few obvious signs that you're going too hard.

In order to get a balanced view on just how stretched you really are, it's important you keep a check on the physical, mental, and the emotional signs as they happen.

First In, Last Out

If you're first in and last out of the office, it's likely that you're going too hard. If you're lunching at your desk and relying on the convenience of bad takeaway to sustain you, you're probably on the fast-track to burnout.

REMEDY

Getting in early is fine on occasion, but discipline yourself to take a few short breaks. Make time to enjoy a home cooked lunch or at least go for a walk to pick it up from the shops. Better still, enjoy your lunch on a park

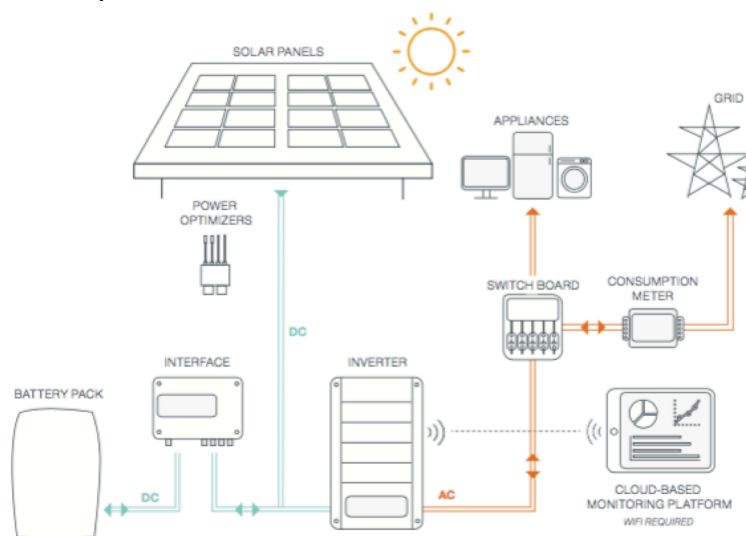
The new generation of energy storage are more affordable, higher-performing, streamlined and more aesthetically pleasing. Set-and-forget battery storage for homes from companies including Tesla, Fronius, and Enphase Energy will soon become an increasingly common sight in solar households. Many of the new generation of battery systems, including Tesla Powerwall, are modular, meaning you can add more battery packs as required.

For most households however, large storage systems won't be necessary considering mains grid power will still be available to act as a backup to a solar panel system in an extended heavy cloud event. Blackouts of more than a few hours are also becoming increasingly rare.

HOW HOME BATTERY SYSTEMS WORK

New generation home energy storage is quite a simple concept; but involves some very high-tech equipment. Here's how residential battery storage system generally works.

- Solar panels convert sunlight to DC (Direct Current) electricity.
- The inverter converts the DC electricity to AC (Alternating Current) for use in the home or routes DC to charge the battery.
- When required, the battery provides power to the household.



bench; the fresh air and getting your mind out of the work will do you good. And spending plenty of time at work doesn't mean you're necessarily productive – simple time management skills can help you get home at a reasonable time.

Everything Is Not Awesome

Working hard is likely to affect what and when you eat and ultimately, your sleep. Out of balance, bad diet and poor sleep will affect your overall health including your temper and your capacity to remain focused. Just as importantly, stress can whittle down your self-confidence. Having endless deliverables without any downtime slowly erodes at your passion. Increased negativity and inability to see light at the end of the tunnel are signs that you're running on empty.

REMEDY

You're the owner of your business and the pressure is on you. But, you've hopefully built up a team around you and you need to have the confidence in your team to help and support you. Sharing workload and responsibility empowers everyone in the team. It not only gets work done more quickly, but ensures the rewards are also sweeter.

Going 'Unplugged'

You find yourself always on. You say you have balance but the family dinner sees you ducking out to take calls or stalling over the gravy boat to reply to an email. While modern technology is able to make us more productive and collaborative than ever before, without discipline it can quickly rob you of your sense of normality.

REMEDY

All your work meetings are in your calendar, so it's important you lock in personal time. Let your team know that you won't reply at certain hours or even make it office policy. Make a list of the things you enjoy doing and ensure you do at least one of them,



How long does yours have left? Apple reveals how long iPhones last

APPLE has finally admitted how much life you can reasonably expect to get out of your iPhone.

After lengthy speculation from customers, the tech giant finally confessed that you can only expect three years of service before your iPhone packs in.

The lifespans of the average Apple Watch, Macbook and Apple TV devices were also revealed, with Apple Watches also expected to also last for a mere three years before failing.

The frank confession comes as Apple tries to up its green credentials, revealing all on a new 'environment' section of its website.

"Years of use, which are based on first owners, are assumed to be four years for OS X and tvOS devices and three years for iOS and watchOS devices," Apple wrote.

And, although three years doesn't seem like very long, the company is taking steps to increase the lifespans of their products.

Before, your iPhone would only get two major operating system upgrades in its lifetime, with the two upgrades representing the only chances you would get to spruce your device up.

But now, new iOS software is supported on much older devices, meaning that you can continue to upgrade your old phone using new software.

In fact, the latest software, iOS 9, is still supported on the iPhone 4s, which has been around since 2011.

4 WAYS TO HELP AVOID BURNOUT

1 Mobility. Smartphones and laptops allow you to break away from the day. When the frustration flares, grab your laptop and the car keys and head to a spot where you can work without interruption

2 Cloud. Working in the cloud can help to ensure the team is all on the same page and having working arrangements that offer you and your team flexibility to work from wherever they have the internet can encourage balance while maintaining productivity

3 Apps. Games might be a great way to unwind, but other productivity and work apps are available to streamline your workflow and help you get home faster. It's about working smarter, not harder

4 Talk to each other. At the end of the day, nothing beats good old fashioned communication. If you're feeling stressed or burnt out, speak to your colleagues, and ask for help

for about an hour, every other day. It's important you find rejuvenating ways you can maintain balance, productivity and creativity.



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