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GROW YOUR BUSINESS

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Okay, Boomer...sorry Millenials, but its all about the Zoomers

It feels like just yesterday we were training Baby Boomers in the newfangled management style of the Millenials. But just as you are starting to get comfortable... enter... ZOOMERS!

Generation Z (Zers, Zoomers- born in 1997 or later) are now part of your applicant pool and of course, once again, we should be ready to see them rock the boat and bring some influential energy to the workplace. In fact, Zoomers will make up a projected 24% of the global workforce in 2020.

Brace yourselves! But also, brush up on some of their unique qualities and what you can expect to see out of this generation:

1. This generation was children when 9/11 and stock market crash and subsequent recession happened in 2008- because of how they experienced these huge landmarks, they will value financial security, safety and stability in the workplace.
2. Unlike Millennials, studies are

showing Zoomers will look to stay longer in positions and won't be as prone to job-jumping.

3. Zoomers are uniquely debt resistant and are more savvy when it comes to financial setbacks and future planning and they will be basing their job decisions mostly on salary, pay structure and raises/growth opportunities.
4. Some say that the saturation of technology into our everyday lives has turned Zoomers into a generation that once again appreciates the power of face-to-face interactions.
5. Conversely, using technology so seamlessly from a young age, Zoomers are very adept at multitasking and can handle juggling many projects and responsibilities at one time.

Millenials seemed to lack humility around their green-ness, whereas Zoomers are very aware that they are the youngest in the room. This self-awareness also gives them great insight

into what their strengths are and they are eager to prove themselves- the opposite of the entitlement we see often in Millenials.

Zoomers crave integrity, authenticity and are pragmatic as opposed to their idealistic Millenial neighbors. Having grown up seeing the economic pressures of a recession has also created a drive and motivated workforce eager to save and invest and plan. These desires have translated into a return to brick and mortar commercial interactions- a huge difference from online-obsessed Millenials.

Overall, Zoomers look more promising on paper and should not raise the same concerns when it comes to integration into the workforce. The old guard will be pleasantly surprised at what almost seems to be a throwback generation, a return to the 'way things were' and an appreciation for individuality, hard work and innovation.



Social Commerce and Can it work for your business

Let's start with a simple definition: what is social commerce? For the sake of this article, we are referring to the buying and selling of items, products and services on social media platforms.

From the days of a simple "Buy It" button as an option, we have seen this tactic become more and more invasive over the last three years in particular. A few examples:

- Live chat box options
- Electronic payment options through social media channels
- Coupon codes and links to products directly embedded in content
- Group pages and forums like Facebook Marketplace

As this tactic is purely content driven, with visual appeal being the most important factor, this type of engagement typically works well for apparel, accessories, electronics, home goods and beauty and wellness.

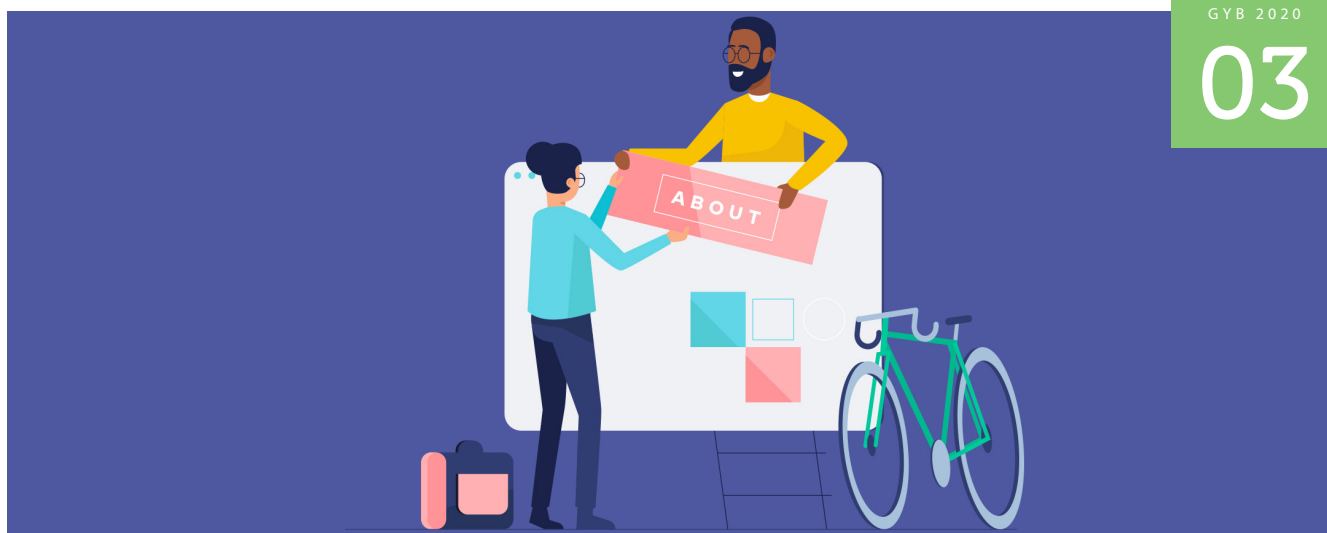
The major players here are Facebook, Instagram, Pinterest, Snapchat, and Youtube. Chances are if you use any of these platforms, there is a way you can engage in social commerce.

If you're a small business owner and not sure where to start, here are a few ideas:

1. Facebook makes it very easy to set up a shop, by simply converting your business page template to a shopping template. You will need to select your own payment options before swapping templates (will you take Paypal, Venmo, Google Pay, Credit cards, etc.) but then it's pretty smooth sailing in terms of adding products to your page.
2. Pro tip: Facebook owns Instagram, so if you set up the page on FB first, it will be an easy few extra steps to get seamlessly linked to your business Instagram page.

3. Work with Pinterest and its new "Pinterest Partners" program so that if your products ever get pinned, they can now contain a Buy It link, making the shopping experience streamlined.

The whole idea here is catering to the consumer trend of "need it now". We scroll through, we see something we like, we want the fastest, easiest way to buy it. Providing this option is going to convert to sale on a much higher level and you will definitely see an uptick in sales.



What about your “About” Page?

Even though we live in ‘want it now’ age consumers are also displaying their desire for transparency, honesty, and integrity in their transactions (think social responsibility, etc.).

More importantly, they are seeking products and services that match with their own beliefs and values and often the place they seek that information is your website’s About Page.

If it’s been a while, it may be time for an About Page about face! As one expert copywriter puts it, the checklist goes something like this:

1. Stick to the facts, avoid the hype and superlative talk.
2. Always inspire trust.
3. Tell them what they want to know, and tell them upfront- don’t make them dig through copy.
4. Be specific, not generic.
5. Engage and connect and then engage and connect again!

6. Make sure you are expressing your values (company values, not personal!) and your mission as it may relate.
7. Include credentials, awards and any pertinent accolades.
8. Of utmost importance: **USE VISUALS.** Pictures of you, your staff, your business in action. Legitimize and humanize through visual connections.

Ultimately, why is someone perusing your About Us page? They are trying to figure out if they can trust you, they are seeking more intimate information that will allow them to determine if their values align with yours or if there may be an inherent reason that they should NOT do business with you.

Consider questions like:

- How big is the business? How many employees?
- How long have you been in business? How did the company begin- what’s the origin story?

- Is there a brick and mortar location or is this only online and why either/or/both? Is there a connection to locale or benefits to being in the same location?
- What are the core values? What makes you special? What makes your product or service unique?

Take every opportunity to provide your ideal customer with something they relate to. Create trust, show integrity and build long lasting relationships.

CREATING CLICKABLE CALL-TO-ACTION

Creating a Clickable Call to Action

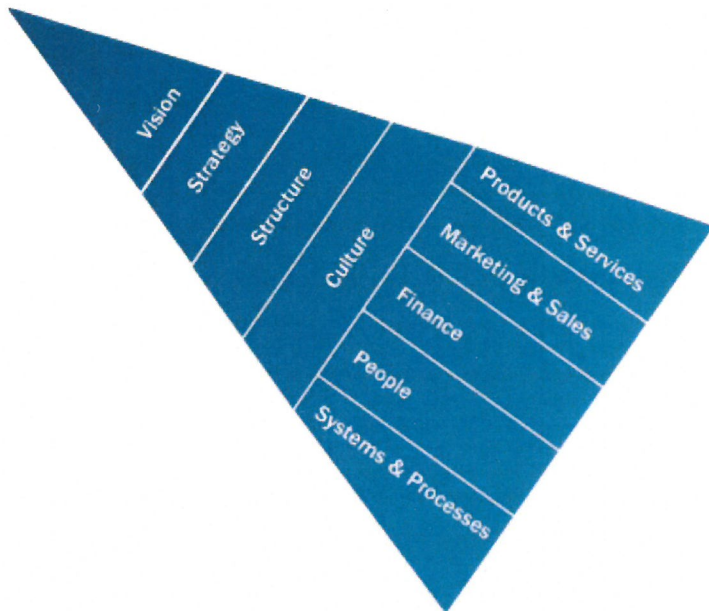
We've talked about how content-is-king and the importance of churning it out at lightning speed. We've talk about how if you are not creating you are not going to be converting. But what about once you've produced the tip-top content?

How can you be sure that content is causing conversions and ending in actual sales? Well, with a simple call to action, of course!

Its not enough to just add a CLICK HERE, GET STARTED, or FREE QUOTE button to your page. Your call to action must have all the qualities that scream CLICK ME!

Here are six tips to getting those clicks:

1. Use actionable words, but they must be accompanied with a clear and defined explanation of what the consumer will gain if they do indeed, click here. The action must have clear (and desirable) consequences.
2. Consider your colors. That's right- it actually matters what color you are using as psychology proves that different colors invoke different feelings and emotions and you don't want to confuse your consumer by choosing the wrong color.
3. Stick to five or fewer words. Studies have been done, research has been conducted- just trust us!
4. Along with the color, the font you use matters, the size you use matters and the placement of the CTA also matter. General rules: don't give someone a headache with a huge flashing monster text block. Don't use obnoxious colors that hurt the eyes. Don't use a font that is too quirky to actually be read. The message here is just as important as the presentation.
5. Employ the K.I.S.S. method and "Keep it simple, stupid!". Don't make it complicated, this isn't the time to challenge or make someone think. You want to be direct, succinct, and clear.
6. Your CTA must be speaking to one specific, defined and pre-designated customer. Don't throw the spaghetti at the wall to see what sticks- you need to know who you are talking to and cater the CTA directly to them, like you are in a one-on-one conversation. Don't address big groups and expect your ideal customer to swim their way to the front.



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OUR SERVICES

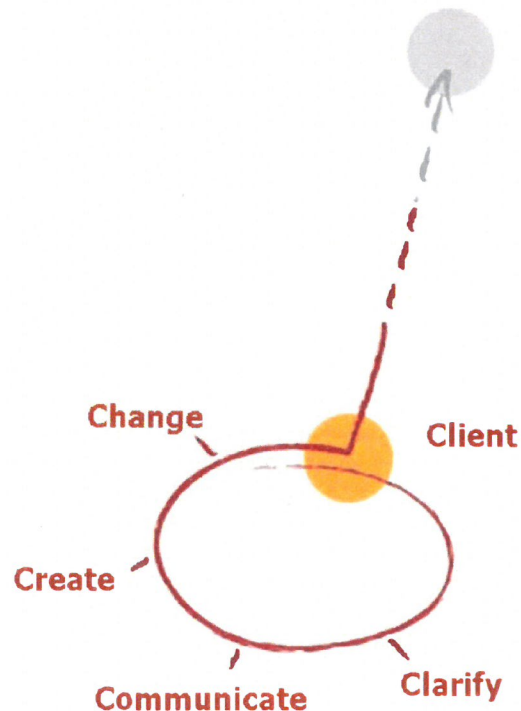
- Accounting & Audit
- Corporate & Personal Taxation
- Financial Statement Preparation
- Estate Planning, Succession Planning
- Accounting Software Training
- Management Control & Systems Evaluation
- Valuation & Cash Flow Projection

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