



SOCIAL MEDIA & DIGITAL MARKETING

7 simple steps to Creating Your Digital Presence for 2020!

Welcome to Country

We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians

Why are you here??



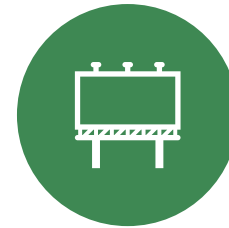
CHANGE IN
BUSINESS
CIRCUMSTANCES



NEED TO INCREASE
DIGITAL PRESENCE



CURRENT SOCIAL
MEDIA STRATEGY
ISN'T WORKING



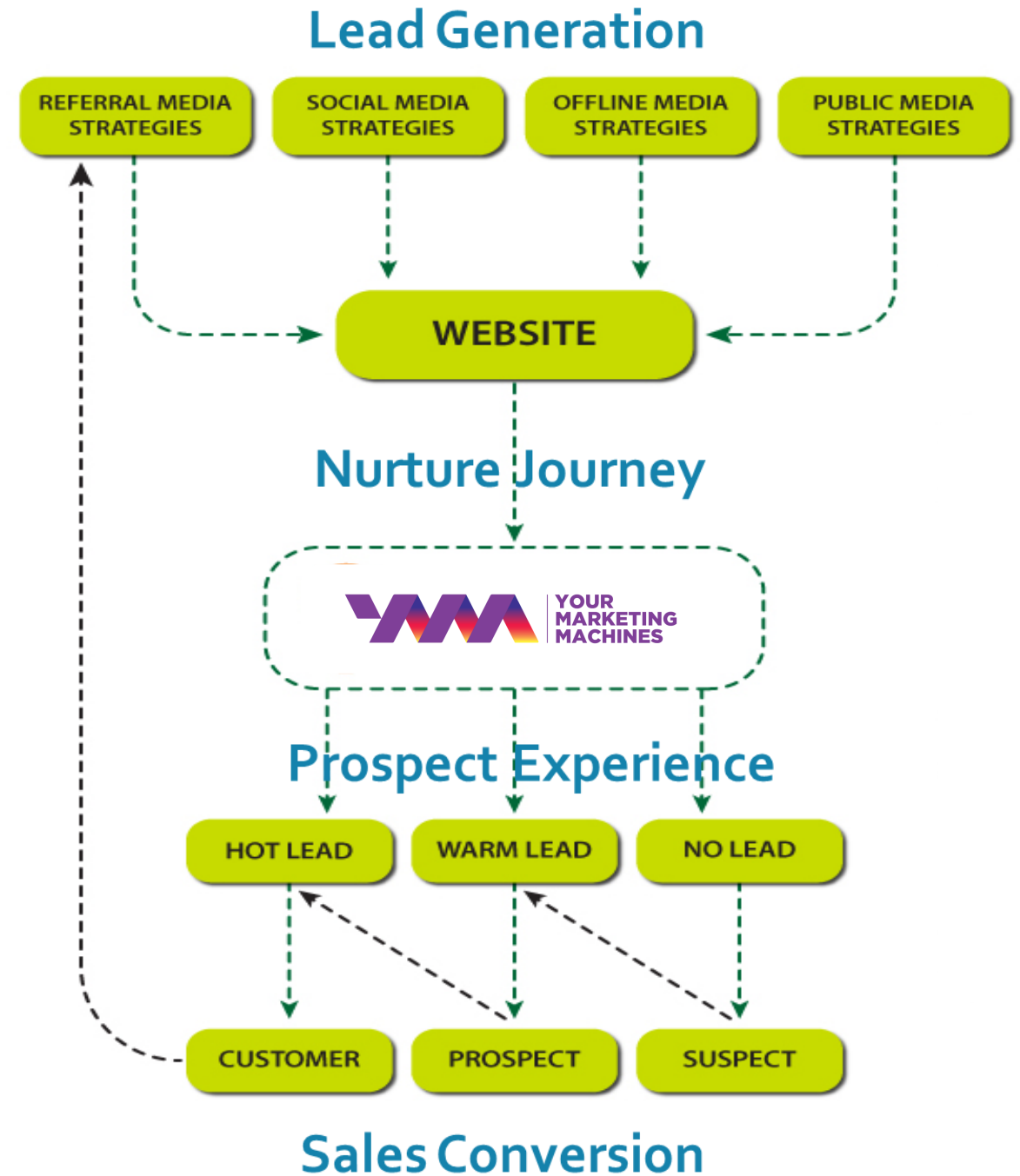
SHIFT IN AUDIENCE



ALL OF THE ABOVE

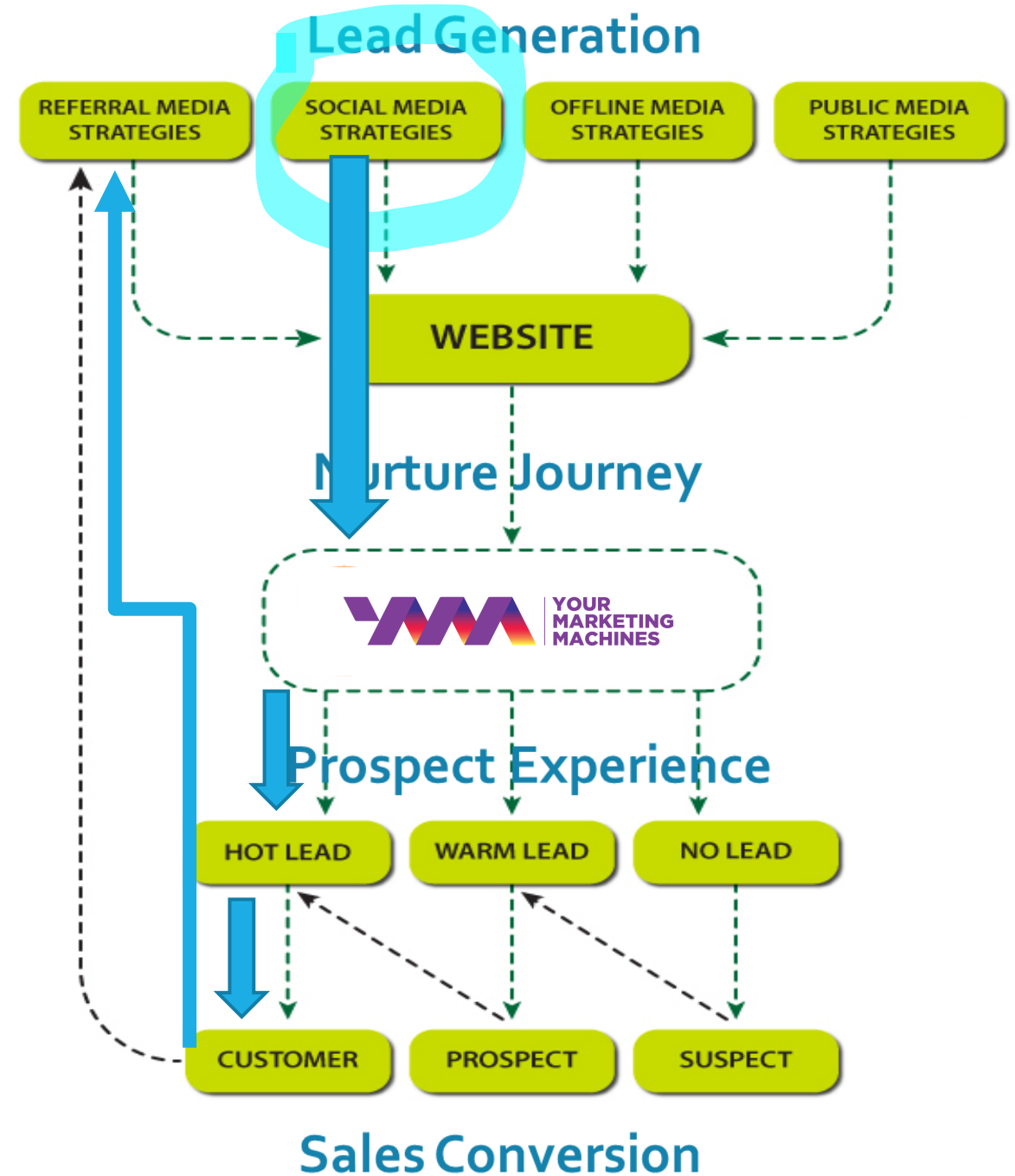


the power of
leverage!





the power of
leverage!







PLAN Your Approach



Social Media **PLATFORMS**



Metric **PERFORMANCE**



Competitive **PLAYERS**



Build your **PROPERTY** Content



Engage Your **PRESENCE**



PROFITABILITY and Pivot

7P's to
Digital
Marketing
Strategies





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**WHAT DO YOU
WANT TO
ACHIEVE?**

A vertical white line is positioned to the right of the text, extending from the top of the text block to the bottom.

Business Objectives

Marketing - drive traffic, engage prospects, generate leads and re-engage existing customers

Sales – help close sales by validating and supporting sales team communications

**HOW OFTEN DO
YOU WANT TO
COMMUNICATE?**

90 Day Communication Schedule - Month

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 – eDM - Fb/LI	2	3	4 – FB/LI	5 – Presentation Insta/FB/LI	6	7 – FB/LI
8 - eDM	9	10	11 – FB/LI	12	13	14 – FB/LI
15 - eDM	16	17 EVENT – W/S - FB/LI post - Insta	18 – thank you eDM	19	20	21 – FB/LI
22 - eDM	23	24	25 – Networking FB Live/LI	26	27	28
29 - eDM	30					

Discussion Time...

- What do I WANT to achieve from my social media efforts?
- How often do I want to communicate?
- Take 2 minutes to discuss?





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Did you know...

- 59% of Australians use social media five times a day or more
- 54% of customers say an up-to-date website and social media presence are important factors to keep them coming back
- 41% of small businesses maintain a social media page to attract customers

-







Review of Platforms

Facebook

Approx. 79% of adults use Facebook

Was the first social network to surpass 1 billion registered accounts and currently sits at 2.2 billion monthly active users

It's not just a social media platform – it is a lifestyle

Is this a platform of choice for you?

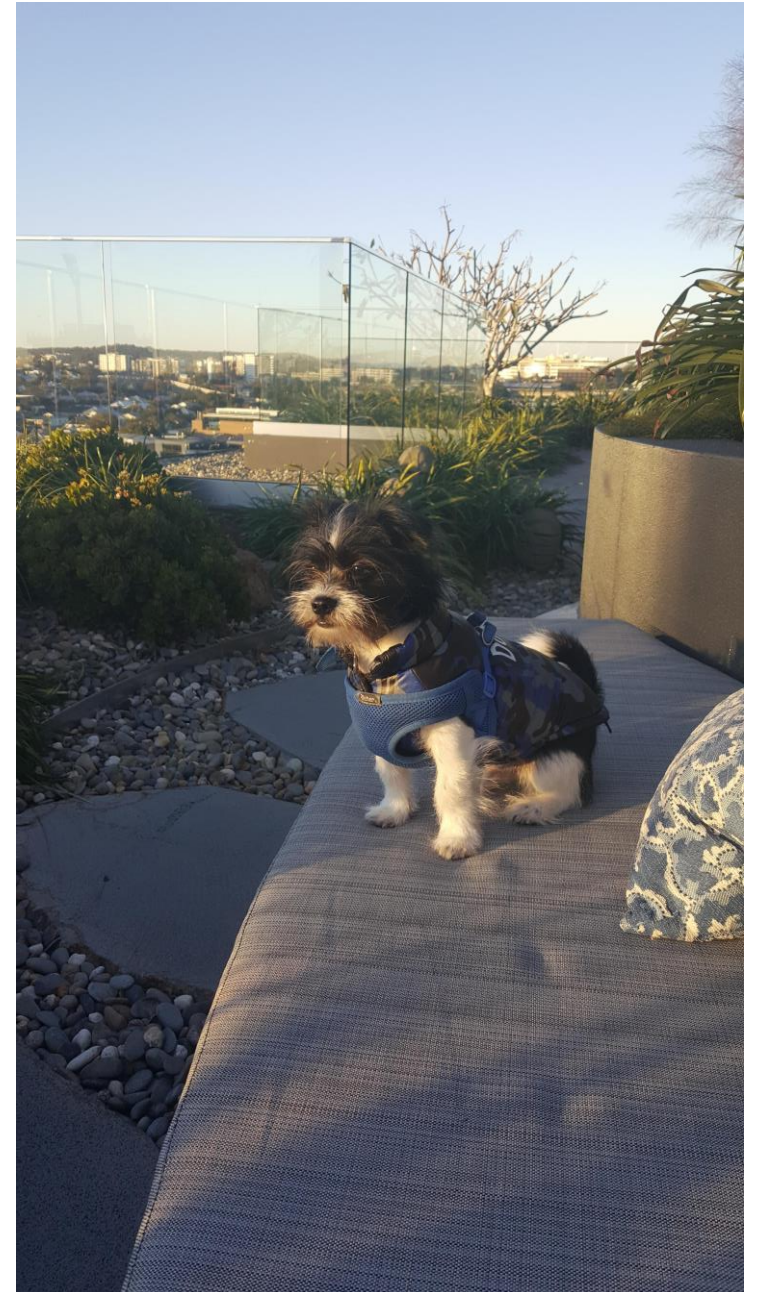
Review of Platforms



Instagram

- A photo sharing and video app from a smartphone
- Similar to Facebook or Twitter, everyone who creates an account as a profile and a news feed
- Is growing with now 2 million advertisers every month (30 Mar 2018)

Is this a platform of choice for you?





Review of Platforms

Linked In

- Similar to Facebook it is designed more for business and professional networking
- Offers a profile and options to network in a business sense
- Ability to establish business relationships with your ideal audience

Is this a platform of choice for you?

Review of Platforms

Twitter

- Provides users an opportunity to share posts and interact with messages known as “tweets”
- Messages are real-time and can be read at a glance (280 characters)
- Also known as Micro-blogging

Is this a platform of choice for you?

Review of Platforms

Snapchat

- Mobile-only messaging app that allows users to send a photo or video “snap” that automatically deletes after being viewed
- Is specific to the recipient receiving the message
- Can be shared or forwarded

Is this a platform of choice for you?



Review of Platforms

Blogs

- Content designed to engage and pique interest in your potential audience
- Written primarily to evoke emotion – positive, negative
- Can inform and educate
- This content can be placed on other platforms

Is this a platform of choice for you?



Review of Platforms

You Tube

- A video sharing service
- Can watch, share, like, comment and upload your own videos
- Used as a Vlog (video blog)

Is this a platform of choice for you?

Review of Platforms

Podcasts

Content generated with interactive talking instead of writing

Great for interviews, easier to talk than write

Perfect for panel conversations

Is this a platform of choice for you?





Review of Platforms

Webinars

- A web-based video conference
- Connects individual (or multiple individuals)
- Great for education, promotions and sales

Is this a platform of choice for you?



Review of Platforms

Email Marketing

- Sending a commercial message
- Individuals and group segmentation
- Engage, interest, promotion, sales

Is this a platform of choice for you?

Review of Platforms

Mobile Apps

- Application software designed to run on a mobile device
- Serve to provide users with similar services to those accessed on PCs

Is this a platform of choice for you?

Discussion Time...

- What are the platforms I want to use to build brand awareness and engagement?
- Choose 3 and explain why
- Take 2 minutes to discuss?





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Understanding Social Media Metrics

1

There are hundreds of social media metrics



2

Vanity Metrics – follower count and likes are great BUT do they tell the whole story?



3

Engagement Metrics – Building relationship with your audience

Engagement Metrics - Relationship



Sentiment: measurement of how users reacted to your content, brand or hashtag. What are people FEELING?



Organic and paid likes: these likes are defined from paid or organic content. E.g Facebook and/or Instagram



Hashtag Performance: what were your most used hashtags? What hashtags created the most engagement?

Engagement Metrics - Relationship



Reach: number of unique users who saw your post. How FAR is your content spreading across social? Is it actually reaching user's feeds?



Clicks: the amount of clicks on your content, company name or logo. Link clicks are critical to understand how users move through your marketing funnel (eDM)



Engagement: total number of social interactions divided by number of impressions.

Discussion Time...

- What metrics will you use to measure PERFORMANCE and determine the success of your social PLATFORMS?
- Take 2 minutes to discuss?





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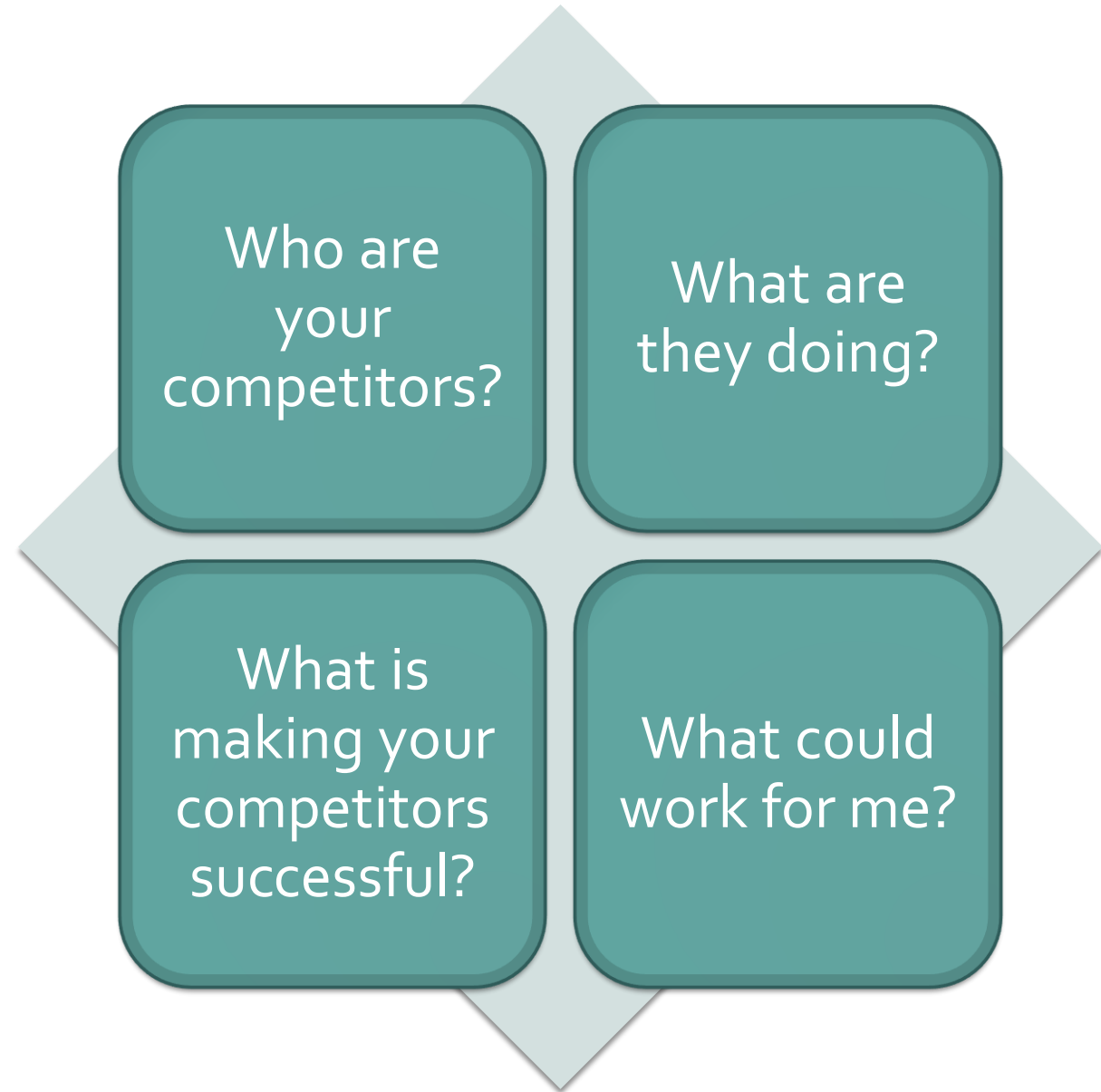
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Research your Competitors









Finding Your Competitors

Simplest way – Google search

Look up your most valuable keywords, phrases and industry terms to see who shows up

e.g. if you sold soap, “handmade natural soaps” would be a great keyword to investigate:

Exclude the major retailers and search those who show in your specific market

		
Tasmanian Lavender Pure... \$1.99 Candles2Go \$10 min. order	Handmade Paper Soap - Coconut \$8.00 Pure Fiji - Austra..	Australian Hemp Seed Oil &... \$12.50 Beauty and the... Free delivery
		
Eucalypt Forest Soap Vegan... \$12.00 Etsy	Bulk Lot x 100 Natural Manuk... \$99.99 Careyou.com.au	Fresh Tasmanian Goats Milk Soap \$11.70 Beauty and the... Free delivery

Who is social? Tilley Soap Australia



TASMANIAN LAVENDER PURE VEGETABLE SOAP 100G BY TILLEY SOAPS AUSTRALIA

SKU 19317267220019

\$1.99

Buy 5 for **\$1.89** each and **save 6%**
Buy 10 for **\$1.83** each and **save 9%**
Buy 20 for **\$1.74** each and **save 13%**
Buy 40 for **\$1.67** each and **save 17%**

IN STOCK

QUANTITY

1

ADD TO CART

-OR-

Check out
with **PayPal**
The safer, easier way to pay

SHARE



Discussion Time...

- Who are the main PLAYERS in your market space?
- What are they doing that you could learn from?
- Take 2 minutes to discuss?





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7P's to Digital Marketing Strategies

Content is King!

- Create content that **ALIGNS WITH** your brand's identity
- Keep your content relevant
- Find the balance between target content and being overly promotional
- Consider multiple platforms for delivery
- **DEVELOP MARKETING ASSETS TO LEVERAGE!!!**



Virgin

Did You Know ...



Video content – 90% of online shoppers believe product videos help them make a purchasing decision



The average online video is completely watched end to end by 37% of viewers

Build Content Themes – PLAN Your Approach

01

No.1 struggle – creating visual content on a daily basis

02

Plan your Monthly Theme then break down to weekly

03

1 day aside and complete 1 – 4 weeks worth of visual themes – photo, video content, that aligns to your theme

04

ORGANISE,
ORGANISE,
ORGANISE

Discussion Time...

- What PROPERTY can I develop to create marketing assets?
- Take 2 minutes to discuss?





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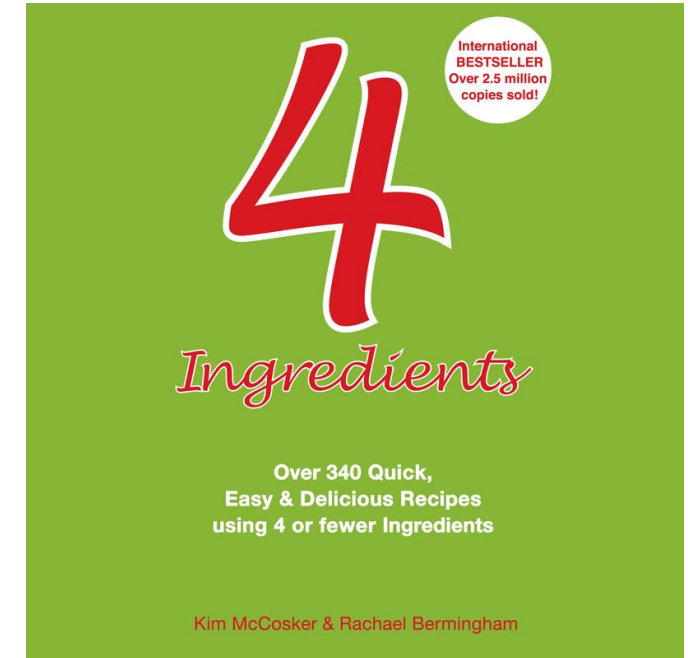
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Engage and Respond – Social Customer Care

- Social media channels are built as networks
- A space to converse, discuss topics and share content
- It takes effort to ensure conversations or engagement opportunities are responded to
- Gain respect as a BRAND by being PRESENT and talking to your audience

Post at the best times to engage

- This could be a time of the day or specific days (4 Ingredients)
- Ensure you have someone ready to answer questions or concerns
- Continue to engage after posting
- Consider tools to track success e.g. Google Analytics which helps you see which posts drove the most traffic, conversions and overall revenue



Discussion Time...

- When do I need to be PRESENT to engage with my audience?
- Who else can be PRESENT instead of me?
- Take 2 minutes to discuss?





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What is my investment

- How much can I realistically afford?
- How much am I willing to lose?

TO WIN YOU MUST BE PREPARED TO LOSE

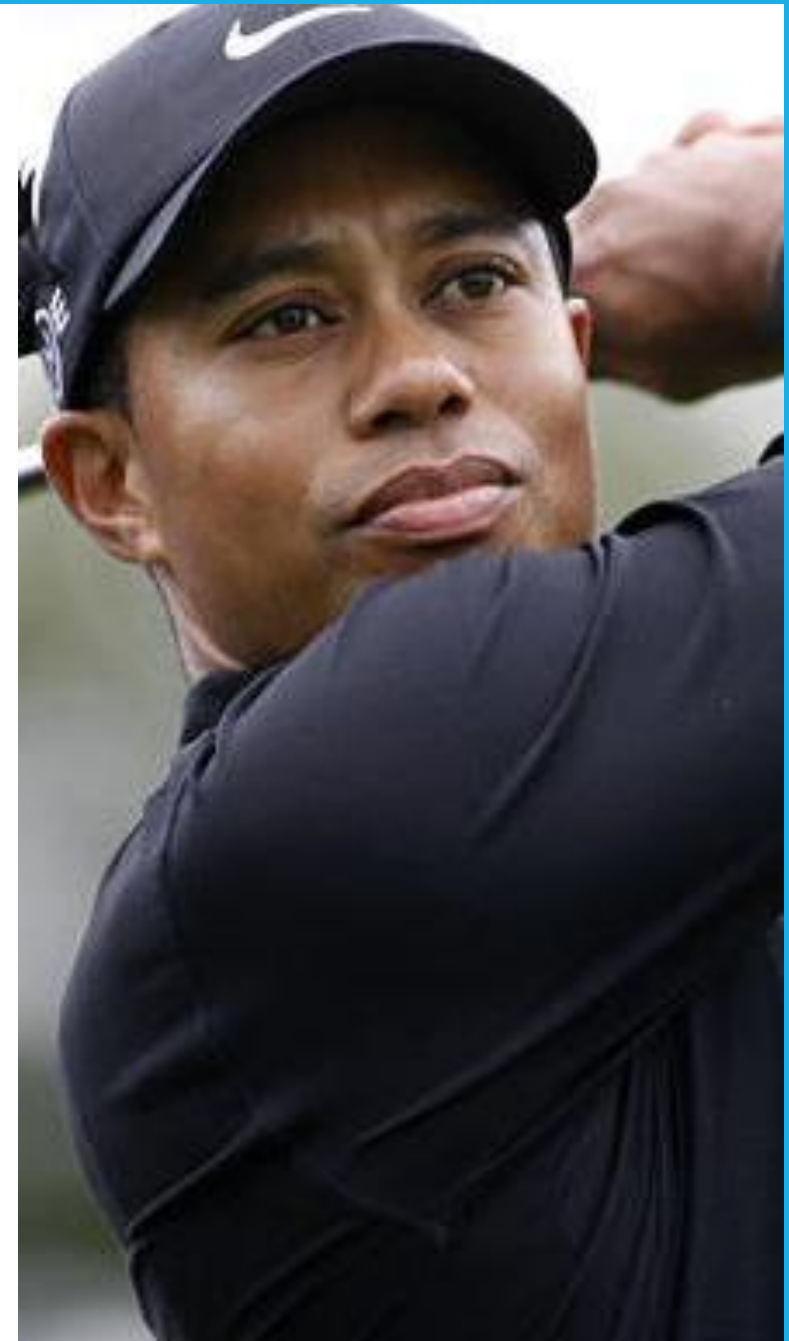


What is my investment

- Annual marketing expenditure 2.5% to 10% of projected turnover
- \$100k T/O equivalent to \$2,500 to \$10k pa
- \$1,000,000 T/O equivalent \$25k to \$100k pa

Track Your Efforts – Pivot and Adjust

- Continually analyse
- What worked?
- What didn't?
- Why did/didn't it work?
- What subtle changes do I need to make?





LET'S TALK YOUR BUSINESS



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