



Proudly delivered in Queensland  
(Southern, Central & Whitsunday) by:



# SOCIAL MEDIA & DIGITAL MARKETING

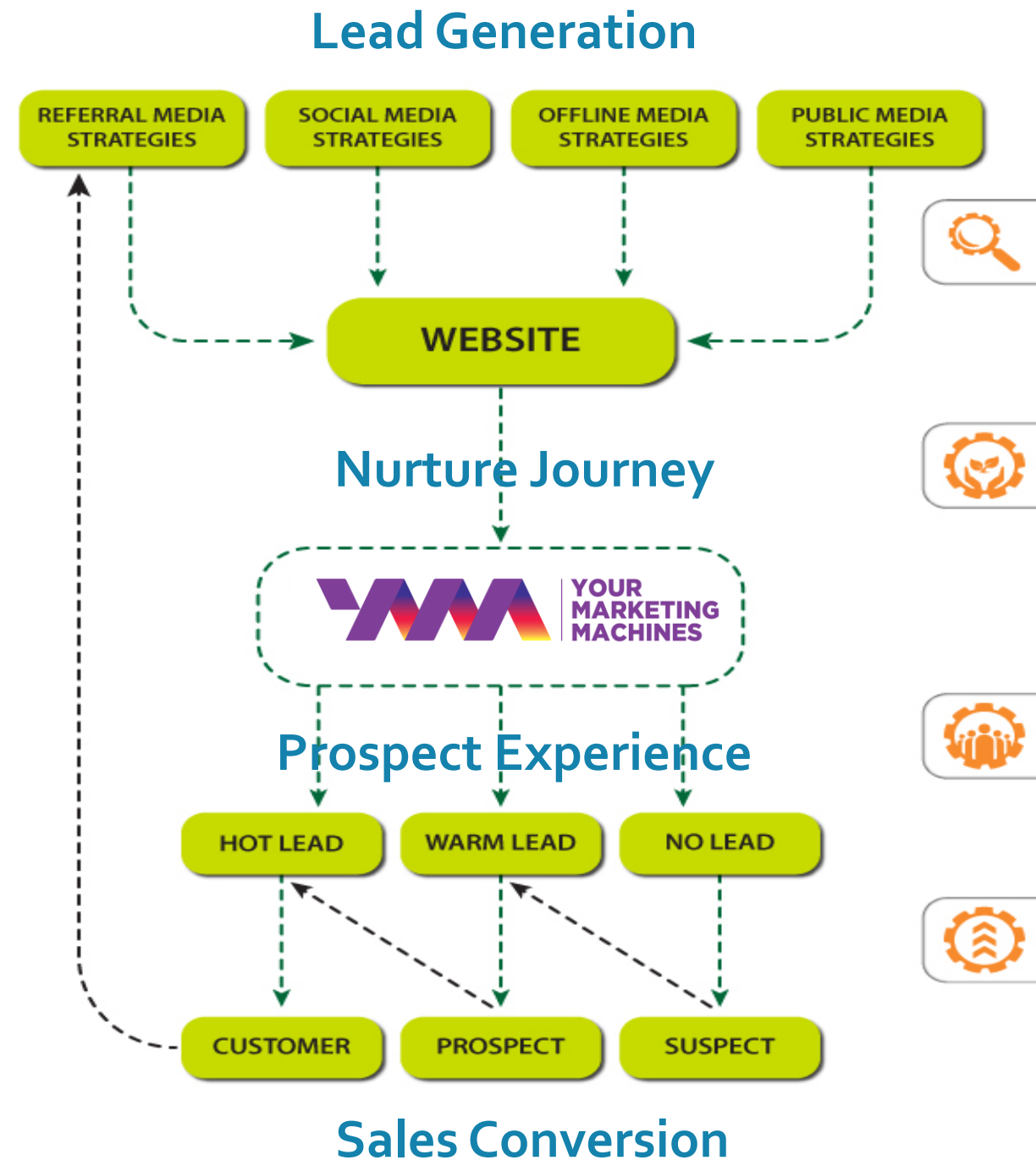
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Choosing the right social media platform for your business!

# 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

# Your Marketing Blueprint



# Your Marketing Blueprint

*This is what we are talking about today*




## 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

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

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

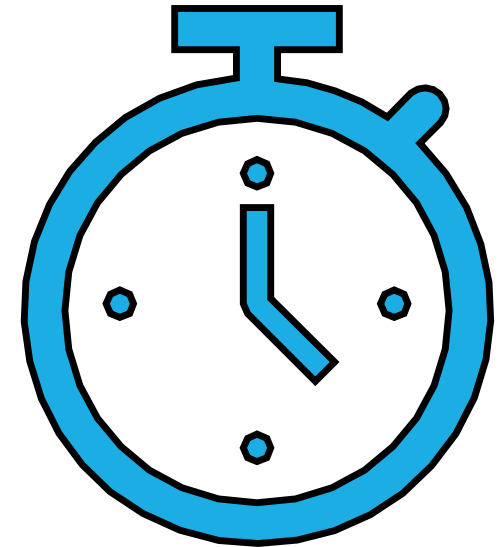
# What are My Business Objectives

# Achieving your Business Objectives

Select	Select well-established platforms rather than new or niche
Review	Review the support structure/knowledge base
Be	Be realistic about what you can achieve
Consider	Consider YOUR capacity AND capability

# Discussion Time...

- What are the Goals I want to Achieve?
- What will be my time investment?
- How proficient am I?
- 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





# Platforms – Social and connections

Facebook – approx. 79% adults  
15m users – 35 to 65 aged

Instagram – 11m users  
photography, images,  
food, real estate

LinkedIn – recruitment,  
BD, professional  
connection

Twitter – instant  
messaging – 280  
characters  
Micro-blogging & news

Snapchat – younger  
generation, quick  
images

Blogs – Content driven  
to engage interest  
Educational and Lead  
Magnets

Youtube – Video clips,  
training, information  
Use as a Vlog

Podcasts – Discussion,  
information, training

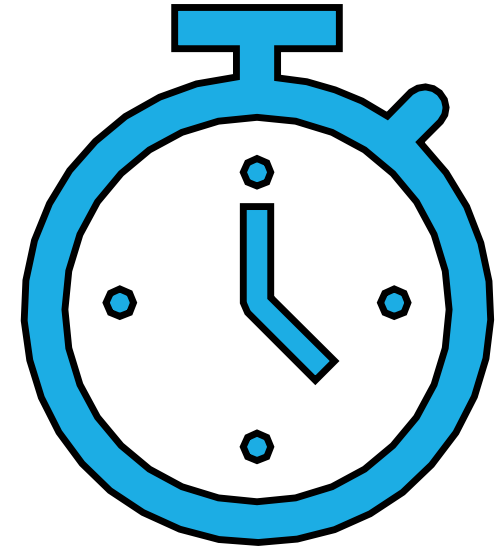
Webinar & Conference –  
Zoom, Webinar Jam,  
Webex, Go to Meeting

Email – Most common  
form of communication  
Engage, Promote,  
Segmentation, sales

Apps – provides similar  
experience through  
mobile device

# 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



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.



# Engagement Metrics - Relationship



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



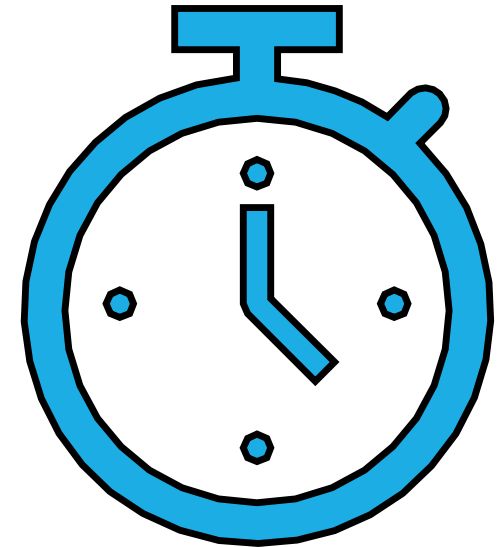
Organic and paid likes: these likes are defined from paid or organic content. E.g Facebook and/or Instagram



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

# Discussion Time...

- From your 3 social media PLATFORMS what metrics will you use to measure PERFORMANCE?
- Take 2 minutes to discuss?





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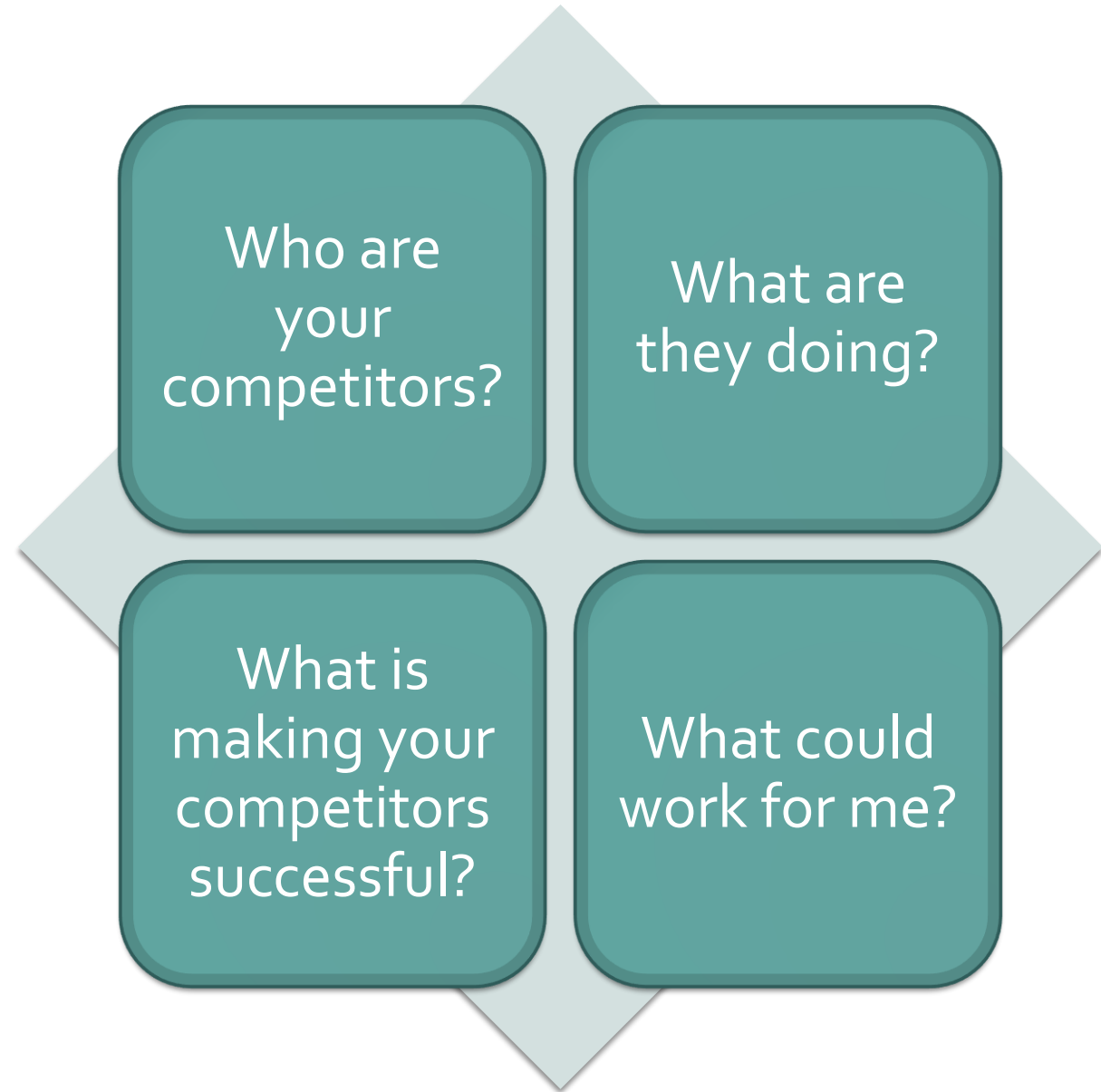
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# Research your Competitors









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

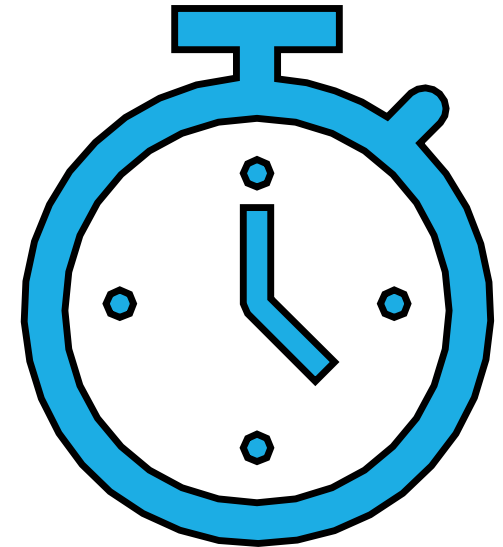
Check out with **PayPal**  
The safer, easier way to pay

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!!!**

The Virgin logo is written in a red, cursive script font. The word "Virgin" is slanted upwards from left to right. A single, thick red stroke starts under the 'V' and extends diagonally across the bottom of the word, ending under the 'n'.

# 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

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

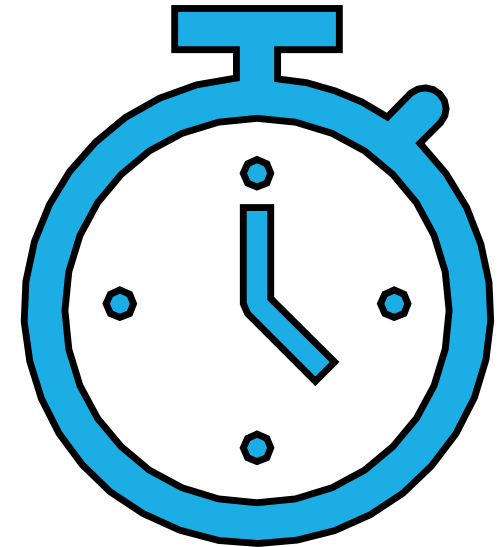
Build Content Themes – PLAN Your  
Approach

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





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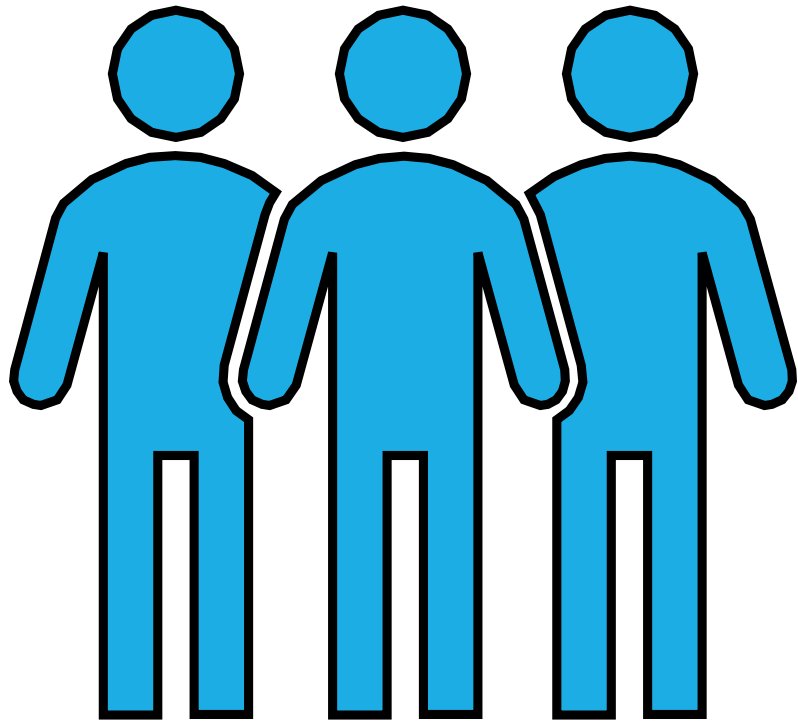
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# Connecting with my TRIBE!



- Who am I targeting?
- Where do they hang out?
- What do they want?
- How can I help them?

# Engage and Respond – Social Customer Care

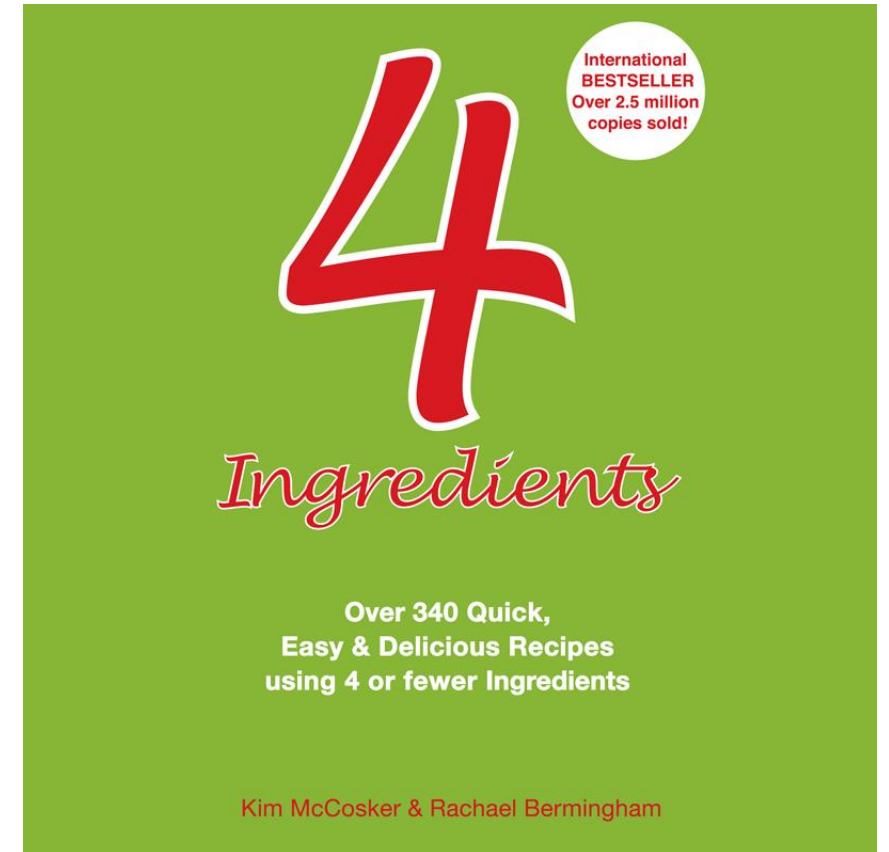
- Social media channels are built as networks
- A space to converse, discuss topics and share content
- It takes effort to ensure conversations or engagement opportunities are responded to
- Gain respect as a BRAND by being PRESENT and talking to your audience





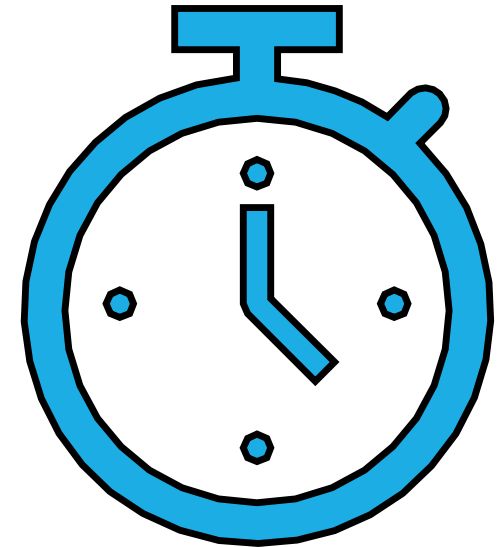
# Post at the best times to engage

- 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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# 7P's to Digital Marketing Strategies



# What is my investment

Annual marketing expenditure 2.5% to 10% of projected turnover

\$1,000,000 T/O equivalent \$25k to \$100k pa

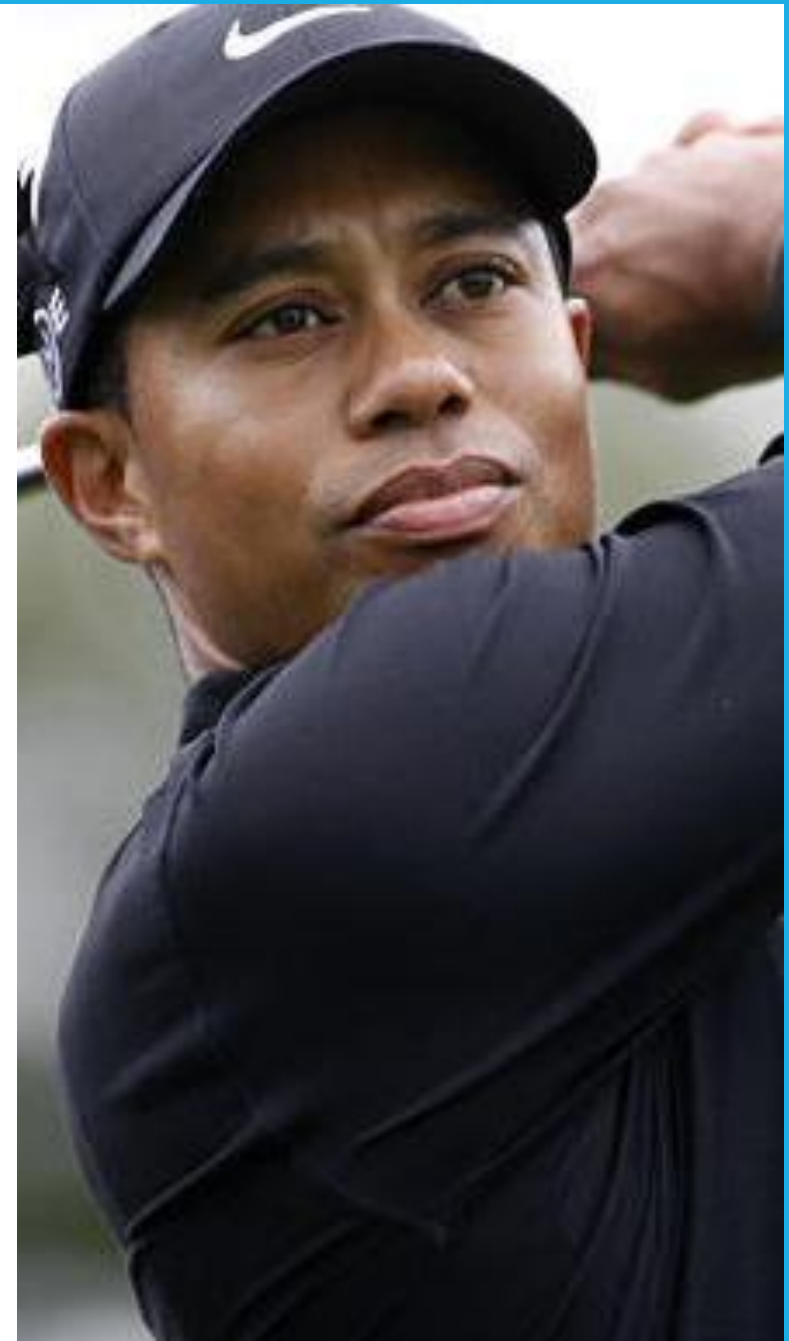
How much can I realistically afford?

How much am I willing to lose?

TO WIN YOU MUST BE PREPARED TO LOSE

# 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?





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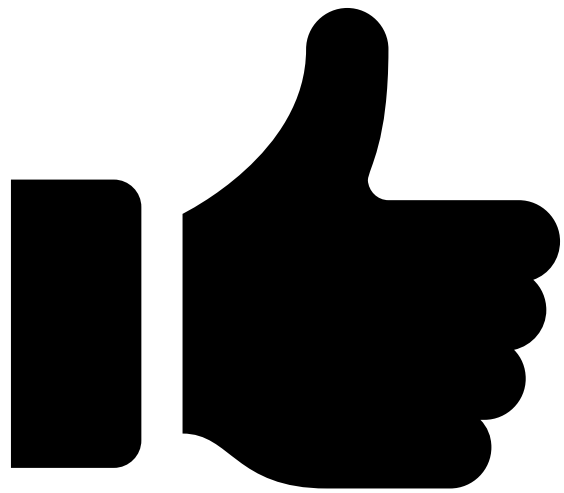


Engage Your **PRESENCE**



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# 7P's to Digital Marketing Strategies



LETS GET  
STARTED!

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# Next Steps...

1. For more specific guidance for your business book your 1 to 1 – <https://adams.bookafy.com/andrea-anderson>
2. Upskill and book for the next workshop – [www.asbas.rda.brisbane.org.au](http://www.asbas.rda.brisbane.org.au)
3. Review your current proficiency and complete Digital Scorecard - <https://www.business.qld.gov.au/running-business/it/digital-scorecard>





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Lets Get You Started!