



# UNDERSTANDING THE POWER OF YOUR DIGITAL PRESENCE

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How to be seen ONLINE so your customers can find you!

# 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  
and not anywhere else?

# THE MARKETING BLUEPRINT

Designed to support, guide  
and assist you in the creation  
of your own Marketing  
Game Plan.

The Marketing Blueprint  
gives you the confidence to  
identify where your NEXT  
step SHOULD be in your  
marketing and provide  
avenues for you to discover  
this







# ONLINE VS OFFLINE MARKETING

# ONLINE MARKETING

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Let's Talk New Age

# 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



# Benefits of Online Marketing



Convenience and quick service – easy accessibility with consumers



Low cost of operations – can advertise cheaper with internet marketing than with some traditional methods



Measure and track results – variety of tools to track the ROI in real-time



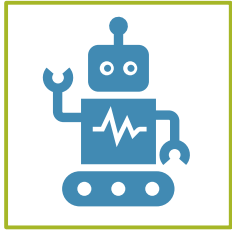
Demographic targeting – can concentrate efforts efficiently



24/7 marketing – reduces the cost and runs around the clock



# Benefits of Online Marketing



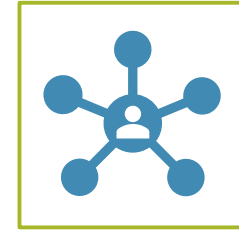
Automated, tech-savvy marketing –  
streamline processes



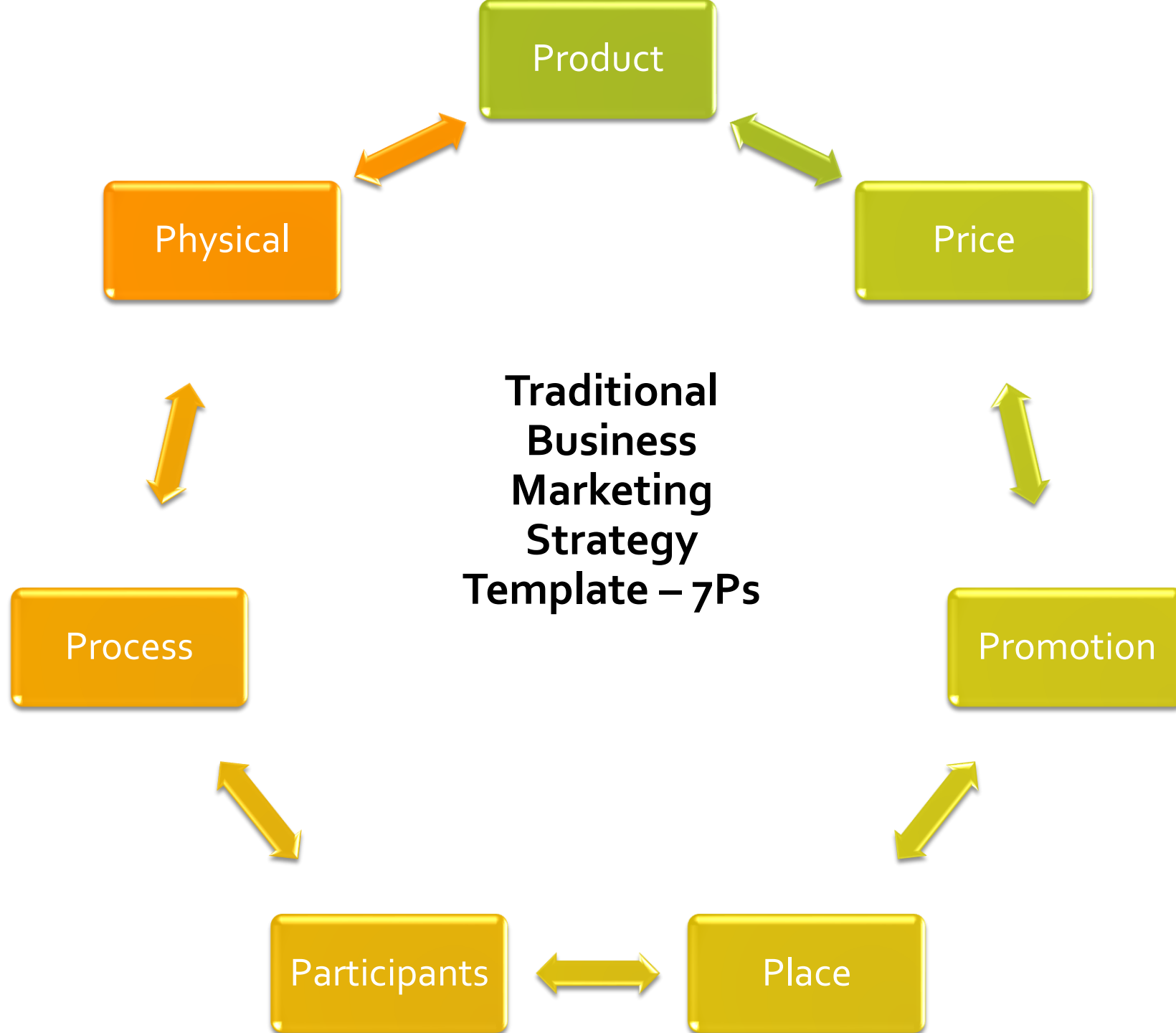
Data collection for personalisation –  
online transactions allow you to  
collect data and then segment for  
specific services/products



Time-effective marketing – can be  
easy and quick to implement



Broaden your customer base –  
can be beneficial to attract new  
customers outside your  
geographic base





**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

A close-up photograph of two children's faces. The child in the foreground is a boy with light skin and brown eyes, looking directly at the camera with a wide-eyed, surprised expression. His mouth is slightly open. Behind him, the face of a girl with darker skin and dark eyes is visible, also looking forward with a similar expression. The background is blurred.

**BE PREPARED!!**

What online platforms could work for  
you?







# 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?

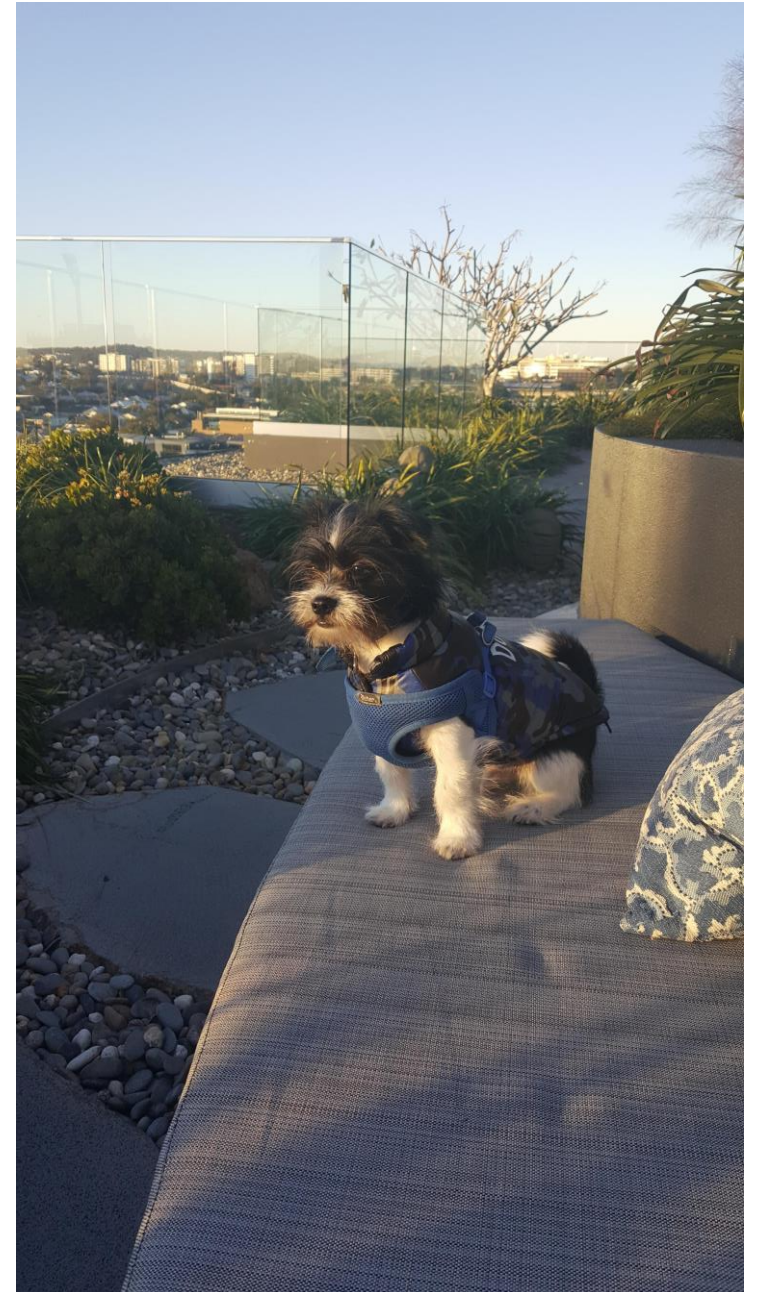
# Review of Platforms



## 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?



# Your Website...



- ❑ Online retail store/profile - 62% of customers will stop considering a business if they can't find information about you online
- ❑ It gathers leads
- ❑ It provides information
- ❑ Sales your product/service
- ❑ Tool for self-promotion - 48% of customers will stop considering a business if it doesn't have a website
- ❑ A very simple business website will give your one-person business credibility, while offering customers an easy way to contact you
- ❑ 71 per cent of customers say it is important when looking for a product or service.

# Company Profile – Building Trust



- Most common form of website
- Positioned as dependable, trust worthy and experienced
- Their question...Can YOU fix my issue???

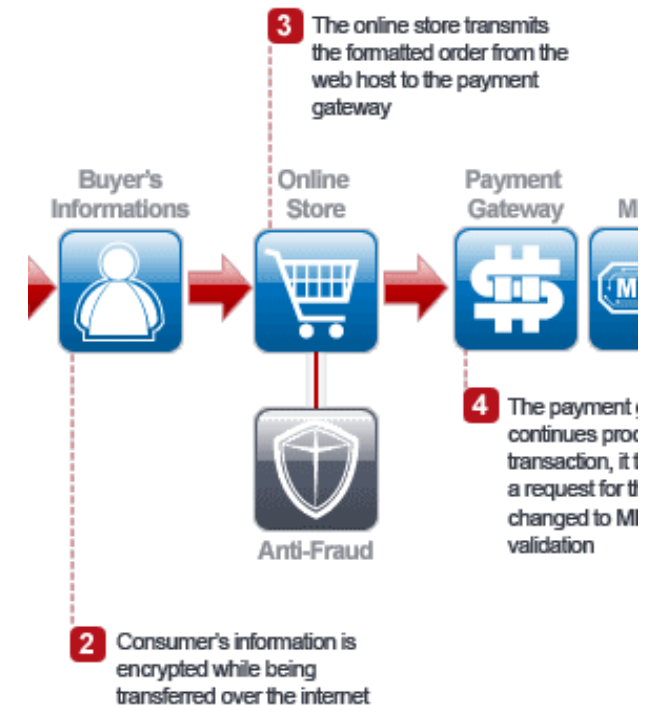
Must have:

- ❖ Credible testimonials and reviews
- ❖ Information to demonstrate knowledge and expertise
- ❖ Visual portfolio of work
- ❖ Videos

# E-Commerce – Sales Driven

- Sell direct to the consumer
- Carefully optimised for high percentages of purchases
- Integrate all Online Closing and Upsell Techniques
- Ordering, payments and shipping transaction capabilities
- Requires clear Lead Generation to Sales Conversion strategies
- Must include – non purchase hooks, buyer incentives, repeat purchases, product loyalty, remarketing, referral marketing

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# Customer Support – Trouble Shooter

Customer support is the main goal

In-depth product information

Trouble-shooting

Technical issues

Great if you have huge volumes of information such as spec sheets and repair manuals for your products AT at low cost

Also if you were looking to generate repeat purchases



# Education – Practical Advice

These websites are geared towards more actionable information leading to sales

How to's

Tips and Tricks

Fix and Repair

Guidance

Support Information

Video, blog style-informational content

You provide instruction and entice to buy - you give they give



# Entertainment – Showcase Talent



- Showcase entertaining information for visitors
- Designed to easily navigate, updated frequently
- Uses dynamic content such as videos, podcasts and slideshows
- Perfect for online magazines, gossip mags, celebrity news, sports coverage
- Income generated through advertisers

# Discussion Time...

- What kind of website do I need for my business online?
- Take 2 minutes to discuss?



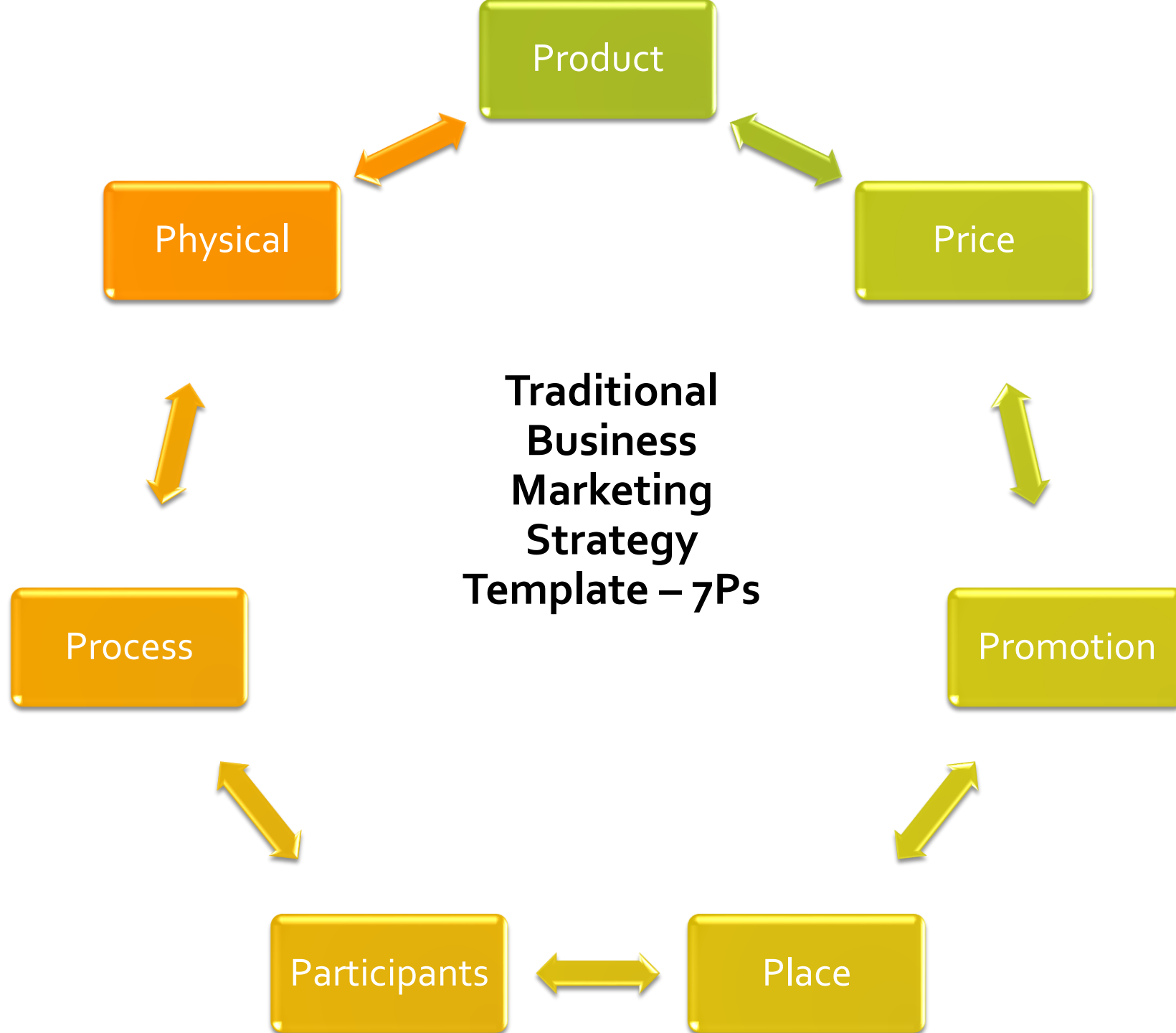
# TRADITIONAL MARKETING

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Let's Talk Old Skool

# OFFLINE

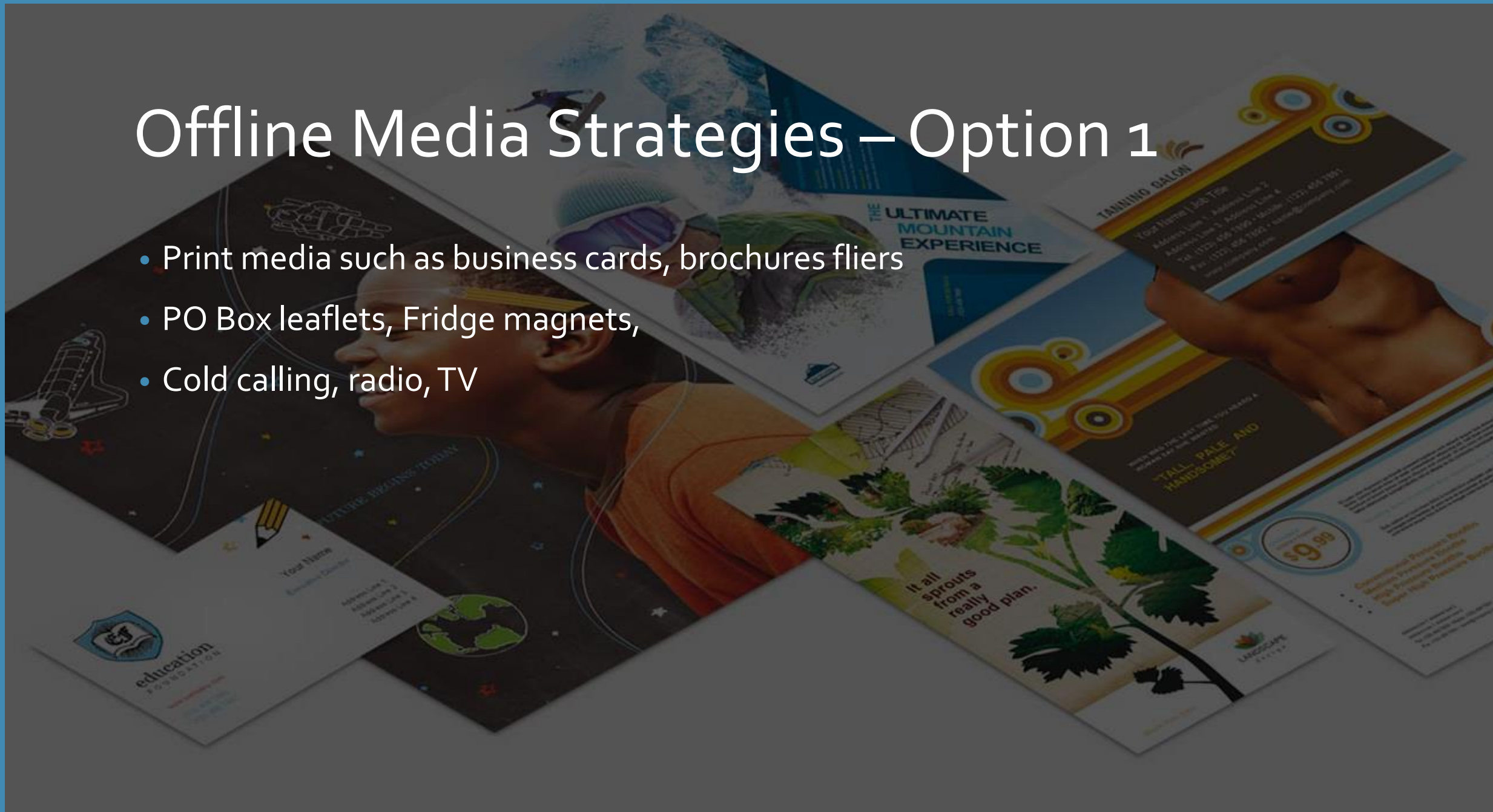
**Offline marketing** is any promotion or advertisement that is published and released outside the internet . It effectively reaches and grabs the attention of people who are currently within the vicinity of said **marketing** activity. The Internet is not needed to make people participate and gain feedback from them.





# Offline Media Strategies – Option 1

- Print media such as business cards, brochures fliers
- PO Box leaflets, Fridge magnets,
- Cold calling, radio, TV





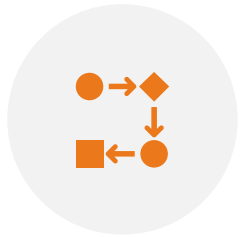
ENCOURAGES  
PHYSICAL MEET AND  
GREET



TANGIBLE AND  
TACTILE



REQUIRES YOU TO  
ACTIVELY PROMOTE  
YOUR BUSINESS



CREATE  
RELATIONSHIP  
IMMEDIATELY



CAN SPEED UP THE  
NURTURE JOURNEY –  
SALES CONVERSION



BUILD CREDIBILITY

# Benefits of Offline...

# Public Media Strategies – Option 2

- Networking events
- Speaking opportunities
- Workshops
- Expos
- Trade Shows



01

Build  
relationship  
immediately

02

Build credibility  
and trust

03

Build self  
confidence

04

Practise your  
elevator pitch

05

Implement  
communication  
tools

# Benefits of Public Media

# Discussion Time...

- What current offline and public media strategies am I currently using?
- What could I use in the future?



# YOUR TURN

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What is the current situation in your business today?

# THE MARKETING BLUEPRINT

Designed to support, guide and assist you in the creation of your own Marketing Game Plan.

The Marketing Blueprint gives you the confidence to identify where your NEXT step SHOULD be in your marketing and provide avenues for you to discover this





# Next Steps...



## WORK YOUR BLUEPRINT

Fill in the Blueprint  
and map your own  
game plan

## BOOK YOUR FIRST 1-1

Gain specific advice  
relevant to your  
business success

## SEEK SUPPORT

Consider being with  
a monthly business  
group for support

## ATTEND WORKSHOPS

Look for additional  
workshops to assist  
you

BOOK 1 ON 1

<https://adams.businessstation.com.au/Identity/Account/Login>

EMAIL ADDRESS

[andrea@yourmarketingmachines.com.au](mailto:andrea@yourmarketingmachines.com.au)

BIZ MOJO BUSINESS GROUP

[admin@yourmarketingmachines.com.au](mailto:admin@yourmarketingmachines.com.au)

Contact Information



# Upcoming Events in Your Region

- <https://asbas.rdabrisbane.org.au/workshops/fraser-coast>
- 18 March 10am to 11am Webinar – How Strong is Your Brand? 6 simple steps to building a brand as big as Branson!
- 23 April Maryborough/Hervey Bay Workshops – 5 Essential elements you need to know before you build or rebuild your website
- 20 May 10am to 11am Webinar – How to choose the right social media platform for your business
- 18 June Maryborough/Hervey Bay Workshops – Messenger Marketing and the Power of Chatbots with Facebook

Queensland  
**SMALL BUSINESS** 2020  
Month MAY

**Grants open now**

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