



# SOCIAL MEDIA & DIGITAL MARKETING

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Developing Digital Marketing Strategies for Social Media and Web-Based Advertising

# 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





**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



## PLAN Your Approach



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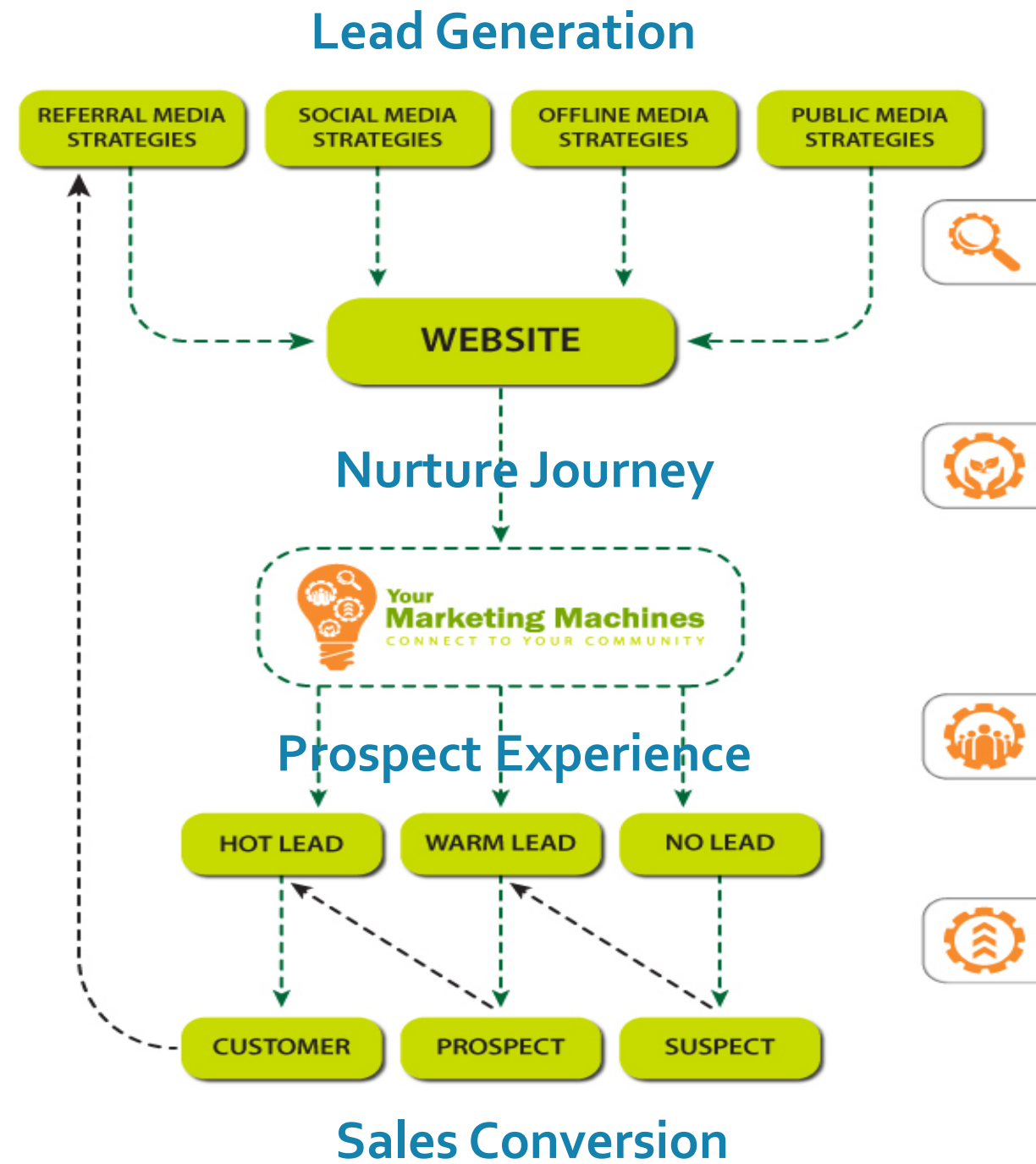
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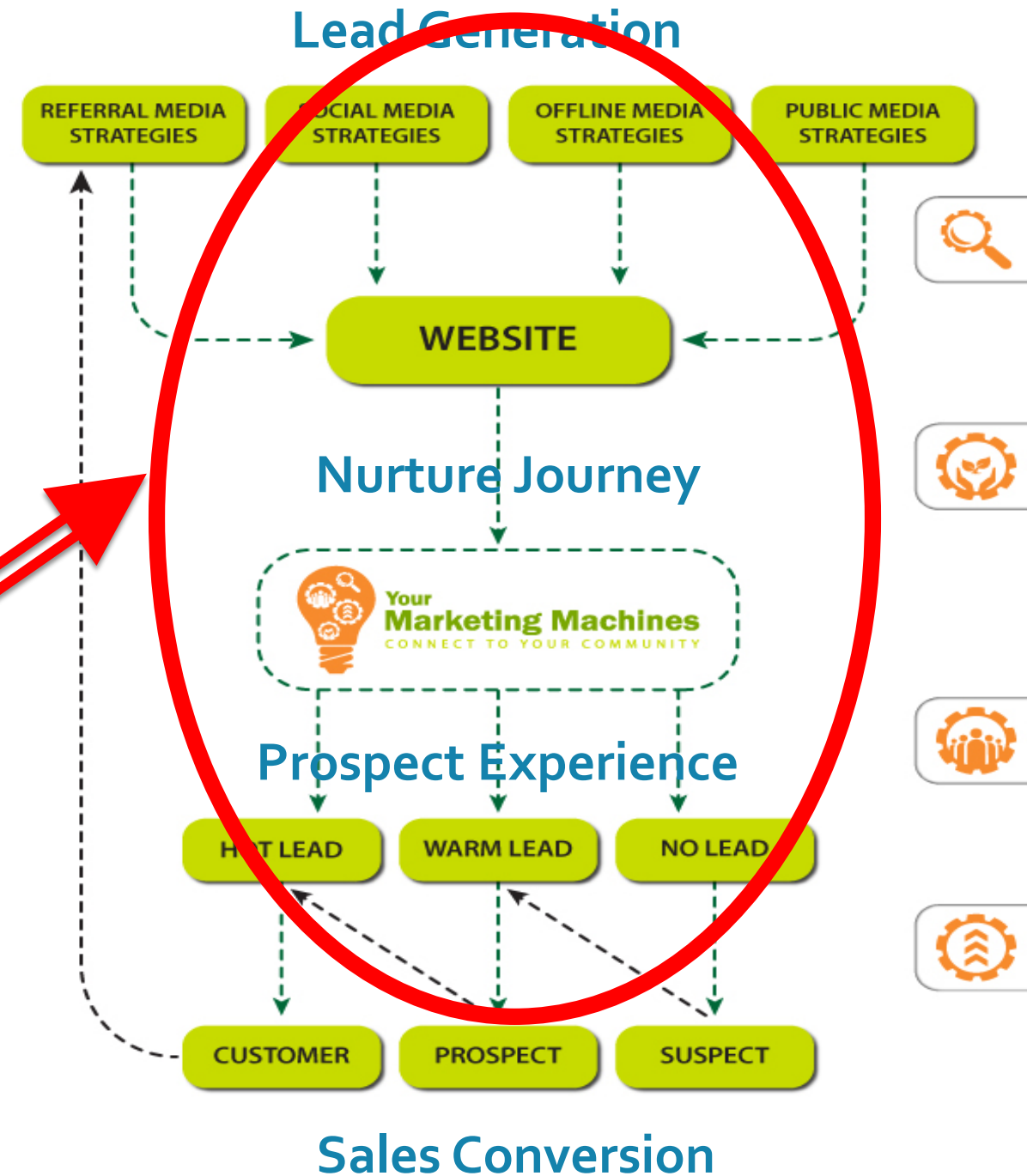
# 7P's to Digital Marketing Strategies

# Your Marketing Blueprint



# Your Marketing Blueprint

*This is what we are talking about today*



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

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

# Business Objectives



# S.M.A.R.T Goal – Create Brand Awareness

	Criteria	Objective	Test
S	Specific	Create brand awareness on at least 3 social media platforms	
	What do I want to achieve?		
M	Measurable	At least an average Post Reach to 1000 people per post across all 3 platforms	
	How will I know when I have achieved it?		
A	Attainable	Yes. Use visuals that align with the message, keep the message concise and respond to comments	
	Is this attainable?		
R	Relevant	Yes. Brand awareness will assist in developing a database and matches leadership's vision for growth	
	Does it match my business needs?		
T	Timely	Within 4 months of launch	
	When will this goal be accomplished?		

# S.M.A.R.T Goal – Increase Facebook Page Growth

	Criteria	Objective	Test
S	Specific	Grow the Facebook page likes by 500% as Facebook is a key social media platform for creating interest	
	What do I want to achieve?		
M	Measurable	1.5 times the amount of likes each month for 3 consecutive months	
	How will I know when I have achieved it?		
A	Attainable	Yes. Use visuals that align with the message, keep the message concise and engaging	
	Is this attainable?		
R	Relevant	Yes. Increasing the Facebook page aligns with the organisations' vision for growth	
	Does it match my business needs?		
T	Timely	At the end of the 3 month strategy	
	When will this goal be accomplished?		

# 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 are the Goals I want to Achieve?
- Consider business objective and SMART Goal to match
- 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?



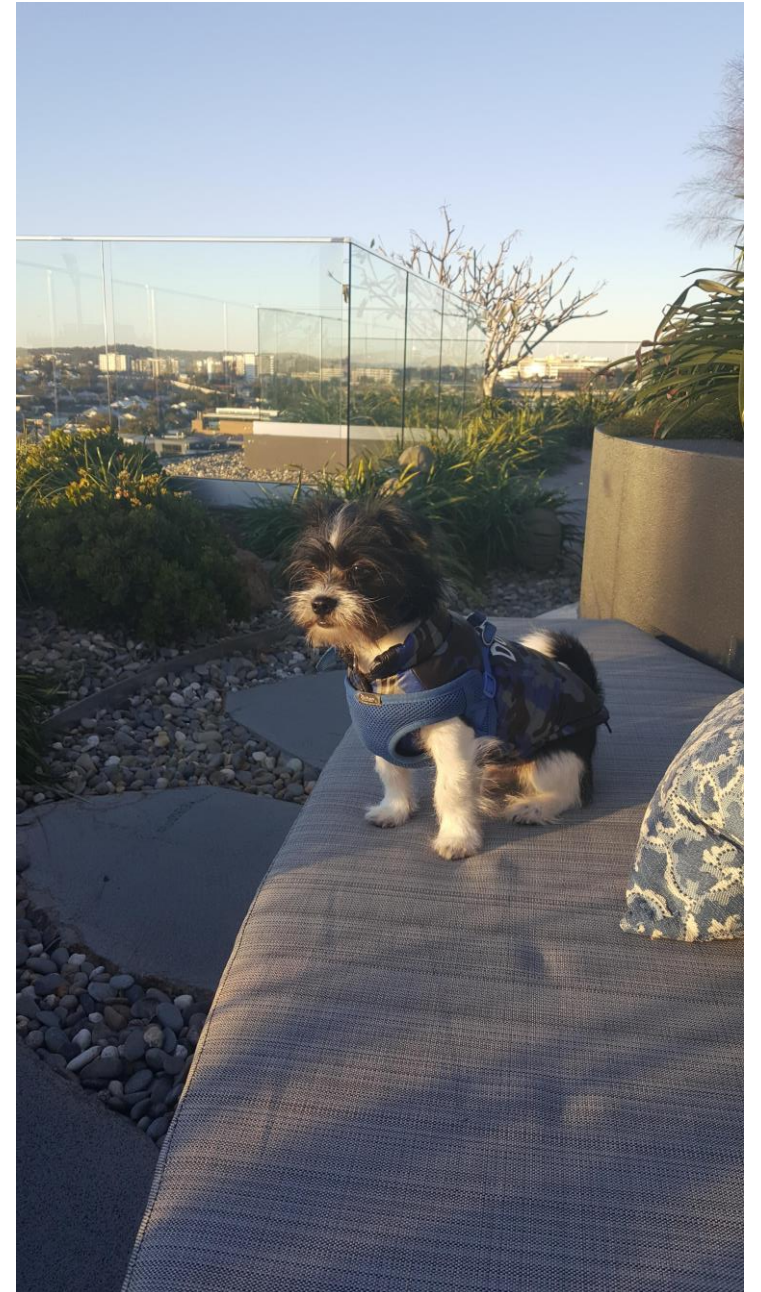
# Review of Platforms



## 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



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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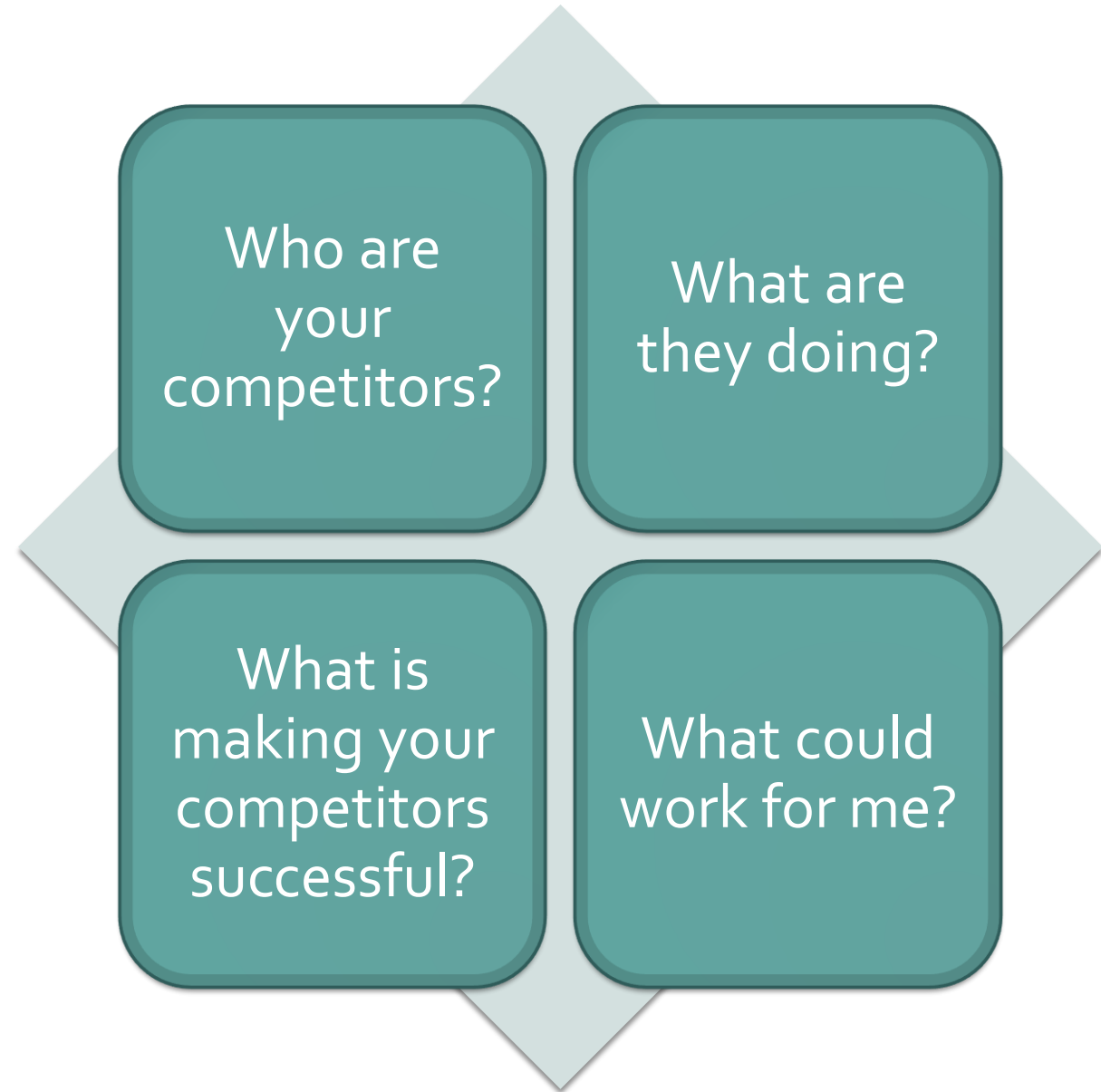
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# Research your Competitors









# 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

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

# 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





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



Plan your Monthly Theme then break down to weekly



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



ORGANISE, ORGANISE, ORGANISE

# Build Content Themes – PLAN Your Approach

# Discussion Time...

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





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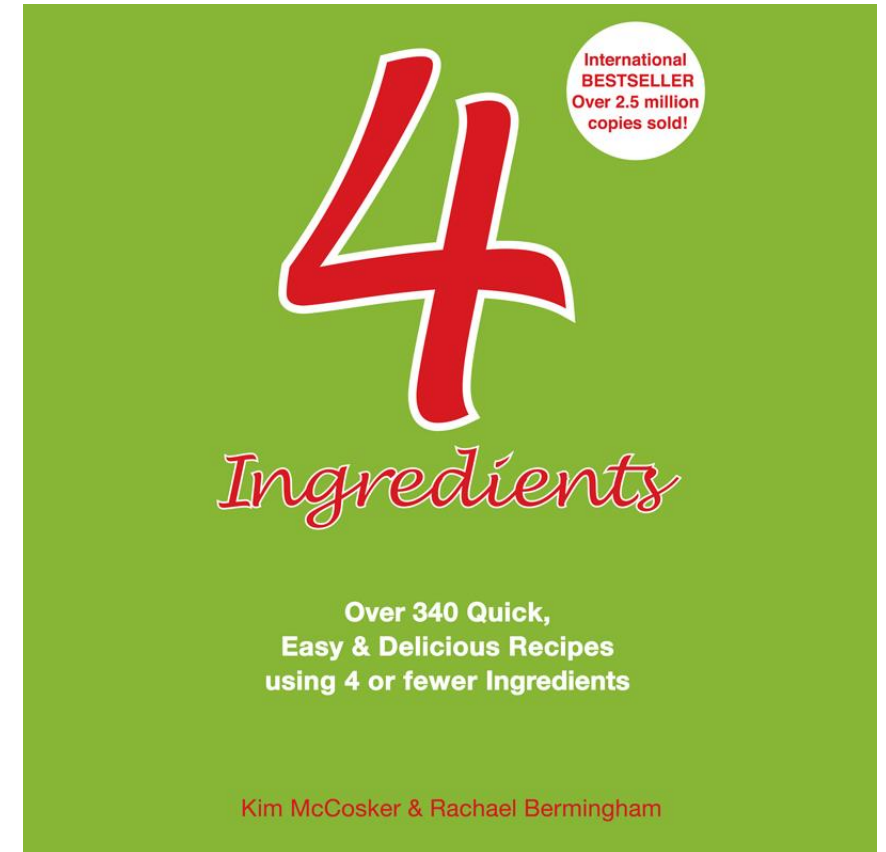
# Engage and Respond – Social Customer Care



- 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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# 7P's to Digital Marketing Strategies



# What is my investment

Annual marketing expenditure 2.5% to 10% of projected turnover

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

How much can I realistically afford?

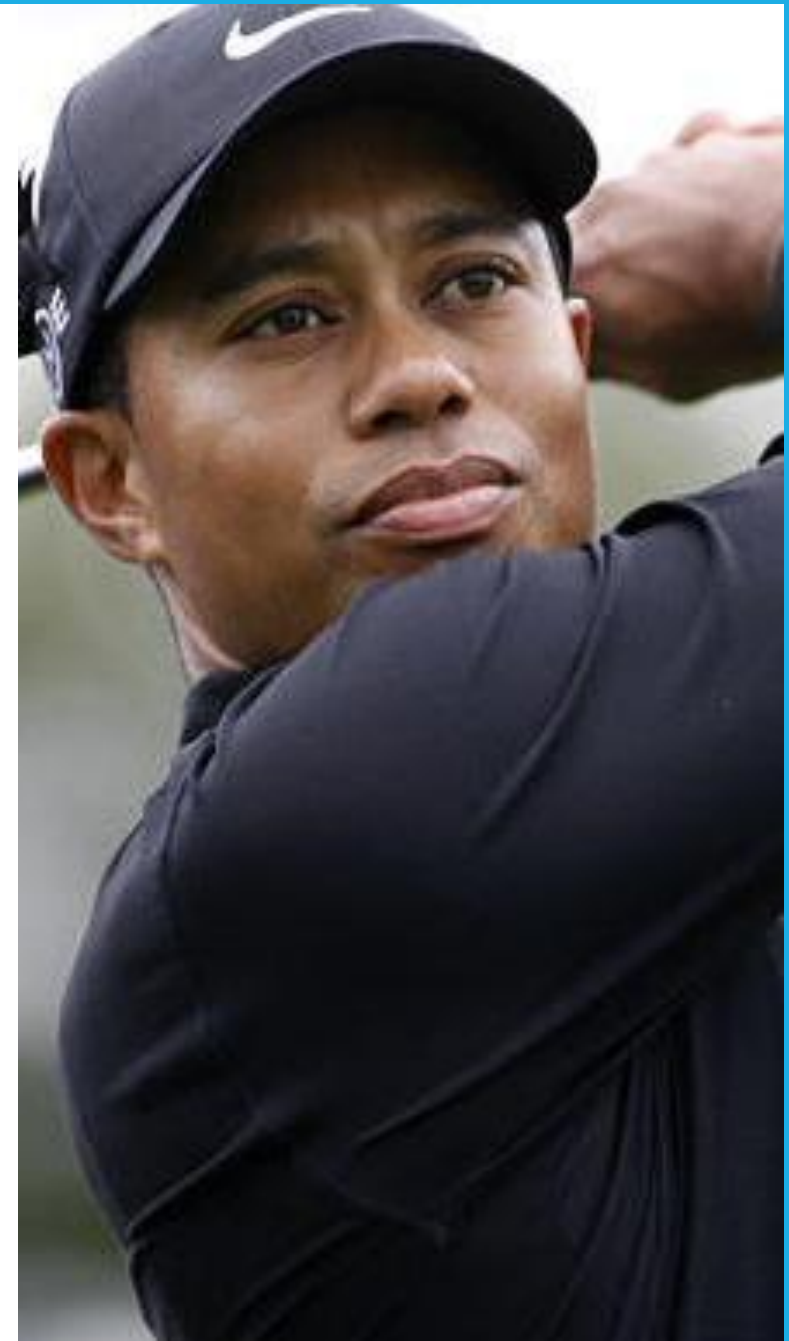
How much am I willing to lose?

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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# 7P's to Digital Marketing Strategies

# Recommended Workshops...

 20 March, The Precinct – Re-Engage, Re-Purpose and Retain Your Customers

 5 Essential Elements to Building A Successful Website Saving you \$1000s

 DIY Vs DFY Website – Which website platform best suits your business

 How effective is your website? 7 steps to check if your site is a DUD or a DUDE!

 Finding the Ideal CRM and Email Communication software for your business

 Using Social Media & Digital Strategy to improve your sales pipeline

# Next Steps...

1. Complete Digital Scorecard - <https://www.business.qld.gov.au/running-business/it/digital-scorecard>
2. Send your report to me – [andrea@yourmarketingmachines.com.au](mailto:andrea@yourmarketingmachines.com.au)
3. Book your 1 to 1 – <https://adams.bookafy.com/andrea-anderson>
4. Book for the next workshop – [www.asbas.rdadbrisbane.org.au](http://www.asbas.rdadbrisbane.org.au)



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Advisory Services**  
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# TIME TO GET STARTED!

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## ANY QUESTIONS