



DIGITAL MARKETING TIPS TO GROW YOUR BUSINESS



A



today's plan

TOP-LINE OVERVIEW OF

Marketing your brand and
business

Digital marketing

Social media

Understand & be realistic about your...

- Experience
- Understanding
- Limitations
- Motivations

start small

B



BRAND

CRISIS COMMUNICATIONS

STRATEGY DEVELOPMENT

MARKETING & PUBLIC RELATIONS

TRADITIONAL

DIGITAL & SOCIAL

INFLUENCERS

C



D

Westfield


Hilton
ADELAIDE

SANTOS
**TOUR
DOWN
UNDER**


Greyhound
RACING SA

DAVID
JONES


netball
SOUTH AUSTRALIA

MYER

Coopers

E

LET'S GO

The premise of marketing remains the same



The platforms, options and the way people engage and use communication channels have changed.

02

GOALS & OBJECTIVES

Increase social engagement

Increase client base

Increase sales

DEVELOP YOUR GOALS & OBJECTIVES

MAKE SURE
THEY'RE SMART



SPECIFIC
MEASURABLE
ACHIEVABLE
REALISTIC
TIMEBOUND

04

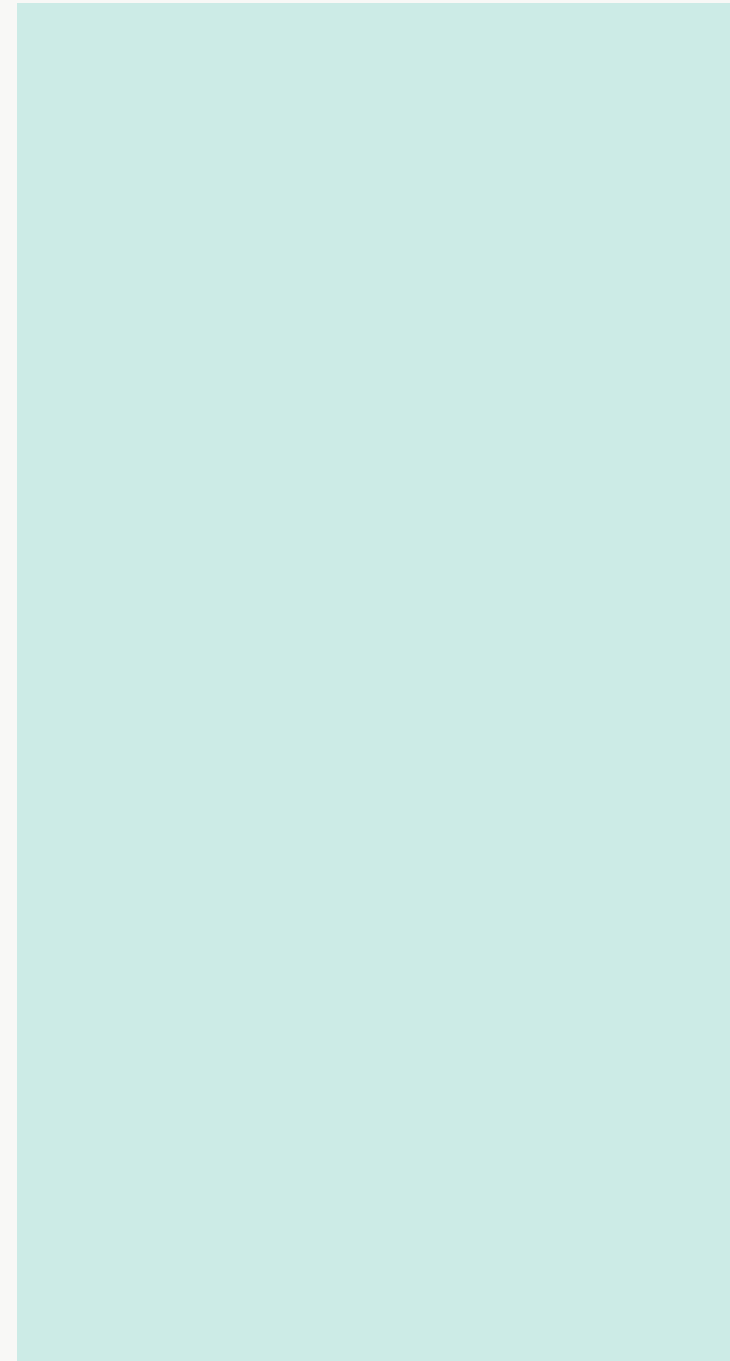
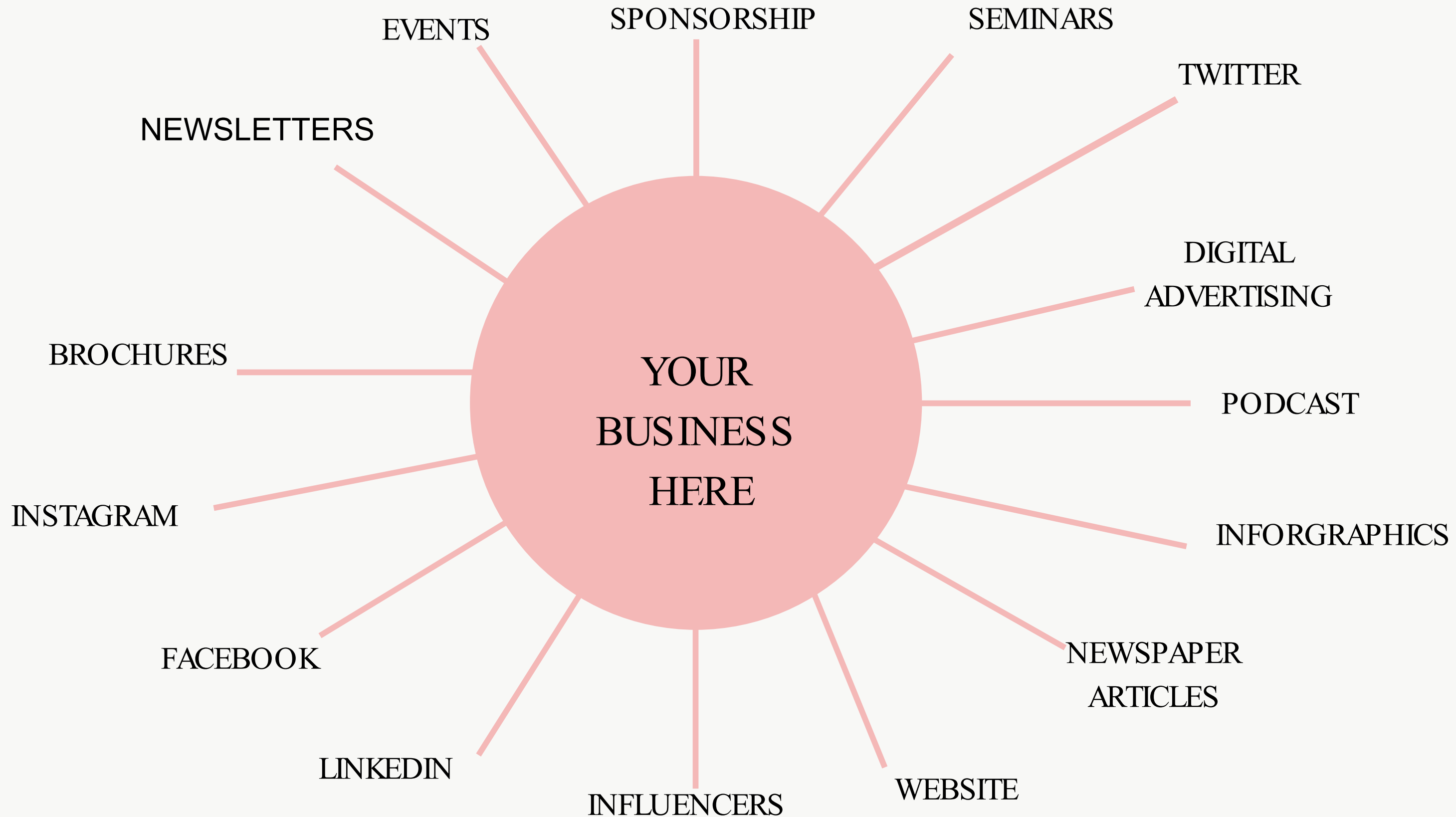
Your first takeaway

MARKETING AUDIT

KEEPING THINGS BIG PICTURE

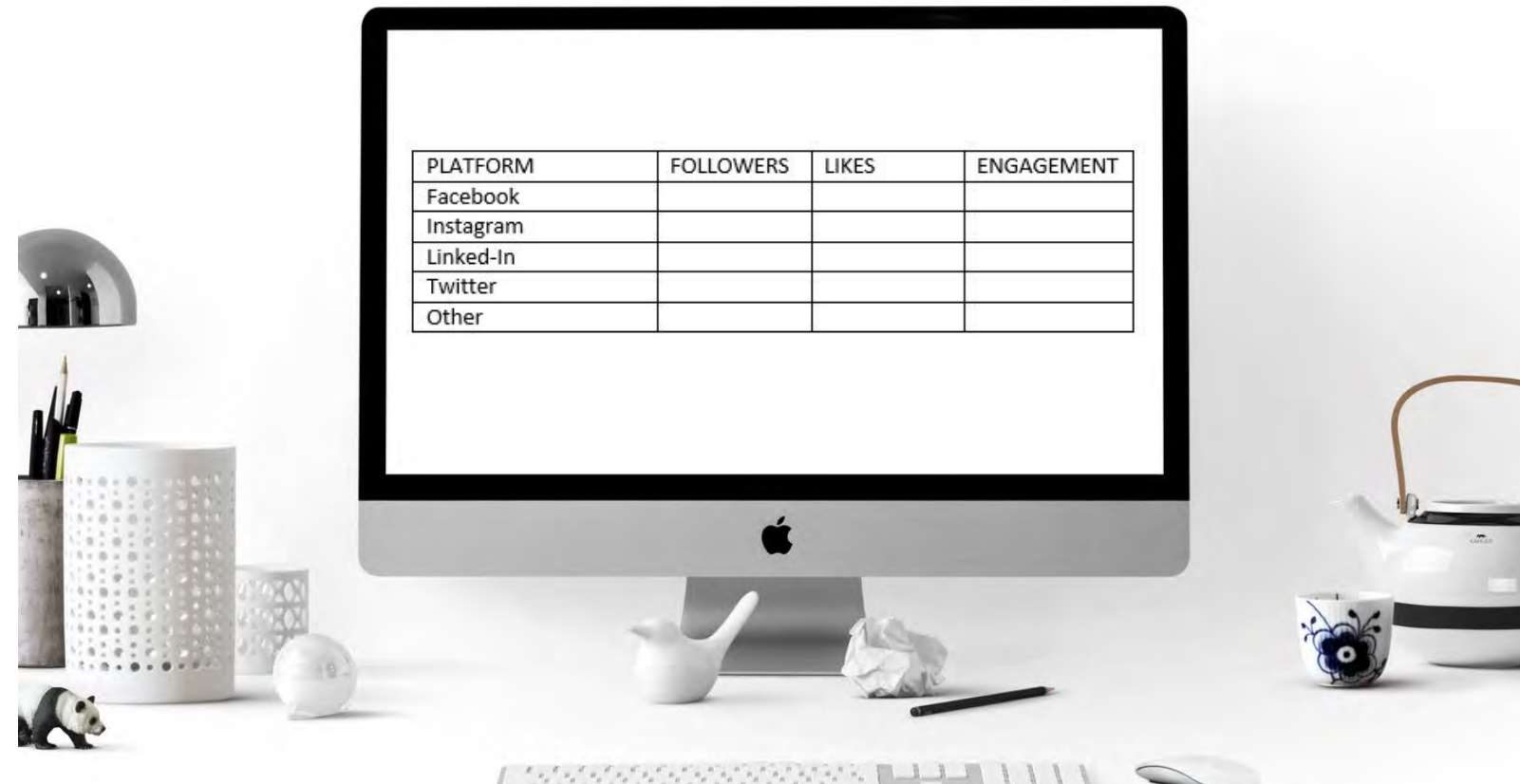
Marketing audit

05



06

organic
& paid



07

Your social & digital media tools



SOCIAL MEDIA EXPLAINED



TWITTER - I'm eating a #donut

FACEBOOK - I like donuts

INSTAGRAM - Here's a vintage photo of my donut

Youtube - Here I am eating a donut

LinkedIn - My skills include eating a donut

Pinterest - Here's a donut recipe

Last FM - Now I'm listening to 'Donuts'

G+ - I am Googling employee who eats donuts

Choose your weapons



SOCIAL

DIGITAL

INFLUENCER

= CONTENT

MINI WORKSHOP



FACEBOOK



- Worldwide – over 2.50 billion monthly active users
- An increase in 8% year on year – so it is still growing
- Mobile advertising revenue represents 94% of advertising revenue
- Like and share buttons were viewed across almost 10million websites daily
- 25 – 34 at 29.7% of users is the most common demographic
- Facebook users are 76% female (out of 100 females)
- 66% males (out of 100 males)
- Highest traffic occurs mid-week between 1pm to 3pm.
- A facebook post at 7pm will result in more clicks on average than posting at 8pm
- Engagement is higher on Thursday and Friday
- There are 83 million fake profiles
- Average time spent per facebook visit is 20 minutes

- Optimize your Facebook Page Info

- Make sure your brand's images and description are engaging, encapsulate what your company does, and encourages people to like your page.
- Fill out as much of your page information as you can
- Select the categories and subcategories
- List your website URL, address, phone number, and hours of operation
- All of this information will help your page appear in Facebook & Google search when people are looking for companies like yours, which can increase your Facebook likes even more!

2. Post engaging content

- It's important to post engaging, entertaining, and interesting content on your business Page
- Facebook constantly updates its algorithm which means it can control likes, comments, shares and your reach by the rules it puts around posts
- Videos are great content to post on Facebook for capturing attention and driving engagement.

3. Be active

Post regularly

- 3-5 times per week with relevant content
- Use your facebook insights page to get direct and immediate feedback on what works
- Click on Insights > Posts > When You Fans are Online to find this information.
- Algorithms are updated constantly – which means there are new rules and ways that facebook monitor the content on facebook – here are some tips on how to ensure you are not blocked out of your communications markets

4. Avoid Click-baiting Titles

- Click-baiting is when a post provides a link to click without any real context as to why that person should be clicking on the link.

5. Go for comments & shares

- Thumbs up or down isn't really engagement
- You want people engaged, loving what you do and more importantly sharing your information
- The more information shared, the more relevant it is.

6. Share, Don't Sell

- Facebook is not the platform to sell
- Facebook provides content and information
- Look also to share content that you think is relevant for your audience – you don't need to author everything

7. Go Multimedia

- Share video content – short and sharp Or funny, but relevant

8. Use Trending Topics Wisely

- This about being genuine and using trending topics if it's relevant
- Corona Virus for example – was used by social media outlets – to promote activities and events and was eventually removed

9. Go Multimedia

- Share video content – short and sharp Or funny, but relevant

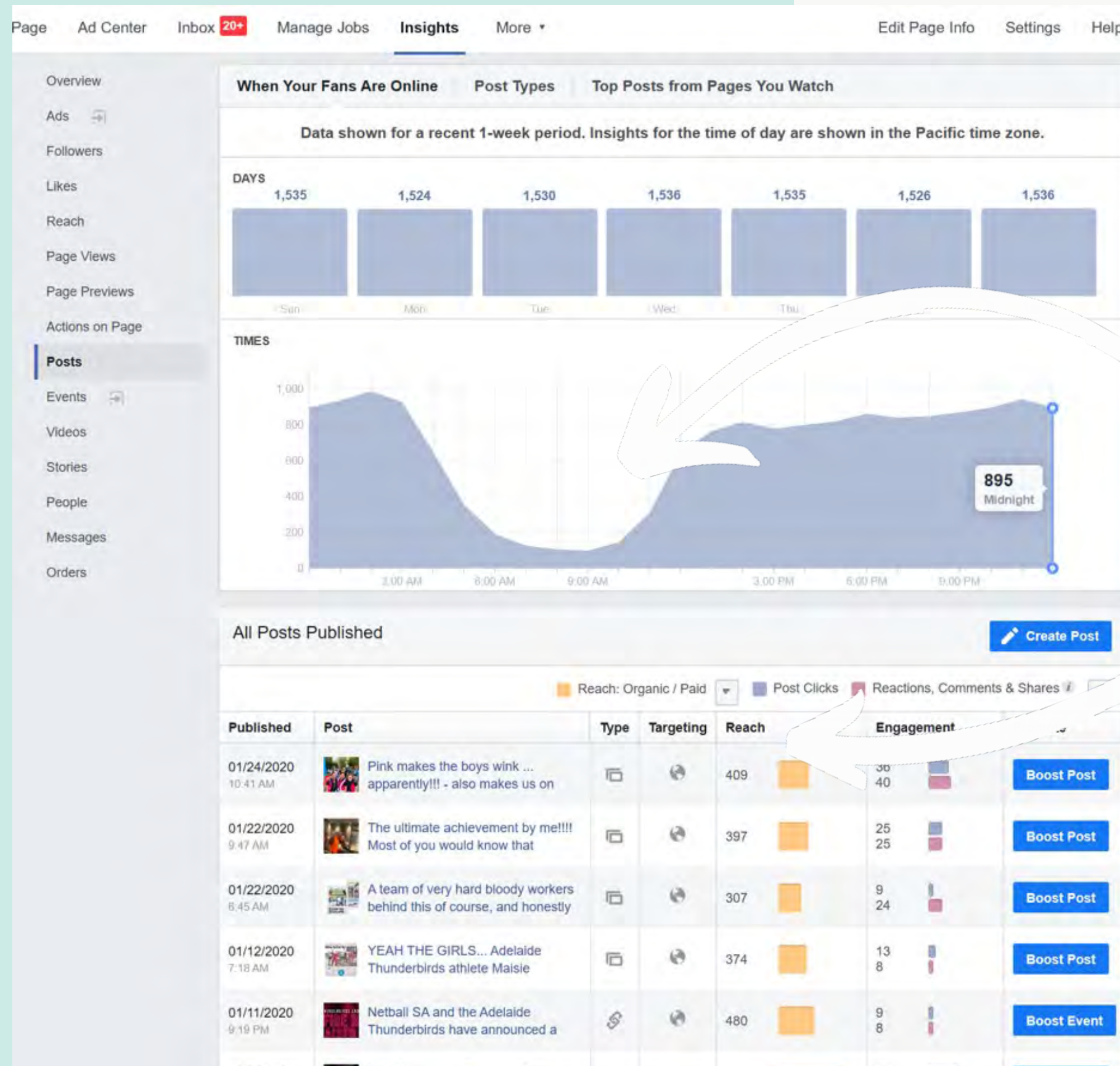
10. Promote your Facebook Page, everywhere

- Use this tool to bring people into your business
- On your emails, in any marketing you do, business cards, linked-in – drive your audience to the site from your other platforms

11. Invite your existing community

- This includes your employees, current customers industry, business connections

How to analyse



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When people are active on Facebook

Reach numbers - organic vs. paid

LINKEDIN



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- Is the largest social network for professionals
- Used for employment, networking, recruiting, sales leads and new business
- 79% of markets use linked in as a source of leads
- B2B markets report 80% of their social media leads come from LinkedIn
- LinkedIn now has over 500 million members.
- 260 million LinkedIn users are logging in each month
- 40% of monthly active users use LinkedIn daily
- LinkedIn's reported user goal is 3 billion
- 61 million LinkedIn users are senior level influencers and 40 million are in decision-making positions
- LinkedIn profiles with photos get 21x more views and 36x more messages.

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- Use an image that reflects you and your personality
- Give a concise overview of your experience and your position
- Summarise your professional journey and share your achievements
- Create a company page
- Company page is SEO friendly– which means the keywords are picked up by google
- Use key words to define you
- Create links to your page– any blogs, social media platforms, content
- Share relevant and engaging content
- Add followers – the more you have, the more you will appear in their feed
- Use images, videos and presentations to update on your LinkedIn

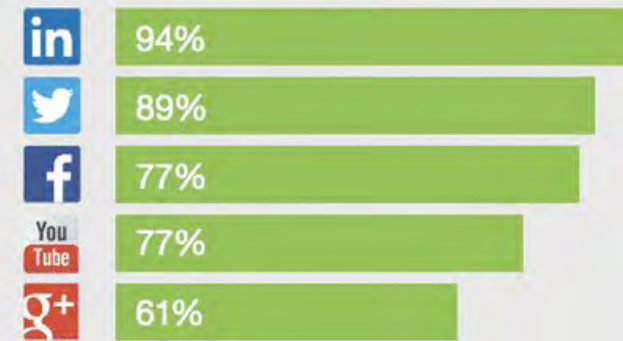
Consider sponsored content:

- Which can see your content seen on different devices, tablet, mobile and desktop.
- Track leads
- Target your audience

LINKEDIN BY THE NUMBERS

LINKEDIN IS THE #1 CHANNEL TO DISTRIBUTE CONTENT

B2B marketers who use various social media sites to distribute content:



LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

90% of social traffic was driven by the big three networks, with half of it coming from LinkedIn.



LINKEDIN CONSIDERED MOST EFFECTIVE FOR B2B LEAD GEN

80% of social media B2B leads come from LinkedIn.



EXECUTIVES RATE LINKEDIN HIGH ON VALUE GAINED FROM THEIR SOCIAL MARKETING INITIATIVES

LinkedIn is the number one choice for professionally relevant content.



CONTENT

- RELEVANT TO YOUR AUDIENCE
- SHARING OTHER PLATFORMS
- ENGAGING
- OFFER SOLUTIONS, DISCUSSION POINTS, ALTERNATIVES
- BE A SOURCE OF INFORMATION



CONSIDER OTHER PLATFORMS:

TWITTER

INSTAGRAM

WHATSAPP

MESSENGER

TIK-TOC





Your platforms won't work without content

The key to all of this is the content you will create, how engaged your market is and then for you to deliver that to the platforms that they use

SO WHAT ARE YOUR NEXT STEPS?

- Choose your platform or platforms
- Start small and really explore the benefits of those
- Don't commit time if it is not working for you
- Fail fast and often

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Utilise and explore 1-2 digital platforms

Be authentic, credible and relevant to your targets

Engage with other media outlets and digital platforms to share your story

Paid digital media is generally cheap and gives you a new audience

Use the platforms to teach and guide you – they all have excellent tutorials and step to step instructions





LINKS

https://www.facebook.com/business/insights/people?ref=ens_rdr

<https://blog.hootsuite.com/how-does-facebook-boost-posts-work/>

<https://business.linkedin.com/marketing-solutions/linkedin-pages?#>

<https://business.linkedin.com/marketing-solutions/native-advertising?#su-tour>