

Marketing TIPS & TRICKS



In the current landscape of re-introduced lockdown measures here in Victoria, the value of free media and communication is so much greater than ever before.

Here is your chance to take advantage of the situation and ensure your digital presence and communication is on point!





Social Media

First up, social media. You might not, but chances are your customers use social media, so it's important to develop and maintain a presence that engages them. Consider your social media as just the start of your sales funnel. It's a tool to capture the attention of your audience, before converting them into a customer. Thus, it's imperative to ensure your potential customer can access all contact information from your channel.

Did you know that 54% of social browsers use social media to research products? Or that 27% of consumers discover brands via social media ads?

So let's start with an audit of your channels. Sprout Socials calls it "The process of reviewing what's working, what's failing and what can be improved upon across your social media channels".

Audit



Facebook

- Do you have a Facebook business page?
- Is your logo your profile picture?
- Is your banner image clear and showcases what you do?
- Is your email, phone number and website all accessible on your page?
- Do you regularly respond to reviews, comments and messages?
- Do you publish regular content? Minimum 3 times a week.
- What are the posts that receive the most engagement on your channel?
- What posts receive the least engagement?
- Your current followers – what is their average age, demographic and active times and days?



Instagram

- Do you have an Instagram Business account?
- Is your Instagram linked with your Facebook?
- Is your logo your profile picture?
- Is your email, phone number and website all accessible on your profile?
- Do you regularly respond to comments and messages?
- Do you publish regular content to your grid feed? Minimum 3 times a week.
- Do you also publish stories? Minimum 5 times a week.
- What are the posts that receive the most engagement on your channel?
- What posts receive the least engagement?
- Your current followers – what is their average age, demographic and active times and days?
- Do you incorporate hashtags?



LinkedIn

- Do you have a LinkedIn?
- Is your email, phone number and website all accessible on your profile?
- Do you regularly respond to comments and messages?
- Do you publish regular content? Minimum 2 times a week.



#hashtags

Posts that use hashtags generally see at least a 12% increase in engagement over posts that don't use hashtags, and you can use up to a maximum of 30 per post.

FACT: Instagram will punish you by limiting the reach of your post if you use the exact same hashtags in every post.



Tagging relevant suppliers or contributors when you are posting across any social media channel is a great way to increase engagement. We suggest implementing this ongoing, and for Instagram in particular, ensuring you are tagging them in the image as well as the caption.



Content

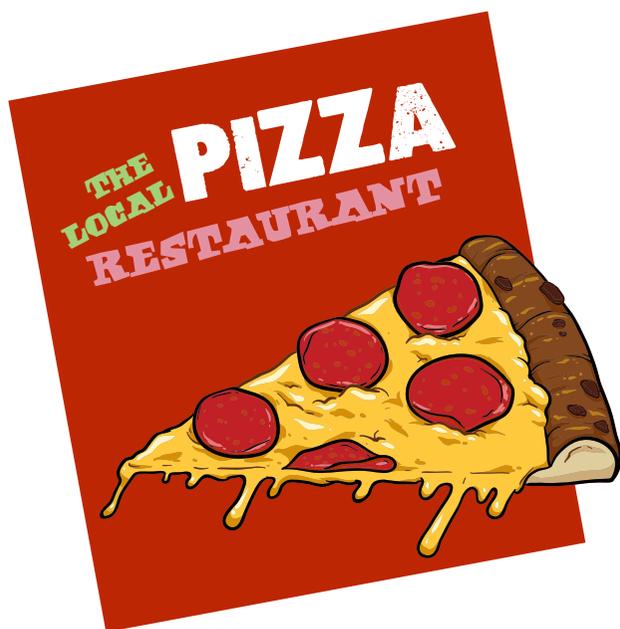
Coming up with a steady stream of content can seem daunting at first. Regardless of the size of your brand, to stand out today you'll be expected to produce an insane amount of content.

Well, we have two words for you! Content pillars.

Pillars depend on you and your brand. Also known as buckets, content pillars represent relevant topics that you can develop content in line with that will appeal to your target audience.

We recommend defining your content pillars first. Under each pillar you can then develop content in a medium such as imagery, video, blogs, stories etc.

For this example, we've collated four possible pillars for...



Brand

This pillar is all about the business that is our pizza restaurant! It gives customers the opportunity to see who they really are. To connect and to build trust. To tell your story!

Content under this pillar may include internal culture or staff updates, business/brand updates, client testimonials, or even back to where it all began and the how and why you started this business.

Product

A display of the tasty offering! A feed however should not just be all about "buy me", hence only dedicating one pillar to this messaging.

Under this pillar you should also keep your audience up to date with any new products available, or even current customer favourites!

Industry

Our pizza restaurant is an expert in all things customer service, quality ingredients, and their local community. Add value to your customers feed through this pillar.

Community

As much as this is a channel for our pizza restaurant to show what they do, they also want to make sure it's what their customer base wants to see! Under this pillar the restaurant may ask questions or run contests to keep fans active.

Video is your friend!

Did you know that 54% of consumers prefer videos?

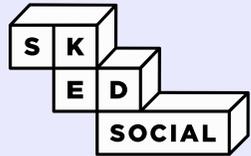


These don't have to be professionally produced – something authentic shot on your phone works too, or you can use Facebook's tools to convert photo montages into attractive videos that catch the eye.

Sharing your content

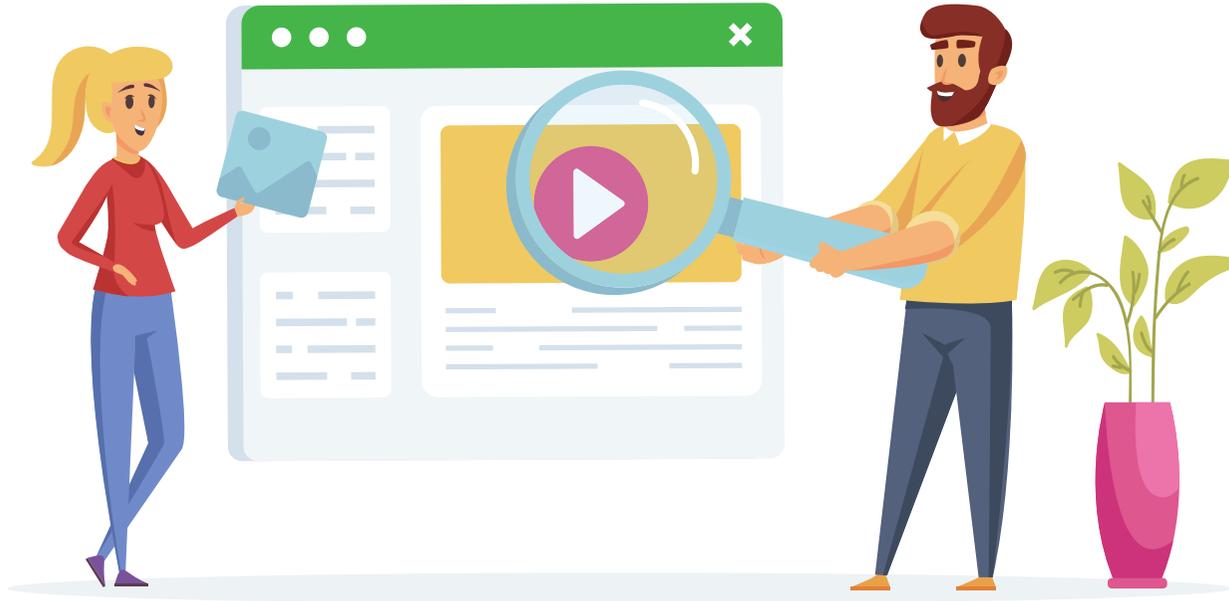
If you are looking to pre-schedule your content, there are some digital tools you can use. However, keep in mind that this doesn't mean you can set and forget. Make sure you're engaging with comments and shares in a timely manner.

Possible tools include:



PLANOLY





Website

With the days of phone books coming to an end, businesses are moving their local marketing efforts online—which is a good thing! Not only does it make your business easier to find, but you can reach potential customers that would otherwise have to drive by or look you up in the prehistoric Yellow Pages.

If your audience is online, is your website optimised and ready for them to find? We've done the hard yards for you and collected a few quick tweaks you can adopt to ensure you are reaching your target audience.

Google

Google My Business, and the attached Google Maps, are both essential for local area marketing, enabling your business listing to appear in local search results for queries specific to your products or services. As the name implies, Google My Business allows you to create a business listing on Google. It ensures you provide the necessary information customers need to visit your site or store, contact your company or make a purchase.

AND IT'S FREE!



Let's start with a quick audit of your Google My Business channel:

- Do you have a Google My Business Account?
- Is your account verified?
- Are all details on your profile accurate? Most importantly address, phone number, email address, business description and trading hours.
- Is your image library current?
- Do you regularly respond to reviews? The last month at least should be responded to, and everything ongoing.
- Do you appear on Google Maps?

Google has reported that a staggering 46% of all searches have "local intent".

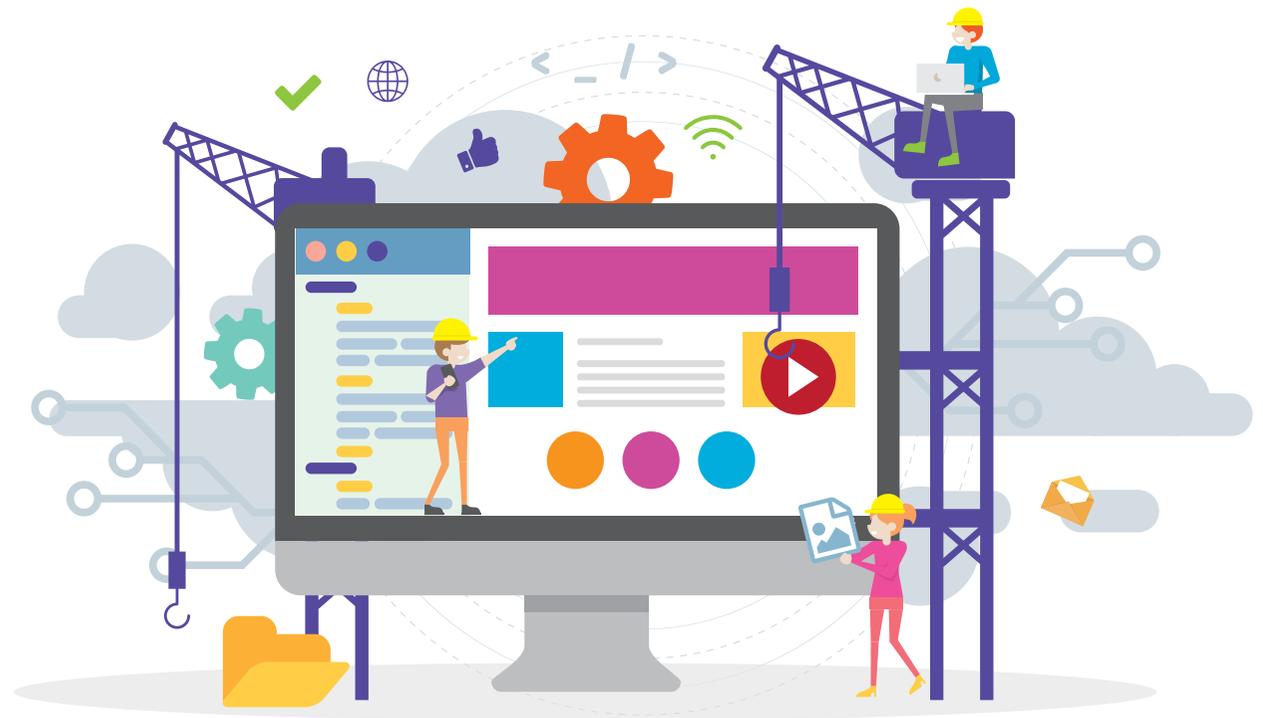
All data on your Google My Business and the attached Google Maps will be indexed by Google to provide a foundation for your local Search Engine Optimisation (SEO). Your business information should be consistent with what's listed on your website, or else it will have a negative impact on your search ranking. So make sure if anything changes in your business you're always updating both!

Your Site

If you were your customer, and you were looking at your website, would you know exactly where to find what you're looking for? Ie. Is your website easy to navigate, and is all your current information clearly displayed? Start here.

Once you're confident on the structure, next up is visuals. A simple sweep and update of all imagery can have a massive impact on the look and feel of a site!

Do you have Google Analytics set up for your website? This is a fantastic tool to be able to determine where your audience is going on your website and what they are responding best to, or where they're dropping off.



SEO

Heard the term, but not sure what it involves? Search Engine Optimisation, which in a nutshell, is the process of optimizing your website to get organic, or un-paid, traffic from search on Google.

We've collected our top 5 steps to successful SEO on your website:

1. Find relevant keywords with good search traffic potential.

Essentially you need to start by figuring out what your customers are searching for! A nice easy way of doing this is to utilise Google autocomplete results. Go to Google and begin typing a query in the search box, but don't hit Enter. Google will immediately populate some suggested additional search terms that people have used!

Repeat until you gather a list of minimum 20 different key words applicable to your individual business. These should be utilised across the wording on your website.

2. Create and optimize pages for search engines and users alike.

Keyword research is only the first step towards attracting more organic search traffic. You also need to make sure your pages are structured well and satisfy the person behind the search to rank for the keywords you selected.

Essentially create content that aligns with "search intent". Eg. If your customer is search for "Best Ideas For Pizza Toppings" they're clearly searching for informational suggestions. Your page containing this should be a fun brainstorm of all the possible toppings, rather than a link to your menu.

3. Make sure your website loads fast.

Use [Google's PageSpeed Insights tool](#) to find out how quickly your pages load and for actionable advice on how to further improve its speed.

Did you know that up to 40% of people leave sites that take longer than 3 seconds to load?

4. Make sure your website is mobile friendly.

Use [Google's Mobile-Friendly Test tool](#) to make sure your website is mobile-friendly.

More than 60% of searches are now from mobile devices.

5. Build relevant links from other high-quality websites.

Link building is critical for the success of your SEO strategy, so if you're prepared to spend resources (time, money, etc.) on producing content, you should also be prepared to commit at least as much time to promoting and generating links to your content.

Let's go back to our pizza restaurant. Are the suppliers of their quality ingredients able to include a link on their websites, that links back to the restaurant? Or maybe this is an opportunity to see what other organic advertising platforms there are out there that might align such as [The Fork](#) or [Trip Advisor](#).

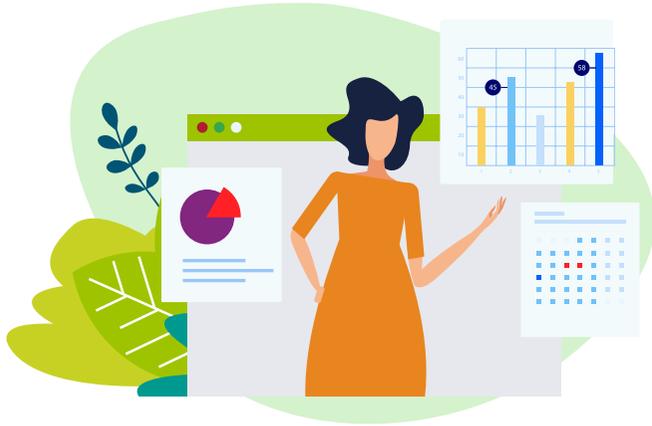




Remarketing

And lastly, let's look at remarketing and retargeting. While this idea can take on many hats, in this case we are looking at it from a data collection and subsequent communication point of view.

Most studies show **60 – 70%** of a company's business is from **existing clients**, and **80% of future profits** will come from just **20% of these existing clients!**

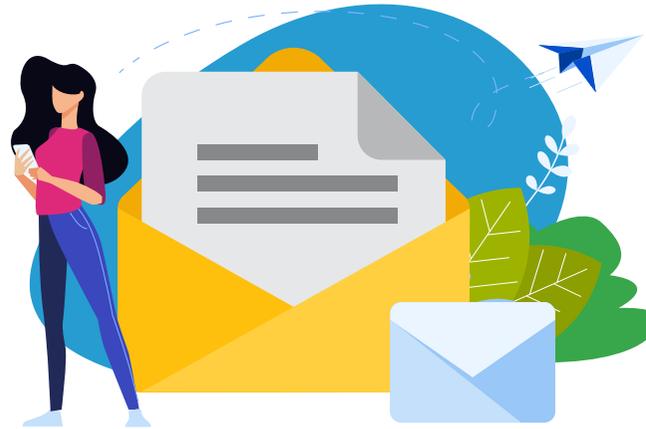


Data Collection

As much as we talk about attracting a new audience, the key people to remind about your business and offering is most certainly your existing customer base.

However, before we get to that, ask yourself, do you currently have any methods in place to capture the data of your existing customers? Maybe it's through a form on your website, sign ups to a loyalty program that you've created, or your delivery partner being able to share the details of those that order from your restaurant.

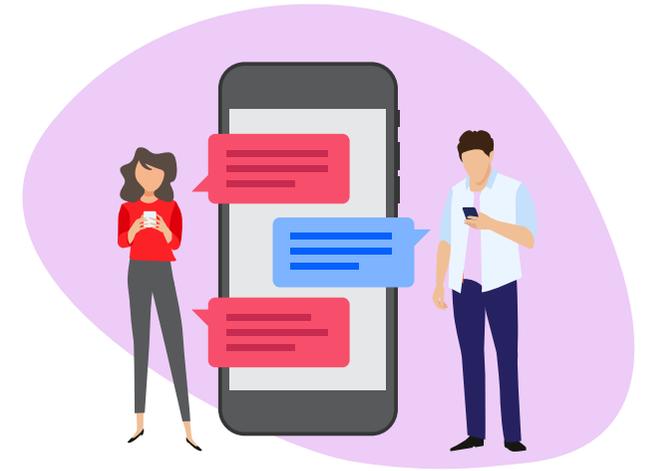
If you don't currently collect customer data, it's never too late to start – just make sure you're making it clear to your customers that by giving you their details they are 'opting in' to receive marketing from you. And also make sure it's easy for them to unsubscribe. [More on data collection and privacy laws here.](#)



Email Marketing

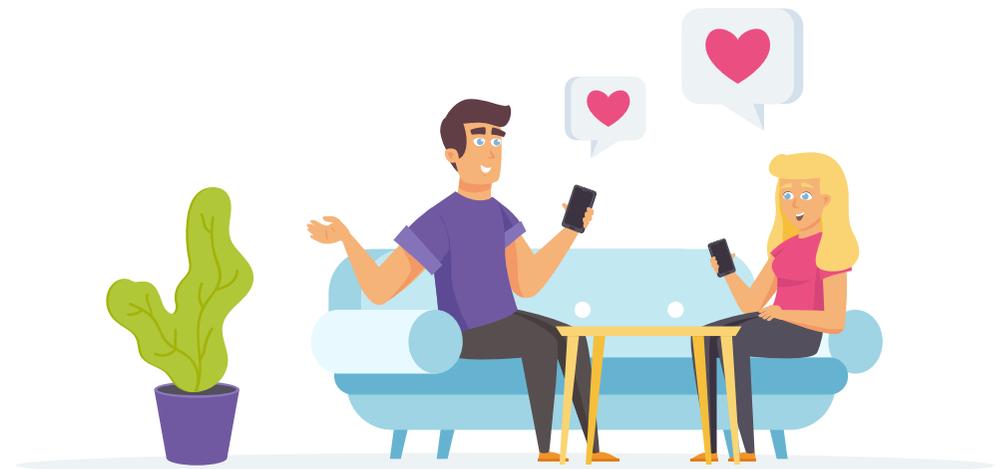
Once you have your customers data, it's time to use it wisely.

Using email, you can attract and retain your customers with personalized messages that promote your content, brand, and product. You can segment contacts and use personalization techniques to deliver messages that customers can't ignore!



The Humble Text

Don't have the resources to manage an email marketing strategy? Here's something even easier – the simple text message. Once you have permission to contact your customers via their provided mobile number, use this channel as a way to communicate new products, special offers or business updates. Again, just make sure it's easy for them to Opt out from text message marketing at anytime.





Your Competitors

Your marketing update is never complete until you've stalked what each and every one of your competitors are doing across all of the above. You'll only discover market trends and become the best you can be by doing your homework!

- Who are your main competitors?
- What are they doing?
- What platforms are they using to reach their customers?
- Is their customer service highly regarded?
- Is their marketing material more or less engaging?
- What sort of content are they producing?
- Is their content well received?

Other Comms

And finally, think about the business you're in – are there trusted names out there that might be able to endorse your business to a new audience?

For instance, a beauty business might benefit from entering a partnership with a social media influencer to promote their services, showcasing the business to thousands more potential customers.

Or a food operator might be able to get Broadsheet to review their new café, showcasing their offer to a large online audience.

A printing business could perhaps sponsor a local sporting club, offering some services in exchange for branding and engagement with club members.

Don't forget to also look at your city council for local area marketing opportunities!

Large or small, and no matter what you do – think about channels or people that might be able to help showcase what you do and widen the reach for your business.



We hope this document has given you some pointers on what you can do to help market your business online.

Whilst not all of this might be achievable right away, just getting started with a Facebook and Google My Business account is a great start.

If you have any questions or need some extra advice, please email marketing@ef.com.au

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