



Small Business Festival

Your Business In A Digital World



VICTORIA
State
Government



Thank-you for attending this event





Small Business Festival

Sally Rodgers

**Digital Gold
Digital Marketing**

@SallyRodgersAu @DigitalGoldAu



VICTORIA
State
Government



Small Business Festival

1 Aug – 7 Sep 2017

WELCOME

DIGITALGOLD

digitalgold.com.au

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SOCIAL MEDIA

Social, informal, friendly, community
Media, communication, news, entertainment



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MARKETING

MARKETING is about **COMMUNICATING** the **VALUE** of a product, service or brand to customers or consumers for the purpose of promoting or selling that product, service, or brand. The oldest – and perhaps simplest and most natural form of marketing – is '**word of mouth**' en.wikipedia.org

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DEFINE

Purpose

Audience



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REVIEW

Performance
Opportunities
Compare
Keep It Fresh



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COMMUNICATION

Word of Mouth

Newspapers

Radio

Mail Outs

Public Relations



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COMMUNICATION

Social Media
Email Newsletters
Mobile Marketing
Website Marketing
Apps



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CREATE

Digital Marketing Strategy
Integrate With Existing
Marketing Strategy &
Appearance. Be Consistent.



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BRANDING



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ENGAGE

Deliver relevant, appealing, motivational, consistent, inspirational, problem solving, interesting, positive and fun content connect with individuals, other local businesses, community groups, partners and supporters

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OPTIMISE

Call to action

Conversion

Content

Adaptability



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CONTENT Management

How you look to your customers?

How does it make them feel?

What do they do?



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CONTENT Management

Digital Administrators

Staff Availability

Staff Capability

Consistency

Sustainability



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CONTENT Management

Social media may be free, but think about the value of your time and your core business.

No two platforms are the same, tailor content.
Where are your audience?

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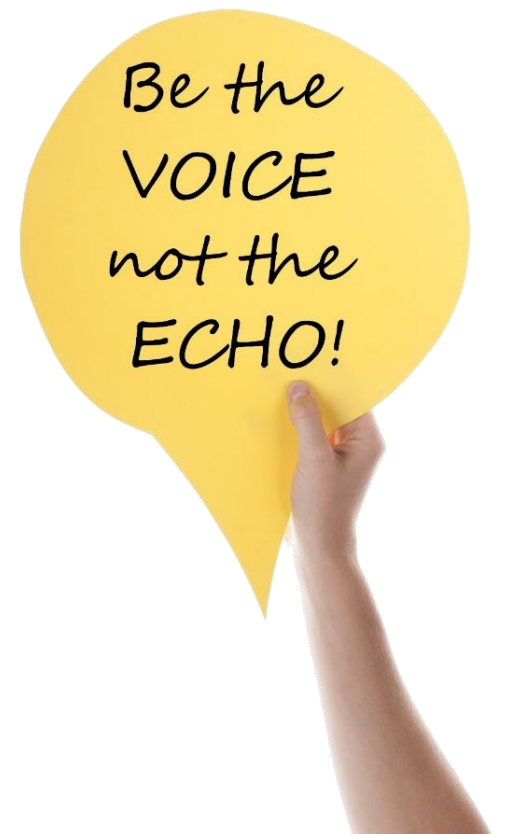
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QUALITY not Quantity

Headline

Image

Content



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MEASURE

Consumer Insights
Statistical Analysis
Popularity of Content
Timing
Feedback



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MEASURE

Impact on Sales

Impact on Consumer Loyalty

Impact on Consumer Perceptions

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ENDORSEMENTS

Consumers

Other Brands

Partnerships



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MANAGE Security

Manage Your Settings

Evaluate Risk

Privacy

Social Media Use Policy



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MANAGE Negativity

Monitor

Prompt Response

Conquer With Kindness

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RESOURCES

Digital media policies, e.G. Privacy policy, appropriate use of social media policy for staff, members and the general public

Image guidelines

Language guidelines

Image library

Video library

Fact sheets

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LATEST TRENDS

Mobile

Video

Ask Your Audience!



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#HASHTAG

The Power of the #Hashtag

<https://blog.hubspot.com/marketing/instagram>



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HAVE FUN!

Get Social
Be Creative
Inspire Others
Have Fun!

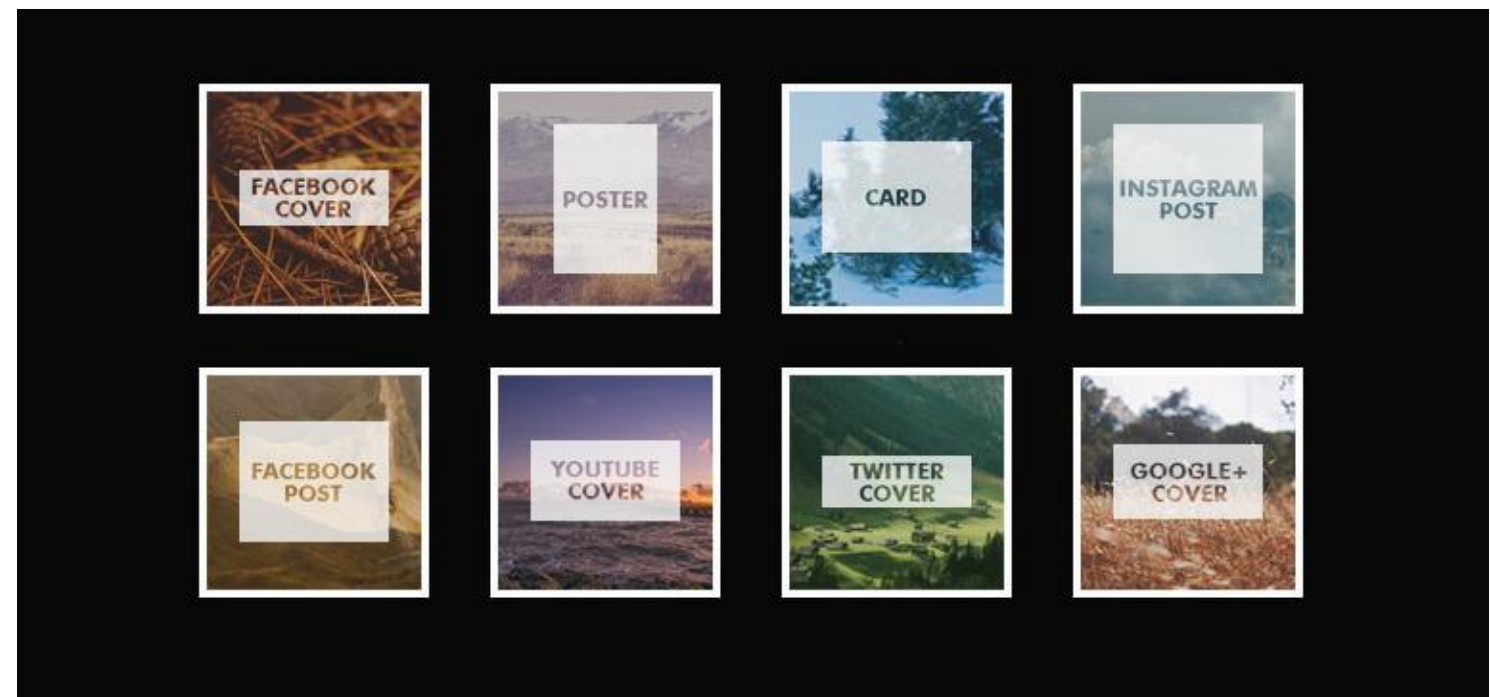


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DESIGN TOOLS

fotor.com

canva.com

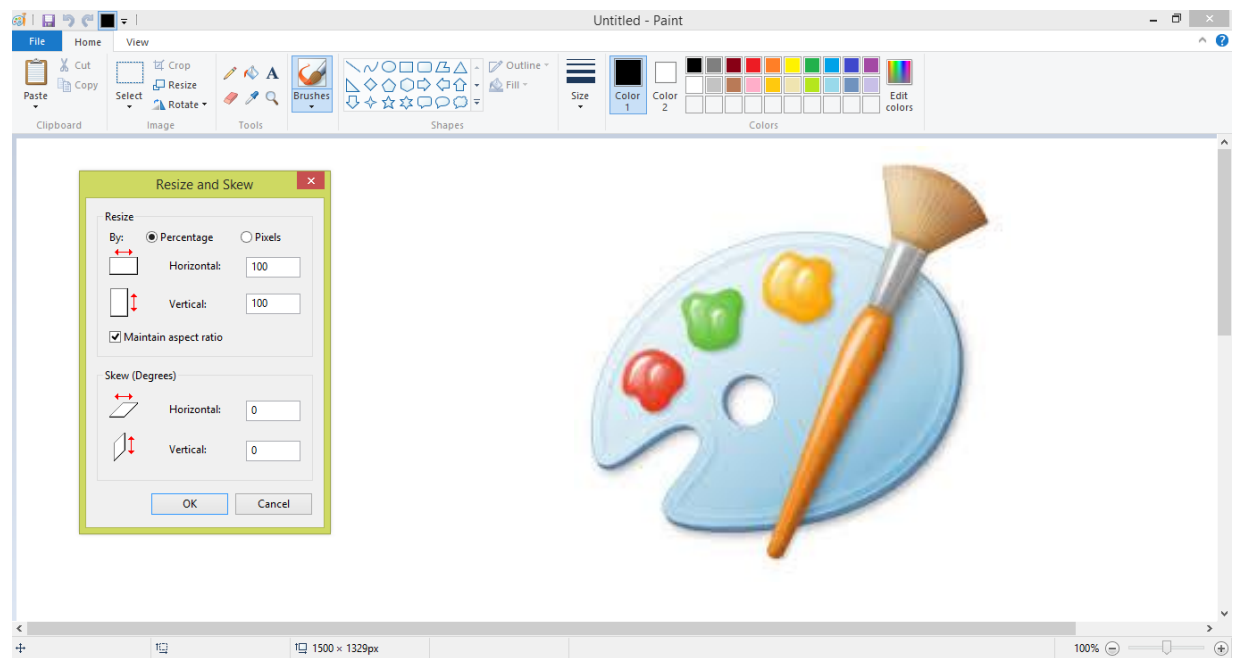


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RESIZE TOOLS

Image Sizes can be manually resized in various software. Microsoft Office Pictured right, or more advanced include Adobe Photoshop. Or you can use the Design Tools on the previous slide to preformat images for your social media.

Facebook Profile Picture 180 x 180 pixels
Facebook Header Image 851 x 315 pixels
72 pixels per inch are sufficient for online images
300 pixels per inch is used for printed images

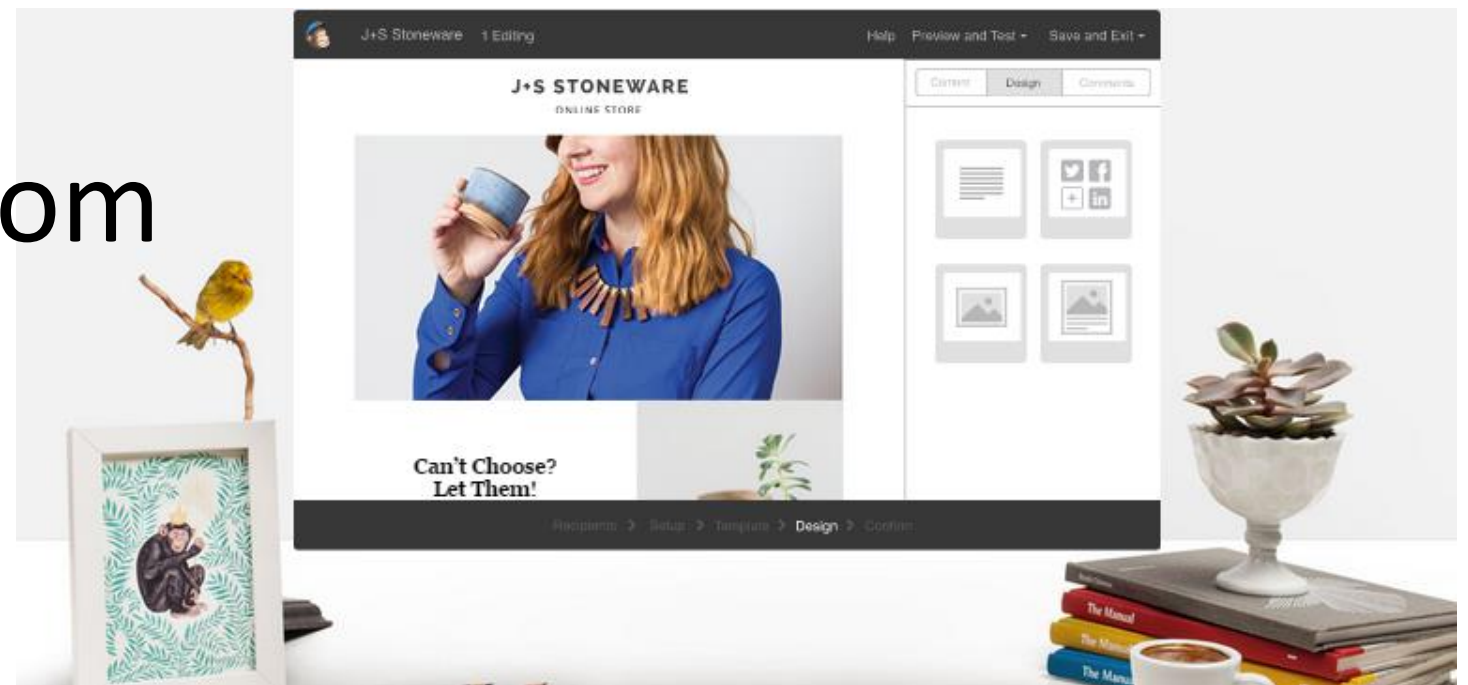


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eNEWS TOOLS

mailchimp.com

constantcontact.com



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INSTAGRAM TOOLS

There are a number of Instagram #repost tools online.

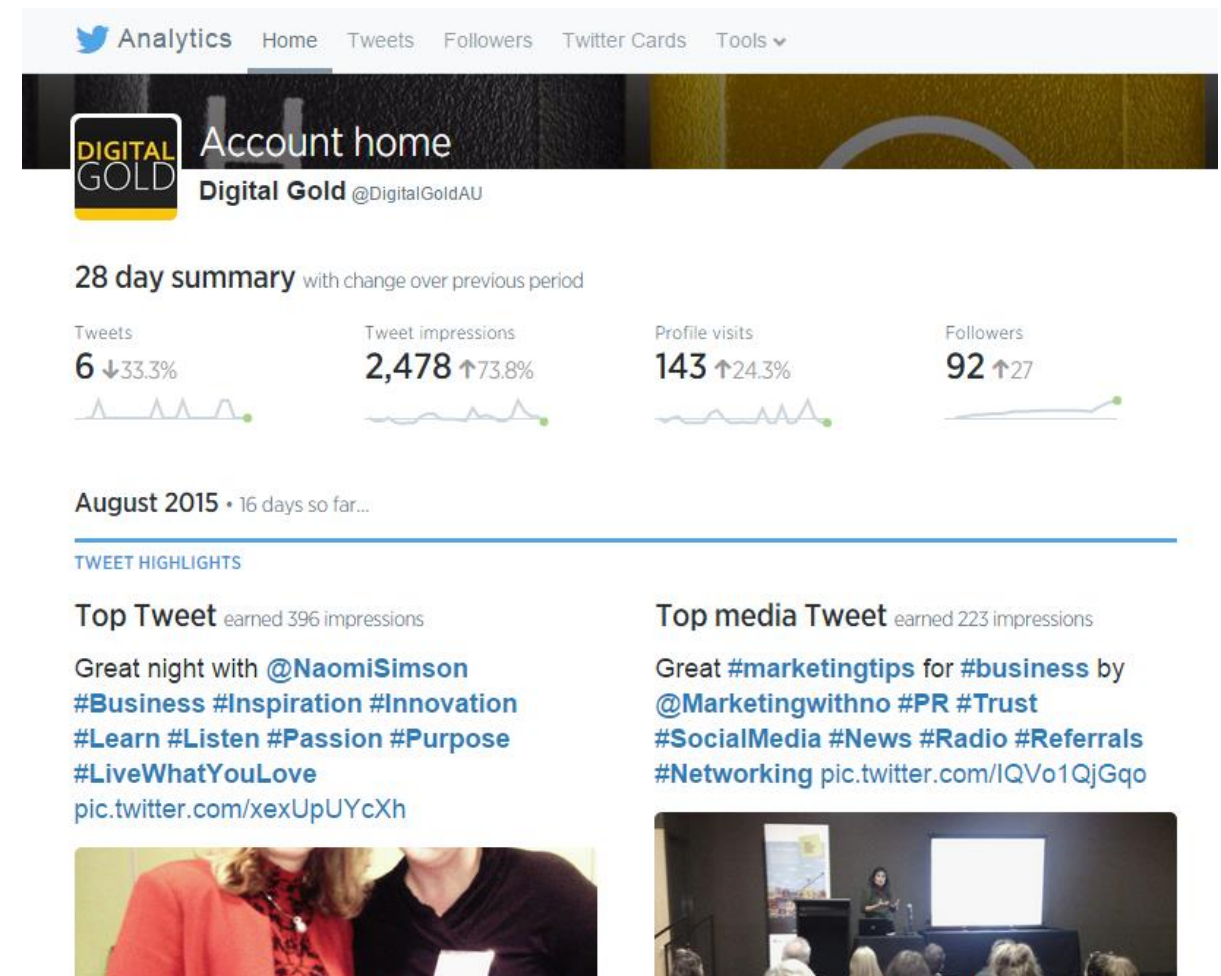
You'll find them in your Apple or Play Store. It's often the paid versions that will give additional features such as reposting with transparent credit switching between accounts.



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TWITTER

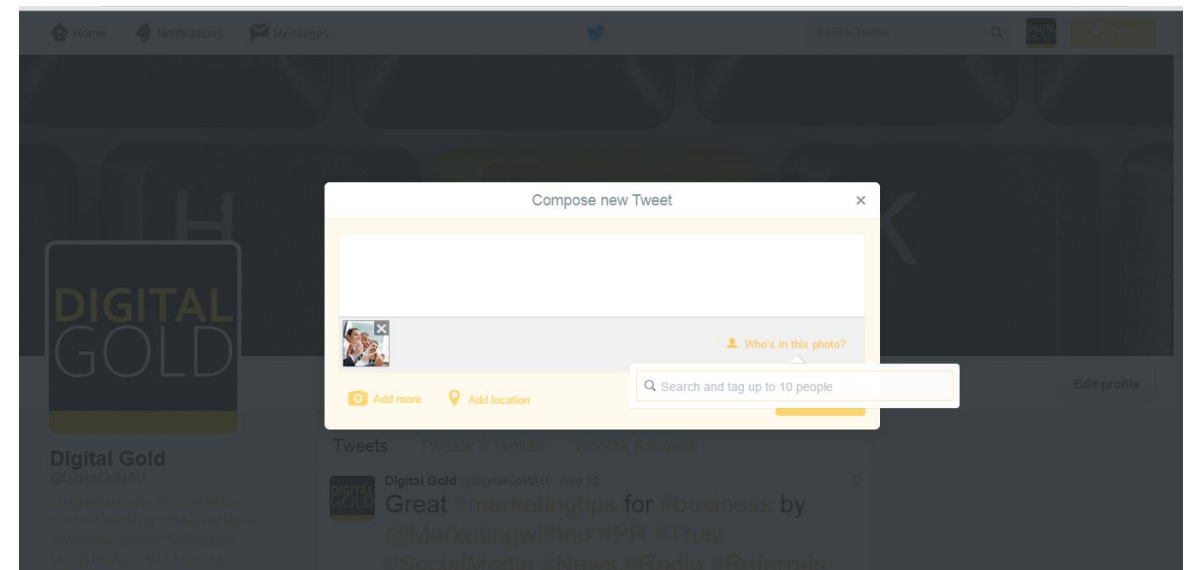
Check out your
Twitter Analytics for
FREE



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TWITTER

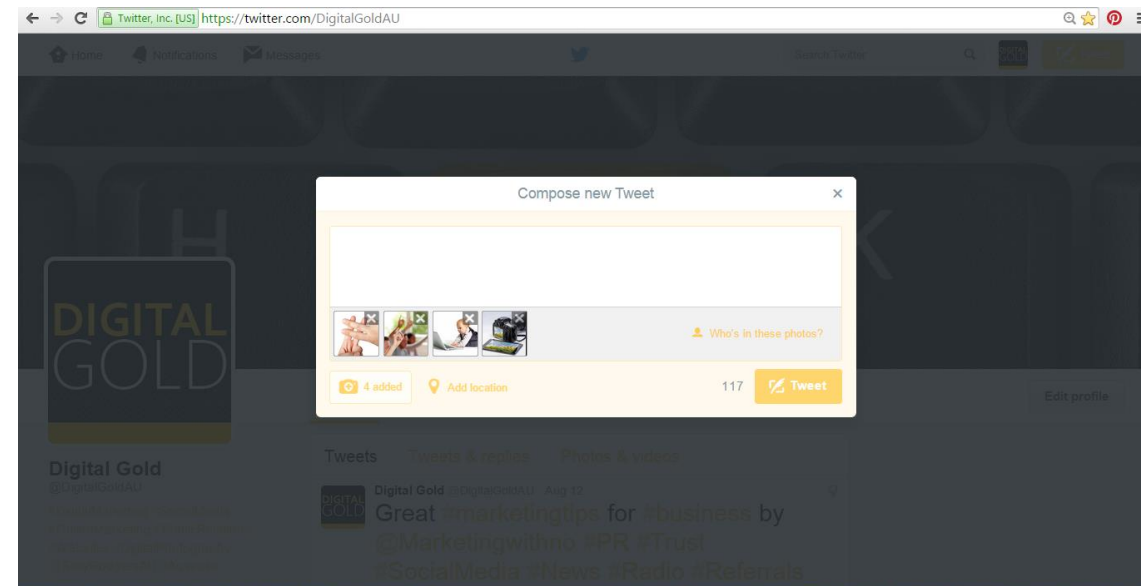
Tag people in your photos. They won't count towards your character limit



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TWITTER

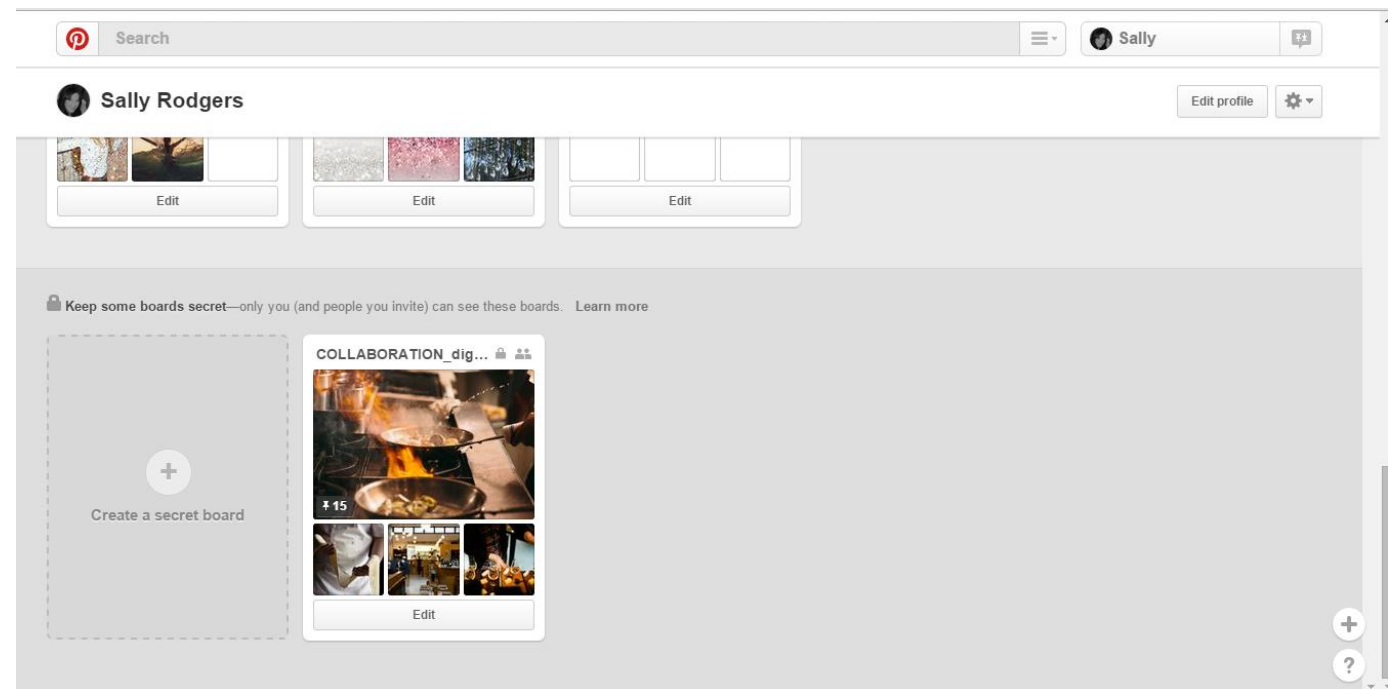
You can add up to 4 photos at once and create pic collage on Twitter



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PINTEREST

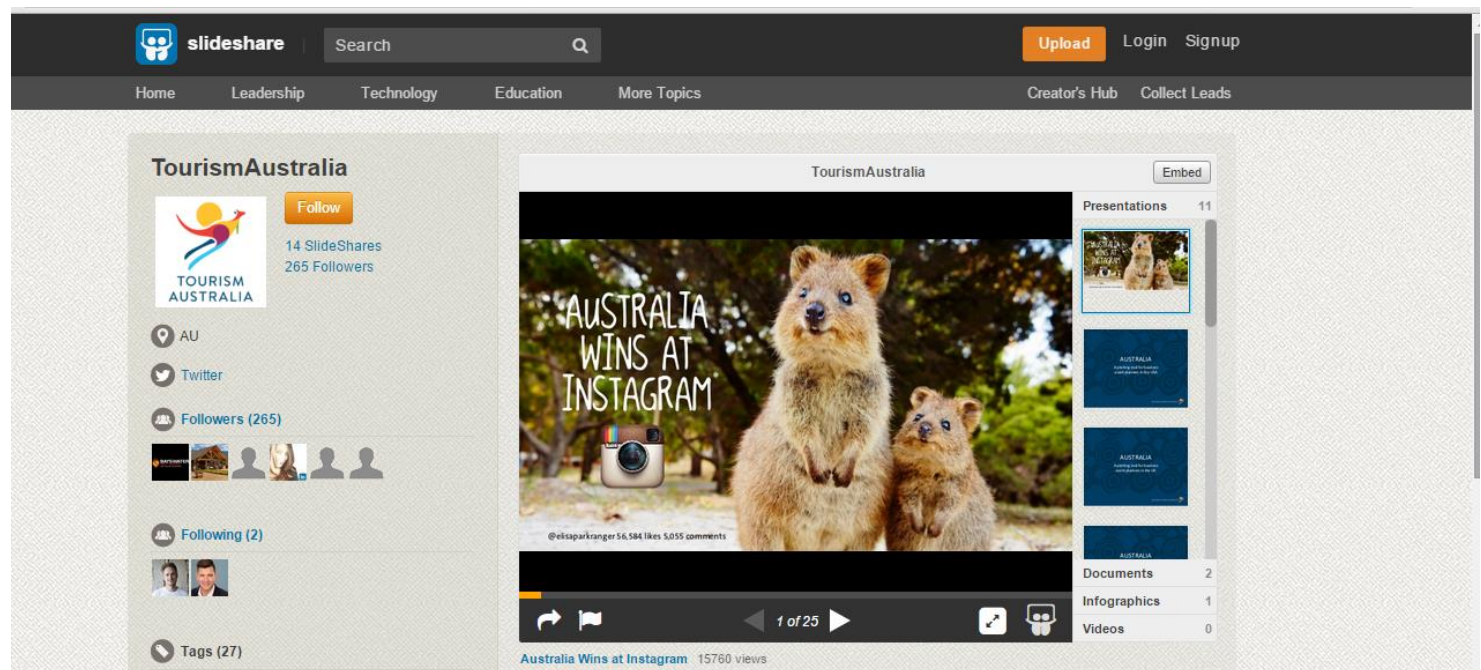
Create a secret
board for
collaboration
with others



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SLIDE SHARE

A great place
to learn from
others
presentations



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THANKYOU

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#Eskdale Google Search



[All](#) [Maps](#) [Images](#) [News](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 1,650,000 results (0.66 seconds)



[Eskdale, Victoria - Wikipedia](#)
https://en.wikipedia.org/wiki/Eskdale,_Victoria ▼
Eskdale is a small town near the major regional centre of Albury-Wodonga, in Victoria's north. It is situated in the Mitta Valley, near the river's confluence with the ...

[Real Estate & Property For Sale in Eskdale \(Page 1\)](#)
www.realestate.com.au/buy/in-eskdale/list-1 ▼
EXPRESSIONS OF INTEREST. Running Springs - 447 Little Snowy Creek Rd. Eskdale 3701. Beds:4; Baths:3. One Agency - Albury Wodonga. \$360,000.

[Eskdale: A short history | The Border Mail](#)
www.bordermail.com.au/story/13587/eskdale-a-short-history/ ▼
Jan 25, 2012 - THE town of Eskdale has seen much change since first settled in the 1860s, but some things remain the same.

[Map of Eskdale, VIC 3701 | Whereis®](#)
<https://www.whereis.com/vic/eskdale-3701>
Maps of directions of Eskdale VIC, 3701 for locals and travellers. Easy to use driving directions.

[Eskdale | Victorian Places](#)
www.victorianplaces.com.au/eskdale ▼
Eskdale is a small rural town in north-east Victoria, situated on the Omeo Highway and in the Mitta Mitta River valley, 55 km south-east of Wodonga. It is thought ...



Eskdale, Victoria

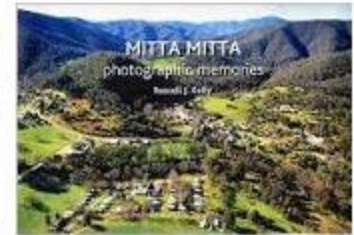
Town in Victoria, Australia

Eskdale is a small town near the major regional centre of Albury-Wodonga, in Victoria's north. It is situated in the Mitta Valley, near the river's confluence with the Little Snowy Creek, amongst the foothills of Mount Bogong. [Wikipedia](#)

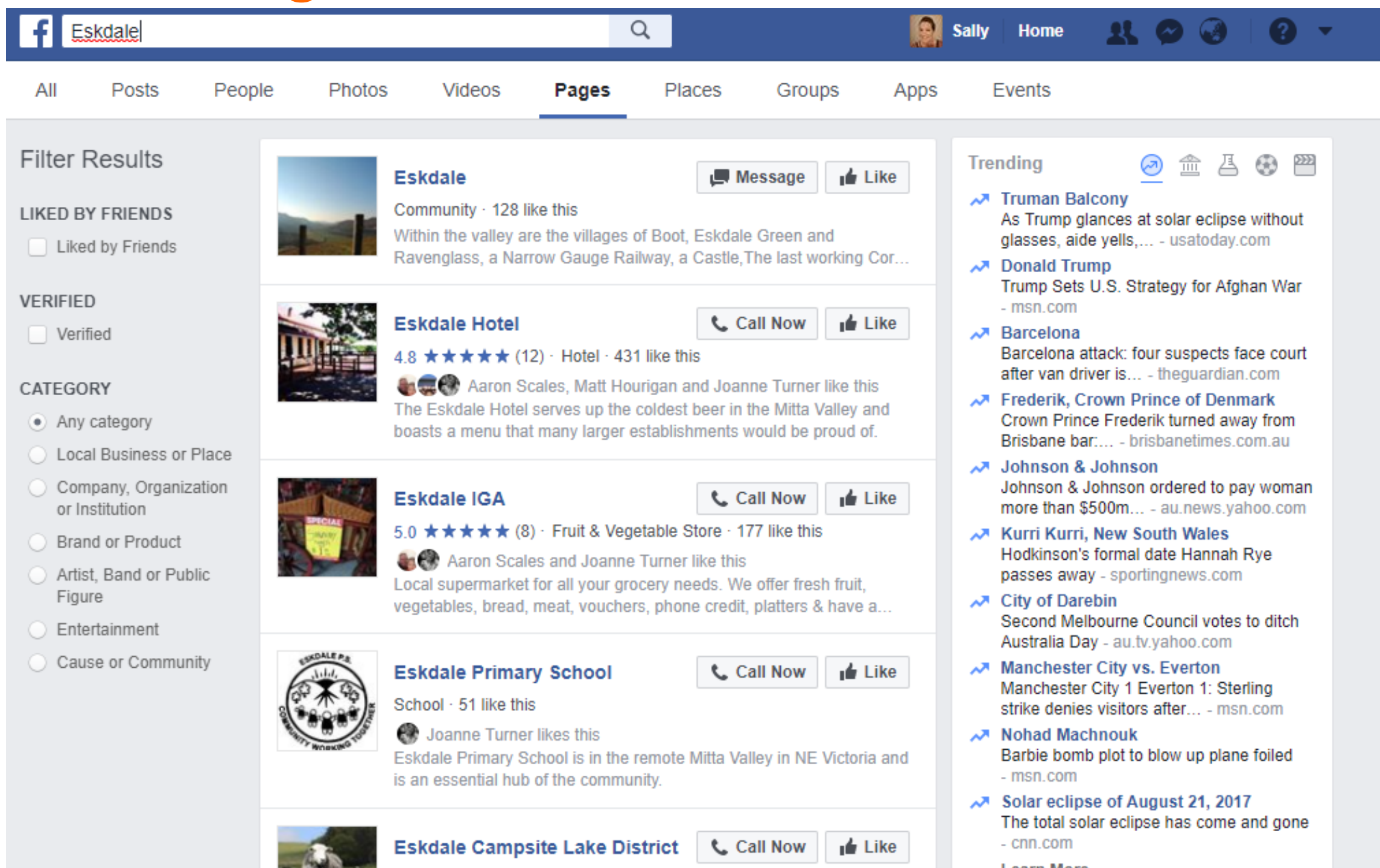
Weather: 4°C, Wind W at 3 km/h, 91% Humidity
Hotels: 3-star averaging \$155. [View hotels](#)
Postal code: 3701
Location: 382 km (237 mi) NE of Melbourne; 60 km (37 mi) SE of Wodonga; 39 km (24 mi) SE of Tallangatta
Population: 436 (2006 census)



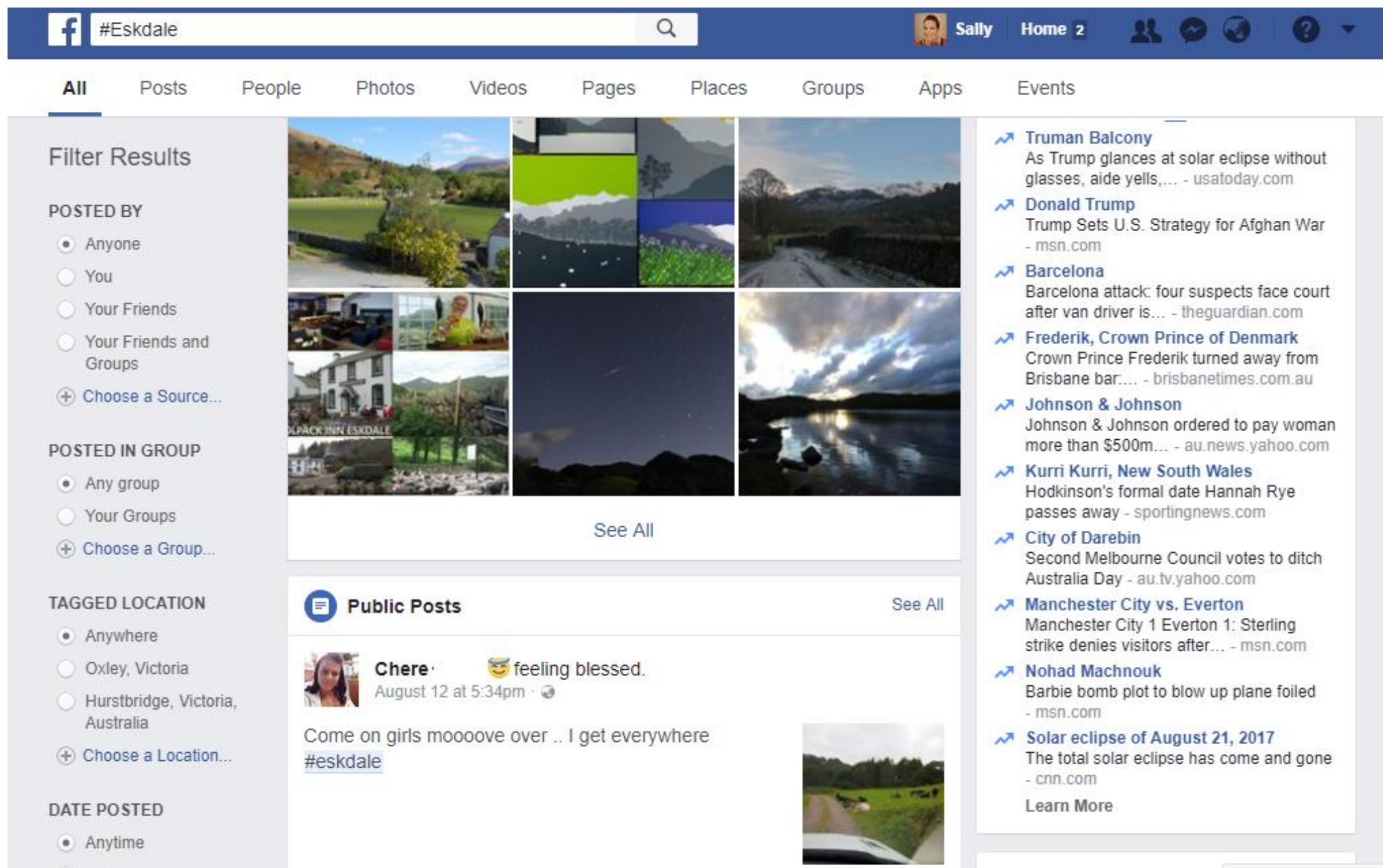
#Eskdale Google Images



Eskdale Pages Facebook



#Eskdale Facebook



#Eskdale Twitter



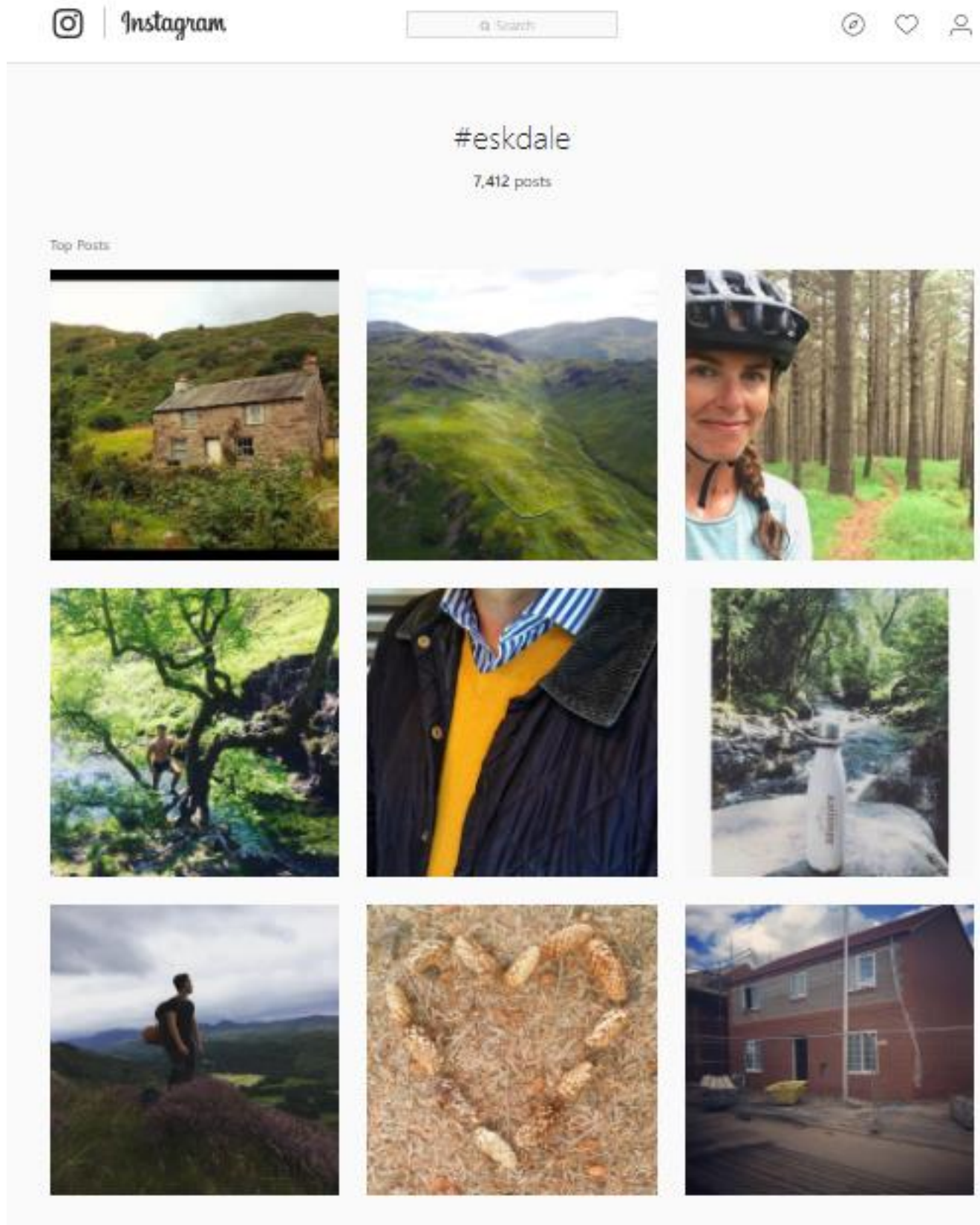
Who else is using your
#hashtag?

You may as a township
decide on #EskdaleAu
or other....



For example
#LoveBright







#Eskdale Instagram




#Eskdale Trip Advisor

 **Eskdale** 


  [JOIN](#) 

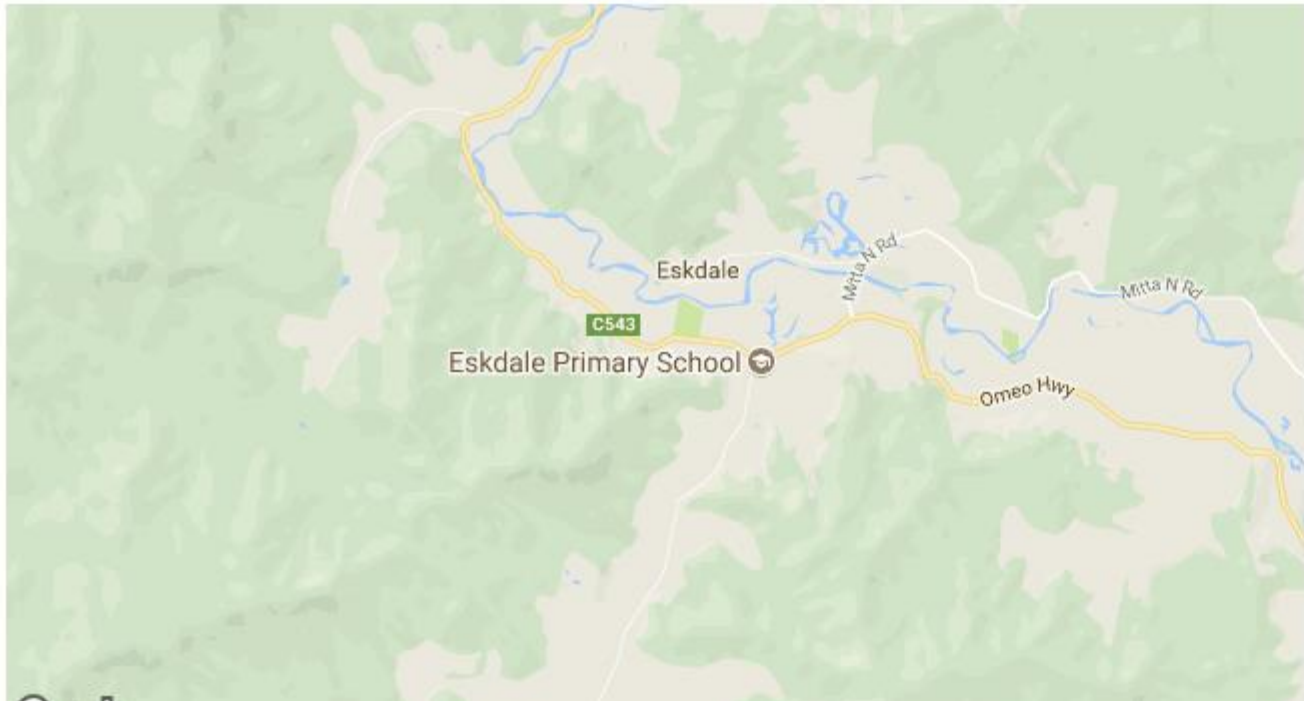
[About Eskdale](#) [Hotels](#) [Holiday Rentals](#) [Restaurants](#) [Flights](#) 



[South Pacific](#) > [Australia](#) > [Victoria](#) > [Eskdale Tourism](#) Eskdale Tourism: Best of Eskdale







Eskdale, Australia


14,376 reviews and opinions 







 **Accommodation (1)**
5 Reviews 

 **Holiday Rentals (72)** 

 **Flights**
from \$168 

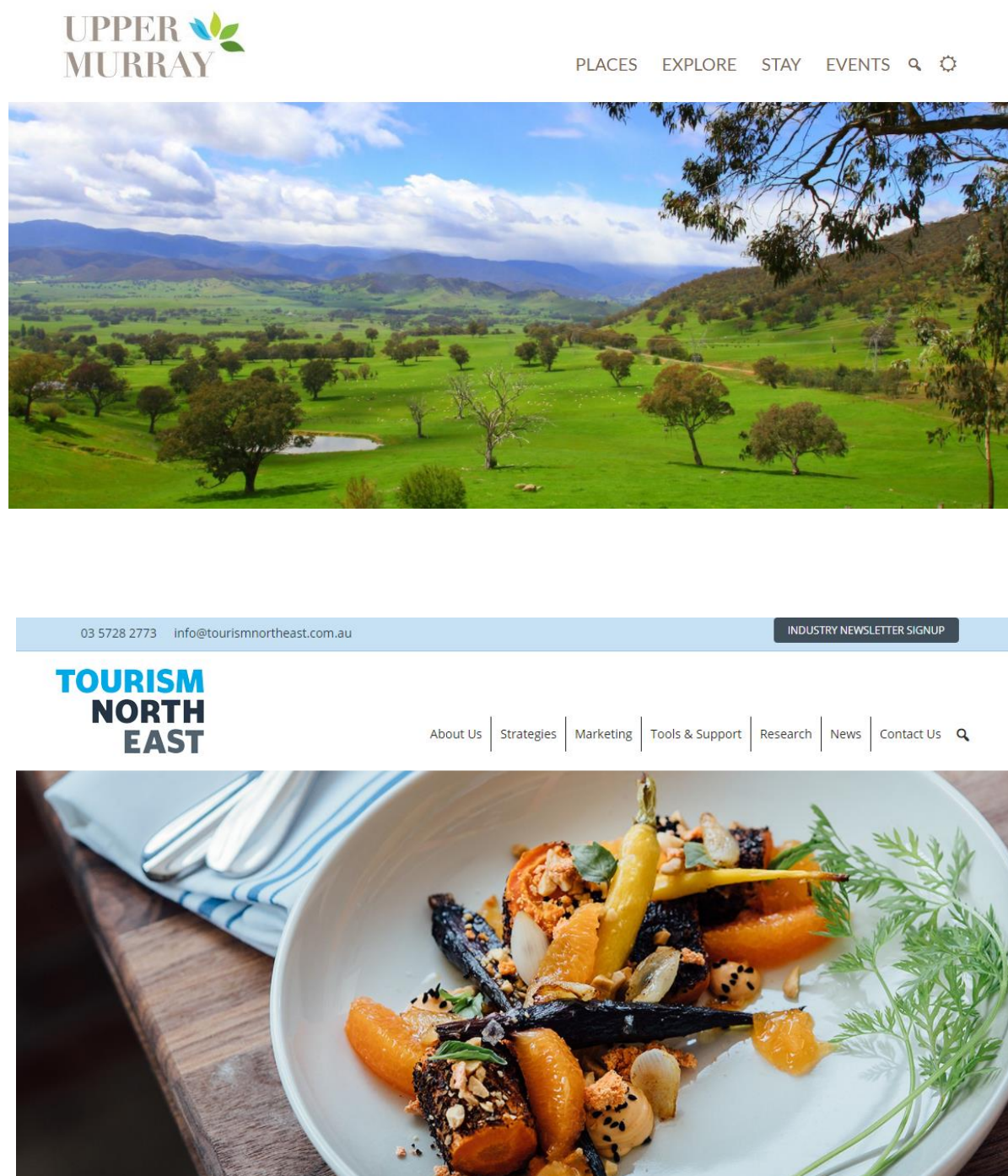
 **Things to Do**

 **Restaurants (1)**
4 Reviews 

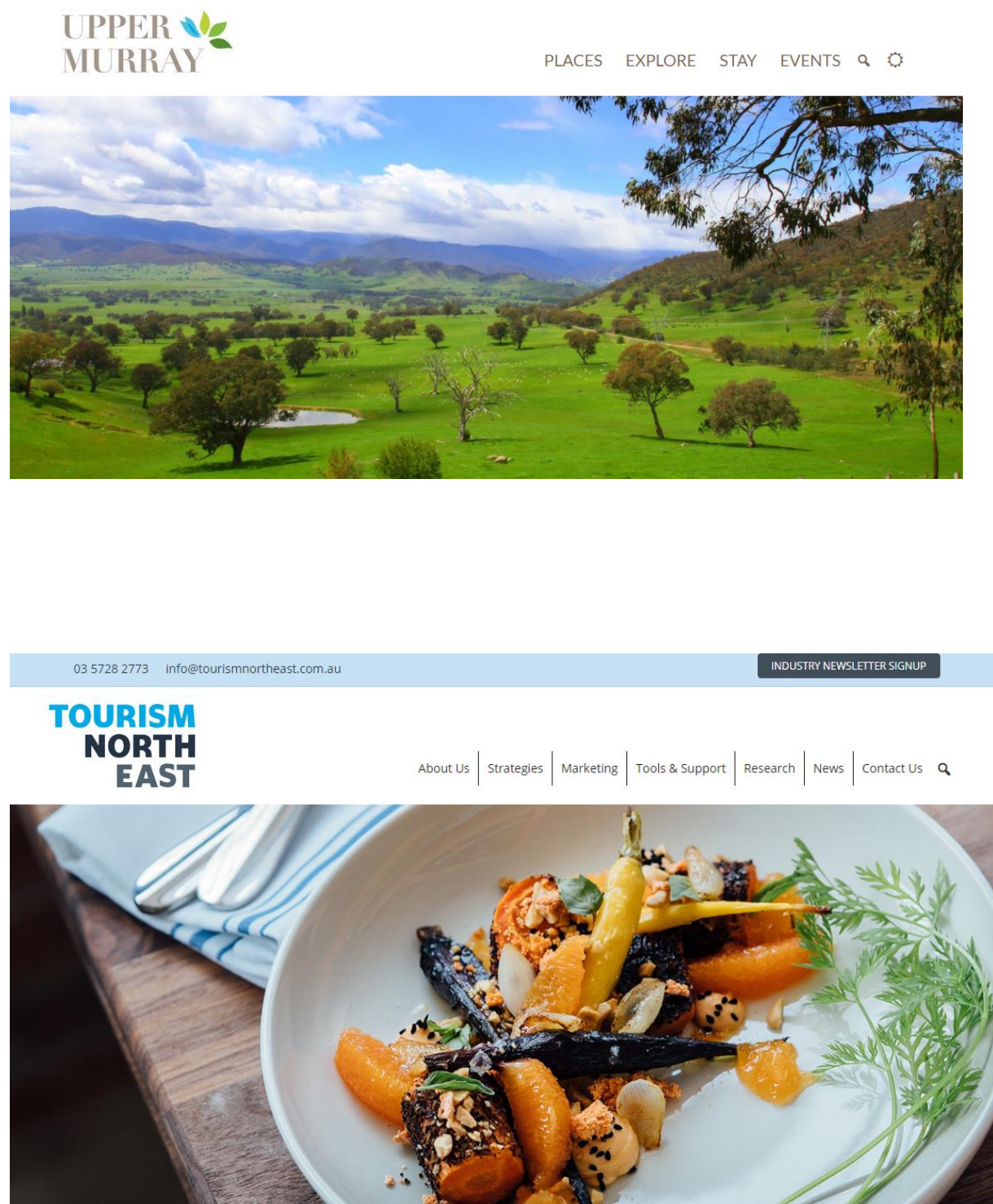
 **Forum**
14,367 Posts 



Website Referrals



Website Referrals





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festival.business.vic.gov.au



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Win an Apple iPad

Fill in our audience
survey for your
chance to win!