

digitalbrisbane

**HEY #SMALLBIZ,
GET TO KNOW YOUR
AUDIENCE ON
SOCIAL MEDIA**



**AND ONLINE
TOOLS**



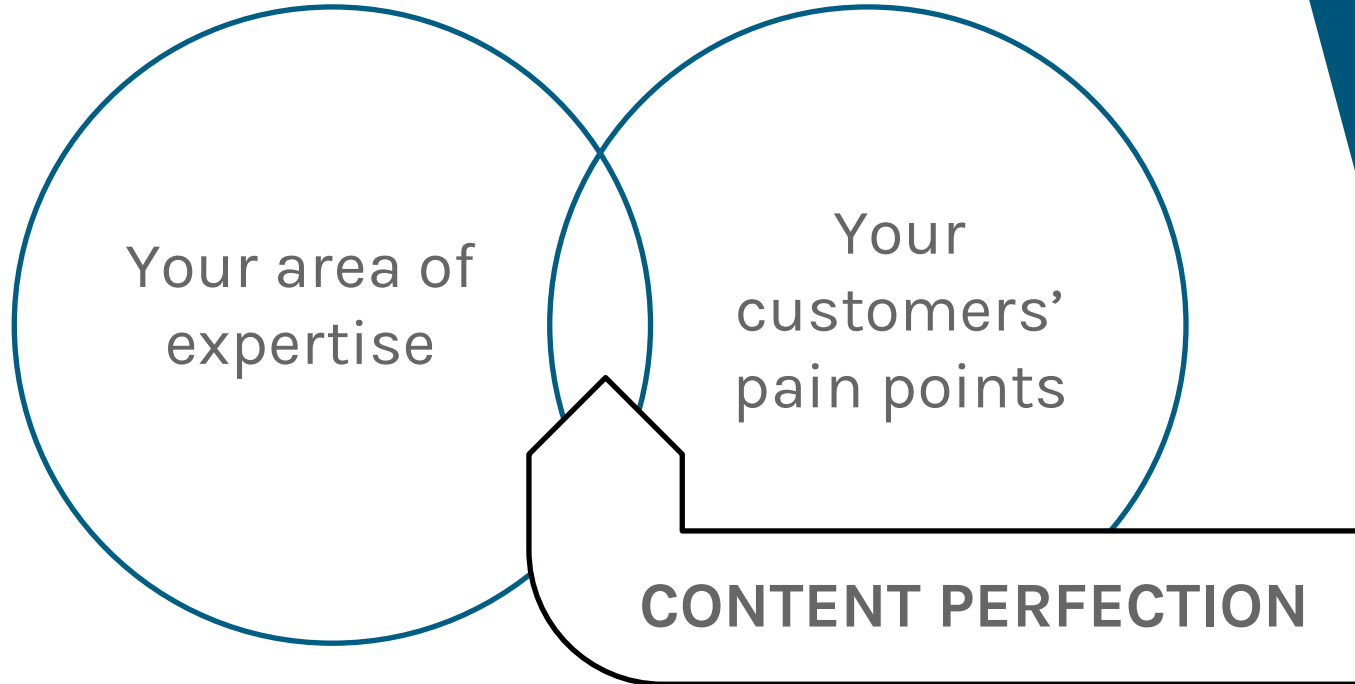
“ A brand is a living entity –
and it is enriched or
undermined cumulatively
over time, the product of
a thousand small gestures.

Michael Eisner, Disney's CEO 1984-2005

THE SOCIAL GROUND RULES

- ▶ Pay to play
- ▶ Help, not hype
- ▶ Engagement, not likes
- ▶ Long-term play

YOUR AUDIENCE



The Furrow

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THE FURROW

OUR LATEST ISSUE



118 YEARS, NO CALLS TO ACTION



exciting thing in agriculture in the area at the moment ...".

In this edition, we hear from local cotton growers like George Commins in the New South Wales' Murrumbidgee Irrigation Area where the cotton industry is booming thanks to reliable water, new varieties, and a string of new ginning facilities.

[Continue reading](#)

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WHAT YOU CAN
MAKE PEOPLE
THINK, FEEL, DO
ON SOCIAL MEDIA
DEPENDS ON YOUR
AUDIENCE



THE BIG THREE

- ▶ LOYALTY
- ▶ BRAND
- ▶ SALES/LEADS

PICK ONE AND STICK TO IT

LOYALTY = ADVOCATES

- ▶ Be where your customers are
- ▶ What are they saying about you?
- ▶ What questions are they asking about your industry?
- ▶ Provide helpful, shareable content

**KEY TAKEAWAY: LISTEN, RESPOND,
AMPLIFY**



Duane Bailey 
@TheRealDuwala



 Follow

Where can I get a good haircut in Brisbane?

LIKES

3



8:14 AM - 5 Jul 2016

 Brisbane, Queensland



3



Georgie BOOM
@MistressBoom



 Follow

Where can I get an acoustic guitar serviced in Brisbane?> It's a beaut that a friend has bestowed upon me and it needs a little love

LIKE

1



8:33 AM - 22 Oct 2016



WeAreBNE/Liam
@WeAreBrisbane



 Follow

Where can I get the best rice paper rolls in the Brisbane CBD on a Friday at lunch time ?

7:30 PM - 1 Sep 2016



Reddit Aus
@RedditAus



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brisbane: Where can I get something 3d Printed in Brisbane?



Where can I get something 3d Printed in Brisbane? • /r/brisbane
3 points and 11 comments so far on reddit
[reddit.com](https://www.reddit.com/r/brisbane)

5:44 PM - 16 Aug 2016



BuzzFeed Australia and 40 others follow



Mark Di Stefano  @MarkDiStef · Jun 9

Where can I get a good coffee and B&E roll around Roma St in Brisbane CBD?



18



3



Online tools

- ▶ Hootsuite
- ▶ Sprout Social
- ▶ Schedugram

KEY TAKEAWAY: Read reviews and test before you spend

BRAND = AWARENESS

- ▶ What is your brand's story
- ▶ Can you tell it in a compelling way?
- ▶ What is your brand's voice?
- ▶ Are you interesting enough to be shared?

KEY TAKEAWAY: DO NOT BE BORING



Manly Harbour Village shared Yachtshare's post.

October 5 at 9:04am · 🌐

Manly lifestyle!



Yachtshare added 7 new photos.

October 4 at 2:00pm · 🌐

👍 Like Page

Tangalooma is just one of the many picturesque destinations enjoyed by Yachtshare owners. Here is a few shots from Imagination in amongst the wrecks.



businessDEPOT

October 14 at 8:29pm · 🌐

Some of the businessDEPOT team are rockin' Sydney in style at the AccountantsDaily #AccountingAwardsAU.



pawpawcafe
Pawpaw Cafe Following

334 likes

pawpawcafe Oh those tropical holiday vibes

@run2food

run2food 🍷

joggingwithjewetz Love it

brissybreakies I think we need to come for a visit!

chimeditationseat This looks delicious!

sarahajassim @alexandrawalker_

cailyburt @sjellizabeth this looks incredible

lylyn_life Yummmm

sjellizabeth It's yum!!! @cailyburt

lizcameronsmith @seacow85 how good does this look?!

seacow85 Omg looks soooooo

goood!!!! @lizcameronsmith

montastic Second feature @run2food

👍 Add a comment...

Online tools

- ▶ Ripl
- ▶ Wordswag
- ▶ pixlr.com/editor
- ▶ Canva

KEY TAKEAWAY: Stay on-brand!

LEADS/SALES = CASH/DATA

- ▶ Secure an advertising budget
- ▶ Have a Customer Relationship Management platform
- ▶ Have a content/digital marketer on staff, or an agency's help

KEY TAKEAWAY: HELP, NOT HYPE



Rupert Health Centre Inc

October 14 at 5:10am · 🌐

👍 Like Page

Proper [posture](#) is important! Read up on [how to fix](#) yours.



[Posture](#) Power: How To Correct Your Body's Alignment

Your [posture](#) says a lot about your personality. It also says a lot about how your joints and muscles are working. Here's everything you need to know about assessing your postural deviations and [how to fix](#) them!

BODYBUILDING.COM

- ▶ Be an authority
- ▶ Maintain your sales pipeline
- ▶ Have other strategies in play: remarketing, electronic direct mail
- ▶ Create amazing content

Online tools

- ▶ Lead Pages
- ▶ Harvest
- ▶ Zapier
- ▶ CRMs – Capsule, Salesforce, Insightly, Base

**KEY TAKEAWAY: Keep them clean,
nail the process**



THANKS!

Check out our programs
at digitalbrisbane.com.au

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