

Digital Marketing for Small Business

Lauren Hamilton / Founder & Director

DIGITAL
NARRATIVE

PASSION LED US HERE



A woman with dark, wavy hair is sitting at a round wooden table, smiling as she works on a laptop. She is wearing a dark red blazer. On the table next to the laptop is a white cup of coffee on a saucer. In the background, there are several large green indoor plants, including a peace lily and a hanging plant. The scene is set in a bright, modern interior.

My Story. **(The Pitman Version)**

1. The Digital Environment Today

2. Back to Basics

3. Social Media is Dead

4. The Dark Arts of SEO

5. The Granddaddy of Digital

6. The Best Bang for Your Buck

The background is a photograph of a brick wall with a colorful mural. The mural includes several molecular models (balls and sticks) in various colors (purple, blue, green, orange), stylized trees in yellow and green, and a window with a grid pattern. The text 'Back to Basics' is overlaid in a large, pink, outlined font.

Back to Basics

- **WHO** are you trying to reach?
- **WHY** do you want to speak to them?
- **WHAT** do they get out of connecting with you?

Personas and Journeys

Define your target audiences and personify them

Educate and entice with information and offers

Convert them to customers

Work out where they're likely to be online

Create content that appeals to them

Convert them to supporters through great customer service





Website

**Email
Marketing**

**Search
Marketing**

**Social
Media**

What Makes A Gold Standard Website?





The Dark Arts of SEO

AKA

**Making Google Fall in
Love with Your Website**

Or

Hitting Page One.

“Just Google It!”

- **70% of people research future purchases through Google, BUT...**

“The best place to hide a dead body is on page 3 of Google search results!”

- **Reaching page 1 of Google is likely to be one of the biggest investments you can make in your business..... But that would cost a fortune, right?!**



SEO 101

1. **Come to my workshop tomorrow!**
2. **Google My Business account – build and maintain**
3. **Pick and target three keyphrases**
4. **Add backlinks**
5. **Make friends with metadata**
6. **Have decent site security**
7. **Consider paid Adwords**

Is Social Media Dead?

Yes & No

**Organic reach down
to <5% average**

**Audience is more
distracted & cynical**

**Engagement is critical
to increase reach**

**New tools inc Groups
and Stories**

**Consolidation means
less platforms to use**

**More 'hacks' & apps
than ever to manage**

So, What Do We Do?

1. **Come to my workshop tomorrow!**
2. **Do fewer platforms but do them well**
3. **Plan, prep and schedule in advance**
4. **Pay to boost key posts**
5. **Use Stories to 'beat' the algorithm**
6. **Spend 15 minutes each day 'engaging'**
7. **Use free apps to improve content**
8. **Network!**

Email Marketing

A man with white hair and sunglasses is sailing on a boat. He is wearing a green jacket and a blue life vest. The background is a dark, overcast sky and the sea.

The Granddaddy of Digital Communications

- ✓ Personal & Tailorable
- ✓ Drives traffic to your website
- ✓ Easy using Mailchimp
- ✓ Great for promotions



Top 3 Email Marketing Tips

Relevant Content

Personalisation & Segmentation

Automation

Get More Bang For Your Buck

A glass jar is lying on its side, tilted towards the right. Numerous coins, including pennies and nickels, are spilling out from the opening of the jar onto a dark, textured surface. The background is dark and out of focus, emphasizing the jar and the coins.

- **Work out who you need to reach, where you can find them and what they want to see**
- **Prioritise the channels which will deliver the HIGHEST number of THE RIGHT people**
- **Plan, schedule, and automate your digital marketing using the tools available**
- **Outsource things you can't manage, set time aside for the things you can.**

Tools to Make Life Easier

Tool	What it Does	Cost
Pixlr X	Easily edit photos to resize them, crop them or airbrush them	Free
Canva	Simple design program for banners, postcards, flyers, posters	Free (+ paid options)
Hootsuite	Schedule and manage social media across all platforms	\$129 per year
Mailchimp	Manage your database of emails, create and schedule email newsletters easily	Free (+ paid options)

Need More Help?

**DIGITAL
NARRATIVE**



lauren_digitalnarrative



Digitalnarrativeaus



lauren@digitalnarrative.com.au



digitalnarrative.com.au