

Hyper Local Marketing in Boroondara



9 November 2017 6:00pm – 8:00pm
Boroondara Room, Council Offices, 8 Inglesby Road,
Camberwell Melbourne Victoria Australia 3124

Sue Ellson BBus MIML MAHRI CDAA (Assoc) ASA MPC

<https://www.linkedin.com/in/sueellson>

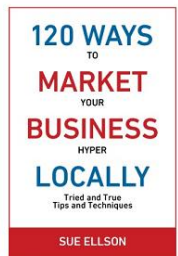
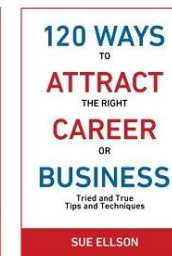
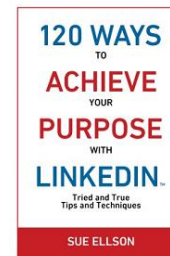
<https://sueellson.com>

<https://camberwellnetwork.com>

sueellson @ sueellson.com

Sue Ellson Professional

- 1982 Started work at Westpac in Adelaide
- 1987 Started digital literacy and training
- 1994 Moved to Melbourne from Adelaide
- 1994 Consulting – careers, business, marketing, training
- 2001 First website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management
- 2003 Joined LinkedIn now 12,000+ Connections, 1,000+ profile views last 90 days
- 2005 Member of the Australian Human Resources Institute
- 2008 Independent LinkedIn Consultant, Members Melbourne Press Club
- 2012 Started Camberwell Network
- 2014 Teaching at the Centre for Adult Education
- 2015 Associate Member of CDAA and Member of ASA
- 2016 Teaching at General Assembly and RMIT University Short Courses
- 2016 wrote and self published three books – 120 Ways to Achieve Your Purpose With LinkedIn, 120 Ways To Attract The Right Career Or Business, 120 Ways to Market Your Business Hyper Locally
- 2017 Teaching at Monash Training and Professional Development



Sue Ellson Voluntary

- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2001 – now Free Presentations, Training, Events for various organisations and social enterprises Newcomers & Camberwell Networks



Tonight

Are you aware of the best ways to market your business in Boroondara?

Do you know the best techniques for building your online presence - your website, social media and brand?

Do you know how to integrate traditional and contemporary marketing ideas?

Join us at this interactive workshop where you will learn the 10 best ways to market your business in Boroondara and beyond (for example, in your industry vertical) by adopting tried and true tips and techniques that have been tested locally.

Come ready to learn and implement proven strategies that are practical, realistic and focus on getting you the results you want for your business.

Why are you here?

Introductions please...



Tonight

Online Methods

- Google, SEO and video
- Google+
- Other Social Media
- Online Directories
- Apps
- Review Sites
- Online Marketplaces
- Events

Offline Methods

- Vouchers
- Associations
- Events, Fairs, Communities
- Referrals
- Networking
- Share your skills in your community

<https://www.linkedin.com/pulse/20140612043843-77832--hyperlocalmarketing-speed-up-your-marketing-by-going-hyperlocal-network-close-to-your-home-or-business>

Online Methods

Online Methods

- **Google SEO and Video** – location, keywords, business name, your name – Search Engine Optimise – add content regularly – pages and posts, YouTube

- **Google+** - Business Brand Account, Weekly Posts, Reviews

- **Other Social Media** – LinkedIn, Facebook (Instagram, Twitter etc) – connect via your Website (Yoast SEO Plugin, User Details in WordPress)

- **Online Directories** – <https://www.truelocal.com.au>
<http://www.aroundyou.com.au> <https://www.nabo.com.au>

- **Apps** - <https://www.westfield.com/our-mobile-app>
<https://www.groupon.com.au> <https://www.scoopon.com.au> (check size/reach, speak to others)

- **Review Sites** - <https://www.yelp.com.au>
<https://www.wordofmouth.com.au>

Online Methods

Online Methods

- **Online Marketplaces** - <https://www.serviceseeking.com.au>
<https://www.servicecentral.com.au>

- **Events** <https://www.eventbrite.com.au> (best listing including for paid events = dearer than TryBooking but more audience attraction tools)
<http://www.aroundyou.com.au> (picked up by local papers)
<https://www.onlymelbourne.com.au> <https://atdw-online.com.au> (all events are free) <https://www.meetup.com> (only if regular)

Anything else you recommend?

Case Study – Camberwell Network

Online Methods

- Google Search – networking in Camberwell, events Camberwell, regularly add Page (newsletter) and Post (blog on event) each month
- Google+ - Google Brand and Google+ Account, adding Google Post weekly, Still trying to secure Google Review
- Other Social Media – on LinkedIn, Facebook, Twitter and YouTube
- Online Directories – on True Local
- Apps – not applicable
- Review Sites – <https://camberwellnetwork.com/reviews>
- Online Marketplaces – not applicable
- Events – <https://camberwellnetworkers.eventbrite.com.au>



Offline Methods

Offline Methods

- **Vouchers** – cards, discounts, loyalty programs with non-competing businesses

- **Associations** – Traders, Industry, Profession

<https://camberwellshopping.com.au> <https://www.burwoodvillage.com.au>

- **Events, Fairs, Communities** - <https://www.frenchfete.com.au>

<http://dineindineout.com.au>

<https://www.boroondara.vic.gov.au/business/business-news-and-events/events-business/demand-workshops>

- **Referrals** - <http://businessreferrers.com.au> <http://bnimc.com.au/vic---melbourne-central-bni-business-builders>

<http://www.theheartlinknetwork.com/leader/2708>

Offline Methods

Offline Methods

- **Networking** – <https://camberwellnetwork.com>
<https://www.boroondara.vic.gov.au/business/events>

- **Share your skills in your community** -

<http://www.canterburyrotary.org/projects/boroondara-cares-foundation>

<https://www.boroondara.vic.gov.au/community-support/volunteering/find-volunteering-opportunity>

<https://www.boroondara.vic.gov.au/community-support/volunteering/about-boroondara-volunteer-resource-centre>

Anything else you recommend?

Case Study – Camberwell Network

Offline Methods

Attended local networking events – council, private, government

Associated with Camberwell Traders Association

Created events and shared paper invitations up strip

Created email mailing list – lots of local research – monthly enews

Developed social media presence

Built intellectual property – list of Facebook Pages, Twitter Handles, LinkedIn Companies and Instagram Accounts

Media partner for activities in local precinct and supporter of local job ads

Joint events with local business owners and media

Shared other local information in email newsletter

Built business relationships – follow up after events, request reviews and testimonials, book launches at Dymocks, Camberwell Business, Elyros

Stories in local press and Guest Speaking at local events (council, library)



Reflection and Sharing

What can you implement from tonight?

What has been most valuable to you?

Please thank the City of Boroondara for making this opportunity possible

<https://www.google.com.au/maps/place/Boroondara+City+Council/>

<https://www.truelocal.com.au/business/boroondara-city-council/camberwell>

Goodie Bag

Provide your first name and email address

1. Win a paperback copy of '120 Ways To Market Your Business Hyper Locally'
2. Free electronic copy of these slides and link to audio recording
3. Top 20 Tips from all three books
4. Invitation to connect on LinkedIn <https://www.linkedin.com/in/sueellson> and subscription to the Camberwell Network Monthly Email Newsletter



REMEMBER – BE ACCOUNTABLE – DO SOMETHING WITHIN 7 DAYS

If you write an informative review via <https://camberwellnetwork.com/reviews>, a free digital copy of the first edition of the book '120 Ways To Market Your Business Hyper Locally'