

# Small Business Festival 2018

August 1–31



**Webinar: Hyper-local marketing for small businesses & freelancers**

<https://festival.business.vic.gov.au/event/hyper-local-marketing-for-small-businesses-and-freelancers>

**Webinar 30 August 2018 10:00am – 11am Sue Ellson** <https://sueellson.com>

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## Year Round Support for Small Businesses



### Business Victoria Hub

Visit the Business Victoria Hub for advice from business leaders and industry experts. Explore our articles here to learn more.



### Business Victoria Website

Business Victoria is a comprehensive online resource designed to help you start, run and grow your business.



### Small Business Victoria Workshops

Participate in a low cost and practical workshops held in both metro and regional Victoria as a part of the Small Business Festival this August.



### Small Business Bus

The Small Business Bus visits Melbourne and regional Victoria as a 'travelling office on wheels'. It offers friendly, professional assistance from an information officer and specialist advice from an experienced business mentor. View the Small Business Bus timetable for August and book your session today.

<https://festival.business.vic.gov.au>



## **Webinar: Hyper-local marketing for small businesses & freelancers**

### **Presented by Sue Ellson, Author, 120 Ways Publishing**

Whether you're in small business or freelancing by choice, lifestyle, location or love, there's no better way to market yourself than by hyper local marketing. Log on to join this webinar to find out why and what really works – in less than an hour.

Learn:

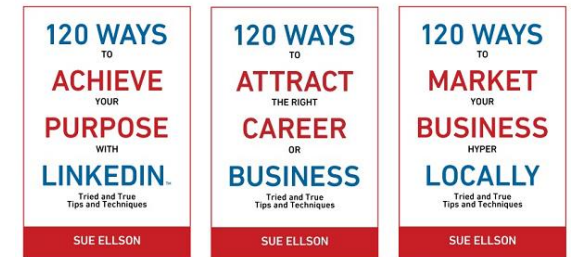
- Online and offline tools for hyper local marketing
- Basic technical settings for your WordPress website and Google+ account
- Social media essentials, and
- Networking tips and tricks

All participants receive the 20 question 'Marketing Idea Viability' tool to reliably assess all future marketing options.

Submitted questions will also be answered...

# Sue Ellson BBus MIML MAHRI CDAA ASA MPC - 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 13,900+ Connections, 1,100+ profile views last 90 days, 220+ search appearances 7 days
- 2005 Member of the Australian Human Resources Institute
- 2008 Independent LinkedIn Consultant
- 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 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
- 2018 Answering questions on Quora.com – Top Writer 2018
- 2018 Member of Career Development Association of Australia



# 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 Morphettsville 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





## **Webinar: Hyper-local marketing for small businesses & freelancers**

### **Online Tools for hyper local marketing – Location based**

Google Business <https://business.google.com> Info, Serving Customers in (list suburbs)

Yellow Pages <https://www.yellowpages.com.au> (one free listing in one category per phone number – owned by Sensis)

True Local <https://www.truelocal.com.au> (owned by Sensis – Yellow Pages)

Local Directories – shopping strip portals, council business directories, <https://www.nabo.com.au>

Website Settings – Site Language: English (Australian), Timezone: Melbourne

Contact Us Page – Google Map Embedded <https://www.google.com.au/maps> (red pin on map, share, embed a map)

Google Search Console – Property, Search Traffic, International Targeting <https://www.google.com/webmasters>

Social Media – add your address to your profiles – Google cross references with social media



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### **Online Tools for hyper local marketing – Niche based**

Professional Association for your industry or profession – listed at <https://myfuture.edu.au> by occupation – preference for memberships that offer an online listing that appears in Google Search results (not just via a database search on their website)

Specific portals for your industry or profession – aggregators of profiles for your industry or profession where ‘everyone goes’ – for instance, Casting Networks for actors and talent, Natural Therapy Pages for alternative health, Behance for creatives

Keyword based content – make sure your website pages and posts (blog) TITLES are keyword driven rather than journalistic driven and markup your text with headings, bold, labelled images (filenames to include keywords with dashes in between words bathroom-renovations-ballarat.jpg etc) <https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

Consistent keyword descriptions on all of your social media profiles, use consistent hashtags



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### **Online Tools for hyper local marketing - Reviews**

Google Business <https://business.google.com>

True Local <https://www.truelocal.com.au>

Zomato (restaurants) <https://www.zomato.com>

Yelp (generic) <https://www.yelp.com>

Word of Mouth (generic) <https://www.wordofmouth.com.au>

Website Plugin (WP Customer Reviews for WordPress) that you can edit or approve and stars appear

### **Information**

<https://www.accc.gov.au/business/advertising-promoting-your-business/managing-online-reviews>

<https://sueellson.com/blog/social-media-bad-reviews-and-complaints-blessing-or-curse>



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### **Offline Tools for hyper local marketing**

Speaking at local events – your name goes out to entire database, plus event attendees, offer a door prize and collect their details to follow up or use the LinkedIn ‘Find Nearby’ Feature on your mobile device – see organisers at <https://www.eventbrite.com.au> or <https://www.meetup.com> or <http://www.business.vic.gov.au/events> (perhaps go to an event first)

Support local traders association, chambers of commerce or local council run activities – many events are free or low cost and can help you reach local business owners – shop around all of the groups first and then pick three groups to attend on a regular basis (may include business networking groups). Enter local awards and seek local media coverage (press and radio)

Develop partnerships, strategic alliances and joint ventures with complementary but non-competing local enterprises – hairdressing with a beauty parlour etc – offer discounts for referrals and special offers to promote each other, perhaps even organise combined ‘Mother’s Day’ or ‘Father’s Day’ offerings across a ‘trail’ of services – share each other’s posts on social media – make sure your arrangement is good for both businesses or freelancers



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### Basic technical settings for your WordPress website and Google+ account

As mentioned previously:

Website Settings – Site Language: English (Australian), Timezone: Melbourne

Contact Us Page – Google Map Embedded <https://www.google.com.au/maps> (red pin on map, share, embed a map)

Google Search Console – Property, Search Traffic, International Targeting <https://www.google.com/webmasters>

Google Plus – Especially important for freelancers – prepare an Excel Spreadsheet of ALL of your online content – date, name, link, archive link and add it at <https://plus.google.com> Edit Profile, i in circle, Sites add them in

Google Business – Add a Post every six days to increase your digital presence, particularly on mobile devices <https://business.google.com>, Posts, Write your Post, whilst you are there, create your Google Website, update everything



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### Social Media Essentials

Believe every individual should have a Google Plus and LinkedIn Profile if you want to be found online and to develop your network – both for creating, developing and maintaining relationships <https://sueellson.quora.com/The-Benefits-of-LinkedIn>

Social Media Statistics <https://www.socialmedianews.com.au/social-media-statistics/> - decide where your target audience is and make sure the platform has a reasonable number of active monthly users for your niche

Sensis Social Media Reports – well worth reading

<https://www.sensis.com.au/about/our-reports/sensis-social-media-report>

<https://irp-cdn.multiscreensite.com/535ef142/files/uploaded/Sensis-Social-Media-Report-2017.pdf>

Beware of REAL return on investment, do not be swayed by ‘impressions’ – you want conversions, not vanity metrics – how much time are you spending, this is also a cost – hire an expert if you are serious!



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### **Social Media Essentials**

Do not put all your eggs in one basket – the algorithm changes can decimate your business overnight, even if you pay to play – remember that the only content you really own is that which is on your own website

Remember to keep your engagement ratio high – you share one piece of content, you interact with 12 other pieces of content published by your clients, stakeholders, suppliers etc – be seen as the ‘nice guy’ as that behaviour is noticed

Be courageous – if you know you need to start making videos, do it! YouTube is the second biggest search engine and it is owned by Google – excellent titles of videos can be very helpful – make sure you turn Comments to ‘Approved Only’

Remember that YOU know your business / offering better than any advisor or ‘expert’ – so stick to what you know your target audience will find helpful

Consider increasing the size of your digital footprint (asset) and remember that items in the newsfeed disappear, but Articles on LinkedIn and Images on Instagram have a bit longer life...you will learn as you go, but please, keep control of your brand!!



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### **Networking Tips and Tricks**

Arrive early, leave last – that way you can gain maximum value from your time at the event

Aim to understand each person you meet – they may not be the ideal contact, but they may be willing to refer you to someone who is the ideal contact

Follow up and do everything you say you will after the event – otherwise, you have wasted your time all of your time. Thank the organisers with a personal (or public) note of thanks, or better yet, an online review with a photo!

Make a point to acknowledge people you have met previously – invite them to join your new connection – consider connecting on LinkedIn on the spot (Scan code feature from Search box)

Get out of the house, office or shop on a regular basis and be with other people – build your own local support network of friendly faces and comrades who are there to support you and cheer you up during the tougher times – ask for help!!



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### **Questions**

LinkedIn Page for Business – definitely recommend so that the logo appears on your LinkedIn Experience section and you have another digital asset for Google search results and a link to add to the Sites section of your Google Plus Profile

Grow the business – decide early on what actual size business you would like and what you will do with it in the future (close, sell, partner etc) – sometimes a bigger business has bigger expenses and the profit variation may not be significantly different. However, if it is scalable, regularly review your referral and lead sources, the cost per acquisition, the lifetime value of the customer etc and analyse what works best (but always be open to new ideas) – most business is still done by referral – but that said, people will Google you!

Marketing to the local area on Facebook – encourage you to like the non-competing enterprises in the local area, install the Facebook pixel on your website and re-target ads to visitors of your website, upload the email addresses of clients to Facebook and target ads to them, generate early engagement with your Posts (Likes, Comments and Shares), make sure your pictures tell a story and include both live and native videos from time to time. Use location when posting etc



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### Questions

**Best way to informally market to local businesses** – personalised paper based content is so unusual nowadays, it is definitely worth a try, meeting locals in non-threatening environments (like the local council or business group events), inviting business owners to an exclusive breakfast you host so that they can network with you and other like-minded businesses

**Selecting the right social media channels and using them effectively** – I usually cover this in a six hour workshop at the Centre for Adult Education <https://www.cae.edu.au/courses/social-media-strategy-for-business-sc> - think target audience, database size, risk of algorithm changes, dynamic and ongoing content, ease of use so you can be consistent

**Tips on marketing a new business** – most online or social media content will take around six months to really ‘work’ for you – so aim for referrals as your most effective source of leads and then ask your happy customers for leads as well (perhaps incentive based)

**Any other questions?**

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**Checkout the three books** – ‘120 Ways To Achieve Your Purpose With LinkedIn,’ ‘120 Ways To Attract The Right Career Or Business’ and ‘120 Ways To Market Your Business Hyper Locally’ at <https://120ways.com>

**Consider a personal appointment** – to help you set up your online presence or review the best options (special offer for the festival, \$300 for two hours – usually \$400)

You will receive - 20 question ‘Marketing Idea Viability’ tool to reliably assess all future marketing options



**PLEASE COMPLETE EVENT SURVEY** <https://vicgov.force.com/sbf/SBFSurvey?evId=E20401>

**Reviews very welcome** - either <https://search.google.com/local/writereview?placeid=ChIJLTSb4wRB1moRgR2NH-CZzKQ> (preferred) or <https://sueellson.com/reviews>