

Arthur
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Webinar 1 Digital Marketing for Small – Medium Business

Wimmera Mallee Tourism



Supported by:



Why are we here?

- Marketing can be difficult
 - “Half the money I spend on advertising is wasted; the trouble is I don't know which half...?”
- Many SMEs don't have a strategy
- It's tough to stay up to date with digital marketing.

Today's Session

- What does a marketing strategy need to include
- Goal setting for your brand/ business
- Setting a budget
- What role Google, Facebook & Instagram (across both organic and paid) have in your strategy
- How to use your data to inform your decision making
- How to keep your strategy on track



Matt Cowdell
Managing Director

- Bachelor of Commerce (Marketing & Interactive Marketing)
- 15+ years digital experience
- Agency, media and client side
- Currently working with mid – large brands on all things digital
- LinkedIn Profile:
 - <https://www.linkedin.com/in/matt-cowdell>



Brands that trust us



Behavioural shifts & trends

JAN
2023

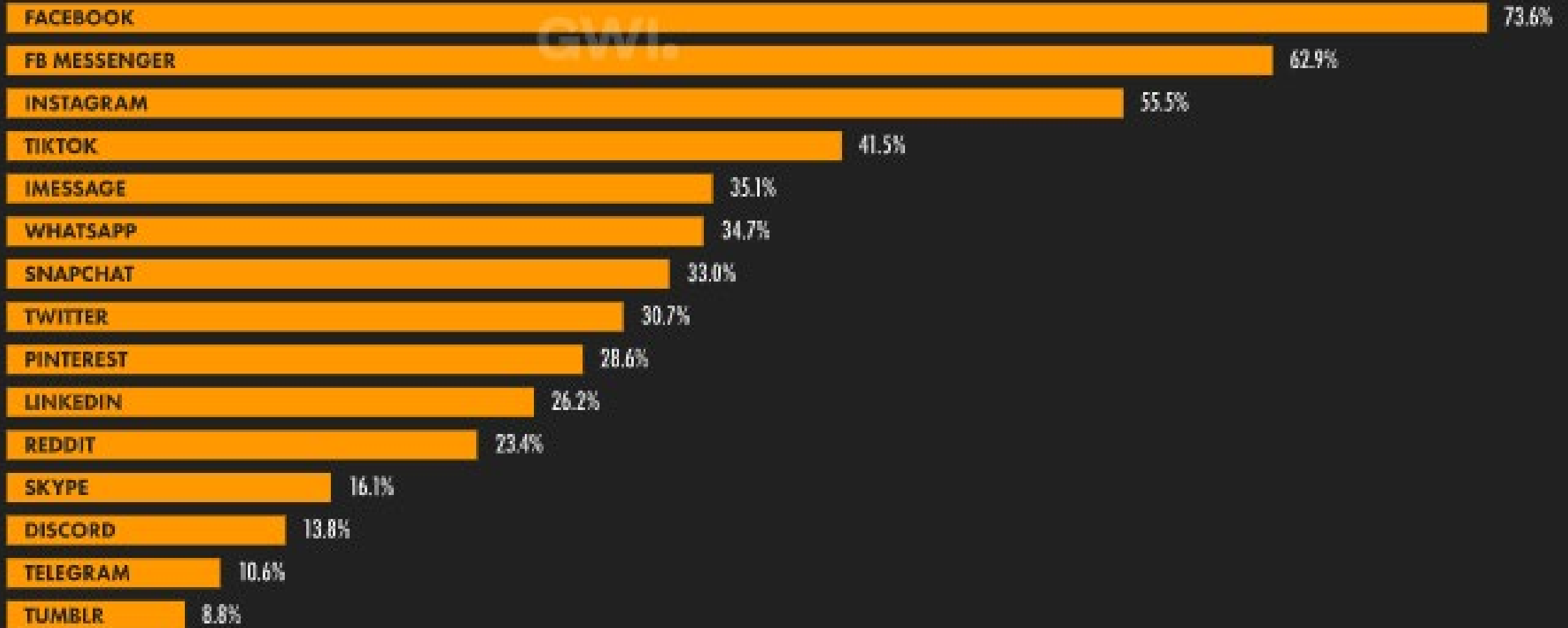
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



AUSTRALIA



SOURCE: GWI (JAN 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](#) FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDERS SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.


JAN
2023


TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022



AUSTRALIA

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	1.49 B	34.9 M	10M 48S	8.4
02	YOUTUBE.COM	 596 M	22.7 M	20M 47S	12.9
03	FACEBOOK.COM	336 M	22.5 M	8M 49S	8.3
04	REDDIT.COM	97.4 M	8.18 M	8M 59S	7.4
05	GOOGLE.COM.AU	94.1 M	9.04 M	6M 28S	9.0
06	WIKIPEDIA.ORG	88.5 M	15.5 M	8M 57S	9.7
07	ABC.NET.AU	84.6 M	11.7 M	3M 39S	3.2
08	TWITTER.COM	84.2 M	11.5 M	7M 23S	12.0
09	NEWS.COM.AU	81.2 M	9.49 M	6M 37S	4.0
10	INSTAGRAM.COM	78.5 M	11.4 M	6M 50S	8.6

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	LIVE.COM	74.9 M	6.40 M	4M 58S	2.9
12	NETFLIX.COM	 74.4 M	5.79 M	10M 18S	4.2
13	PORNHUB.COM	59.4 M	6.96 M	6M 51S	7.6
14	EBAY.COM.AU	55.2 M	10.5 M	10M 08S	9.1
15	OFFICE.COM	53.6 M	3.98 M	7M 50S	7.2
16	REALESTATE.COM.AU	53.0 M	11.1 M	6M 38S	6.8
17	YAHOO.COM	50.5 M	7.20 M	5M 02S	6.7
18	XVIDEOS.COM	47.7 M	5.66 M	5M 04S	4.6
19	BOM.GOV.AU	47.0 M	6.76 M	15M 25S	5.7
10	AMAZON.COM.AU	42.5 M	11.2 M	11M 44S	9.5

SOURCE: SIMILARWEB, RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME

JAN
2023

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP



AUSTRALIA

YOUTUBE



17H 06M

PER USER, PER MONTH

YEAR-ON-YEAR CHANGE
[UNCHANGED]

FACEBOOK



17H 48M

PER USER, PER MONTH

YEAR-ON-YEAR CHANGE
+1.1% (+12 MINS)

TIKTOK



29H 36M

PER USER, PER MONTH

YEAR-ON-YEAR CHANGE
+26.5% (+6H 12M)

INSTAGRAM



8H 36M

PER USER, PER MONTH

YEAR-ON-YEAR CHANGE
+3.6% (+18 MINS)

WHATSAPP

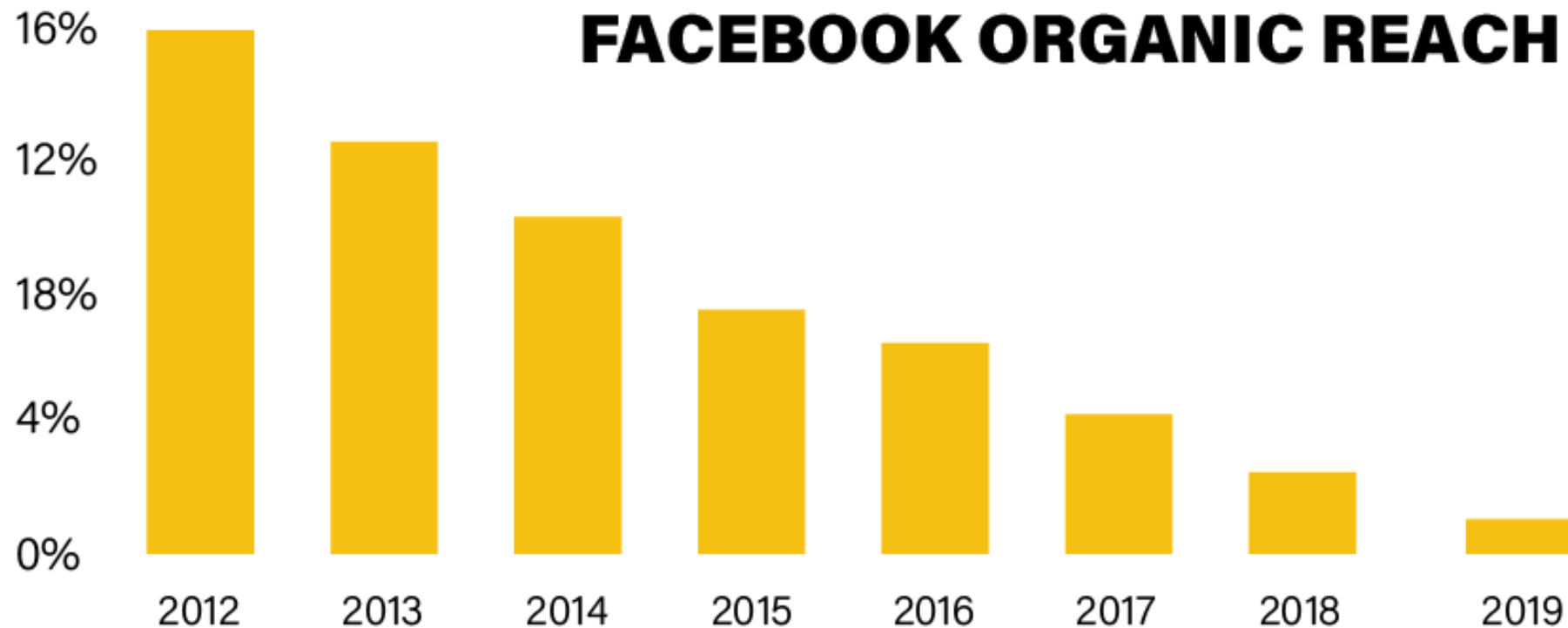


5H 36M

PER USER, PER MONTH

YEAR-ON-YEAR CHANGE
-3.4% (-12 MINS)

Digital marketing is getting more difficult



Industry Shifts

- New social media platforms
- Consumers turning to mobile more than ever before
- Expectations on customer experience
- The rise of AI
- More competition

AI is becoming mainstream– Chat GPT

The screenshot displays the ChatGPT interface with a dark background. At the top center, the text "ChatGPT" is written in white. Below this, there are three columns: "Examples" (with a sun icon), "Capabilities" (with a lightning bolt icon), and "Limitations" (with a warning triangle icon). Each column contains three text boxes with white text. At the bottom, there is a dark input field with a white cursor and a small white arrow icon on the right. Below the input field, there is a small line of white text: "ChatGPT, Mar 14 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve."

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

Marketing Strategies

A Good Strategy

- Lists your ambition and goals
- Explains your position in the market
- Profiles and understands your customers and their needs
- Identifies tactics
- Lists how you will measure success (metrics)
- **Outlines key actions and deadlines!!!!**

The marketing funnel



INBOUND

VS

OUTBOUND

Attracts customers through informative content

Helpful, relevant and meaningful interactions

Tactics: SEO, social media and content marketing

Places brand in front of consumers regardless of interest

One-way communication of promotional content

Tactics: Print advertising, tradeshow, PR and email

Digital Marketing for SMEs

- Website – wordpress, wix, Squarespace, shopify.....
- Search engine optimization (SEO) - where do you come up on Google?
- Google Ads
- Email Marketing – Mailchimp
- Social Media – organic or paid
- Google Analytics – never used it!

Basic Digital Strategies

STRATEGY

Acquisition



Conversion



Retention

ASK YOURSELF

How will you acquire new customers online?



Your website or facebook page



Email marketing, remarketing

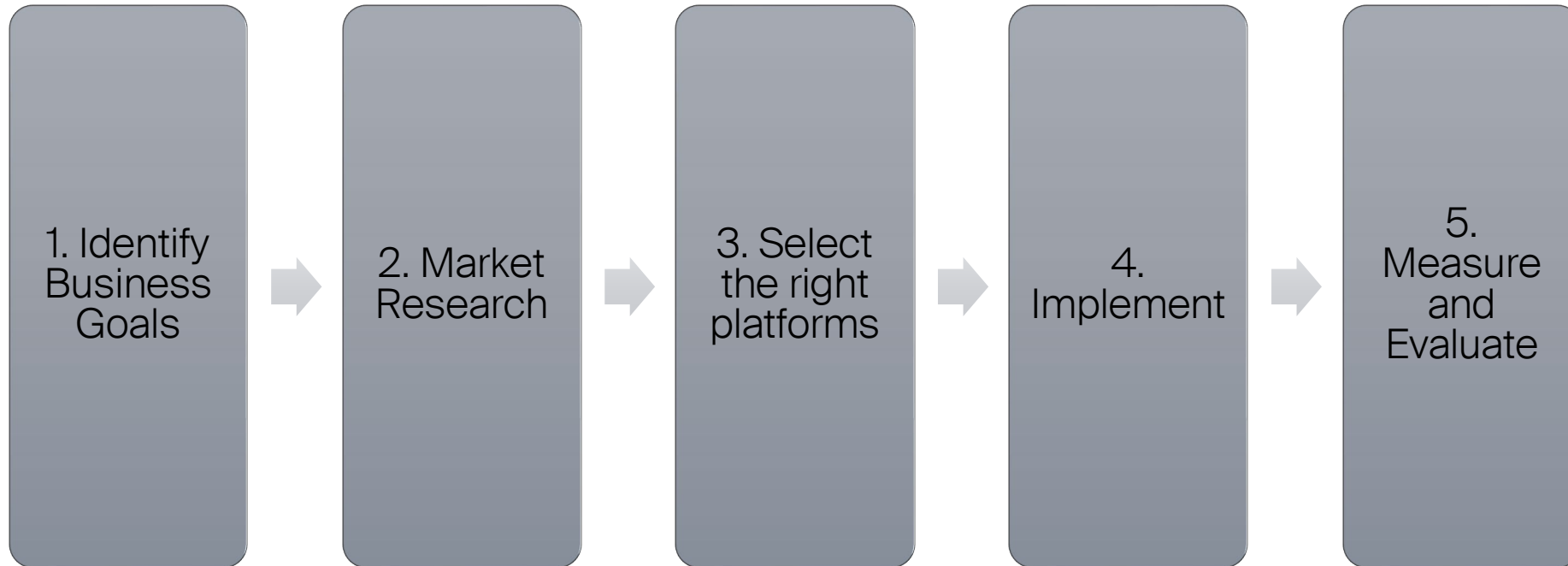
ENSURE THAT

What activity do you have to drive customers to your site?

Is your site responsive, how is the experience and will it convert?

How will you reward, cross or up sell?

Strategy Process



1. Goals & Measures

goals

- What are you chasing?

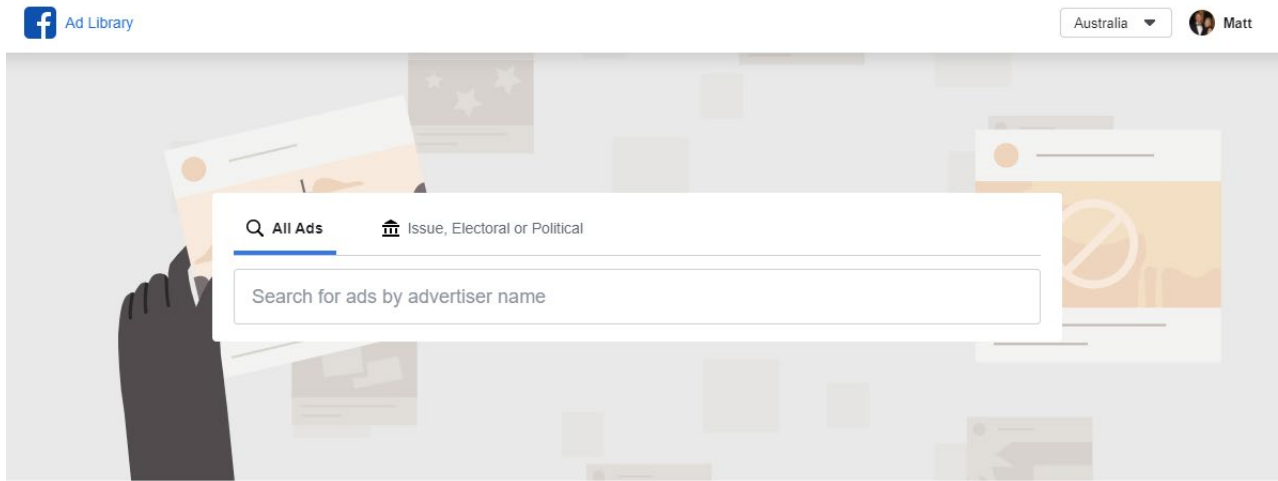
measures

- How will you know?

2. Research

- Start by looking at your competitors online. What are they doing well.
- What social platforms are they using
- What content do they promote
- Are they advertising on Google or Facebook?

2. Research



Facebook Ad Library

The **Ad Library** provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Facebook Products, including Instagram. Anyone can explore the Library, with or without a Facebook or Instagram account.

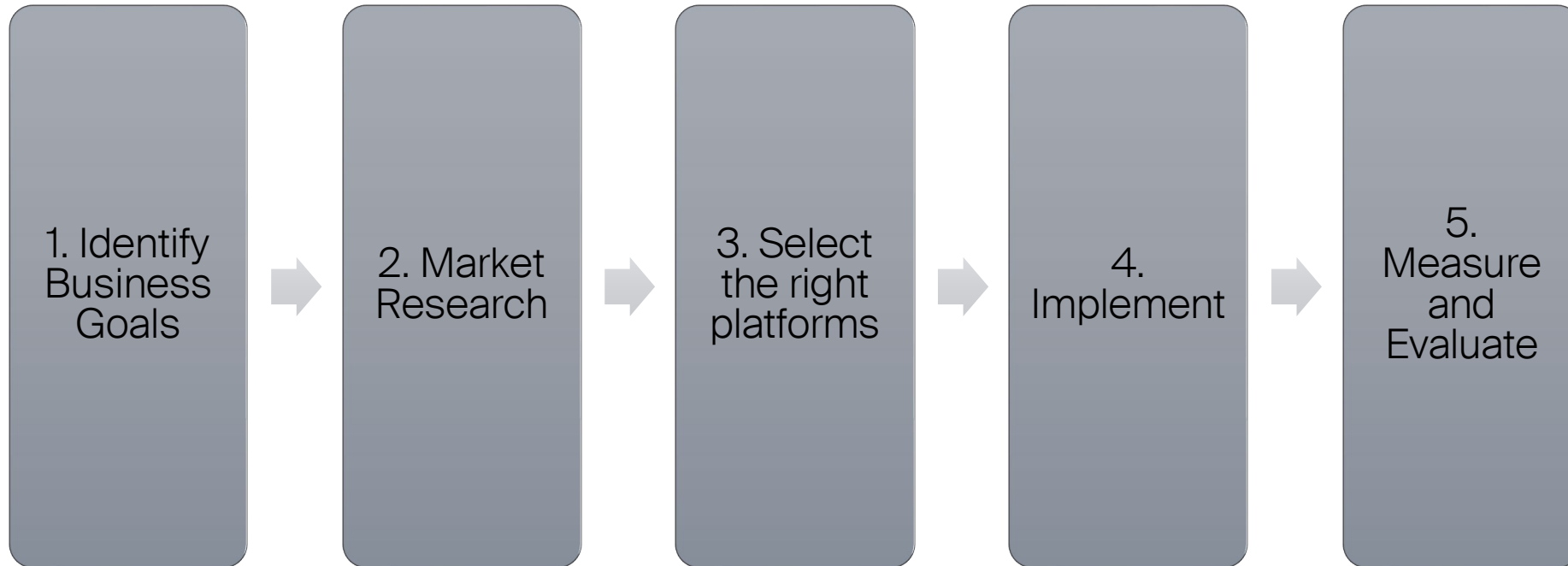
You can access all active ads, even ones that may not have been shown to you because you weren't part of an advertiser's intended audience.

Go to :

<https://www.facebook.com/ads/library/>

Check out a few of your competitors ads.

Strategy Process



Google

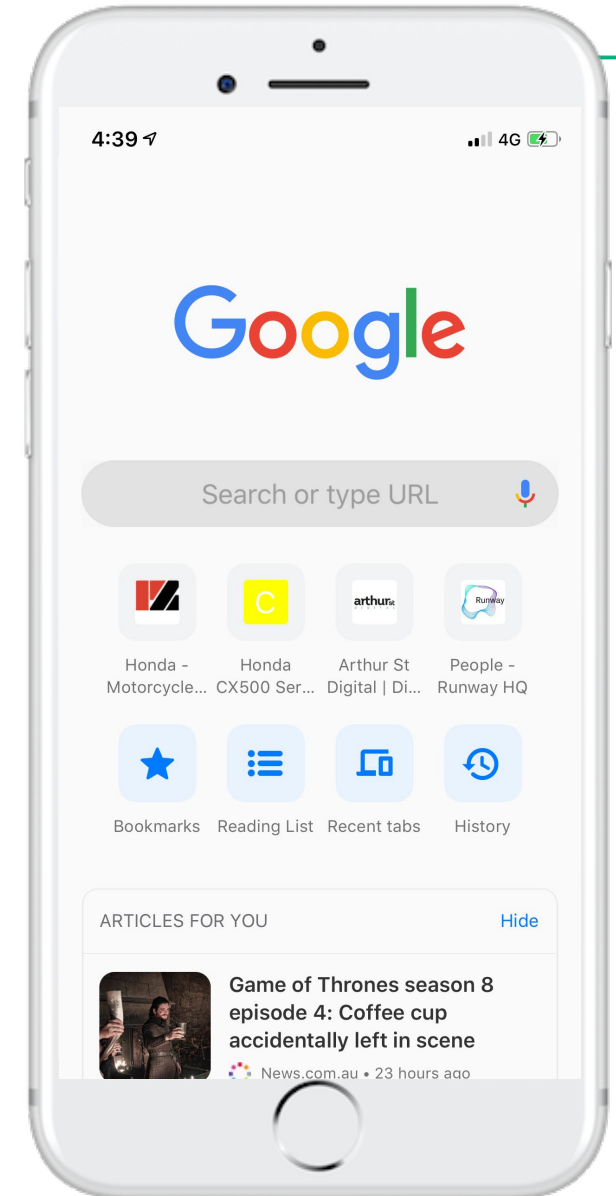
Google

Google My Business

SEO (Search Engine Optimisation)

SEM (Google Ads)

Search, Display, Video, Shopping & App



Google My Business

The process of creating and sharing valuable free content that attracts prospects and converts them into customers.

Engage with customers on Google for free

With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)



SEM

Search

Display

Video

Shopping

App



google ads



Powered by SURFER

All Images Videos News Shopping More Tools

About 2,030,000,000 results (0.57 seconds)

This search may be relevant to recent activity: Your Search activity | Feedback

google ads **marketing**

Ad · <https://ads.google.com/start> 1800 626 050

Google - Ads

255,969 1,345 20

Google Ads - An easy & effective tool. Start advertising with **Google**. Here's \$100 **Google Ads** Credit. Free Expert Support. Promote Your Website. Set Your Own Budget. Target Specific Locations. Show **Ads** Locally. Types: Search **Ads**, Banner **Ads**, Video **Ads**.

Discover New Keywords

0 N/A N/A

Create A Google Ads Account & Get Started With Google Keyword Planner

Learn About Display Ads

Reach Cross-Device Customers With Text, Banner, Gmail Or App Ads.

How Google Ads Works

0 N/A N/A

Be Seen Across The Web Locally And Globally.

Learn About Video Ads

Broadcast Your Business Story & Increase Your Brand Awareness.

<https://ads.google.com> > intl > en_au

Get More Customers With Easy Online Advertising | Google Ads

255,969 985 20 Title changed

Grow your business with **Google Ads** ... Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, ...

Contact · [How Google Ads Works](#) · Cost · [How it works](#)

You've visited this page many times. Last visit: 5/10/21

SEM - Search

The screenshot shows a Google search for 'study tafe geelong'. The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar, there are navigation tabs for 'All', 'Images', 'Maps', 'News', 'Shopping', and 'More'. The search results are displayed below, starting with a summary of about 241,000 results. The first result is an advertisement for Monarch Institute, featuring a title, a brief description, and three sub-sections: 'Enrol Now', 'Contact Us', and 'Monarch Courses'. The second result is for Gordon TAFE, with a title and a brief description. The third result is also for Gordon TAFE, with a title. The page is powered by SURFER.

Google

study tafe geelong

Powered by SURFER

All Images Maps News Shopping More Tools

About 241,000 results (0.57 seconds)

Ad · <https://www.monarch.edu.au/tafe-courses>

TAFE Courses—Monarch Institute - AU's #1 Online Institute

20,078 981 0

Accounting & Booking, Business Management, Marketing, Logistics, Project Management, HR. Absolute Flexibility — Your Way, Your Terms — Learn From Qualified & Experienced Leaders. Rated 4.7 by Students. Part Payment Options. Industry Leading Trainers.

Enrol Now

0 1,094 0 Title changed

Get Started Now & Get Ahead

Save Time & Money—Study Online

Contact Us

Our Friendly Support Team Are Ready To Help—Call Or Email Us Today.

Monarch Courses

0 1,102 0 Title changed

Choose From A Range Of Nationally Recognised Diplomas & Certificates

About Monarch

Award Winning Student Support. Trainers that are industry experts.

<https://www.thegordon.edu.au> › courses

Gordon TAFE courses available full and part-time

47,111 N/A N/A

Courses · All courses · Accredited courses · Apprenticeships & traineeships · International courses · Short courses · Study areas · VET delivered to secondary students ...

All courses · Short courses · International courses · Accredited courses

<https://www.thegordon.edu.au>

Full-time and part-time Gordon TAFE courses

SEM - Display

Example of your image ad at 160x600



Sunglasses Deals Up to 50% Off



Discover the latest collection of Men's sunglasses.
Summer Sale Up to 50% Off



Example of your native ad at 480x120



From Aviator Shades to Retro sunglasses. Check out our new collection

Ad Alphafad

Shop now

Example of your image ad at 300x250



Sunglasses Deals Up to 50% Off



Discover the latest collection of Men's sunglasses. Summer Sale Up to 50% Off



Example of your text ad at 300x250

Sunglasses Deals Up to 50% Off

Alphafad

Discover the latest collection of Men's sunglasses. Summer Sale Up to 50% Off

SHOP NOW

Example of your image ad at 728x90



Sunglasses Deals Up to 50% Off

Discover the latest collection of Men's sunglasses. Summer Sale Up to 50% Off



Meta (facebook)

The Meta Family



Facebook

Reach over 2 billion people in familiar ways on Facebook. Communicate creatively through videos, 360 storytelling, catalogs and more.



Instagram

Instagram is a place to share moments and inspire visually. Reach people vertically through Instastories or vertical long-form styles on IGTV.



Audience Network

Reach people beyond Facebook. Campaigns on Facebook and Instagram can be spread across high-quality publishers' apps and sites.



WhatsApp

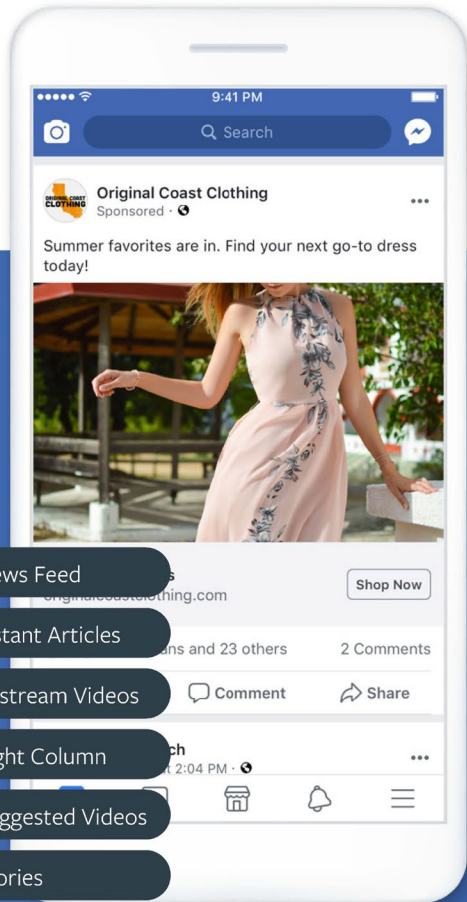
Fast, simple and secure messaging and free calls. Marketers can automate, sort and quickly respond to messages.



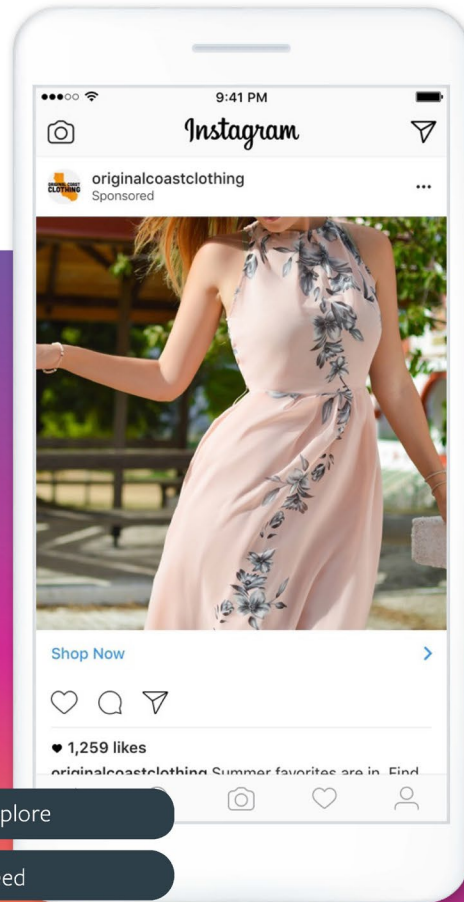
Messenger

Communicate on mobile or desktop. Send personalized messages to your customers; or show them your visual ads to create real conversations or desired actions.

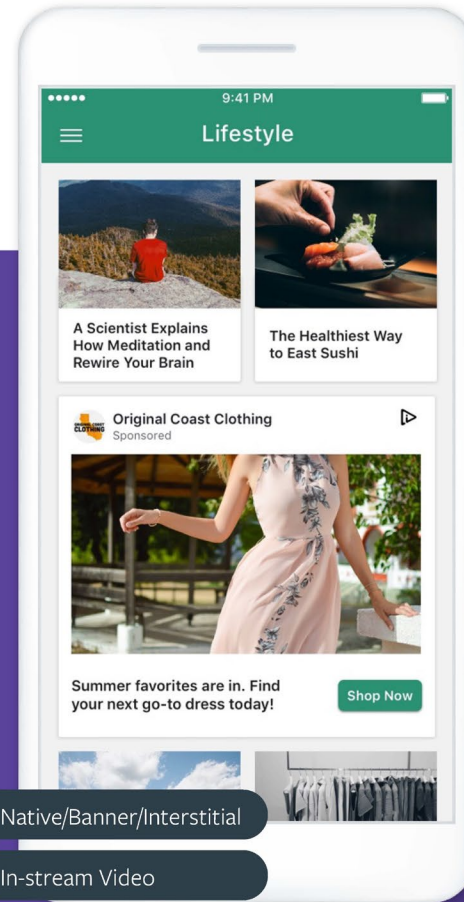
Meta ad types



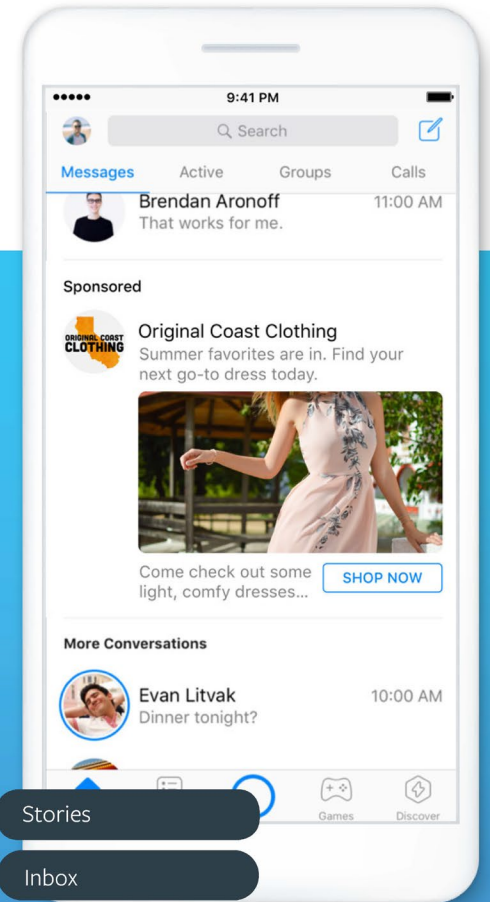
- News Feed
- Instant Articles
- In-stream Videos
- Right Column
- Suggested Videos
- Stories
- Marketplace



- Explore
- Feed
- Stories



- Native/Banner/Interstitial
- In-stream Video
- Rewarded Video



- Stories
- Inbox
- Sponsored Messages



Facebook & Instagram Ads

New campaign New ad set or ad ×

Buying type

Auction ▼

Choose a campaign objective

[Learn more](#)

Awareness

Brand Awareness

Reach

Consideration

Traffic

Engagement

App Installs

Video Views

Lead Generation

Messages

Conversion

Conversions

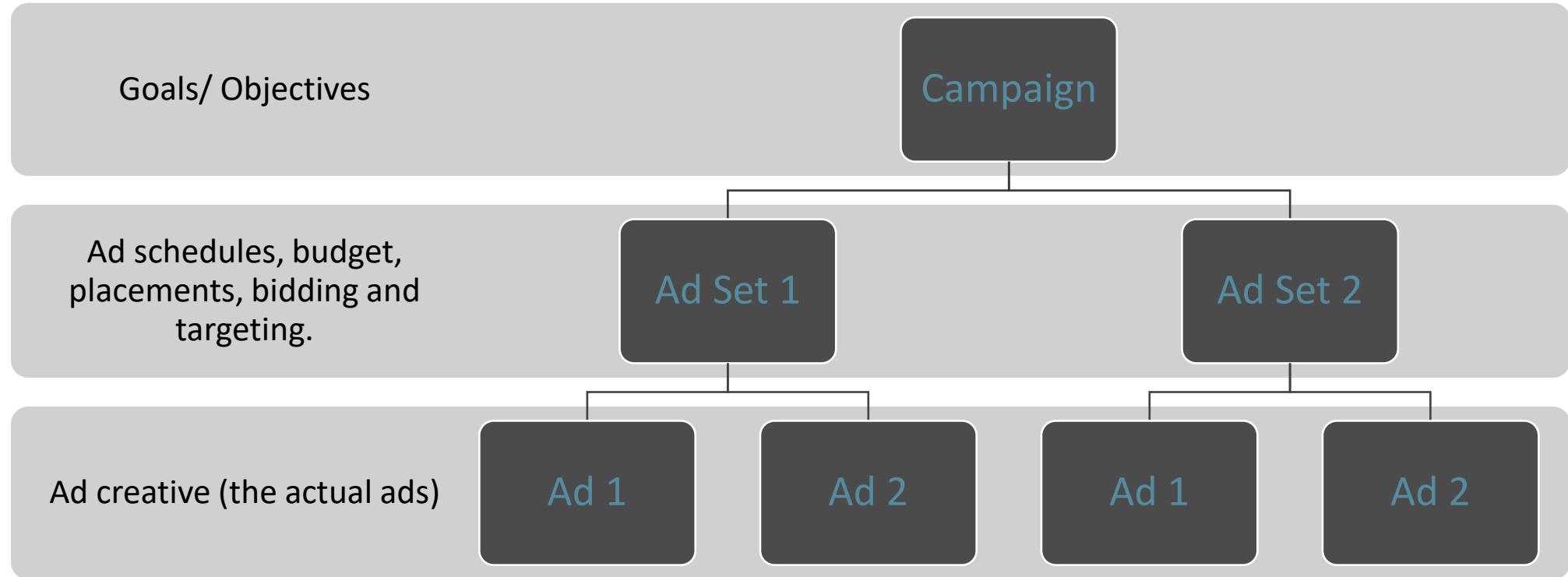
Catalogue Sales

Store Traffic

Cancel Continue

OBJECTIVE	KEY RESULT
Brand Awareness	Impressions
Reach	Users Reach
Traffic	Link Clicks / Landing Page Views
Engagement	Page Likes / Event Responses / Engagements
App Installs	App Downloads
Video Views	Video Views
Lead Generation	Leads (Sign-ups)
Messages	Messages
Conversions	Conversions (Custom)
Catalogue Sales	Conversions (Custom)

Facebook & Instagram Ads



organic vs boost vs ads

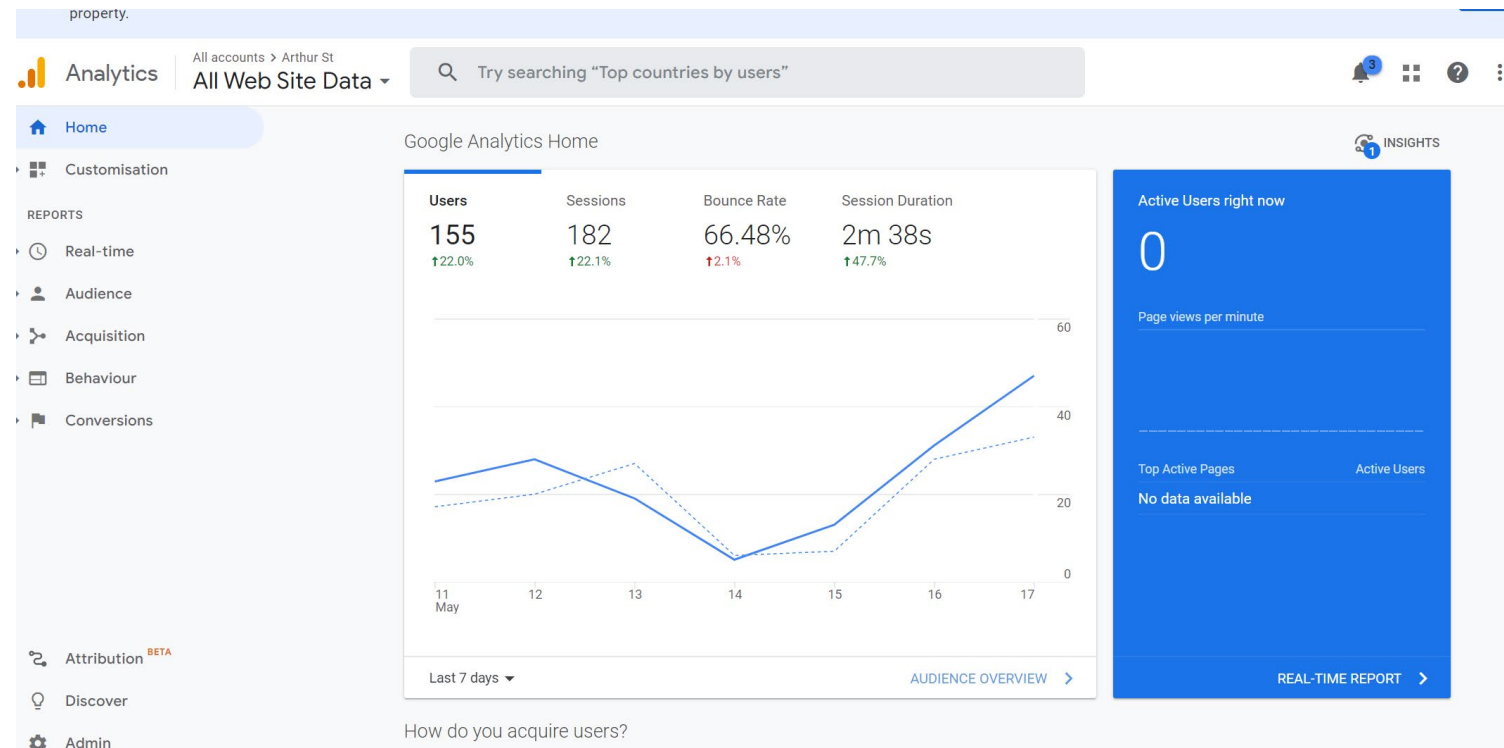
	Organic Post	Boosted Post	Facebook Ads
Appears on facebook page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Location Targeting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Age & Gender Targeting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Interest Targeting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Language Targeting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ad Scheduling	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Call to Action Button	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Optimised Bidding	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Multiple Images	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Measuring Success

Get back up to speed on Google Analytics

- Setup GA4
- Configure web events

- Checkout Skillshop for courses



Facebook Pixel & Events Manager

The screenshot displays the Facebook Events Manager interface. On the left is a navigation sidebar with icons for home, menu, profile, add, analytics, share, favorites, and help. The main content area is titled "Data sources" and includes a search bar and a list of data sources, with "Arthur St Digital's Pixel" (ID 226292261132083) selected. The right sidebar shows the account name "Arthur St Digital (116873931829...)" and a "Create" button. The main content area is titled "Arthur St Digital's Pixel" and includes tabs for "Overview", "Test events", "Diagnostics", "History", and "Settings". A prominent callout box titled "See events deeper in your marketing funnel" explains the benefits of the Conversions API and includes a "Get Started" button. Below this is an "All Activity" section featuring a line graph showing activity from April 20 to May 18, with a peak of 126 events. To the right of the graph, a summary box lists "Pixel 226292261132083", "2 Websites" (including arthurst.com.au), and "1 Active Integration". At the bottom, there is an "Add Events" dropdown, a search bar for events, and a "Pixel/Conversions API" section for "Aggregated Event Measurement".

Use The Events Setup Tool

Add events using event setup tool

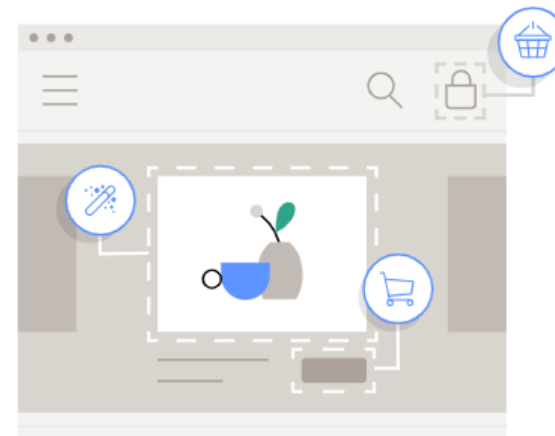
You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events. [Learn More](#)

How it works

Use Event Setup Tool to open your website.

Using the Event Setup Tool, select where on your website you'd like to add events.

With a simple click, your event is added to your website without needing to use code.



Prefer a manual option? [Install events using code.](#)

Summary

- Consumers are increasingly using digital platforms.
- Developing a digital marketing strategy is crucial for success.
- Think about the AIDA model and how you can build your marketing around it.
- How can you automate your marketing, build it once and adjust every so often.
- Setup or optimise your Google My Business listing!
- Google has many advertising products for SME but Search is often the most useful for SME.
- Social Media reach is declining. Consider using paid social to drive connection with your customers.

Useful Stuff

Meta insights and setting goals

Insights
Review performance results and more.

Arthur St Digital

Last 28 days: 31 Oct 2022-27 Nov 2022

Goals New Goal

Set goals
Set a goal, track progress and learn helpful tips for your professional success.

[Get Started](#)

Results

Facebook Page reach ⓘ
386 ↓ 96.4%

Instagram reach ⓘ
689 ↓ 18.1%

[See Results Report](#)

Content ⓘ Sort by: Reach ▾

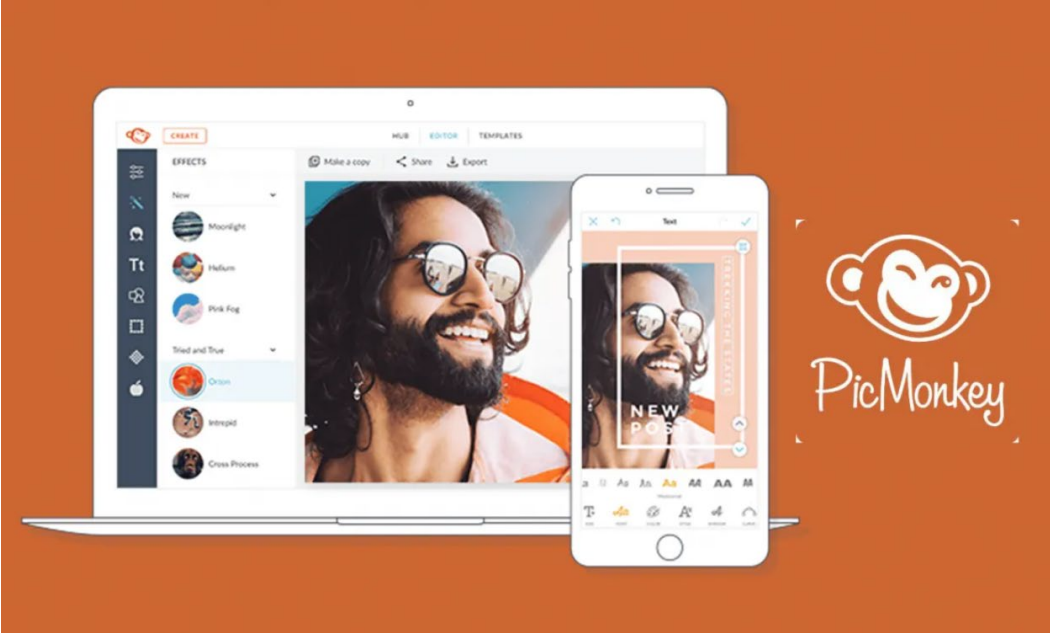
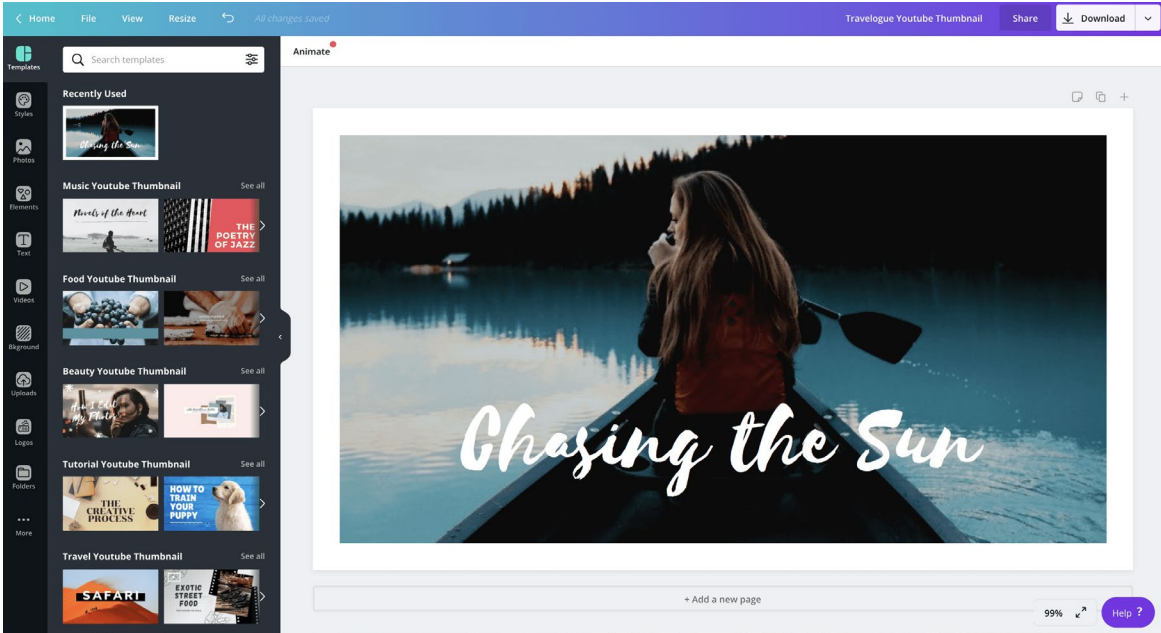
- 1 November 22:11
Happy Birthday to our director Matt 🎉🎁🎊 We ...
Post
Reach 409
- 1 November 22:11
Happy Birthday to our director Matt 🎉🎁🎊 We ...
Post
Reach 303
- 18 November 00:39
A human-centred approach to designing digital so...
Post
Reach 280
- 21 November 23:21
Our Work // Helping the team at Economic Develo...
Post
- 3 November 00:00
If you know the team at Arthur St, you'll know we ...
Post
- 16 November 19:34
After 5
Story

AI for Content Writing – Chat GPT

The screenshot displays the ChatGPT interface with a dark background. At the top center, the text "ChatGPT" is written in white. Below this, there are three columns: "Examples" (with a sun icon), "Capabilities" (with a lightning bolt icon), and "Limitations" (with a warning triangle icon). Each column contains three items in a list format. At the bottom, there is a text input field with a cursor and a send button (a paper plane icon). Below the input field, there is a small line of text: "ChatGPT Mar 14 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve."

Examples	Capabilities	Limitations
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"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

Design Platforms



Unsplash



Q Search free high-resolution photos



[Explore](#)

[Advertise](#)

[Blog](#)

[Log in](#) / [Sign up](#)

[Submit a photo](#)



[Editorial](#)

[Current Events](#)

[Wallpapers](#)

[3D Renders](#)

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[Experimental](#)

[Architecture](#)

[Nature](#)

[Business & Work](#)

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[People](#)

[Interiors](#)

[Street Photography](#)

[Travel](#)

[Animals](#)

[Spirituality](#)



Unsplash

The internet's source of freely-usable images.

Powered by creators everywhere.

Q Search free high-resolution photos



Trending: [flower](#), [wallpapers](#), [backgrounds](#), [happy](#), [love](#)

Photo by [and machines](#)

[Read more about the Unsplash License](#)

 SQUARESPACE

All you need to create a website.


Email Platforms




Marketing School Podcast

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Marketing School

with **Neil Patel & Eric Siu**

 **LATEST EPISODE**
When Should You Continue, Pause, or Scrap a Marketing Campaign #1823

Discover Our
Latest Podcast Episodes



Facebook/Meta Blueprint

META BLUEPRINT

Free online courses

Explore fast, free, self-guided courses to help build your marketing skills across Facebook, Messenger, Instagram and WhatsApp.



Thank You

Matt Cowdell

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33 Mackey St, North Geelong
Vic, 3215, Australia

Wimmera
Mallee

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