



Customer Focus Workshop

*Presented by Federation Council
with Jenn Donovan*

get to know moi!



Hey, I'm Jenn!

Almost 20 years in law

Owned & Operated a retail store in a regional area for 7 years

Speaking, Marketing & Social Media Business 5+ years

Founder & Sole Owner of Social Media & Marketing Australia

Founder – Buy From a Bush Business

Facebook Group 355,000 members

Co-Founder Spend With Us –

www.spendwithus.com.au



What we're covering today

What is marketing?

Your Marketing Strategy

Marketing Audit

Community vs Followers/Likes

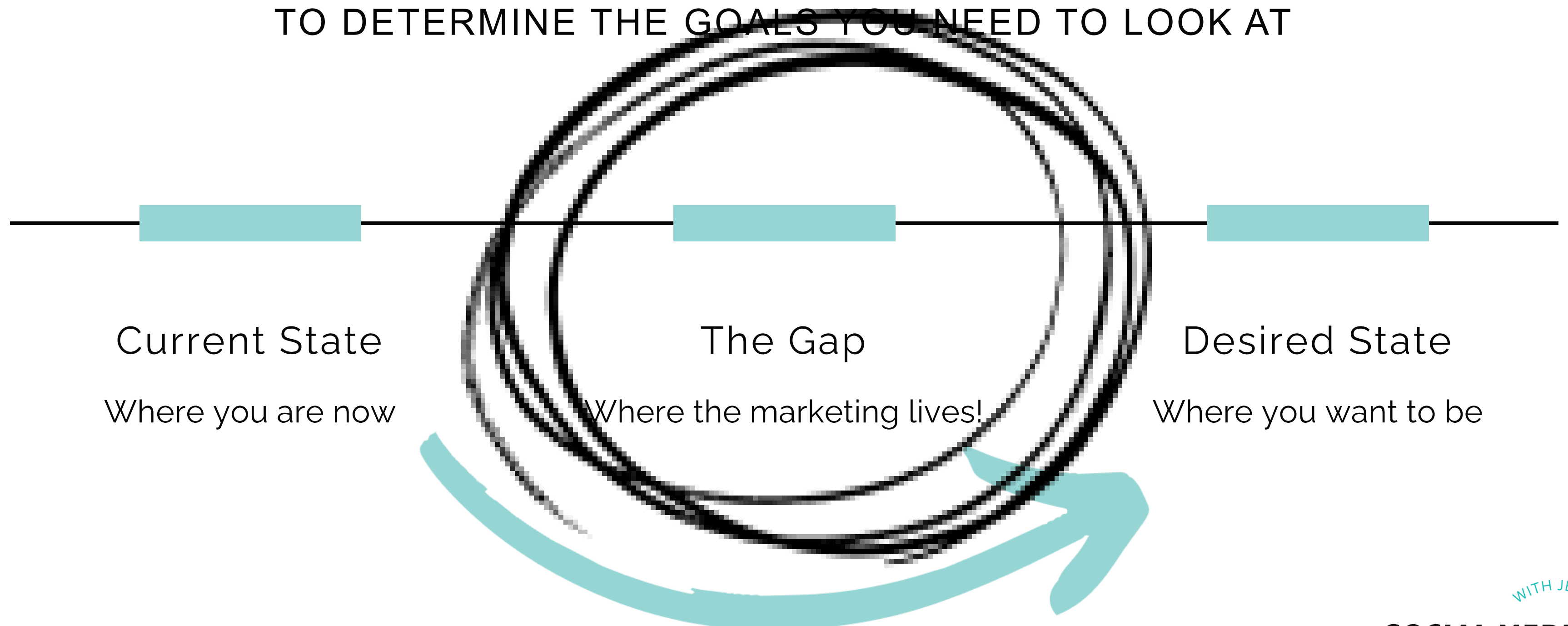
Building Your Brand

Ways to Build Loyalty & Repeat Customers

11 ways to be more “human” in your marketing to help you build a community and a more profitable business.

Business Goals

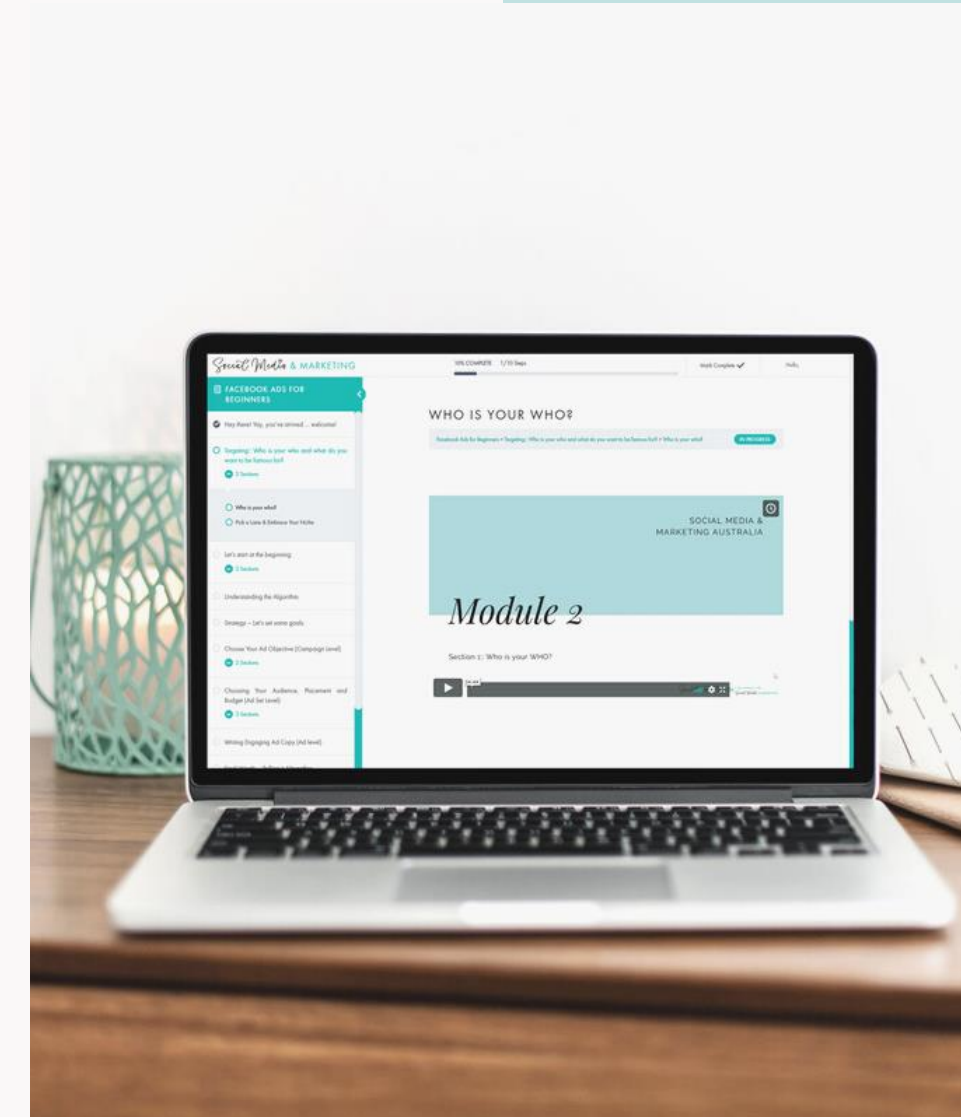
TO DETERMINE THE GOALS YOU NEED TO LOOK AT



DID YOU KNOW?

4 out
Of 5

*Small business owners FAIL in the
first 5 years*



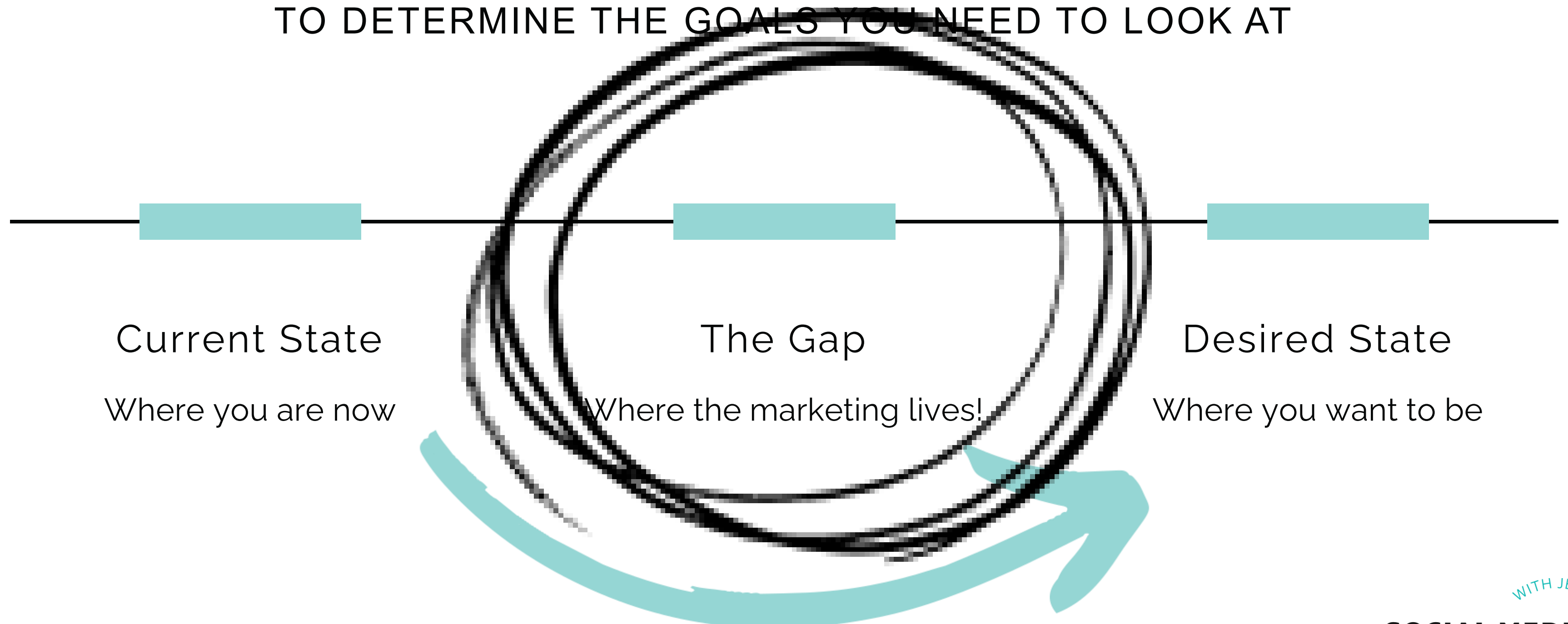
BUT THEY DON'T FAIL

They simply burn out

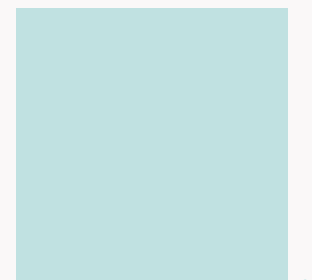
They burn out because they can't fill the gap!

Business Goals

TO DETERMINE THE GOALS YOU NEED TO LOOK AT



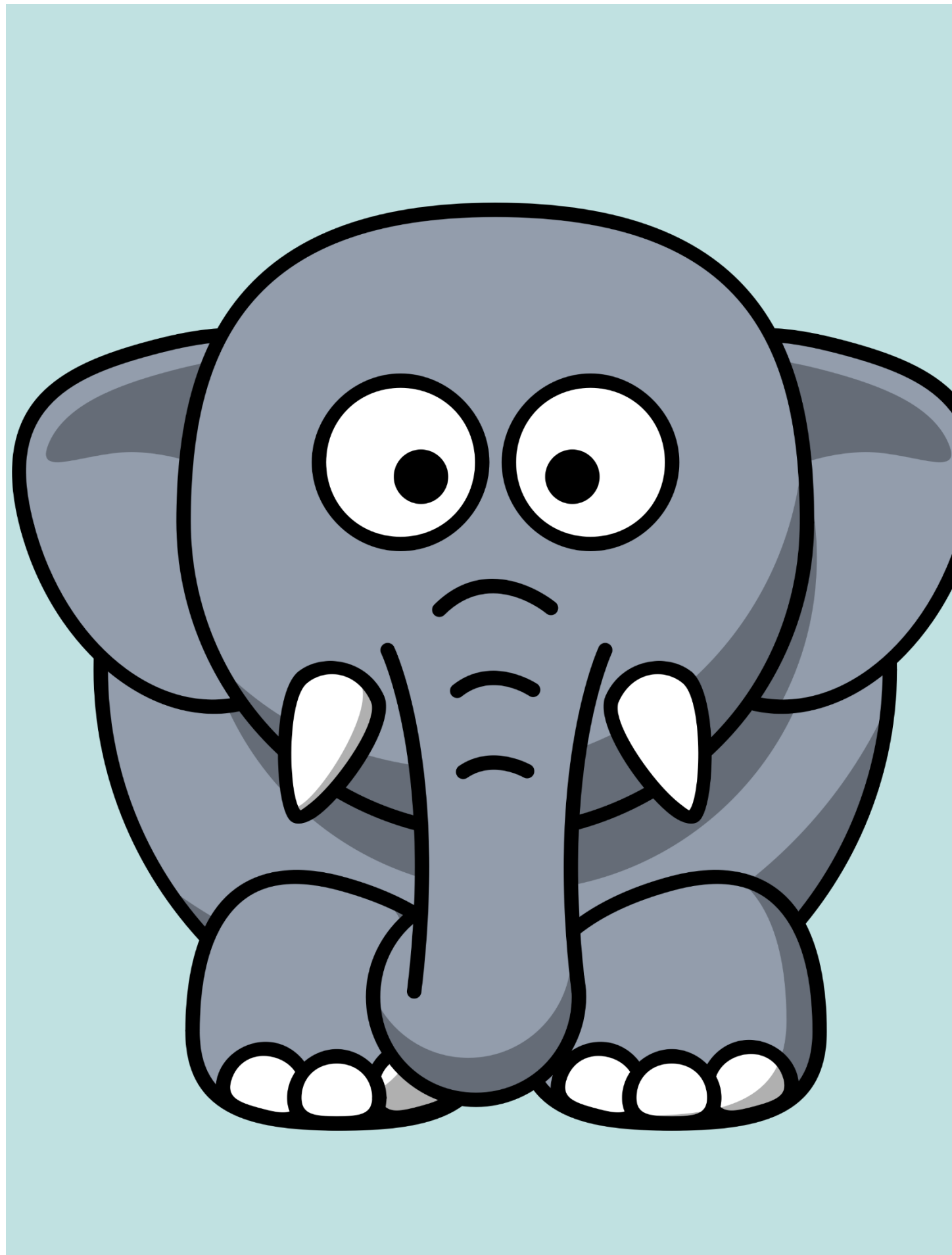
So, let's fill the gap!





What is marketing?





Marketing

If the circus is coming to town and you **design** a sign saying “Circus Coming to town on Saturday”, that’s **advertising**. If you put the sign on the back of an elephant and walk it into town, that’s **promotion**. If the elephant walks through the mayor’s flower bed, that’s **publicity**. And if you get the mayor to laugh about it, that’s **public relations**. If the town’s people go to the circus, you show them the many entertainment booths, explain how much fun they’ll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that’s **sales**. And if you planned the whole thing, that’s **marketing**.

Let's Chat

Strategy!

Strategy is just a fancy word for PLAN – so what's the plan for your social media marketing?





Then thinking strategy:

- Engagement Strategy
- Brand awareness strategy
- Growth Strategy
- Lead Generation
- Sales Strategy

ENGAGEMENT STRATEGY

Creating content that's purpose is to get engagement from your audience. For example, polls, this or that posts, opinion pieces, A/B posts, questions and so forth.

BRAND AWARENESS STRATEGY

Creating content that's purpose is to build brand awareness for your business. For example, sharing reviews, testimonials, About Me posts, sharing business values, FAQ's about your business/products, curated content, tips and tricks.





GROWTH STRATEGY

Creating content that's purpose is to get SALES or growth in list building numbers and social following. For example, testimonials, workshops, sales posts, speaking, webinars, package deals, what's new, reviews and so forth.



LEAD GENERATION

Creating content that's purpose is gather more leads – get more people into your funnel and into your world to nurture them until they are ready to buy. For example – Blog posts, Podcast interviews, surveys/polls, lead magnets, speaking, offers and so forth.

SALES STRATEGY

Creating content that's purpose is to get sales! Examples of content might be products, services, packages, speaking, webinars, workshops



Your Turn!

Audit!

In your workbook, take a look at your last 15 social media posts and break into strategy groups.



Building

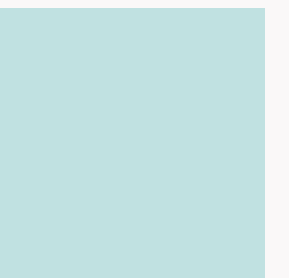
Community NOT followers/likes

to build a profitable business





Why Build a Community?



WITH JENN DONOVAN

**SOCIAL MEDIA
& MARKETING**

*Building a
Community is like
building a fence
around your business*






*“Customers come
for the content, but
they stay for the
community”*

..

Benefits of creating community



Become the “go-to” person/business

Expand your sphere of influence by growing your own community. Be seen as a leader in your space

Create Brand Ambassadors

Increase referrals by way of raving fans of your business/community

Direct line of contact for feedback

A business that has a direct line to a group of trusted sources to test products/services on, receive feedback on, test and measure marketing – is a head of the game!

Benefits of creating community

Increase of revenue

An engaged community will naturally foster more engaged followers, increase retention and ultimately sales.

Respond to market shifts, swiftly!

Digital communities, active online communities, can help you maintain touchpoints with your audience and can help you “see” trends emerging. Example – the last 2 years!

Website traffic

A community of raving fans will help drive more traffic to your website (or other assets), for more sales and therefore more profit.



Do you have a loyalty program or customer club?

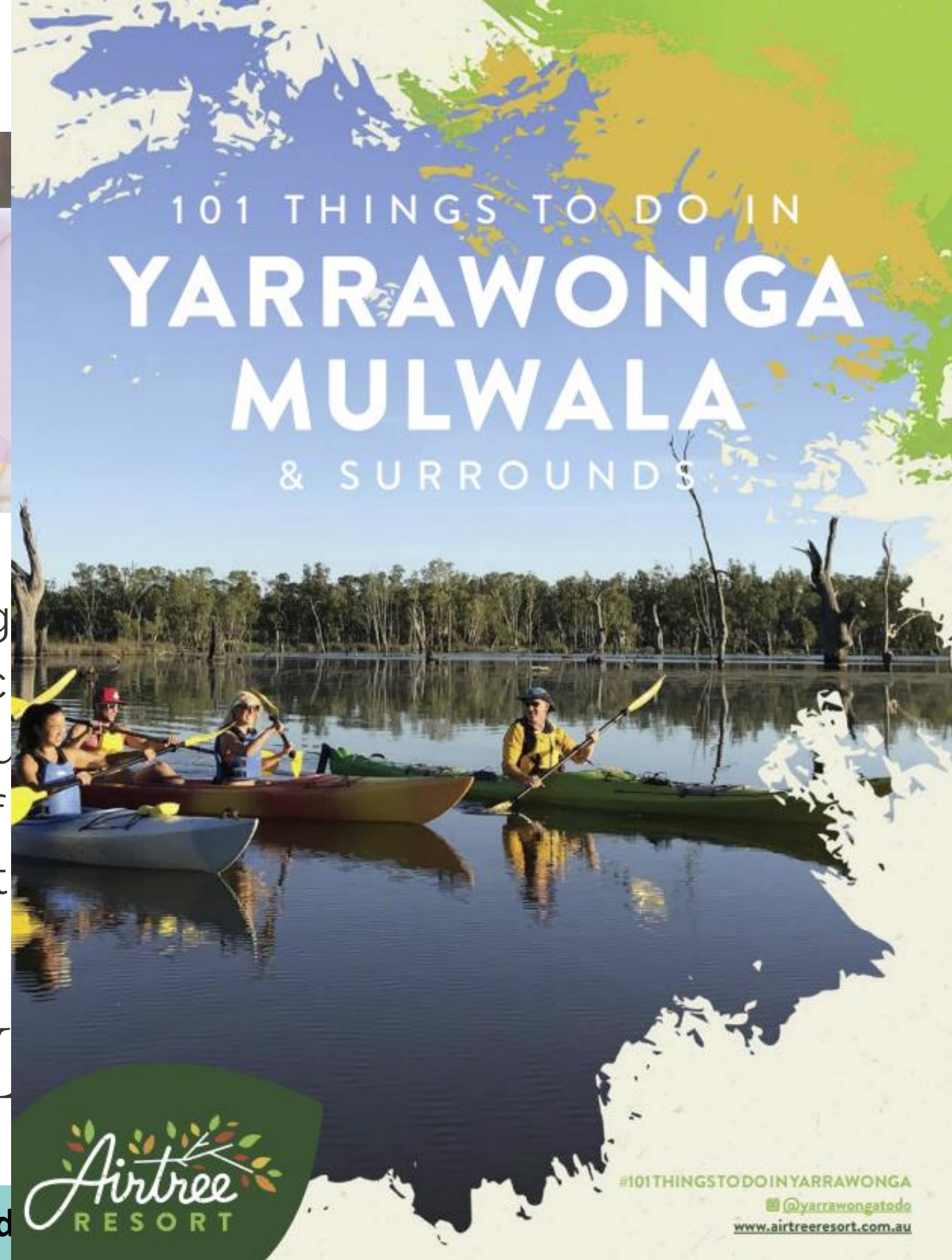


Do you send birthday, anniversary, Christmas cards to your community?



Do you host VIP events?

Creating Loyalty — how do you give back?



Sponsorship prog
– local sporting c
charities – do you
involved yourself
personally or just
money?

Creating L

Do have you “unique”
marketing collateral to
set yourself apart from
the competition?

rive back?

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**SOCIAL MEDIA
& MARKETING**



Do you have welcome emails? Helpful emails, hints, tips?

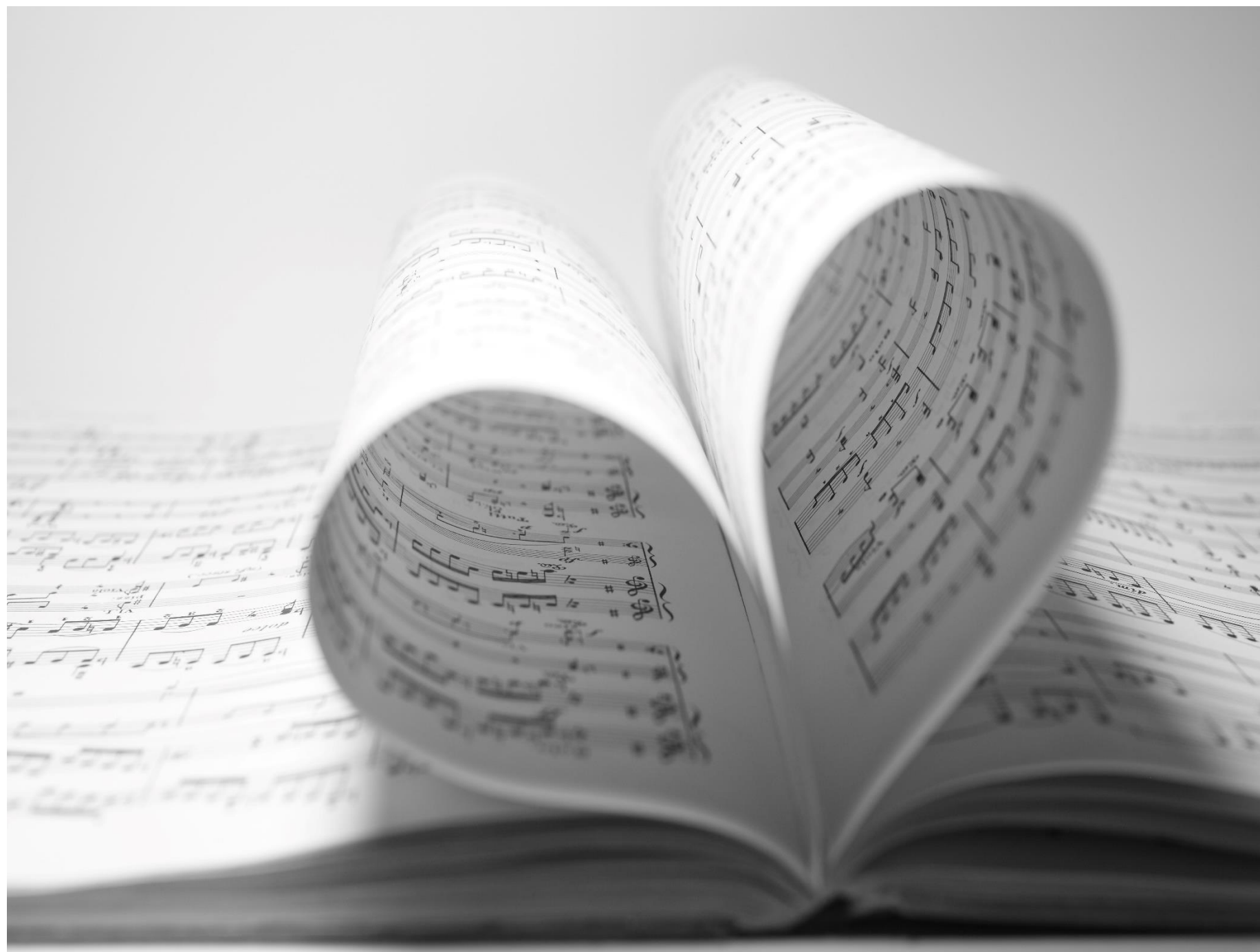


What roll does SMS marketing play in creating loyalty in your business?



How do you communicate with your past customers (not just when they are buying from you)?

Creating Loyalty — how do you give back?



*Always remember
it's the little, little,
little things that
create relationships,
builds loyalty and
makes you more
sales!*

Your Turn!

Audit!

*What activities do you do TODAY
to help you build a community of
loyal followers?*



Your Business

Brand and Branding

What's it saying to your customers/clients?



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SOCIAL MEDIA & MARKETING



Not my brand!! Just my logo

*Firstly, your brand
is NOT your logo!*

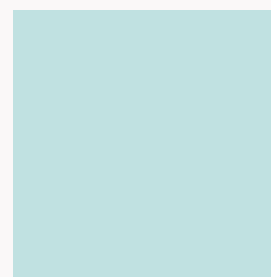
Yes, your logo is PART of your brand but it's
NOT your brand.

Your brand is SO much more.

So what's a brand – well it's a little like
marketing – it's everything! #sorrynotsorry




*How to get your
branding right.*



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**SOCIAL MEDIA
& MARKETING**

How to get your branding right



Start with the end in mind

What do you want to be famous for? Start there and work backwards.

Be super clear on your brand values, mission and vision

Know your why. People do business with people who align with their values – people do business with people like know, like and trust

Know your Target Audience

Know your buyer so well they can't resist you!

Think about your

Brand Voice and tone

Your brand voice and tone – it is casual, very country, professional, friendly? Are you the same at the pub as you are here with us today?

The Language of your Brand

Super relaxed, highly professional,

Brand positioning in the market – Kmart or Tiffany?

There's room for both, but both have very different target audiences and therefore very different marketing messages.



*Once we have all this,
we can then look at
fonts, colours,
graphics and so forth
for our brand.*

Your Turn!

Audit!

Let's look at your brand.



11 ways to put some

Human to Human Marketing

In your every day marketing



1. Your Profile Picture

Needs to be you!

Recent you!

No dogs, no cats, no partners – just you!

Think H2H – human to human



2. Your Bio

Bio pic – H2H – Human to human – needs to be you! →

Your Headline - Only searchable words in Instagram (other than #s) →

The Body – what value are you giving – what will your audience learn more about/know if they follow you? →

Call to Action: Join my world →

The Precious Link – the only one we get! →



3. Video

Video is KING, on social media it always has been and so far it still is!

Give the algorithm what it wants – video, especially live video of you!



4. *Invest in photography*

Invest in some professional photography. Whether you are in retail or service based business, time and time again, I hear from clients and community members, how much difference professional photography has made to their “presence” in their marketing.

Think of it as a business investment, not business expense.



5. Community

Stop thinking about “numbers”, as in number of followers, likers etc., start thinking about building your community or tribe. Those who will know, like (love actually) and trust you and not only be your best raving fan customers, but your best referrers too.

* Remember, communities need leaders! Show up for them!

to our wonderful rural community ♥



Thanks for being on our team ox
SPEND WITH US
BUY FROM A Bush Business MARKETPLACE

6. *Share your knowledge*

NEVER underestimate what you know that others would love to know!

Whatever you sell, whatever you do, there is a **WHOLE** audience out there who needs to know what you have learnt along the way to where you are now.

Sharing tips, tricks, knowledge, busting myths, just sharing what you know helps to set you up as the expert in your industry.

What are you an expert in? What do you know that others would love to know?



7. *Behind the Scenes*

Give a little of yourself – the messy bits, the weekend bits, the wins, the losses and all in between.

You get to choose how much you share, but sharing a little allows you to build trust, your audience to connect with you, not just as someone who is going to sell them something, but as an “online” friend. Friendships are powerful! *Know, like and trust*



8. Podcasting?

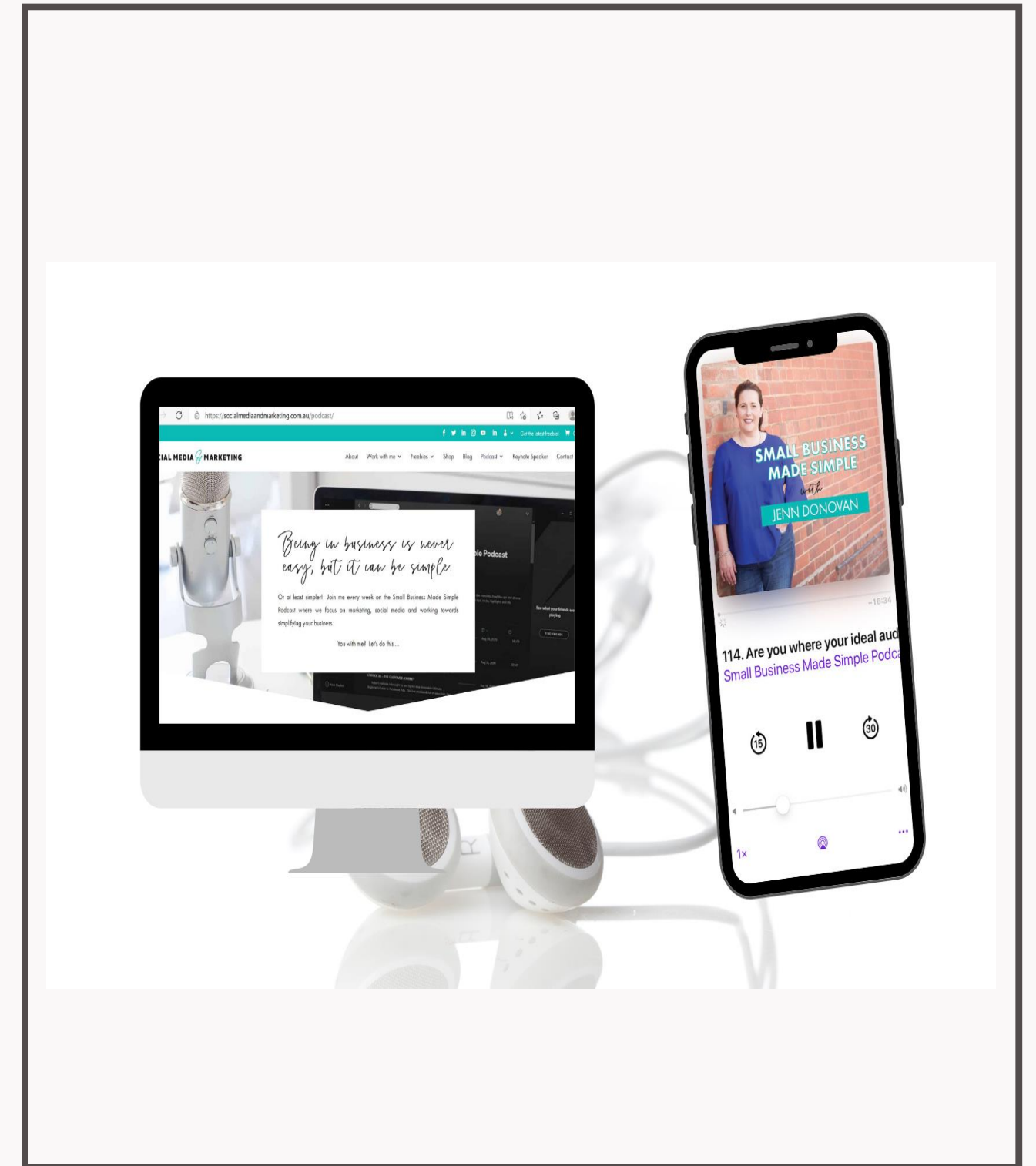
Video might be king, but audio is definitely the Queen!

Podcasting is incredible. Listeners listen to you up to 1 hour of your talking, sharing, interviewing, all whilst becoming part of your community without even knowing sometimes!

This is incredibly powerful marketing. To be able to share your expertise, tips and so forth in this detail.

If you don't want to start one yourself, that's totally ok, be a guest!

Build a “one pager” with your details, your topics and start reaching out to podcasters who align with your business values and align with your expertise/subject matter.



JENN DONOVAN

SOCIAL MEDIA AND MARKETING EXPERT



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🎙️ Small Business Made Simple Podcast

f 362K +
📷 8K +
🎙️ 82K +

With marketing and social media topics, including tips, tricks, and life experiences, Jenn's podcast is for small business owners everywhere.



Interview talking points...

- The number one key to business success – make marketing a priority
- The 3's of Social Media – Showing Up, Strategy and Sales
- Why 4 out of 5 small businesses fail and how to prevent yourself from becoming a statistic
- Why you're not attracting your dream client, and how your mindset can change that
- Thinking outside the marketing box – where should you be spending your energy and marketing dollars
- How Podcasting can change your business forever
- 5 Steps to Unleashing the Power of Email marketing and Crush Your Sales
- E-Commerce – How to Stand Out From the Crowded and Noisy Marketplace

About Jenn...

Jenn Donovan, marketing thought leader, change-maker, coach and mentor for small businesses, international keynote speaker and podcaster (Small Business Made Simple – 162 episodes and growing, and Stories from the Bush).

Founder of Social Media and Marketing Australia, founder of the extremely successful community Facebook group – Buy From a Bush Business (currently 347,000 members) and the Co-Founder of Spend With Us – Australia's answer to Amazon but for rural and regional small businesses.

Jenn's takes her clients from Invisible to Invincible and is also a community leader and a community believer, and is on a mission to ensure the lost art of Human to Human marketing and community are seeded firmly in everyone's marketing strategy in 2021 and beyond.

Jenn lives on a farm in the Riverina of NSW with her husband and their 3 children. Jenn has 10 chooks, 2 peacocks, 2 guinea fowl, 1 dog and 1 cat and several pet lambs – she's banned from going around the sheep in lambing season now!

Where Jenn has featured...

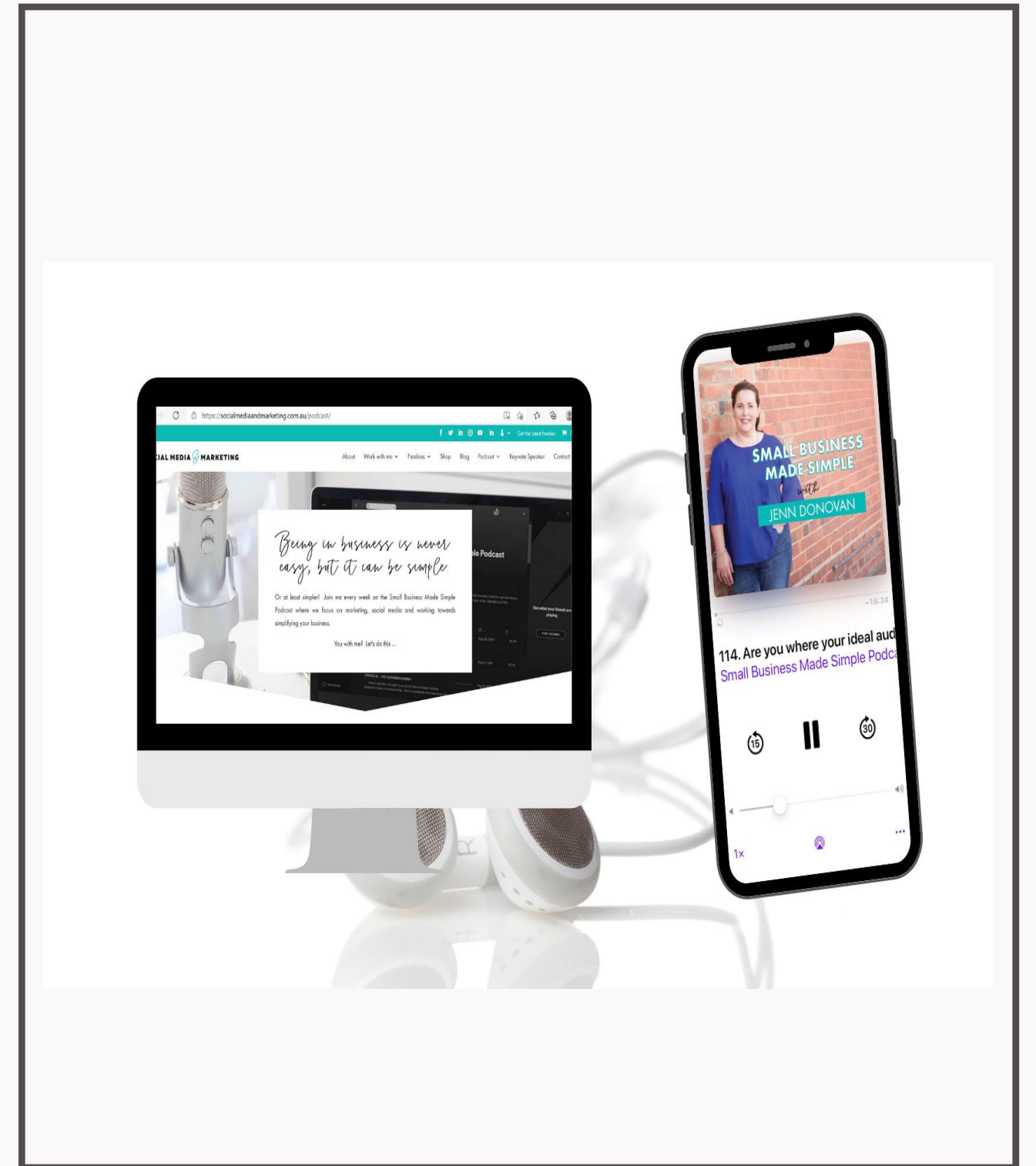


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Customer Focu

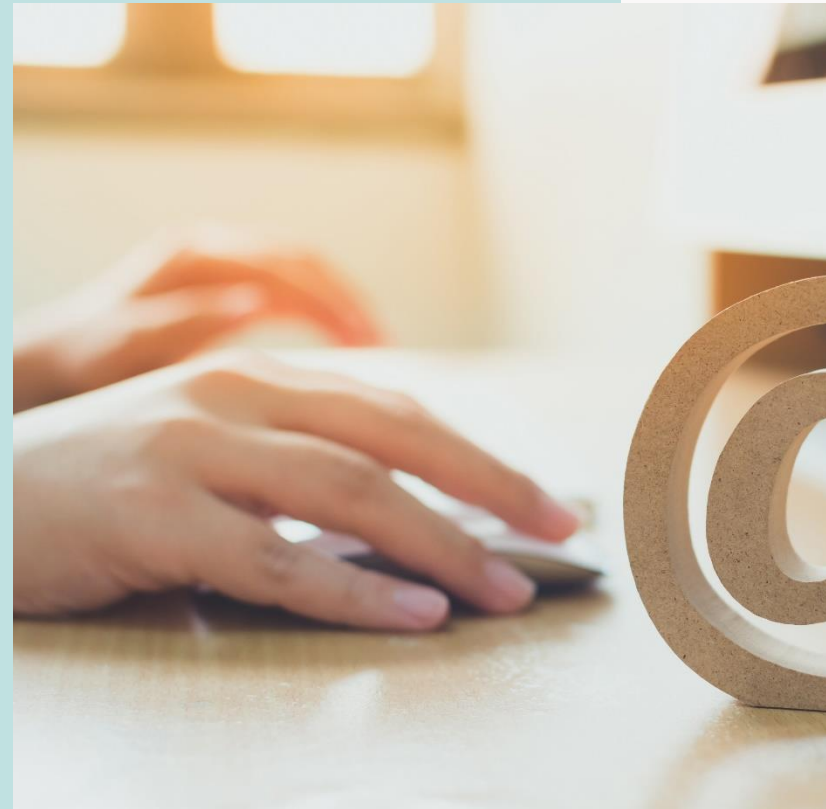


9. *Email Segue*

We hear it all the time – stories sell!

Using an email “segue” story, helps turn your emails into interesting story telling moments whilst getting your buyers to buy!

A segue is a smooth transition in a story or conversation from story telling to asking your reader to do something.



As a kid I was obsessed with marbles.

Tom bowlers, catseye, beach ball, devils eyes – I played for hours and hours with marbles.

Mostly by myself. Mum and Dad would retire to the lounge after dinner and the kitchen table was then ALL mine.

Slightly slanted downwards the kitchen table made for great races between my marbles. Funnily enough my favourite always won! Wonder why that was?!?!

At school, a friend would have a new marble for us to ohhh and arhhh over, and the FOMO (fear of missing out) was real, from all their friends. We all wanted that “new” one too! Not only that, we wanted it TODAY.

And if it was “rare” the anxiousness to get one today went up another notch or two!

It’s actually in our psychology as humans to want to be included in things – FOMO is REAL.

A real feeling.

I’m sure you can think of a time when your heart pumped just a wee bit quicker because you thought you were going to miss out on something?

My heart beat a little quicker earlier this month when “all my friends” (slight exaggeration) were hopping onto a new social media platform called Clubhouse, and it was invitation only and I didn’t have an invite!

Seriously someone, invite me, I kept thinking ...

Eventually they did – thanks to my gorg business friend Alethea (you’re the best by the way!).

But it’s not the getting onto Clubhouse that has me so intrigued, it’s the marketing behind it.

The “word of mouth” marketing, that all us other business owners would die for.

It’s the urgency to get onto the platform because someone might take our name or we might be missing out and the scarcity of invitations, that has my marketing mind BLOWN in January 2021.

There are two things in business, marketing and innovation.

And there are two age old strategies in marketing that work – urgency and scarcity.

It’s these two marketing strategies that I am chatting to you about on the podcast this week.

Why you need to be making some things urgent and scarce, what that means and how to implement it into your own sales funnels and marketing.

Come. Listen. Learn.

Listen here (or in your fav podcast app)
www.socialmediaandmarketing.com.au/108

Come and join the conversation in my [Like Minded Business Owners Facebook group](#) – it’s a fabulous supportive group to help you in the peaks and troughs of business and if you want an invitation to Clubhouse, a great place to ask for that too!

Look forward to seeing you in there or on Clubhouse First name / - (I’m @jenndonovan)

THANKS FOR BEING IN MY WORLD.

xo, jenn

10. *The power of story*

People will forget what you did.
People will forget what you said.
But people will NEVER forget the way you made them feel.

And the one way to make your marketing help people
“feel” things is to do it via story telling.

People do business with people who align with them, so if
your audience doesn't know YOU, the real you, then how
do you they know if you align with them to do business?

Use story telling in your marketing wherever you can.
Email, video, captions, brochures, website copy –
everywhere!

Our ancestors have been using story for centuries



11. *A reach out strategy*

Don't just wait for people to find you! Reach out and do it strategically!



We know the algorithm favours people who spend time on the platform, so spend time liking, commenting, following others who are in your target market, who might do business with you one day or would be great to collaborate with.

Stop waiting – start engaging!

Your Homework!

I 100% guarantee this will work for more engagement.



Do an audit

When was the last time
you showed up as you?



Share a photo

Of yourself with your best
selling product and tell us
why it's your best seller (like
benefits not just features!



Do a short video

Introduce yourself – tell
them why you do what you
do & 3 things they probably
didn't know about you.

Finally

Marketing Post

(?) Pandemic

How's it's all changing ...





Show up! More than ever people want to connect with people – so are you showing up?



Story Telling – think human to human marketing.
How can your story help you connect?



Have a reach out strategy – are you spending time in other people's socials – not just your own?

Marketing in a pandemic



Re-assure your customers you're still there and you still love them!



Get creative – think outside the box?
Podcast interviews,
subscription boxes,
paid advertising,
Media PR, emails?



Ask questions and listen to your audience – what are they wanting/needing?

Marketing in a Pandemic



Up the social anti – more people are on social than ever before – don't do pre-pandemic and expect it to work.



Network – even outside your industry. Your customers live outside your industry!



Improve your online presence – GMB, TikTok, re-do your bios, audit your #'s, do some SEO research and testing

Marketing in a Pandemic



Deliver an amazing customer experiences – surprise and delight.



Improve your strategy around testimonials and reviews.



Re-examine your ideal customer and offerings and look at your pricing strategy

Marketing in a Pandemic

Let's look at some

Organic ways

*to drive more engagement and
traffic to your social media*



How to get more organic

TRAFFIC TO YOUR SOCIAL MEDIA PLATFORMS



How to get more organic

TRAFFIC TO YOUR SOCIAL MEDIA PLATFORMS



How To

Be an “expert” - share tips, tricks, resources

Share your Story

Show and share you! Showing up is SO important for SM engagement – people love people!

Make Yourself Easy to buy

Make sure people know how they can buy from you – do SELLING posts too!

How to get more organic

TRAFFIC TO YOUR SOCIAL MEDIA PLATFORMS



Live Video

Go live on your pages – video is still king

Spend time on the platform

Spend time interacting, watching and following people in your industry and outside it – like SM Coaches – Mari Smith

Collaborations!

Find partners to collaborate with! People with the same audience as you but not your competitors.

How to get more organic

TRAFFIC TO YOUR SOCIAL MEDIA PLATFORMS

Hang out in Fb Groups

It's no secret that groups get more traction than Fb pages – so hang out more in groups – posting, giving value, sharing tips/tricks/offers

Be where the trends are!

Trending hashtags, trending topics, trending movements, trending small business offerings – watch for them and be there!

Try New Things!

When a platform brings out something new – give it go! Also, don't do the same things over and over and expect a different result – test and measure!

How to get more organic

TRAFFIC TO YOUR SOCIAL MEDIA PLATFORMS

Check your insights

Want to know the best time/day to post? Want to know how your audience is and how you can get in front of more of them? Check your insights. Find them!

Build a community not an audience

Your followers know, like and trust you so treat them like your amazing community – not just like posters and sales candidates!

Stop the scroll

Think about how your HOOK (open line) and your IMAGE/VIDEO are going to stop the scroll
Invest in both!



*3 Things you can do
TOMORROW to get
build your business*



1. Set up Google My Business (& use it!)

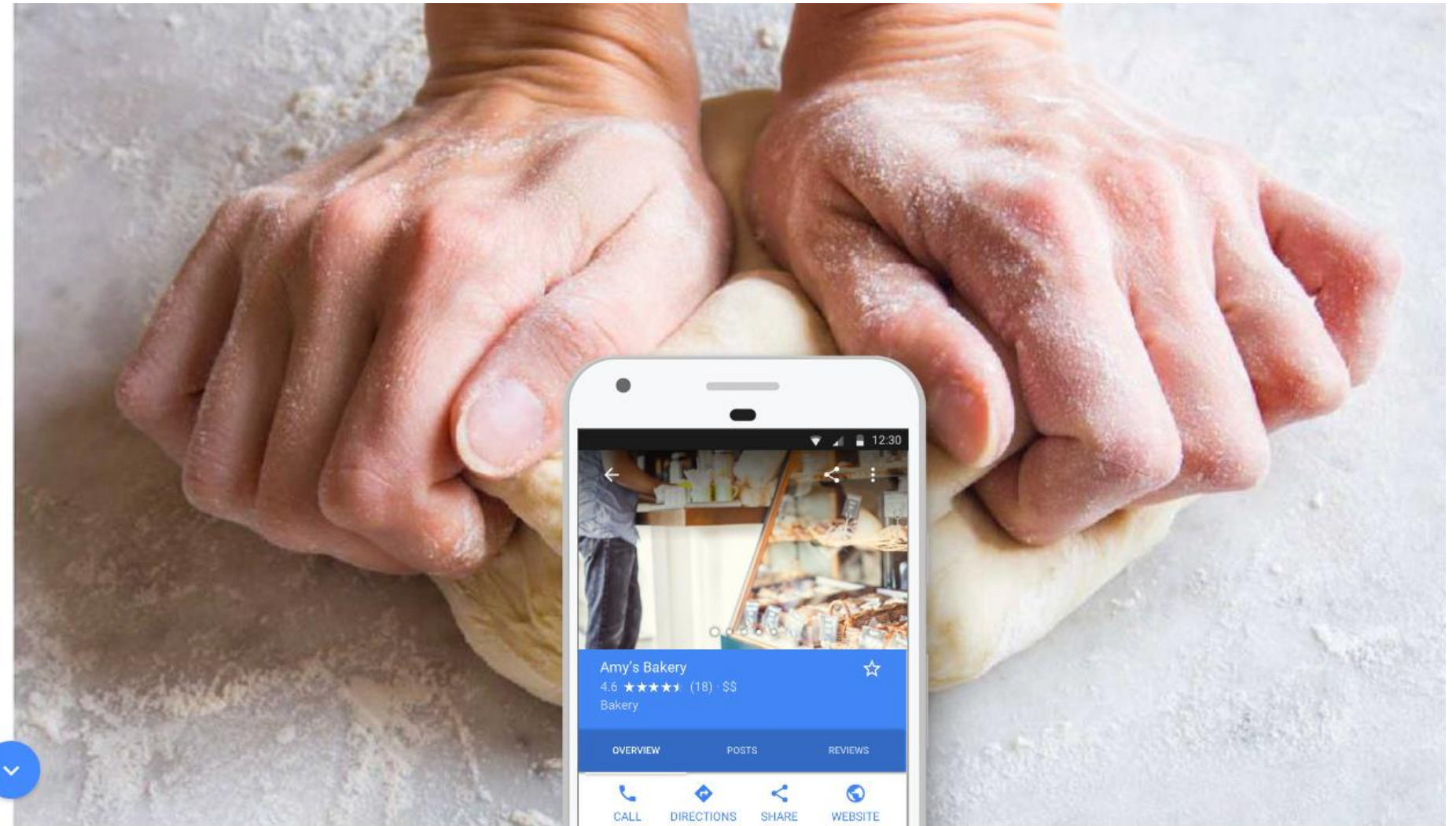
Basic website – Google My Business

Attract new customers with your free Business Profile.

Your Business Profile appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your Business Profile—so you can stand out, and bring customers in.

START NOW

Call to get started: **1800 081 338***





2. Starting building a database



*3. Get on social media
(or fill in the bits you
missed!)*

***do your # research*

“

THE 72 HOUR RULE

What are you going to do
in the next 72 hours after
leaving here?

FIND YOUR UNREASONABLE FRIEND!

”

Let's Talk - where to from here

Schedule a FREE 30 Minute Discovery Call with me and we can take a dive into an area that's tripping you up with your social media or marketing in general and how I can help.

To schedule a chat go to:

<https://calendly.com/jenn-smm/discovery>



SCHEDULE A CHAT!

WITH JENN DONOVAN

**SOCIAL MEDIA
& MARKETING**

Got Question?

JUST ASK

If you're got questions - sing out
Happy to answer your questions!

or send me a direct email
jenn@jenndonovan.com.au

Listen into the Podcast
Small Business Made Simple



www.socialmediaandmarketing.com.au