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The Top Digital & Marketing Strategies for Australian Small Business

*Nick Barnett,
Westpac Group*

Nick Barnett 'on a slide'

Westpac

st.george

bankSA

Bank of Melbourne

SAMSUNG

Breville PHILIPS

VIVIDWIRELESS

OPTUS

uno.

Win at home loans





“Half the money I
spend on advertising is
wasted; the trouble is, I
don't know which
half.”

– **John Wanamaker**

US Department Store Merchant
(1838–1922)

1. Strategies & tactics for small businesses
2. Examples of good, relevant work
3. Tips & tricks you can use at little to no cost





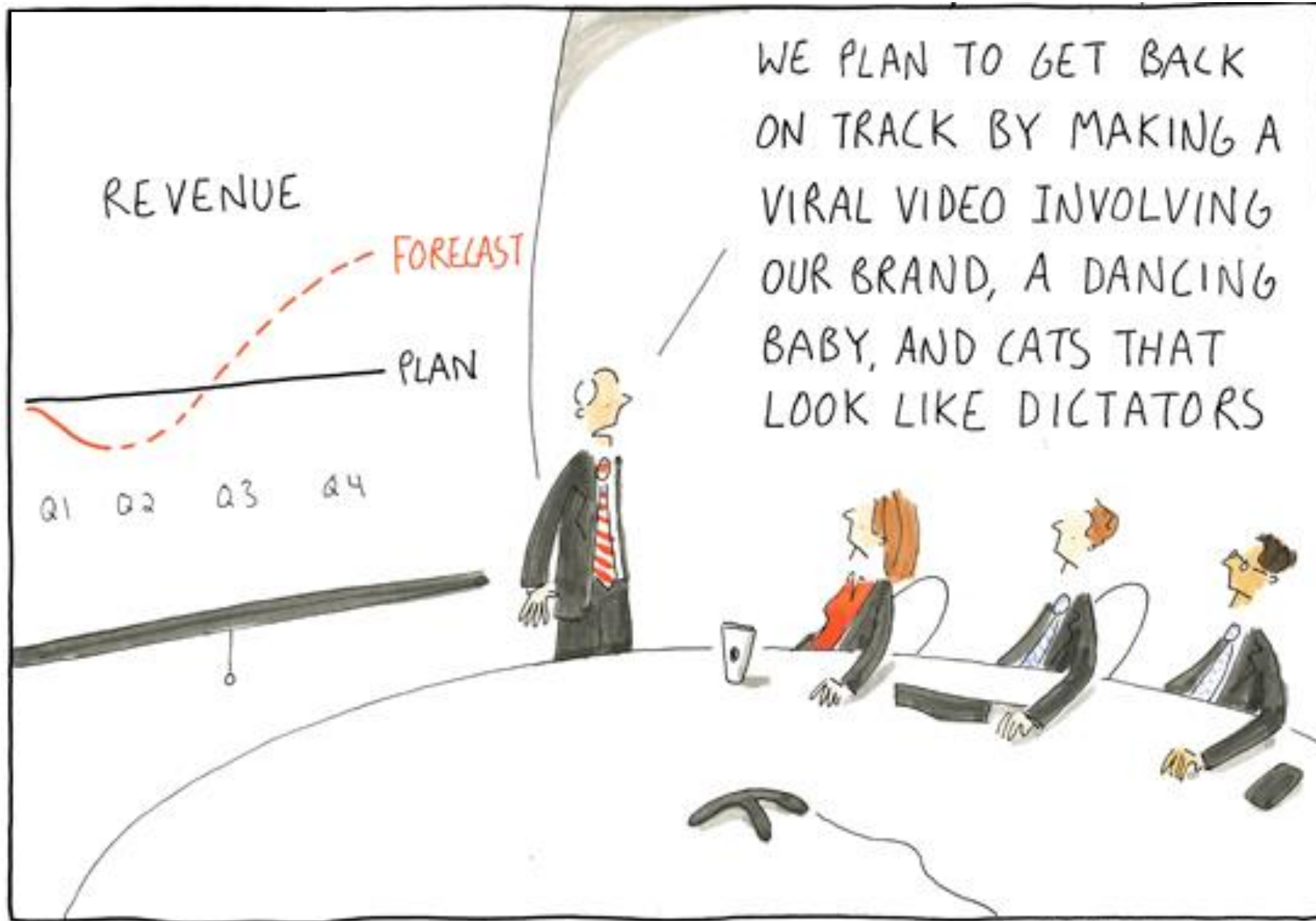


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Build your Brand Properly



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Strategy BEFORE tactics

- Start with the customer, not products and services
- Thorough market research
- Set an objective for this year
- Marketing then comes down to:
 - *Who are we targeting?*
 - *How are we positioning?*
 - *Who do we want them to do?*
- Don't be "all things to all people"



Brand Building drives growth

60/40 emotional, brand-building vs. targeted and rational



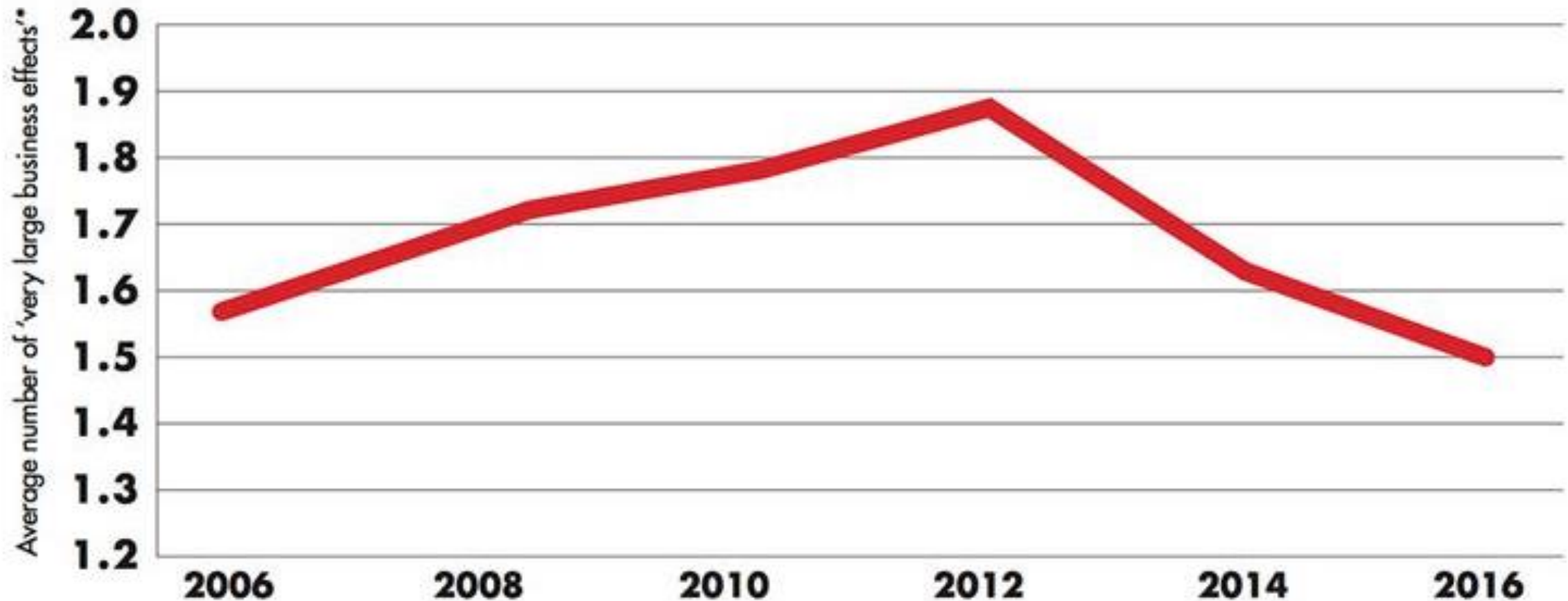
Source: Binet & Field 2013



2 very different approaches



A fall in ad campaign effectiveness



Source IPA Databank, 1998-2016 case studies (data is aggregated over ten years for statistical reliability)

*Profit, sales, market share, penetration, loyalty and price sensitivity

15 min challenge



SMEs approaching their **four-year anniversary** are entering the **highest-risk** period for business failure



As the **entity size** by number of employees increases, the number of **adverse findings** also increase



Construction makes up the largest percentage of credit active SMEs (25%)...



Entities that have been active between **0-3 years** have **lowest adverse findings**, followed by entities active for **13-18 years**



The **largest increase** in adverse findings is when the **other interests of the Directors** are included

“Sydney
Tax
Accountants”

vs.

“Accounting
for growing
NSW
construction
businesses”



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3 simple ways to lodge your tax return:





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If your business is set up as a sole trader or partnership, we can help you.

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Let us help you navigate the accounting and tax responsibilities that comes with running a business.

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3 simple ways to lodge your tax return:





Sole Trader & Partnerships Tax Returns

Tax returns from \$280*

FIND YOUR NEAREST OFFICE

Taking care of business at tax time

Make sure your tax is airtight; don't let opportunities to claim pass you by. As Australia's leading taxation experts, we're on top of every tax change that can shape or break your small business. Let us take tax time off your desk sooner so you can get on with business. If your business is set up as a sole trader or partnership, we can help you.

Maximum refund guarantee

If we've made an error that entitles you to a larger refund, we'll refund your preparation fee and file an amendment with the ATO, up to 2 years after original notice of assessment. We've put this in place to make sure we catch all the claims to get you ahead.



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Blogs, features and news

Kym Nitschke and the team regularly share accounting and financial insights.

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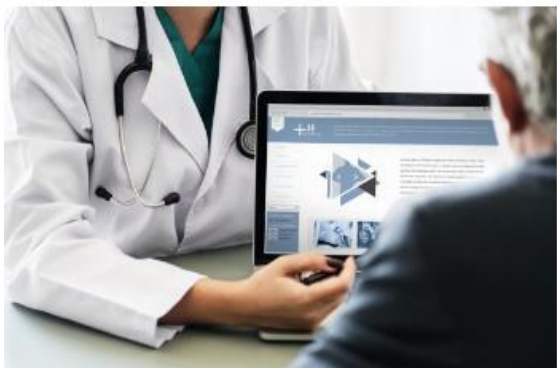
We work with you on budgeting, minimising tax, benchmarking, corporate structures, company setups, Division 7A Agreements, late lodgements, remission of penalties and interest, profit analysis and



Financial Planning

Our financial planning expertise is extensive. We offer expert advice on insurance and the potential tax benefits, including income protection, life insurance, trauma insurance and TPD insurance.

We can help with the transition to retirement that may include accessing superannuation entitlements and advice about pensions



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PUBLISHED ON OCTOBER 25, 2018

As a doctor, are you too busy to try keeping up with the latest in...

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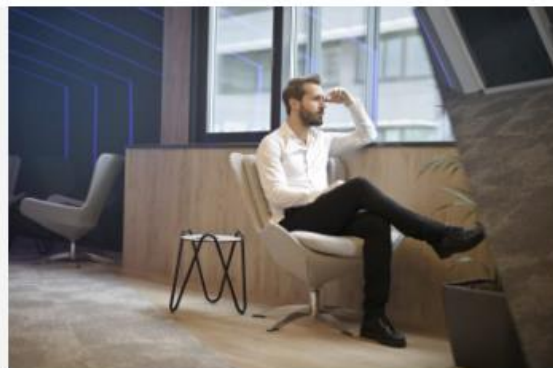


What Doctors Need to Know About Novated Leases

PUBLISHED ON OCTOBER 21, 2018

Novated leases can be a big help to some doctors, but not a great idea...

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Doctors: Should You Charge a Gap?

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Medical specialists and private practice doctors who charge a gap for their services are being...

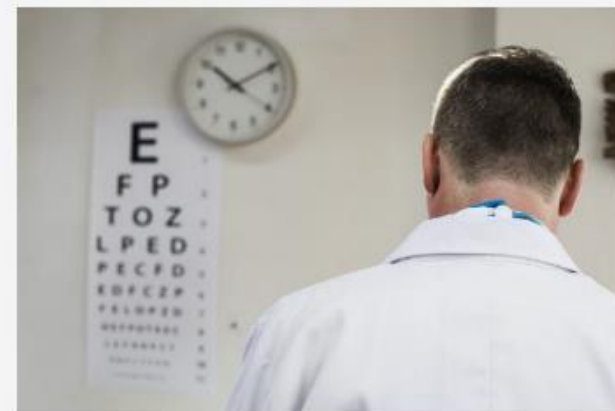
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What You Need to Know About Medical Indemnity Insurance



How to Hire and Retain Doctors At Your Medical Practice



How Doctors Can Deal With Debt

PUBLISHED ON SEPTEMBER 24, 2018



Testimonials

Leah Badger

THANK YOU KYM! I am so excited, I just saw my tax return dividend, wahoo! Thank you so much for doing it and so quickly! I am just thrilled! Many, many thanks!



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Job Vacancy June 2018

Senior Accountant



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Receiverships



Tools & tips

- Apply for local awards & display badges/accreditations to build trust
- Find 3 websites to benchmark against, from Google, Alexa rankings & ClickBank. Copy the best!
- Run a Google Mobile site check
- Run User Testing through Peek.com (or your own customers)
- Social Proof – ask for recommendations that you can list
- Create a calendar of activity (from campaigns to government announcements to public holiday hours)
- Use Google Analytics

🔍 Search reports and help

🏠 Home

🏗️ Customisation

REPORTS

🕒 Real-Time

👤 Audience

🔗 Acquisition

Overview

▼ All Traffic

▼ Google Ads

▼ Search console

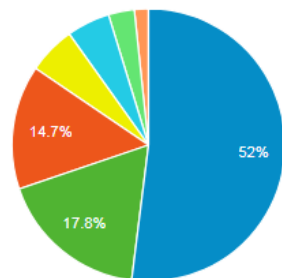
▼ Social

▼ Campaigns

💡 Discover

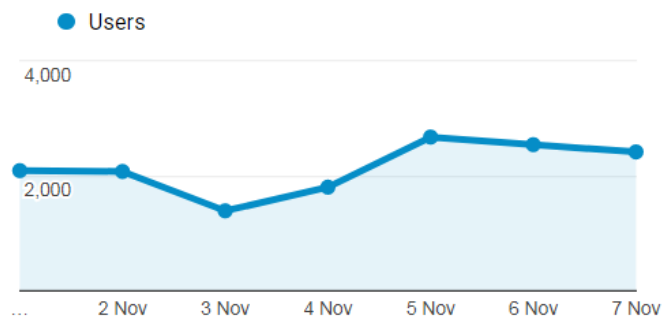
⚙️ Admin

Top Channels

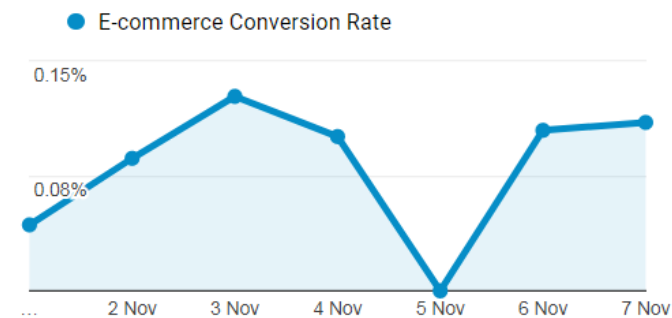


- Organic Search
- Direct
- Referral
- Affiliates
- Paid Search
- Social
- Display
- (Other)

Users



Conversions



	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
	13,956	11,562	16,869	42.52%	4.26	00:02:40	0.08%	13	US\$480.79
1 Organic Search	7,681	<div style="width: 60%;"></div>		52.08%	<div style="width: 70%;"></div>		0.08%	<div style="width: 30%;"></div>	
2 Direct	2,631	<div style="width: 20%;"></div>		28.56%	<div style="width: 40%;"></div>		0.13%	<div style="width: 50%;"></div>	
3 Referral	2,174	<div style="width: 15%;"></div>		21.91%	<div style="width: 30%;"></div>		0.00%		
4 Affiliates	835	<div style="width: 5%;"></div>		41.98%	<div style="width: 60%;"></div>		0.00%		
5 Paid Search	756	<div style="width: 3%;"></div>		45.45%	<div style="width: 70%;"></div>		0.23%	<div style="width: 100%;"></div>	



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4.9 ★★★★★ rating for toptal.com

Vetted & Handpicked For Your Needs. Focus On Your Project, Not Hiring.

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Ad www.upwork.com/Developer

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SEM

(40%+ don't know they are paid ads!)

SEO



1.

Keywords: keyword rich titles, text & meta data that match back to search terms

2.

Backlinks: from other relevant, good quality websites

3.

Quality of Experience: mobile responsiveness, design, load time, richness of content (e.g. video)



Tips & Tools

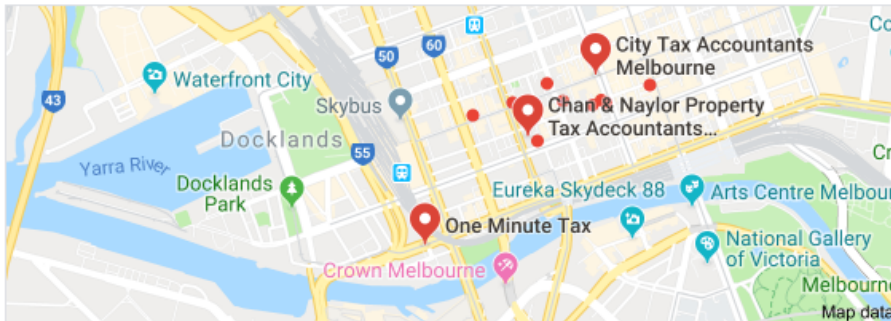
- ❑ Get a mixture of broad accounting search terms AND geo-specific
- ❑ Get backlinks from good quality pages from your client websites and social media
- ❑ Partner up with other local businesses and link to each other's sites (particularly if you have sponsorships)
- ❑ Participate in (or establish) specialist forums & local Facebook Groups

Tips & Tools

- ❑ Keyword research: Moz
- ❑ Competitor analysis: SEMRush & Digital Impact
- ❑ Review your Google Webmaster console for errors, messages and items to fix (don't forget to submit your sitemap!)
- ❑ Add Google Maps & YouTube vids to your website



About 4,180,000 results (0.67 seconds)



Rating Hours

City Tax Accountants Melbourne

4.6 ★★★★★ (18) · Tax Preparation Service

39/385 Bourke St · (03) 9020 7377

Closed · Opens 9AM Fri.



WEBSITE

One Minute Tax

5.0 ★★★★★ (10) · Accountant

10/611 Flinders St · (03) 8899 7506

Closed · Opens 9AM Fri.



WEBSITE

Chan & Naylor Property Tax Accountants Melbourne CBD

No reviews · Accountant

level 5/84 William St · (03) 9370 4800

Closed · Opens 9AM Fri.



WEBSITE

More places

Tax Return Melbourne | Tax Accountant - Tax Agent in Melbourne

www.citytaxaccountants.com.au/tax-return-melbourne-cbd/

★★★★★ Rating: 4.7 - 15 votes

Tax Return Melbourne - Tax Accountants Melbourne offer maximum tax refund in Melbourne. Book with Melbourne Tax Accountant in the office, by phone or via ...

EXPERT CITY TAX ACCOUNTANTS MELBOURNE CBD

TAX RETURN MELBOURNE – SMARTER WAY

Choose the option below that works the best for you. We will do the rest.

FROM \$125 PLUS GST



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Expert Tax Accountants, convenient Melbourne CBD location



BY PHONE

Have your documents ready, call now or book a telephone appointment for later



ONLINE (ASSISTED)

Register, enter details, be guided online, submit to us for review and advice



OTHER SERVICES

Complex tax advisory, business registration, bookkeeping & BAS, SMSF



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City Tax Accountants
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 Specialist Tax Accountants in Sydney CBD. Tax Returns Fast! Experts in Late Tax Returns, ATO Objections, Delayed Lodgements, Payment Plans, Capital Gains ...

<p>Contact us Looking for Tax Accountant Sydney? Need Tax Return or ...</p>	<p>Trusts Trusts require accounting records primarily for taxation ...</p>
<p>Tax Return Melbourne CBD Tax Return Melbourne - Tax Accountants Melbourne offer ...</p>	<p>Tax Return Sydney CBD Tax Return Sydney CBD - We will help you to get biggest tax ...</p>
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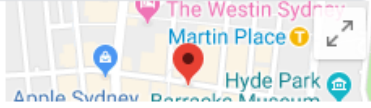
City Tax Accountants Reviews - ProductReview.com.au
<https://www.productreview.com.au/p/city-tax-accountants.html> ▼
 ★★☆☆☆ Rating: 2 - 4 votes
 City Tax Accountants: 4 customer reviews on Australia's largest opinion site ProductReview.com.au. 2.0 out of 5 stars for City Tax Accountants in Tax Preparation ...

People also ask

- How much does it cost to get an accountant to do your tax return? ▼
- What is a tax accountant? ▼
- How can I be a tax agent? ▼

Feedback

City Tax Accountants in Sydney, NSW, Bookkeeping - TrueLocal
<https://www.truelocal.com.au> > Bookkeeping > NSW > Sydney Greater Metro > Sydney ▼
 ★★★★★ 9 reviews



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City Tax Accountants Sydney

[Website](#) [Directions](#) [Save](#)

4.3 ★★★★★ 141 Google reviews
 Tax preparation service in the City of Sydney, New South Wales

Address: 13/135 King St, Sydney NSW 2000
Hours: Closed · Opens 9AM ▼
Phone: (02) 8973 7475


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Reviews from the web
 4.1/5 True Local · 9 reviews

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 "I had great experience no problems at all, great customer service and over all."

Domain Overview "neilpatel.com"

Desktop Mobile

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ORGANIC SEARCH

85.5K +5% TRAFFIC

SEMrush Rank	20.0K
Keywords	89.4K -5%
Traffic Cost	\$510K +6%

PAID SEARCH

0 0% TRAFFIC

Keywords	2	0%
Traffic Cost	\$0	0%

BACKLINKS

143K TOTAL BACKLINKS

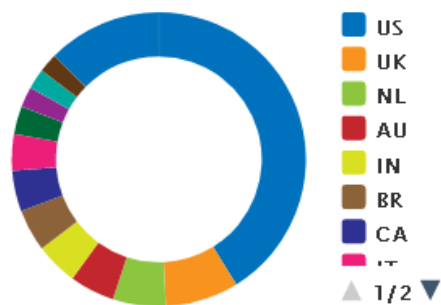
Referring Domains	6.3K
Referring IPs	6.1K

DISPLAY ADVERTISING

0 0% ADS

Publishers	0	0%
Advertisers	0	0%

ORGANIC KEYWORDS



ADS KEYWORDS



ORGANIC PAID Notes

1M 6M 1Y 2Y All Time



Have a Suggestion? X



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Use Facebook & Google for targeted advertising



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Keyword ideas

Plan overview

Ad Groups

Keywords

Locations

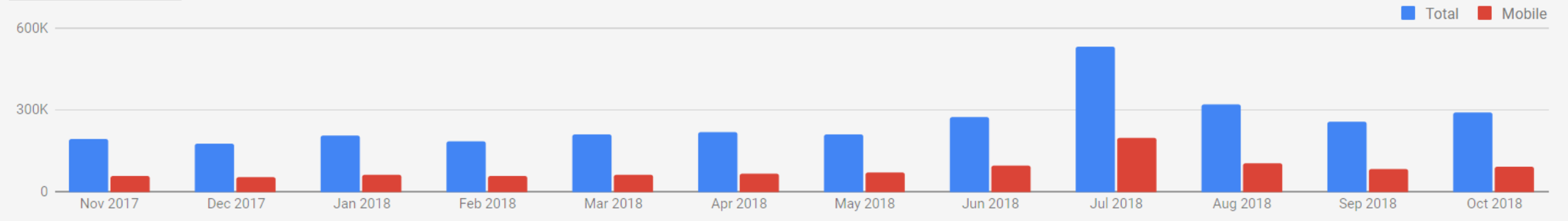
Locations: Australia Language: English Search networks: Google

Keyword ideas

DOWNLOAD KEYWORD IDEAS

Last 12 months Nov 2017 - Oct 2018

Search volume trends



Found 451 keyword ideas

Show broadly related ideas; Exclude adult ideas Add filter

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input type="checkbox"/> accountants sydney	1,300	Medium	-	A\$5.56	A\$14.71	
<input type="checkbox"/> tax accountant sydney	720	Medium	-	A\$5.37	A\$11.60	
<input type="checkbox"/> accounting firms sydney	480	Medium	-	A\$7.40	A\$12.21	
<input type="checkbox"/> tax agent sydney	480	Medium	-	A\$4.99	A\$10.48	
<input type="checkbox"/> business accountant svd	50	Medium	-	A\$10.76	A\$17.87	



hotel in tokyo



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Singapore Based Agency · Best Flight Deals

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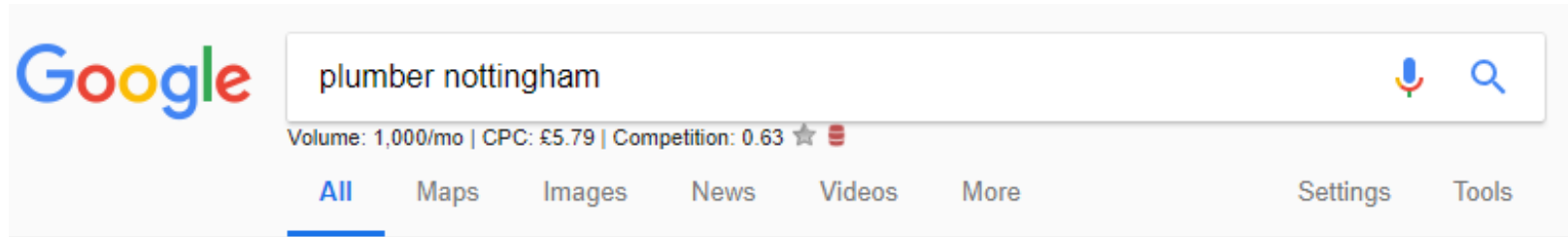


www.qantas.com.au/Singapore

Flight Offer From S\$650*. Book And Save!



Research for differentiation



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Affordable Nottingham Plumber | Reliable & No Call Out Charge

Ad plumber.rightio.co.uk/

★★★★★ Rating for rightio.co.uk: 4.8 - 1,864 reviews

Never worry about finding a local plumber again. No call out fee fast & reliable! Corgi Audited. Fully Insured. Gas Safe Certified. 12 Month Guarantee. 5000+ Trust Pilot Reviews. TrustMark Accredited.

Fully Qualified Plumbers

For all your plumbing needs
call us today for a fast response

Gas Safe & Corgi Plumbers

Better Gas Safe than sorry,
call the gas heating experts

Local Plumbers | Fair Pricing - Book Online Now | localheroes.com

Ad www.localheroes.com/

★★★★★ Rating for localheroes.com: 4.7 - 758 reviews

Easy Online Booking, Vetted Tradespeople, 12 Month Guarantee. Book Online Now. Backed by British Gas. Local Tradespeople. Services: Leaking Pipes, Tap Replacements, Toilet Repairs, Sinks.

Nottingham Plumber | 1Hr Response | No Hidden Charge

Ad www.plumbingforce.co.uk/

Gas Safe Registered 551780, Nottingham Plumber For Plumbing & Gas Emergencies

Plumbers in Nottingham | The Experts, Affordable Price

Ad nottingham.able247plumbers.uk/

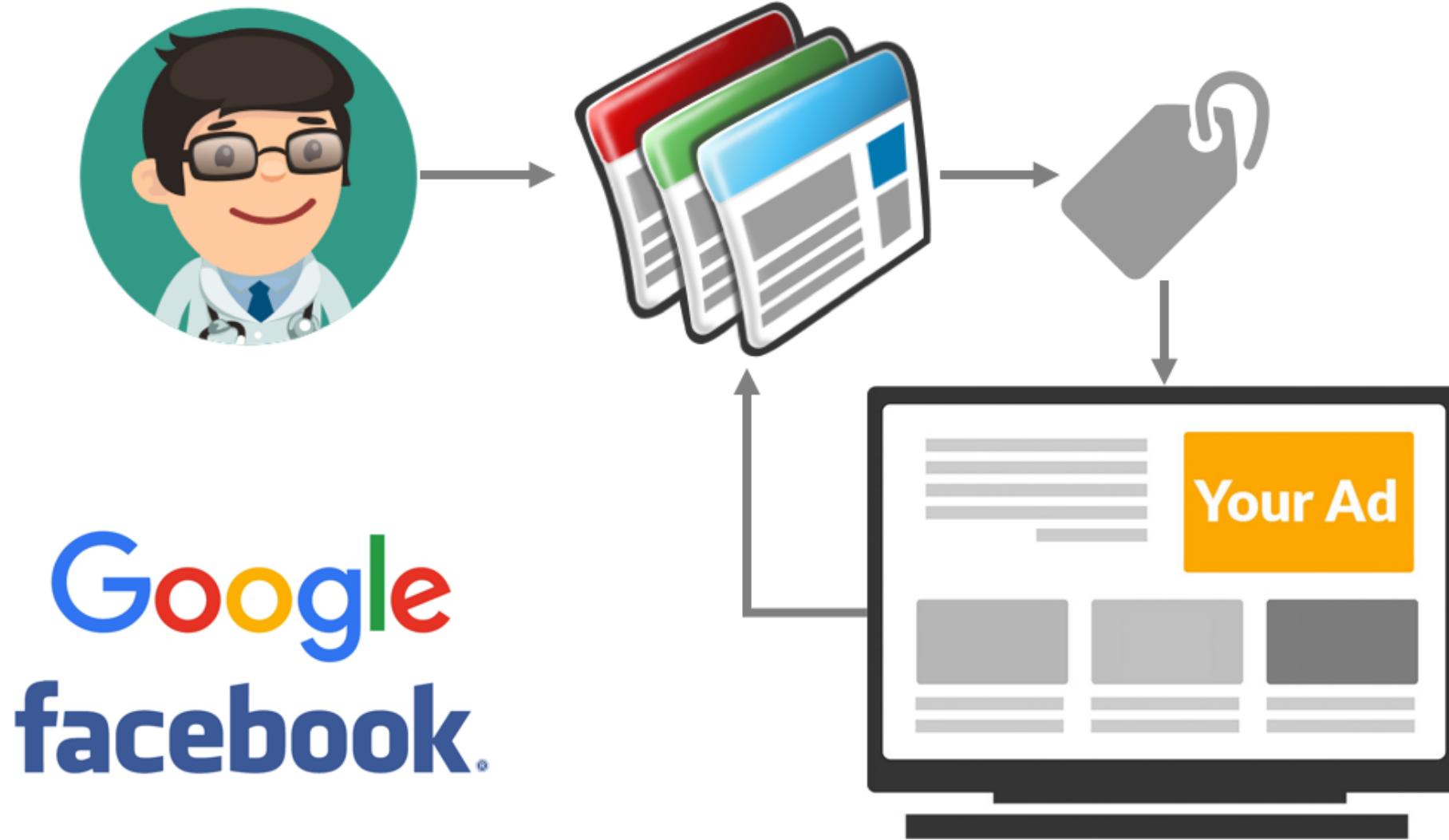
No Call Out Charge! Installations. Leaks. Blocked Pipes. Emergency Call Out 24/7



Tips & Tools

- Consistent brand throughout the year, backed up by seasonal tax return ad spend
- Be SUPER careful before ramping up spend
- Use Google Keyword planner for keyword ideas (don't guess keywords) – TEST THEM!
- Check out Unbounce for creating custom landing pages

Re-Targeting / Re-Marketing



**GETS NEW LIKE ON
COMPANY FACEBOOK PAGE**



IT'S MUM

(the
1
*%
rule)*



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- Creates FB posts to get organic, unpaid traffic
- Spends time seeing what the coolest brands are doing on Facebook, to copy them
- Tries to be a SnapChatter or Instagrammer
- Publishes vanity posts
- Tries to put on a fake professional persona
- Gets content out based on gut feel

OPTIMIST
"MY GLASS IS
HALF FULL"



PESSIMIST
"MY GLASS IS
HALF EMPTY"



REALIST
"I NEED
ANOTHER BEER"



- Doesn't believe in the power of social or content

OPTIMIST
"MY GLASS IS
HALF FULL"



PESSIMIST
"MY GLASS IS
HALF EMPTY"



REALIST
"I NEED
ANOTHER BEER"



- Creates FB Posts to promote them with advertising
- Researches what their customers are actually interested in
- Focuses on getting plenty of reviews & backlinks
- Genuinely interacts with online communities
- Publishes content, tests & measures it

OPTIMIST
“MY GLASS IS
HALF FULL”



PESSIMIST
“MY GLASS IS
HALF EMPTY”



REALIST
“I NEED
ANOTHER BEER”





Create Saved Audience

Audience Name

Name your audience

Custom Audiences

Choose a Custom Audience

Browse

[Create New Custom Audience...](#)

Locations

Include | Add a country, state/province, city, ZIP, DMA or address

Everyone in this location

Age

18

65+

Gender

All

Men

Women

Languages

Enter a language...

More Demographics

Interests

Search interests

Suggestions

Browse

Behaviors

Search behaviors

Browse

More Categories

Choose a category

Browse

Connections

Add a connection type



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Tips & Tools

- Track your leads! 50% of firms don't...
- Figure out your Cost Per Click and Lead targets
- Don't go too broad in your reach – a few thousand with geo-targeting is fine
- Use different ad formats, but don't create too many versions
- Let it run & don't interfere – measure the click through rates over time
- Engage, re-target & convert
- Use your imagination – video, infographics, shareable content etc
- HootSuite, Canva & Animoto
- Instagram Schedulers & FB business mgr/audience insights
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- Sign up sales prospects
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“The word ‘invoice’ is too soft and friendly. We need a new word that means ‘pay up or die’.”

Email Marketing

1.

Permissions

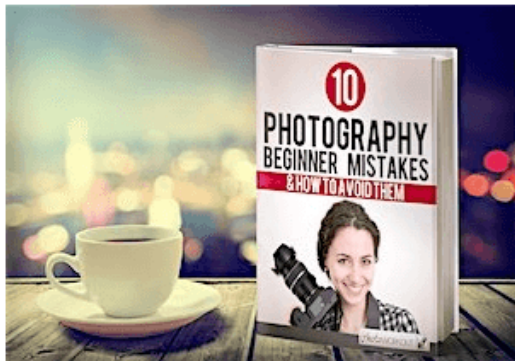
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Split test

3.

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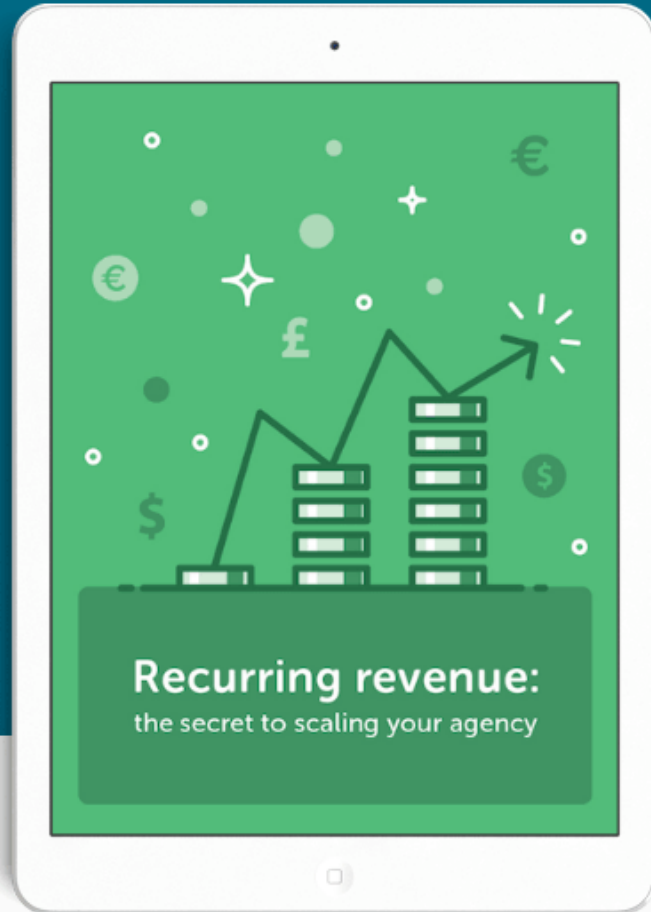
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10. Shooting in the Wrong Focus Mode



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With the tips from this guide, you'll be able to:

- Set your optimization strategy up for success by knowing what to expect
- Create smart experiment hypotheses and build effective testing processes
- Use your newfound inspiration to hit the ground running

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G Bomb Spring

On the left you can see Alana Blanchard wearing the G Bomb Spring.

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JUNE 2016

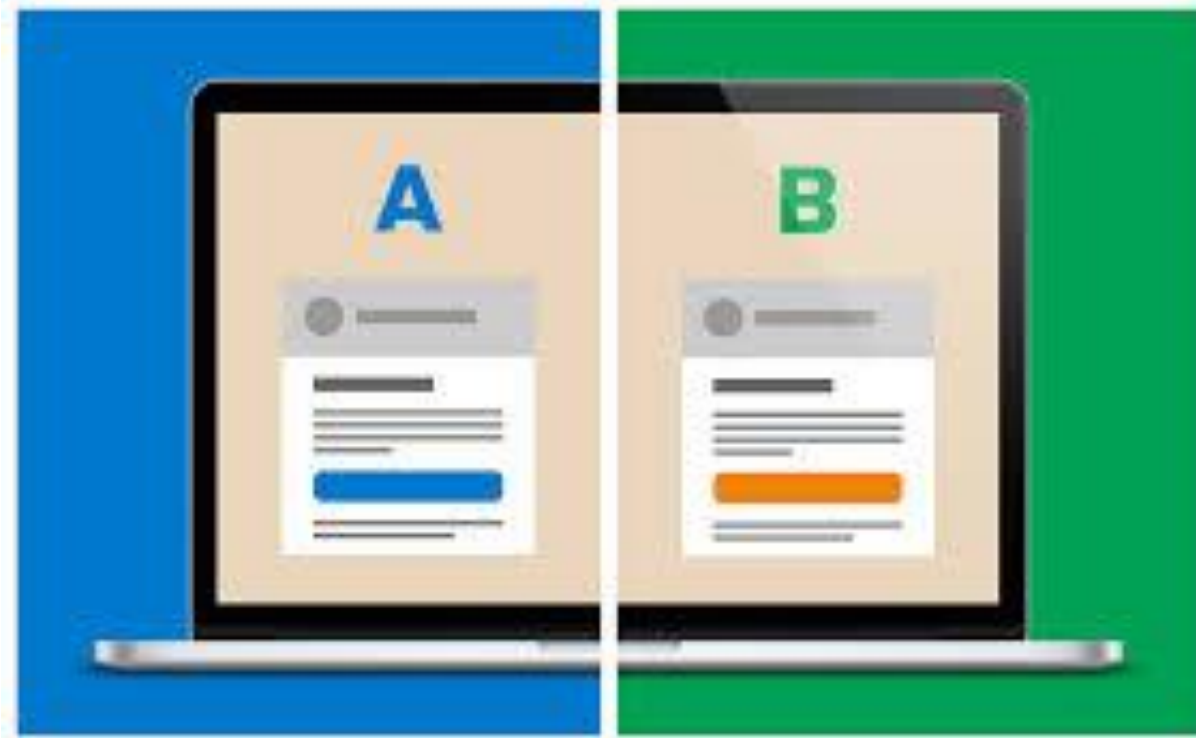
FARE + PROVISIONS

ALL DRINKS PAINTED IN THE

DRINK GENERAL STORE

The split test-test!

- You have an email address list of 3,400 prospects
- You set up a split test & send two versions of an email out (with different subject lines)... Version A to 200 people and Version B to another 200 people
- Version A gets a 5% open rate and Version B gets a 6% open rate
- How many MORE people would open your email, if you send Version A to the remaining 3,000 prospects (instead of to Version B)?



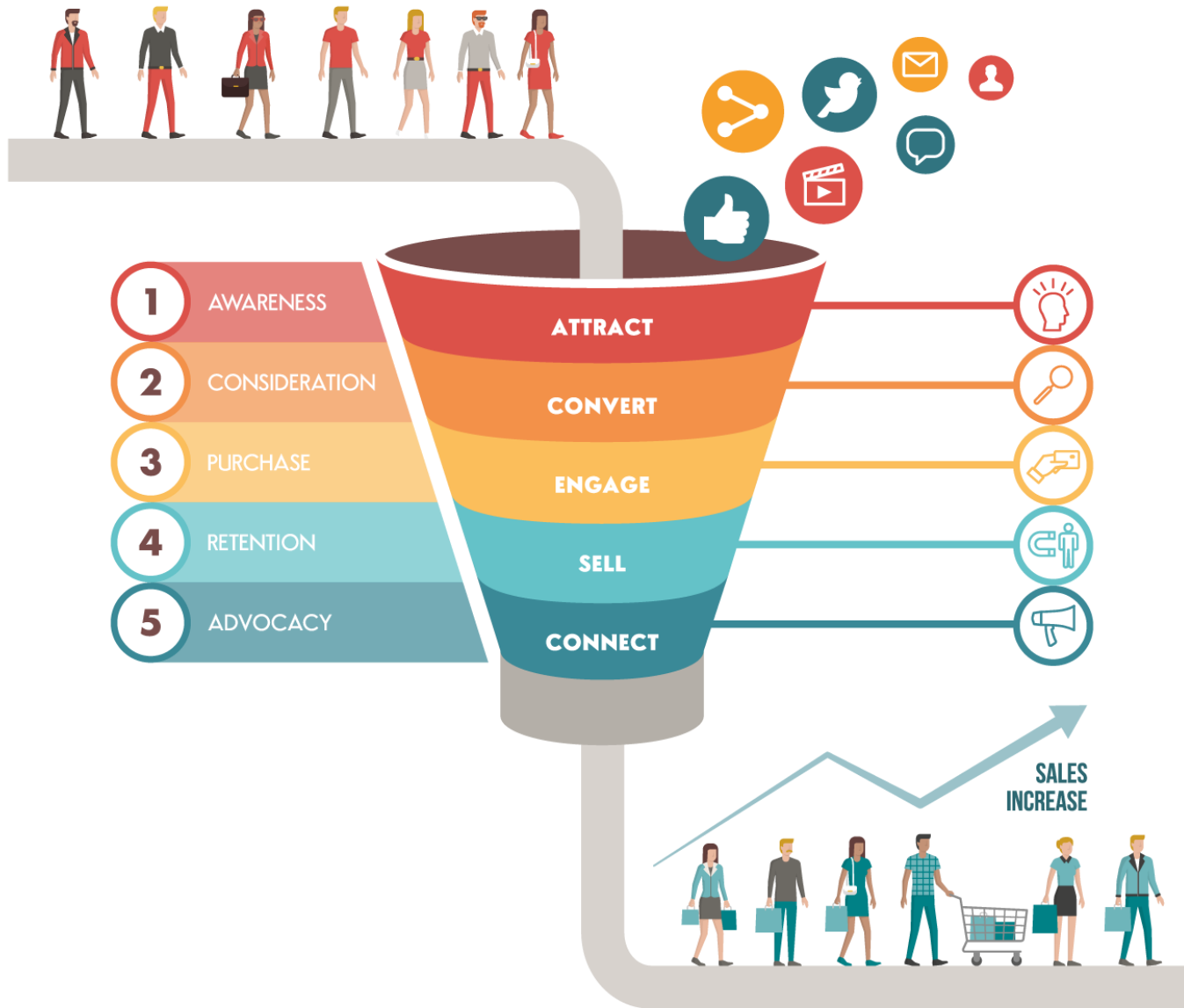


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Use Content Marketing to Engage People



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“Content marketing is the gap between what brands produce and what consumers actually want.”

-- Michael Brenner

What's in it
FOR ME



1. **Articles & infographics:** useful & informative blogging

2. **Videos:** Preferably 3 min bite-size, incorporating user questions/feedback where possible

3. **Customer Reviews:** ask for and incentivise customer testimonials

What would I do?



↪ How to YouTube vids & blog content for highest accounting search terms

~ Tax techniques for SMEs – 3 min clips targeted at local business owners through FB

📖 Local business eBook, followed by Webinar invites

↩ Tax time & election time local research summaries and infographics

↳ Incentivise customer reviews with a free coffee

Tips & Tools

- GoToWebinar
- Amazon – see accountant book reviews & comments for content ideas
- Read YT, FB Group & blog comments for ‘fears’ and frustrations, to write content around
- YouTube & Google Trends (or predictive searches)
- BuzzSumo.com

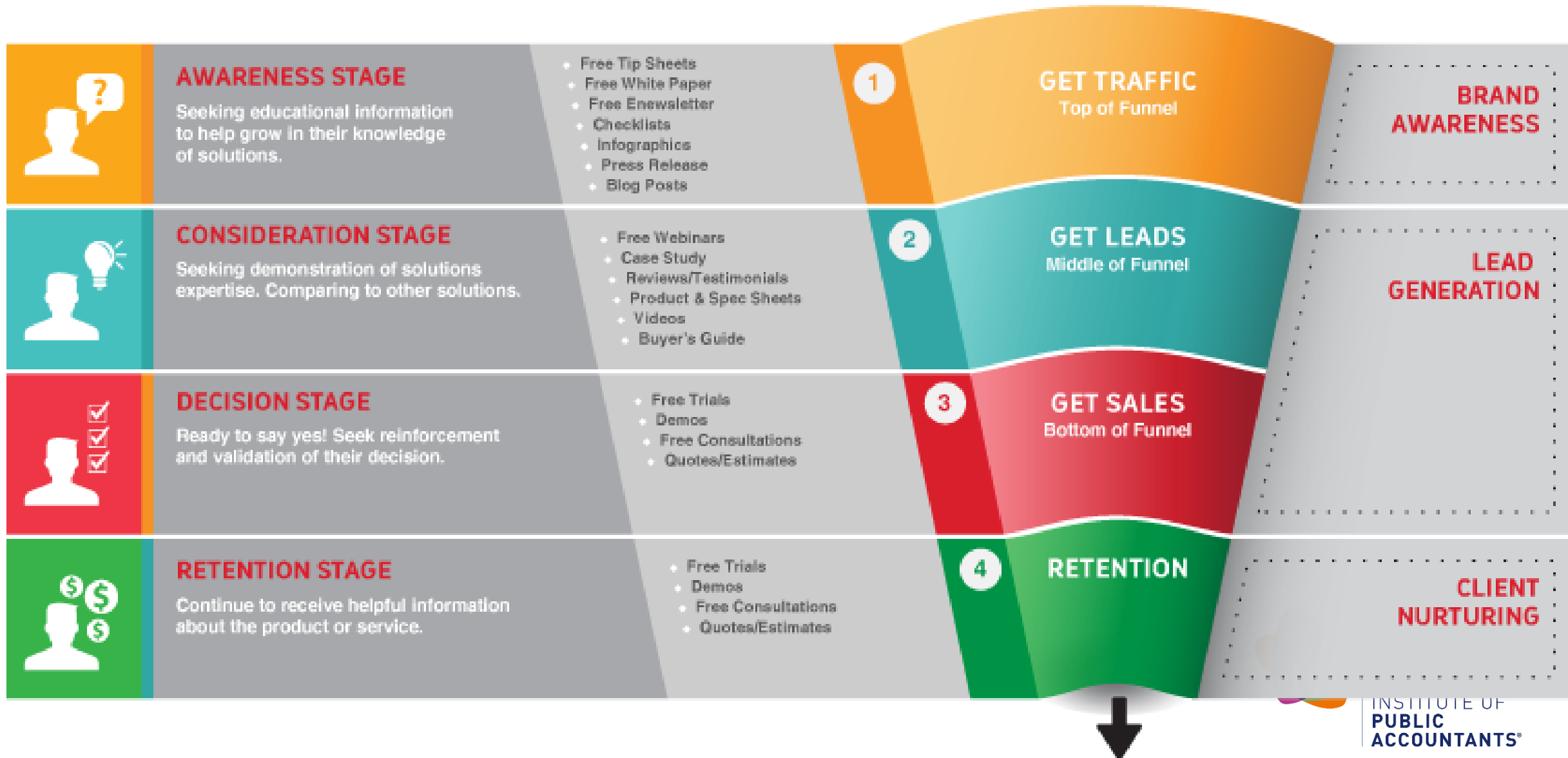
Even Funeral Insurance can do it...

☰ YouTube

Search



Customise Your Funnel





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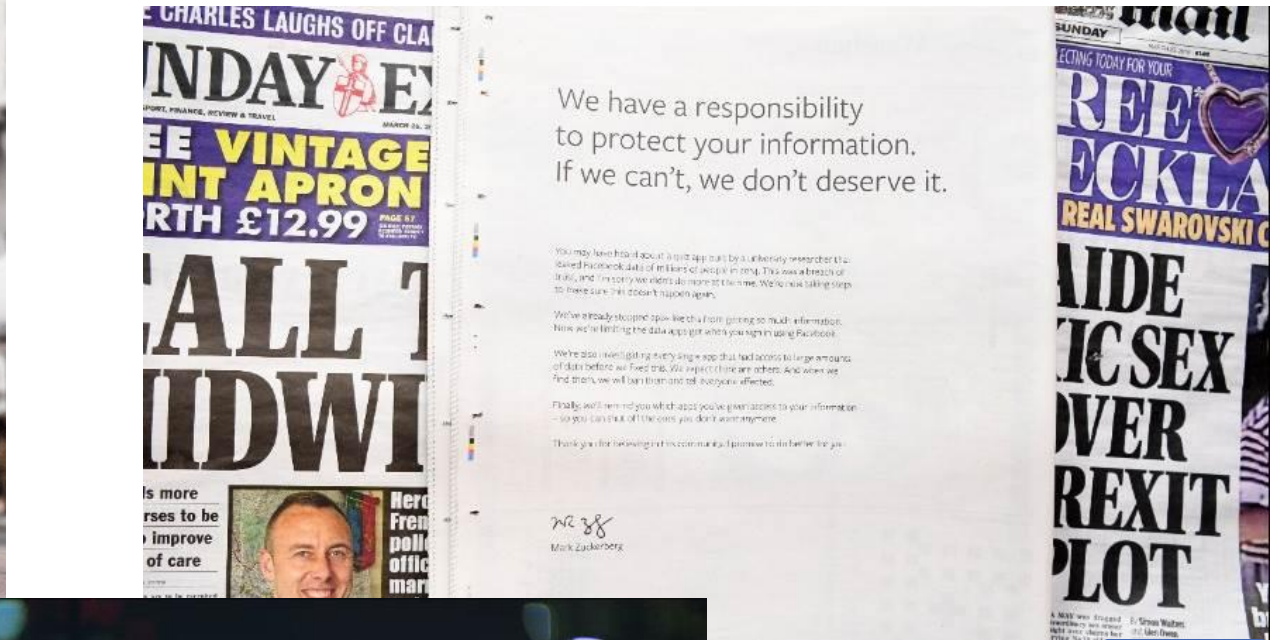
Use “offline”
activity to drive
“online” traffic



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Broker a better home loan yourself.

We're changing the way Australians get a home loan by giving you the power. Now you can access the tools the brokers use to find a home loan that best suits your needs. Compare across major lenders, get advice from our team of experts and apply online.

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Get started

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Get started

uno. Home loan search

Borrow \$450,000 over 25yrs. [Edit](#)
I want to buy my home and minimise monthly commitments

NEW HOME LOAN

Property price estimate
\$450,000

Deposit
\$200,000

Total loan
\$450,000

Repayment type
Principle and Interest

Loan term
25

When do you want to exchange contracts?
ASAP

[Update search](#)

Lender*	Interest**	Repayments	Total cost	Upfront fees	Ongoing fees	Other	Buy
Bank of Queensland - 1 Year Fixed Rate	3.75%	\$2,314	\$704,421	\$469	\$395	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bank of Queensland - 1 Year Fixed Rate	3.89%	\$2,348	\$714,750	\$469	\$395	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bank of Queensland - 1 Year Fixed Rate	3.94%	\$2,360	\$713,560	\$470	\$199	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Dashboard

RECOMMENDATION

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✓ **\$3,377** **5.42%** **\$600,000**

Standard Variable Rate Home Loan Variable Rate (unavailable)

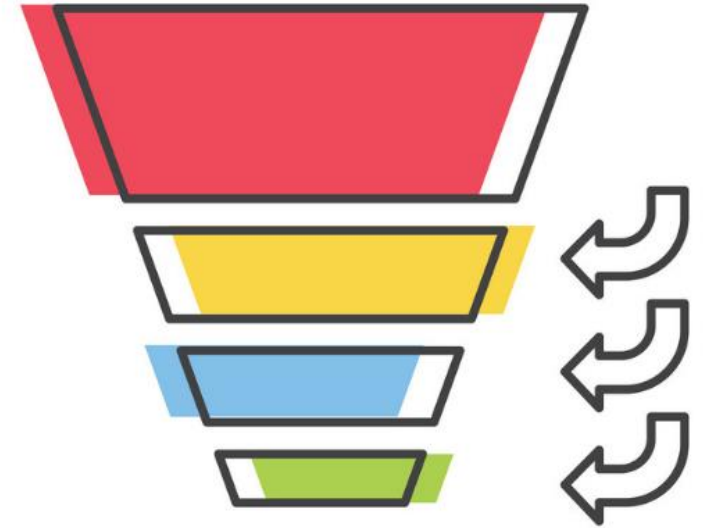
\$200 Upfront Fees **\$375** Ongoing Fees

Extra Repayment Loan Increase
 Locked Rate Offset
 Package Flexibility
 Redraw Repayment Holiday
 Splitting Interest in Advance

Detailed recommendation and assessment [>](#)
Updated on 20/05/2016 17:14:25

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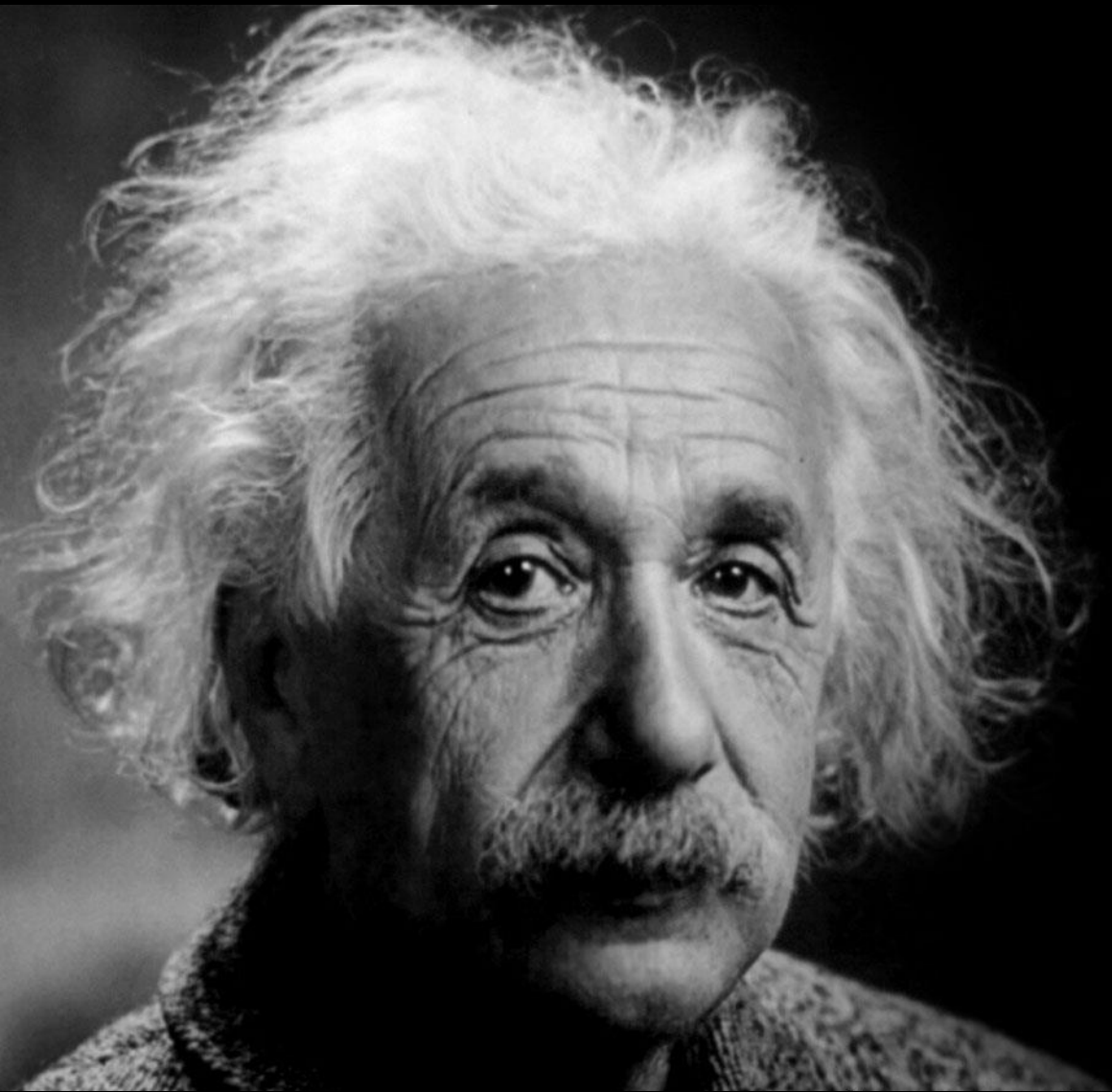
➤ Digital Marketing is not a miracle silver bullet on its own

➤ Get the unpaid channels right before spending

➤ Customise digital channels back to your sales funnel

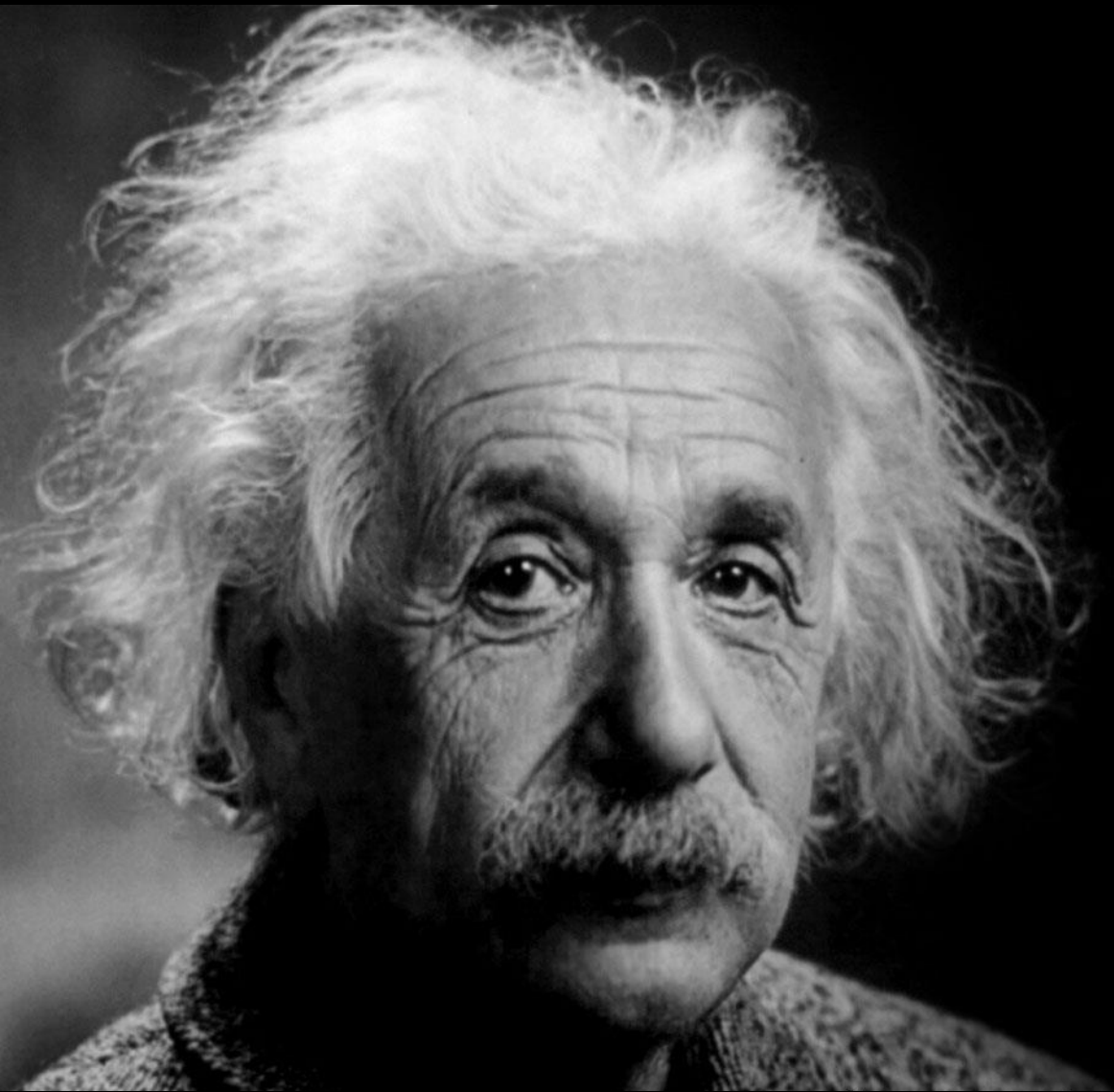
1 thing





Logic will get you from A to B.
Imagination will take you
everywhere.

Albert Einstein



Q&A?