

Digital Marketing

Big Opportunities for
Small Businesses

with Lauren Hamilton / Digital Narrative

Agenda

Friday, 27 October 2023

- The digital world of today
 - Social media
 - Advertising
 - Websites
 - Security
- Technology to make your life easier



The digital world of today

POLL:

Who here uses
Facebook every
day? Instagram?
YouTube? TikTok?

The organic social era is over

Audiences are fragmented across more platforms than ever.

The average engagement rate of an organic Facebook post is 2.58% - 1.52%. For Instagram it's around 9%.

Facebook's audience has aged: Users aged 65 + are the platform's fastest-growing demographic

Short-form video reigns

Short-form video content (TikTok, Snapchat, IG Reels, YouTube) accounts for the majority of social media activity.

73% of consumers prefer to watch a short-form video to learn about a product or service.

TikTok audiences are young: 80% are between the ages 16-34.

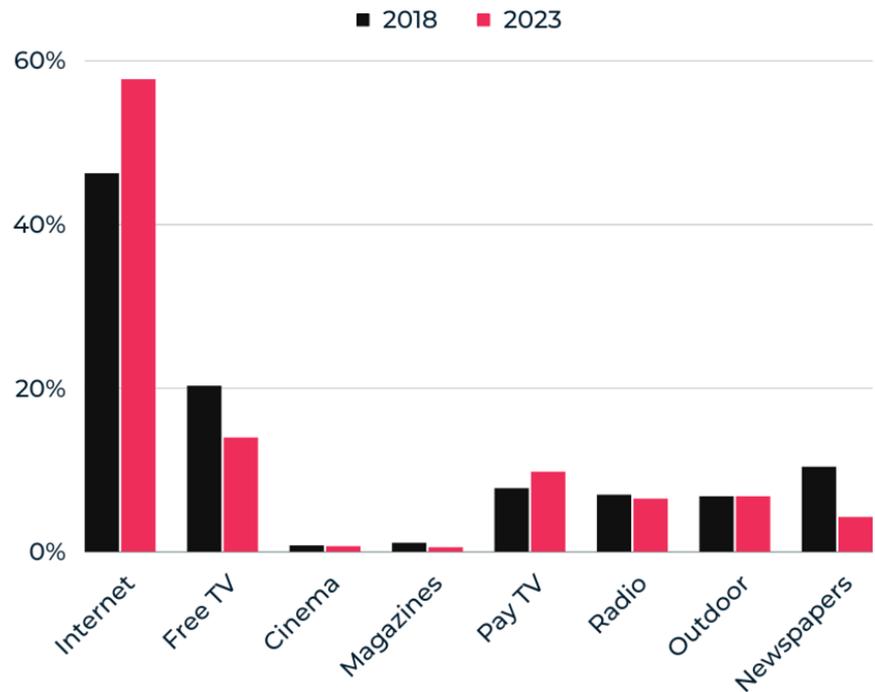
People watch ~84 minutes worth of videos per day.

What should you do?

- **Know your audience** as well as possible
- Speak to them **where they are**
- Get comfortable with **video** content
- Consider **alternatives** to organic social media for regular updates
- Direct some budget towards **advertising**



Here's where
people are
spending their
advertising
dollars



The lowdown on online advertising

- **Meta (FB, IG) and Google** rule
- The more you **spend**, the more you get
- It take a while (3-4 weeks) to **'warm up'**
- **Don't** try this at home, folks!
- Custom **landing pages** work best
- **eCommerce** sites convert more



POLL:

Who shops online
every day? Week?
Month? Rarely?

Websites of 2023

Social 'proof' in the form of a quality website and plentiful reviews is essential

Websites are fluid and dynamic - more 'moving feast' than 'online brochure'.

More consumers are choosing online shopping over bricks and mortar

SEO - how easy you are to find on Google - is more important than ever.

Robust security is vital, especially for eCommerce sites

Evolving & never finished... like your home

Before



After



Keep your site fresh by...

Using
social
plugins

Uploading
monthly
blogs, case
studies,
customer
stories

Updating
services or
products
regularly

Adding
interactive
elements such
as calculators,
quizzes,
competitions
etc.

Adding
fresh
reviews or
testimonials

Rotating
feature
collections,
products,
packages or
services on the
home page

Updating staff
profiles and
images on
About page

Security checklist

Which of these have you done?

- Website updated to latest version?
- Plugins updated?
- 2FA login for website?
- Security certificate for website?
- Malware monitoring set up?
- 2FA for cloud storage?

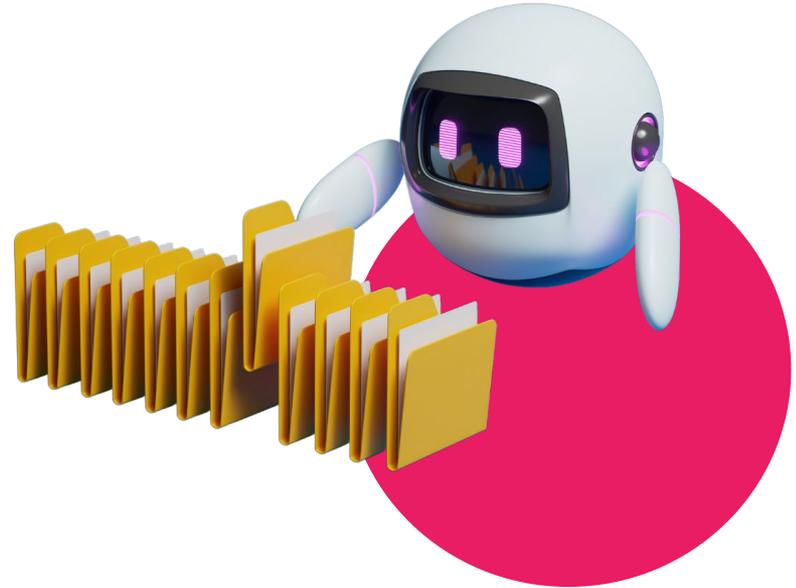
Technology to make your life easier

POLL:

Hands up - who has
used ChatGPT yet?

Integrations and automations

- The systems of tomorrow will be increasingly integrated - everything will talk to everything else.
- Applications and AI tool are already reducing data-handling and human labour.
- There are many ways you can cut out manual work and save time.



Here are a few.

Tools to consider

Chat GPT for
writing any
kind of copy.
FREE

Meta
Business
Suite for
scheduling
social posts

Zapier for
making
everything
talk to
everything
else.

Asana, ClickUp,
Monday or
similar
productivity
tools to manage
to do lists and
staff

Mailchimp,
Active
Campaign or
Constant
Contact for
emails

Thank you

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