

SPARROWLY GROUP

BUSINESS FUTURE PROOF SERIES

Marketing Fundamentals

Why marketing doesn't
have to be scary


Presented by
GIOVANNA LEVER

Delivered on behalf of:

 **Hawkesbury
City Council**

LET'S BREAK IT DOWN

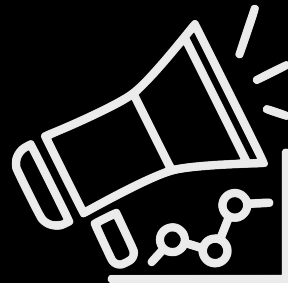
Today we will discuss:

1. Why marketing matters
2. Getting clear on your promise
3. Marketing is not a one size fits all approach
4. Knowing your customer (like you know your best friend)
5. Telling your story with heart 
6. The devil is in the data

**IT'S NOT
THAT SCARY**

NAME IT TO TAME IT OUR DEFINITION

“Marketing are the activities and messages a business uses to communicate its value to its ideal customers.”



WHY
MARKETING
MATTERS

MARKETING FOR YOUR BUSINESS

WHY DOES MARKETING MATTER?

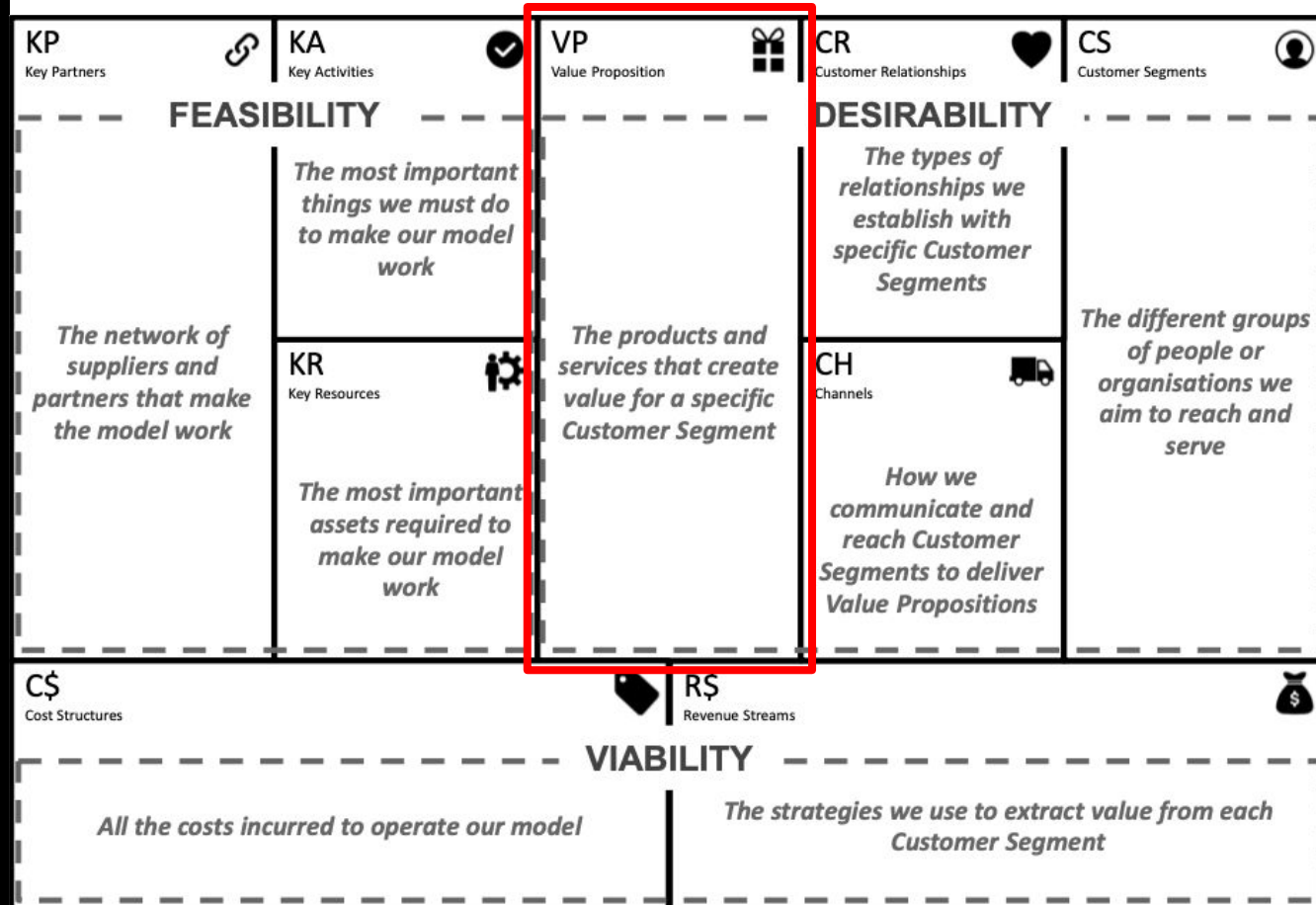
1. Marketing is about connecting and communicating with your customers and is present in all stages of the business.
2. Marketing directly impacts your bottom line. More marketing = more sales.
3. Regular and consistent marketing builds and strengthens your relationship with your customers.



GET CLEAR ON YOUR
PROMISE

VALUE PROPOSITION DESIGN

HOW DO WE
CREATE
VALUE FOR
OUR
CUSTOMERS
?



VALUE PROPOSITION DESIGN



WHAT IS
YOUR
PROMISE?

What are our **products and services**?

How do they **relieve pain** points for our customers?

How do they **create gains** for our customers?

Who are our **customers**?

What **problems** are they trying to solve?

What are their **pain** points?

What **gains** are they wanting to achieve?

**KNOW YOUR
CUSTOMER**

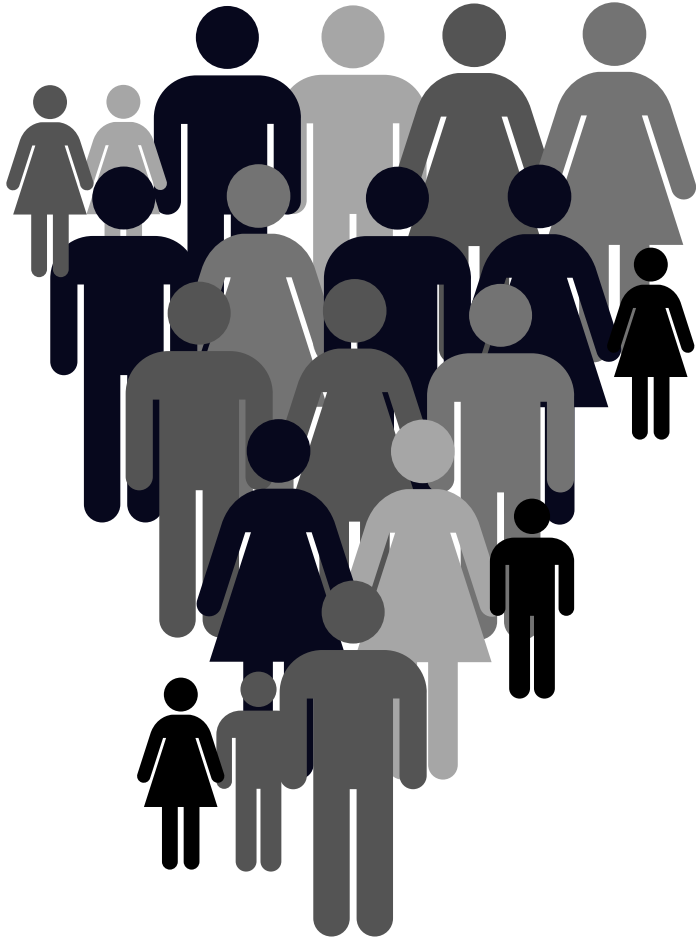
THINK YOU
KNOW
YOUR
CUSTOMER
?

FRIENDS?

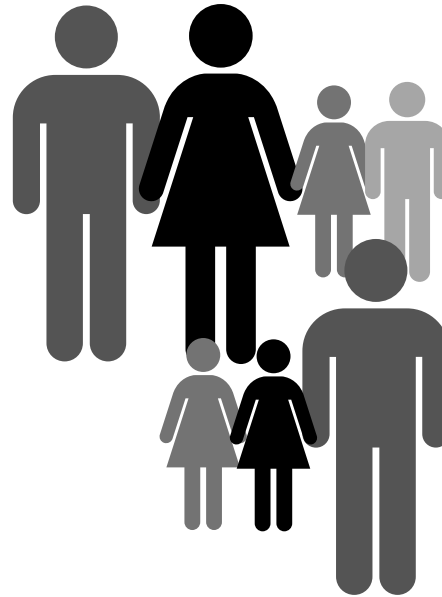
You don't treat your friends the same so the same goes for your customer. It's time to create your customer personas!

Personas define your most important customer segments; their motivations, desires, and thinking patterns.

Target Market



Niche



Ideal Customer



Samantha

<p>WHAT IS THE STORY?</p> <p>Samantha is a mother to Jack (7) and Sophia (5). Her husband James runs his own building business. She works 3 days a week in the city as an Administration Manager, commuting daily by train (although during COVID-19 she is working from home).</p> <p>She likes good food and wine and trying out new recipes at home to entertain family and friends. When she has spare time she loves reading home decorating magazines and blogs (when she has time) and is planning a renovation. As a family they enjoy getting out into the outdoors, discovering new places and experiences together.</p>		<p>THEIR NEEDS/WANTS</p> <p>Samantha is always looking for new experiences for the family – adventures and holidays where kids can learn something new. She looks for value for money when planning holidays, but will pay for great experiences which create lasting family memories.</p> <p>Life is busy and they don't get to spend much time together as a family, so when they do they really cherish it. With limited time, they look for short breaks close to home. As a busy working mum she is always looking for time saving services.</p>	
<p>LIVES and WORKS</p> <p>Samantha lives in Springwood (at the base of the Blue Mountains) and works in the City.</p>		<p>AGE</p> <p>35</p>	<p>CHANNEL</p> <ul style="list-style-type: none"> ● Facebook ● Instagram ● Lifestyle & Food magazines and publications ● Family & Lifestyle Blogs ● Google searching ● Word of Mouth
<p>LOOK OF MESSAGE</p> <p>Language should be inspirations and aspirational and build trust.</p> <p>Showcase the experience and benefit for her family.</p> <p>Make it easy for her to plan and book, answer any questions and provide a streamlined process.</p>	<p>FREQUENCY OF MESSAGE</p> <p>Samantha is always using her micro moments to dream, research & plan - scrolling facebook and instagram during her commute.</p> <p>She Google's profically when she is in planning mode, reading blog posts and articles to help her plan.</p> <p>She will talk through plans with family and friends in seeking their recommendations and advice.</p>		<p>TOUCHPOINTS</p> <ul style="list-style-type: none"> - Local Facebook Groups - PR in targeted publications - Blog Posts - Destination Websites - Booking Websites

CONNECT
WHERE
THEY ARE

SPEAK TO YOUR CUSTOMERS WHERE THEY ARE

The essentials:

1. Website (your single source of truth)
2. Social media channels that best suit your customers
3. Online listings and third party booking options
 - a. Google my business
 - b. Industry specific listings (ATDW for example)

Review your channels regularly and update with new imagery and revised copy if anything has changed.



TELL YOUR STORY WITH



CONTENT TIPS

1. Keep your content short/ digestible.
2. Have a clear goal for all content - *What is the content trying to achieve?*
3. Focus on what works and what is smart.
4. Communicate when you need to, not just for the sake of it.
5. Publish a range of different content formats.

TELL YOUR STORY WITH



The Brown Paper Bag Nutrition and Wellness
July 9 at 6:39 PM · 🌐

Getting kicks out of cleaning out the veggie drawer and pantry jars to make delicious food is the story of my life now.... DO YOU THINK I SHOULD GET OUT MORE?!????! 🤪 In this bowl, greens, seed snap crumbs, avo, last of the tuna, last of the kraut, hemp seeds and some cori from the garden, bit of a sriracha dressing thing with dregs of yoghurt too. Sydney I be tapping out V SOON and I am stupidly excited bout it! 🤪



The Taipa Salt Pig
June 2 · 🌐

Pink Beach on the Kauri Cliffs Estate is a stunner and a perfect example of what makes Northland such a special place.

We've had the pleasure of making some small batches of salt using Pink Beach water for the kitchen at Kauri Cliffs.

We are looking forward to life getting back to normal and getting a chance to get back to one of our favorite Northland beaches.



Buyfromthebush is in Toowoomba, Queensland.
June 13 · 🌐

Drop tools. Iso is (almost) over. That fire pit you thought you would build? Never going to happen. Ever. It's time to outsource. **The Rusty Pot** in Toowoomba creates these fire pits, pears and other metal fabricated outdoor furniture and indoor furniture. Check out their feed to find out more or message them directly to purchase! **#buyfromthebush #cityandcountry #bushmaker #bushcreator #bushtalent #weldlikeagirl @Toowoomba, Queensland**



Buyfromthebush is in Uralla, New South Wales.
July 3 at 10:22 AM · 🌐

It's Friday and we don't want to be working. We want to be sipping hot chocolate and nibbling sweet treats overlooking a snowfield somewhere. Enter <https://www.facebook.com/humblecook/> from Uralla, NSW. Tara creates beautiful hot chocolate and chai blends from \$10-15 (first pic is the Aztec chocolate) and delicious sweets including brittle (\$7) and nougat (gift pack \$15) with no preservatives or artificial flavours/colouring. You can order online at www.thehumblecook.com.au ... **See More**



THE DEVIL IS IN THE DATA

LEARN, LEARN, LEARN

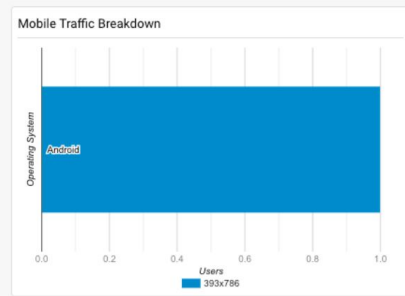
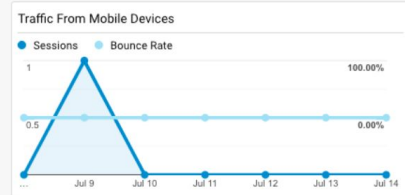
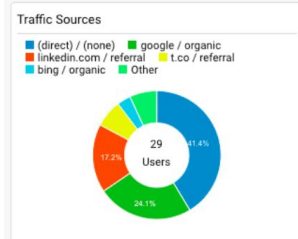
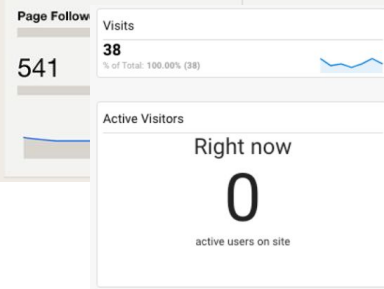
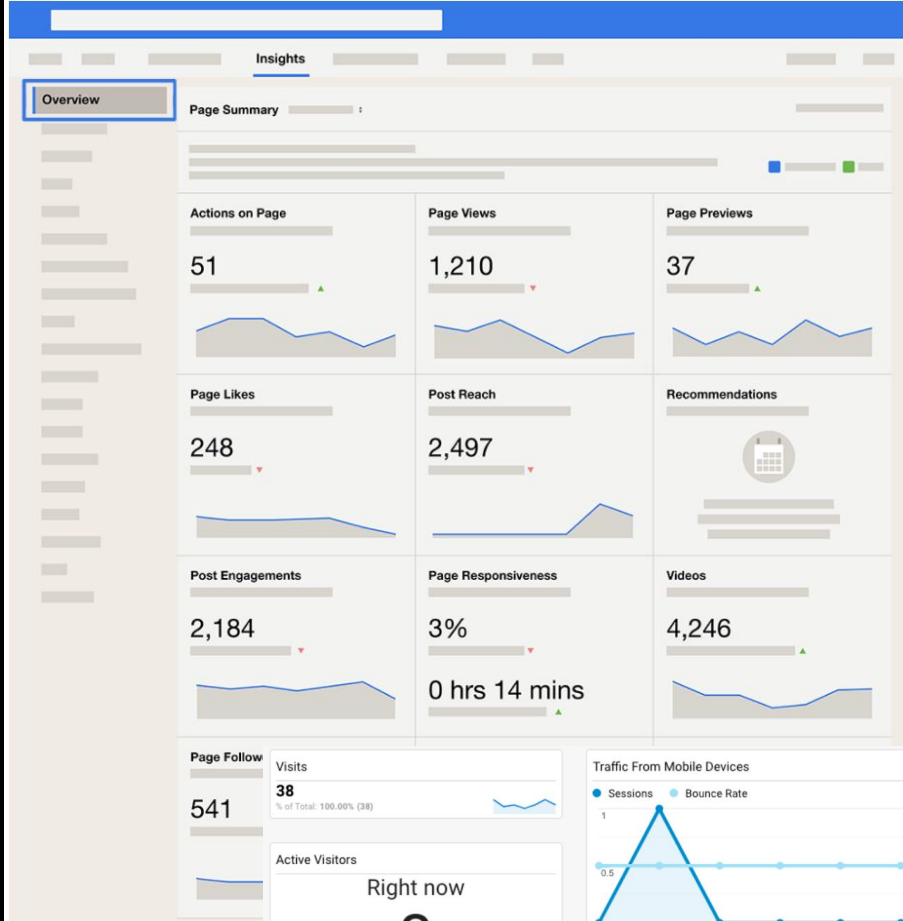
Make sure you make time to reflect on what's working and what's not.

- What information do you need to know?
- What information do you want to know?

Or *what you think is happening vs. what's actually happening.*

A **test and learn** approach allows you to refine and make consistent improvements.

THE DEVIL IS IN THE DATA



Mobile Traffic Behaviour

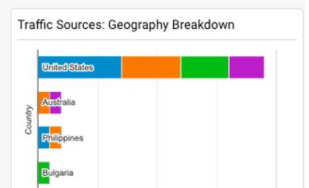
Mobile Device Info	Users	Bounce Rate
Google Pixel 3	1	0.00%

Referring Domains


Full Referrer	Sessions	AdSense Revenue
(direct)	15	\$0.00
google	7	\$0.00
linkedin.com/feed/	6	\$0.00
linkedin.com/in/jessgreenemktg/detail/treasury/summary/	4	\$0.00
cards-dev.twitter.com/preview/html	2	\$0.00
t.co/bEZ10FZsET	2	\$0.00
bing	1	\$0.00
snapzu.com/t/contentmarketing/	1	\$0.00

Referring Social Sources

Social Network	Sessions	Bounce Rate
LinkedIn	10	60.00%
Twitter	4	25.00%



LET'S RECAP

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- Getting clear on your promise
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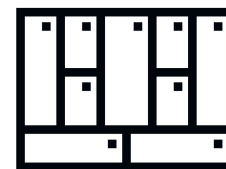
RESOURCES & TOOLS



PRESENTATION
SLIDES



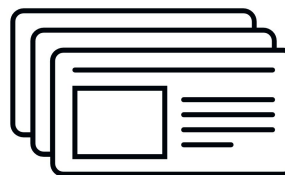
VIDEO RECORDING



VALUE PROPOSITION
DESIGN GUIDE



VIDEO PRODUCTION
ESSENTIALS



PERSONA
TEMPLATE



SEO
FUNDAMENTALS

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**Check out our next webinar BUILDING YOUR BUSINESS DIGITAL
FOOTPRINT on Wednesday 2 September at 11:30am.**