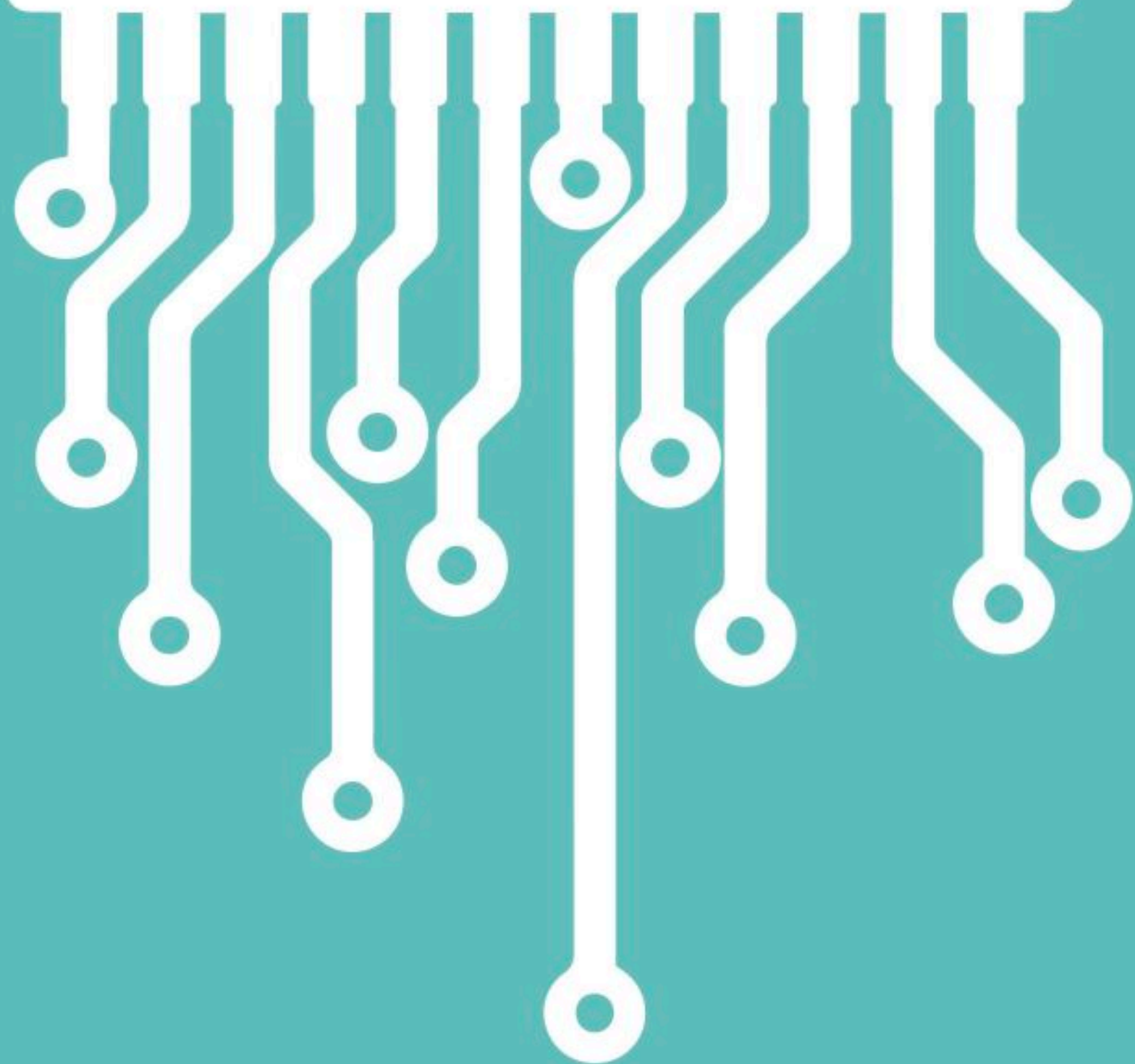


How to Create Smarter, More Engaged Marketing





Housekeeping

A lot has changed...





***We need to be
smarter with
our marketing***



***We need to be
smarter with
our time***

Three Steps to Smarter, More Engaged Marketing

Who



Where

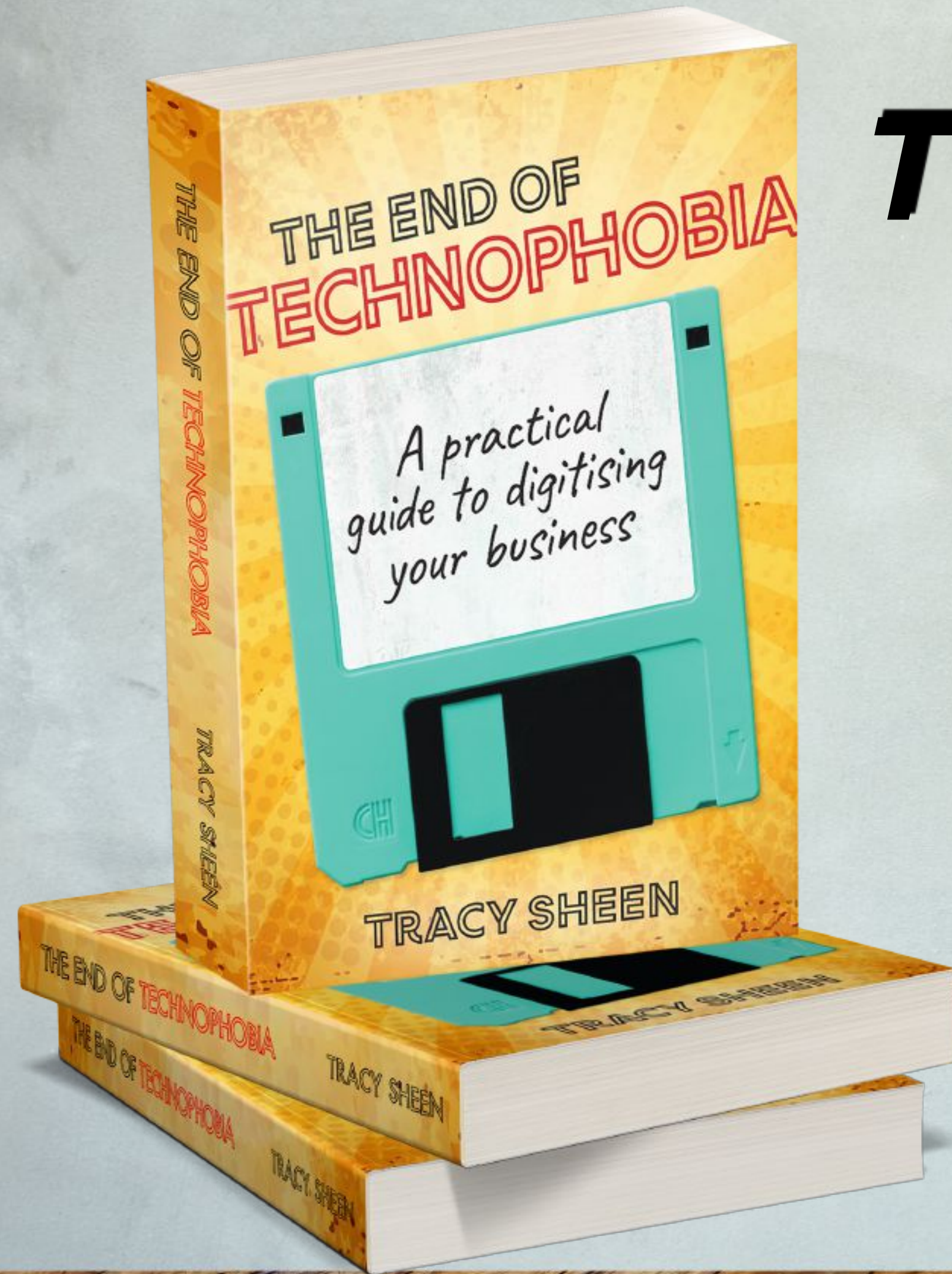


What





Who is Tracy Sheen?



The End of Technophobia







Who are you?

Step One: *Who are you marketing to?*

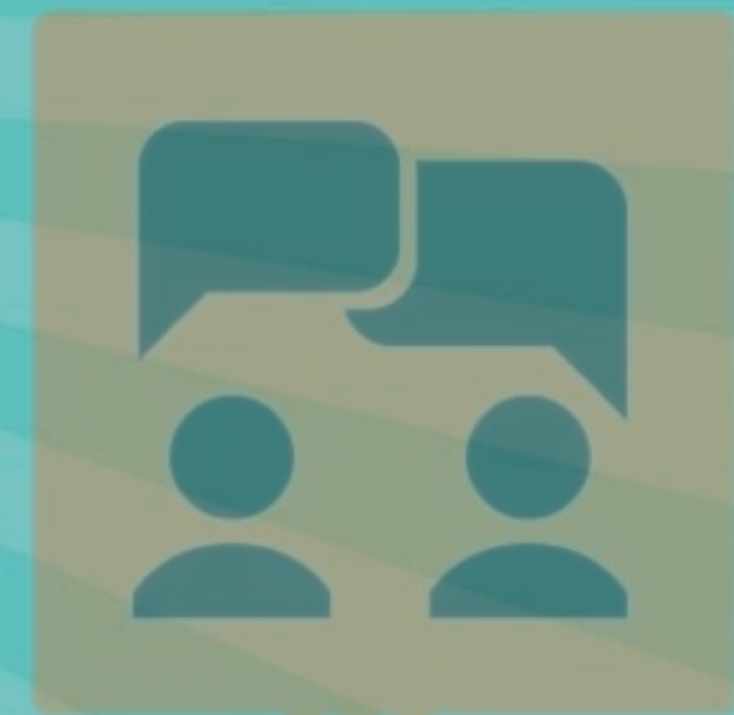
Who



Where



What





***Let's think
about your
communities***



Members
Volunteers
Committee
Suppliers
Prospective Members
???



**You need to communicate in
different ways to different
groups within your community**



**It's not a one size fits all
solution**

Developing persona's recognises the differences within our communities





***So what is a
persona?***

**A fictional character you
design to represent a segment
of your community**



You can use things like:

- **Age**
- **Gender**
- **Marital Status**
- **Location**
- **Member vs Non Member**
- **Internal vs External**





**Time to create
your persona's**

Step Two:
***Where is the best place to market
to that audience?***

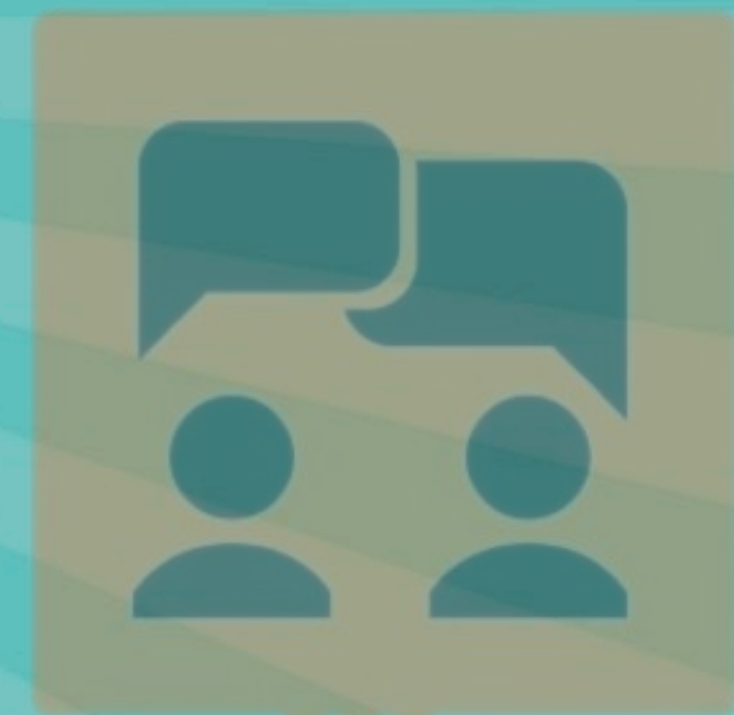
Who



Where



What





***Let's talk
social media***

Different platforms appeal to different persona's



**Not everyone likes
hanging out on
Facebook...**



**Depending on the number of unique
persona's you've identified will depend on
which platforms you will have the best
success with**



My advice?

Pick one (or two) platforms and focus on them





Facebook

Facebook Stats 2022*

- 66% of Australians using Facebook on a monthly basis
- 3rd highest traffic site
- Visitors spend an average of 18 ½ minutes and view 8.29 pages

Facebook Age Demographics 2022

Age	Number of Users
13-17 years old	820,000
18-24 years old	4,000,000
25-34 years old	5,100,000
35-44 years old	3,900,000
45-54 years old	2,900,000
55-64 years old	2,100,000
65+ years old	1,900,000

Australian Facebooks Demographics (Age) (Facebook data analysis by Genroe)

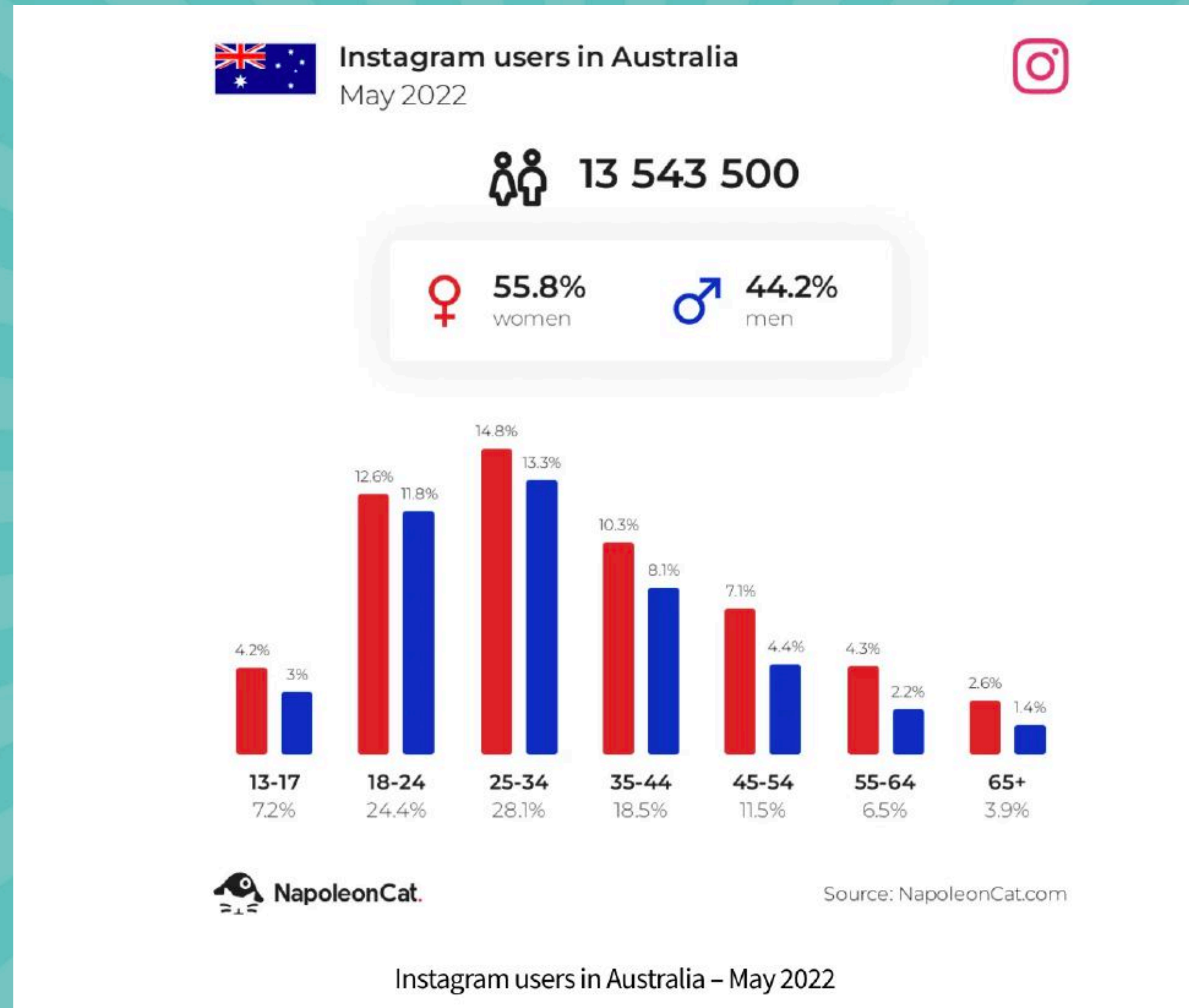


Instagram

Instagram Stats 2022*

- 51.5% of Australians have an Instagram account
- Largest user group is 25 - 34 years old (3.8 million)
- 45 - 54 year age group is dominated by females (additional 593,000)

Instagram Age Demographics 2022

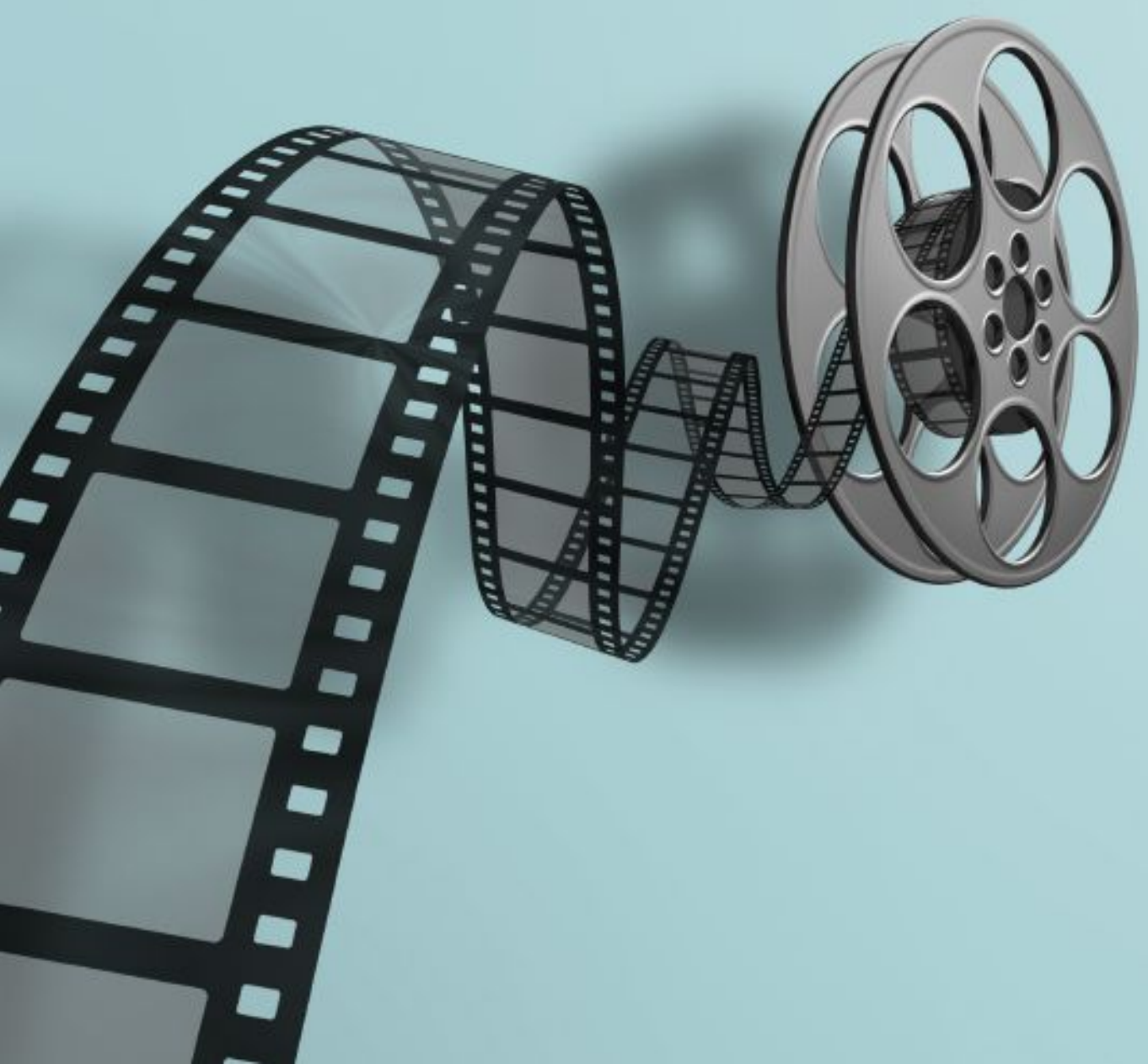




LinkedIn

LinkedIn Stats 2022*

- 12.7 million Australians have a LinkedIn profile
- Largest user group is 25 - 35 years old
- Australian's spend an average 11 minutes per day on LinkedIn
- There are 56.6% Male profiles v 43.4% Female profiles



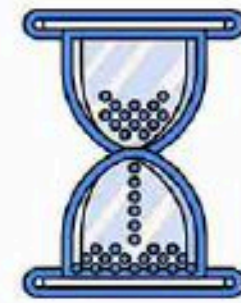
YouTube

YouTube Stats 2022*

- Australians are spending 17.1 hours per month on YouTube
- One in Two Australians use YouTube
- 2.35% of Australian social media web traffic referrals come from YouTube

Global YouTube User Engagement*

TOTAL VIDEO WATCH
HOURS PER DAY



**1 BILLION
HOURS**

NUMBER OF VIDEOS
WATCHED PER DAY



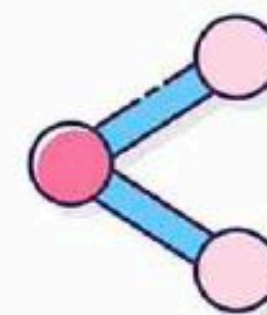
**5 BILLION
VIDEOS**

HOURS OF VIDEOS
UPLOADED PER MINUTE



**500
HOURS**

NUMBER OF VIDEOS
SHARED TO DATE



**5+
BILLION**

Source: Global media insight updated
July 2022



TikTok

TikTok Stats 2022*

- Australians spend 23.4 hours per month on TikTok - an increase of 40% since 2021
- As of April TikTok is the seventh most used social media platform
- Globally 47% of TikTok users are between 10 - 29 years old



Email Marketing

Email Marketing Stats 2022*

- There are an estimated 4.258 billion email users
- Email newsletters were the third most popular form of marketing in 2021
- People spend an average of 10 seconds reviewing a brand email
- The value of email marketing is expected to increase to almost \$18 billion by 2027

*Now we know our 'who' and our
'where' we can figure out 'what' we're
going to say*

Who



Where



What



Step Three: What are you going to say?

Who



Where



What





**This is where the
rubber hits the road**



**What you say can
build a deeply
engaged
community**

Creating Content To Engage

	Create	Curate	Commentate	Celebrate	Commercialise
Birds Eye (Long term, future focused)					
Fish Eye (Short term, future focused)					
Insect Eye (What's happening now)					



***Time to pull it
all together***

**Let's create a sample
social media content
plan for one week**





Recap

The Three Steps to Smarter, More Engaged Marketing

Who



Where



What



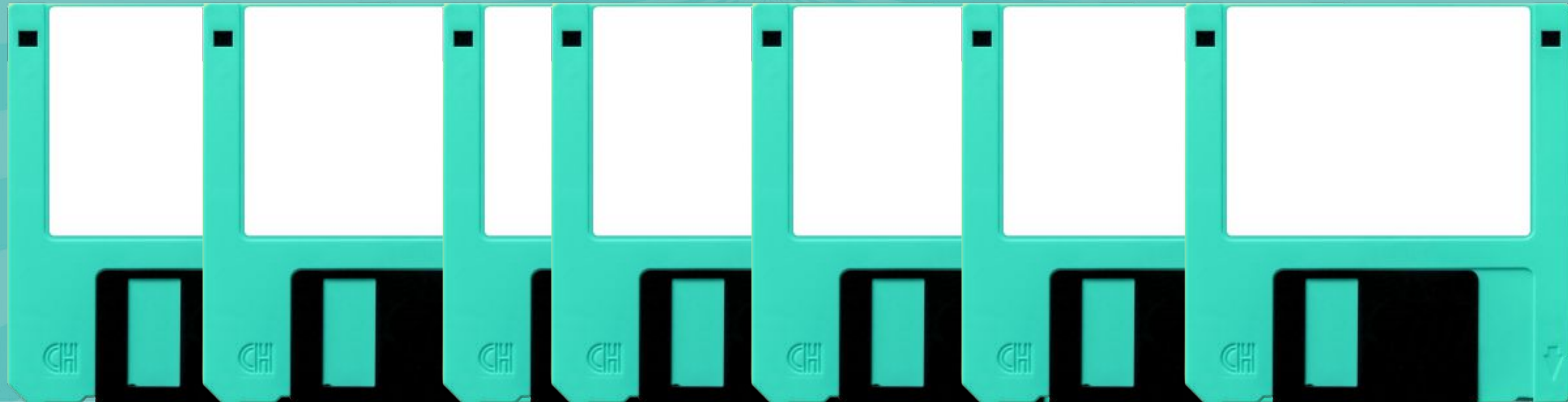
You've identified 'WHO' your community segments (persona's) are



You've identified which one or two social media platforms you want to focus on



**You've created a sample content calendar for
one weeks worth of content**





***Some handy
tools to save
you time***

A few of my favourite things

- Use a scheduling tool for your social media content
- Reschedule as much 'evergreen' content as you can
- Use Canva to create templates for your social media posts
- Use O-Dan if you're looking for copyright free images
- Start watching your analytics - the data never lies
- Still stuck for content ideas? Use 'our community calendar'



Challenge

- **Finalise one or two of your client persona's**
- **Choose your social media platforms**
- **Using the '5C' method create and schedule one weeks worth of content**