



Australian Government



Digital Enterprise



Creswick Business & Tourism AGM

Free assistance to help Creswick businesses get online

DigiBiz offers mentoring for businesses, community groups and not-for-profit organisations. This FREE help is made possible through the Australian Government funded [Digital Enterprise Program](#). The project is an initiative of the Centre for eResearch and Digital Innovation at Federation University Australia. It is supported by City of Ballarat, Golden Plains, Hepburn, and Pyrenees Shire Councils, and Regional Development Australia-Grampians.

Find out the full range of our Digital Enterprise training activities at www.digibiz.net.au

Practical Mentoring....Digital Champions....Case Histories....Online Resources



Guest presenter: Gerrie Carr-MacFie DigiBiz



Don't slog it – blog it!- The NAB estimates Australians spent \$15.7 billion on online retail in the 12 months to August 2014- equivalent to 6.6% of spending at traditional bricks and mortar retailers (as measured by the ABS). Online retail is dominated by shoppers aged 35 to 44years -with older Australians (65+) increasingly represented in grocery and liquor sales.

Use a blog, Facebook page or mobile friendly website that tells where/when purchases can be made. With 31.09million mobile services in Australia at June 2013 consider using Customer Mailing Lists via SMS to notify special offers/sales/new products.

The medium is the message- How you communicate to prospects and to customers is vital. Align and ensure congruency across all channels- from personal presentation, to store colours, external signing, and eMarketing. Make a statement that is about brand not just product.

Get mobile friendly- 11.19 million Australians had a smart phone at May 2013. An estimated 66% of emails are opened on smartphones or tablets. Global estimates indicate email open rates at 22% with SMS at 98%.

Use social media- Social penetration is estimated as 73% of the Australian population. Average time on social is estimated at 2.05 hours per user per day. *Invite* pre-orders. *Invite* customers to 'like' you. *Post* photos of your product. Ask for *testimonials* and *publish* online. Let your customers become your social media advocates. Encourage visitors and locals to promote Creswick businesses on platforms such as [TripAdvisor](#) and [Urbanspoon](#).

Use images and video on social media- You don't have to spend a ton of money. You can make a splash on a small budget. The US based Dollar Shave Club made a splash in March 2013 with a low-budget [viral video featuring](#) the company's CEO on a budget of \$4,500. In two days the subscription razor service had five million views on YouTube and 12,000 subscriptions. They scored \$1 million in venture capital.

Surf the web for online tips- Explore case histories on the use of broadband technology and pick-up hints on eCommerce, websites and online security through the Australian government's website: www.digitalbusiness.gov.au

Book a DigiBiz practical mentoring session www.digibiz.net.au

