



## *Creswick Online*

A 'Drop in Clinic' to help Creswick community groups get online  
Community Centre (Room 5), Moore St Creswick  
Every Thursday throughout July from 2pm-4pm

This DigiBiz training program for community groups and not-for-profit organisations is made possible through the Australian Government funded [Digital Enterprise Program](#). Branded as DigiBiz, the project is an initiative of the Centre for eCommerce and Communications 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](http://www.digibiz.net.au)

Events....Workshops....Digital Champions....Case Histories....Online Resources



DigiBiz facilitators: Chris Elliott Gerrie Carr-MacFie



## *Chris's tips for online profits*

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1. **Google Analytics** - Use Google Analytics to achieve an understanding of how your 'customers' interact with your website [www.google.com.au/analytics](http://www.google.com.au/analytics)
2. **Search Engine Optimisation (SEO)** - Relevant information, No dirty tricks! Think about possible search terms
3. **SEO** - Add a unique Page Title and meta Description to your web pages & products
4. **Social Media** – It's the newest and fastest moving marketing tool- aim to entertain and inform your target audience.
5. **Generating Leads with Social Media** - No sales-speak. Share and engage with your audience.
6. **Images Sell More than Words** – Quality images engage website & social media users more than plain text and links. On Social include links with your image post and include your logo where possible.
7. **Monitor conversations on Social** – Use a platform like Hootsuite to monitor activity on multiple social pages. Auto-schedule posts for evenings and weekends. [www.hootsuite.com](http://www.hootsuite.com)
8. **Email Marketing** - Build quality email lists and incorporate with social media/websites. Send bulk email campaigns with MailChimp – [www.mailchimp.com](http://www.mailchimp.com)
9. **Enhance Images** - Optimise your images for products, web pages and social media posts with popular platforms including [www.pixlr.com](http://www.pixlr.com) and [www.flickr.com](http://www.flickr.com)
10. **Optimise and Split Test** - Consider the best times to post on social pages and experiment with different options for your website and product pages.

## Gerrie's tips for online success

**Don't Slog It, Blog It-** Get a website/social media presence. Use a blog, Facebook page or website that tells where/when purchases can be made. Use Customer Mailing Lists to email and SMS new product or special offers/stall location. Invite pre-orders .*Invite customers to 'like' you. Post photos of your stall. Ask for testimonials and publish online....*Let your customers become your social media advocates.

**The Medium is the Message** - How you communicate to prospects and to customers is vital to success. Align and ensure congruency from personal presentation, colours and branding. Ensure your Social and Web presence makes a statement that is about brand not just product.

**Use Images and Video-** You don't have to spend a ton of money to get your name out there. You can make a splash on a much smaller budget. The US based Dollar Shave Club made a splash in March 2013 with a low-budget [viral video featuring](#) the company's CEO, Michael Dubin. The video had a budget of \$4,500. The subscription razor service had five million views on YouTube, 12,000 subscriptions in two days, and scored \$1 million investment from Venture Capitalists

**Surf the Web 4 Online TIPS-** If you would like to view some case histories that demonstrate the use of broadband technology by micro and small business entrepreneurs or have online business needs around simple ecommerce, website design and content, you will find lots of information and downloads through the FREE resources from the Australian government's website:

The screenshot displays the website interface for Central Highlands Digital Enterprise. At the top, there are logos for Central Highlands Digital Enterprise and CeCC Federation University Australia, along with a search bar. A navigation menu on the left lists: Home, About us, Training activities, Mentoring, Resources, DigiChamps, Media, Doing Digi-Business (highlighted), The National Broadband Network (NBN), and Contact us. The main content area is titled 'Doing Digi-Business' and includes a paragraph about digital business tools. Below this are four content tiles: 'Getting Online' (blue), 'Creating your website' (green), 'Marketing tips' (green), and 'e-Commerce' (blue). Each tile features a small image and a 'More >' button. A 'Featured Video' section is partially visible at the bottom left.



# *Your notes*

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