



INVEST IN AUSTRALIA

PRESENTS

THE MUST READ BUSINESS OWNER'S GUIDE TO

ONLINE MARKETING IN AUSTRALIA



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In addition to this guide, the Australian Owned team provides certified businesses with Online Marketing consultants, free of charge, to answer questions and assist with marketing strategies to ensure that your Australian business receives a fair go.

You can reach them by calling 07 3053 3833.



**INVEST IN
AUSTRALIA**

Forward:

WHY DID I GET THIS BOOK?

"If one does not know to which port one is sailing, no wind is favorable"
-Seneca

Our aim for all the companies and businesses who have joined the Australian Owned family is to achieve growth. When a company strives for this, it increases the number of staff it employs and the amount of money it spends, providing a ripple effect that all Australians benefit from.

Nowadays, **one of the main tools used by companies to grow is Online Marketing**. This tool is simple in theory and complicated in practice.

It essentially works like this: Using Search Engines and social media, you put your company in front of your market's face and sell. It's the same principle as a billboard that stalks potential customers wherever they go.

In practice, it requires a team to do this successfully and so most companies and businesses choose an agency to look after their online marketing or hire a team in-house.

However this has sadly created an opportunity for agencies to take advantage of Australian businesses and companies. Using misinformation and false achievements, many agencies aim to do little for your company's growth and charge you for the pleasure.

To combat this, we're providing you a guide to the essentials of online marketing. By placing the correct information in your hands, you can make better decisions that will save you money and promote your company's growth.

WHAT IS ONLINE MARKETING

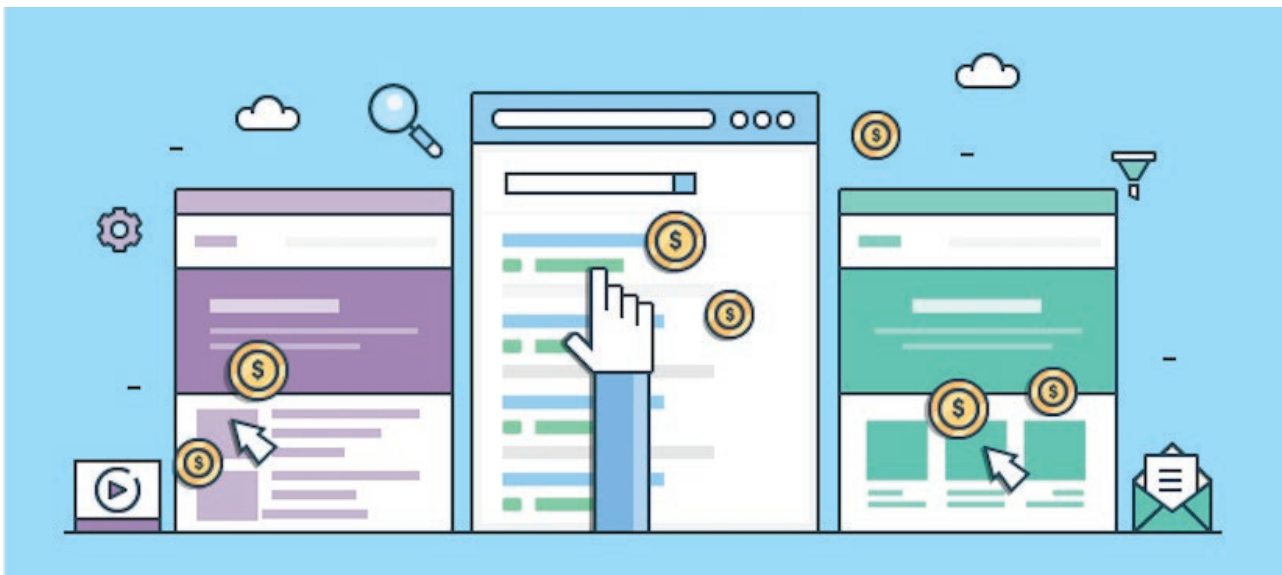
Online marketing can be split into three categories.

Search Engine Marketing

Social Media Marketing

Display Ads

In order to understand what these two platforms can do for your business, *it's essential to look at the user experience first and how promoting your businesses on these platforms looks like.*



What Is Online Marketing

SEARCH ENGINES



Every search engine works in a similar fashion. You type in what you're looking for (what you type is known as a "Search Term" or a "Keyword") in the search bar and you get the following:

Ad · <https://www.affordablelocalelectricians.com.au/electrician> ▾ 1300 390 231
Local #1 Brisbane Electrician - \$0 Call Out Fee -\$55 Off Today
Fully Licensed & Qualified **Electricians**. Local Brisbane **Electrician**. Contact Us. Family Owned & Operated - 5 Star Service - Contact Us Now. Installations And Repairs. Free Safety Inspection. Save Time and Money. 5 Star Google Reviews.

Ad · <https://www.jitelectrical.com.au/> ▾ 0488 825 123
Just-In Time Electrical - All Electrical Service
20 Year Experienced Locally Owned and Operated **Electrical** Contractor. Give us a Call Today. Lights, Power, Switchboards, Hot Water Service & More. Get a Free Quote Today. Free Quotes. 24/7 Availability. Emergency Service. Virus Free **Electrician**.
[Contact Us](#) · [Get a Quote](#) · [Emergency Electrician](#) · [About Us](#)

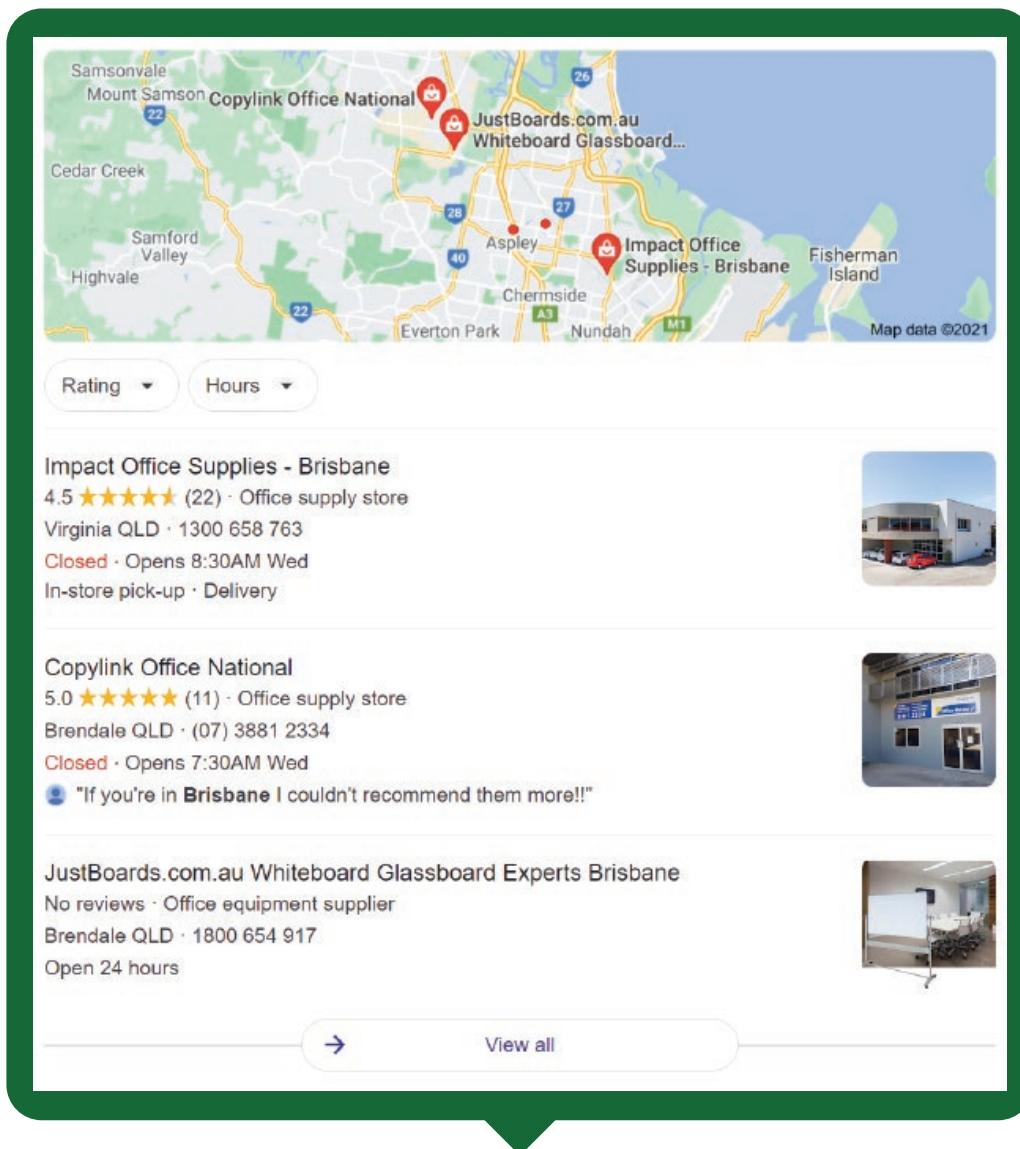
Search Ads

(Also known as Pay Per Click, or PPC)

A business will pay a search engine to have their website show in the results of various search terms within set parameters. This is usually locality or radius but can also include specific times and days. Each time an individual user clicks on that ad, the search engine charges the business. The amount it charges is based on the competition within that radius.

What Is Online Marketing

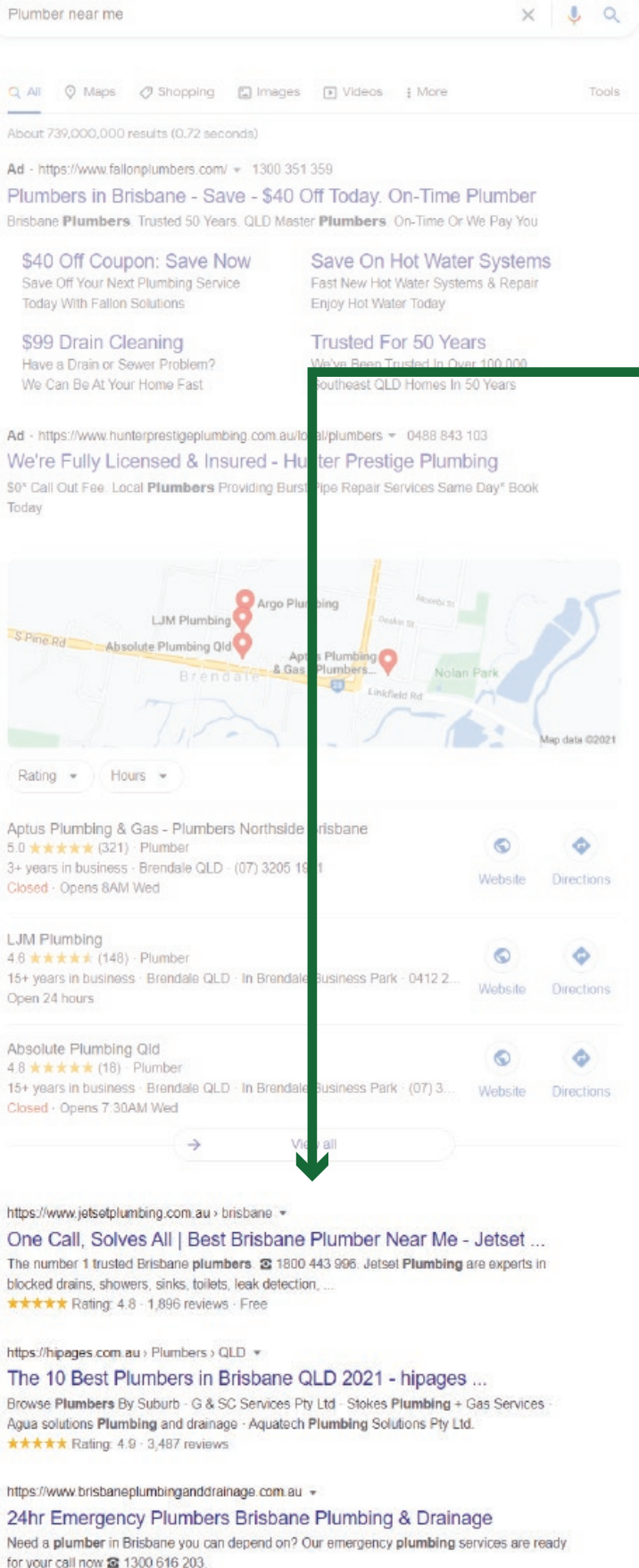
SEARCH ENGINES



Map Results

If your Search Term relates to a service or a product that is connected to a local business (for example “hairdresser”), the search engine will display results on a map with you at the center. A business is included in these results by creating a “business listing”.

What Is Online Marketing SEARCH ENGINES



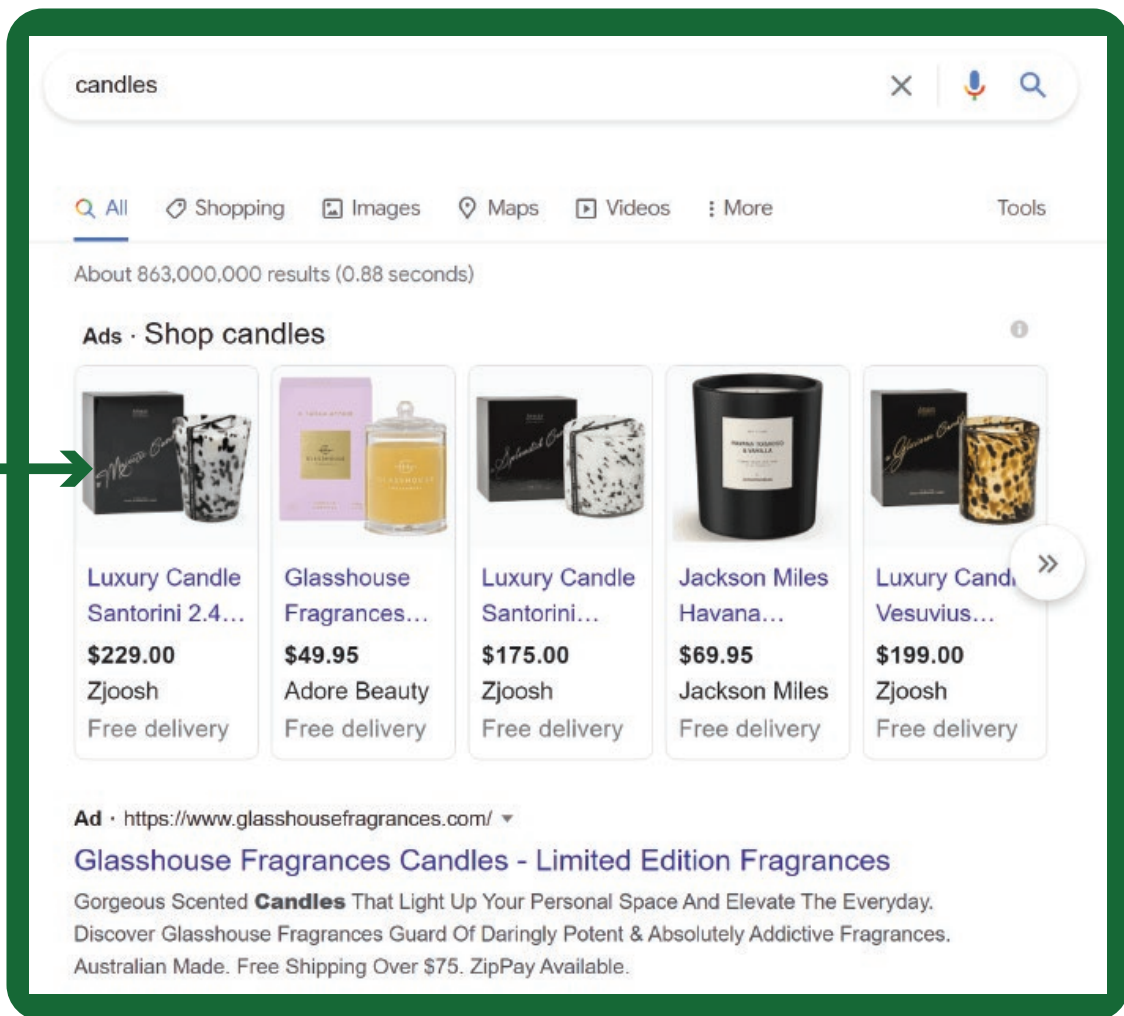
Organic Results (SEO)

These are the results that the Search Engine has calculated as most relevant to what you are searching for. Using what is called “crawlers” (these are basically coded robots that surf every corner of the internet) it takes in hundreds of factors such as locality, the content within a website and the “trust” of a website and puts them in order of most relevant to least relevant.

Unlike PPC, SEO doesn't limit the amount of traffic a website receives based on a set budget making it a recommended solution for a long-term online marketing strategy.

What Is Online Marketing

SEARCH ENGINES



Products

(If you're searching for a particular product)

Search for a particular product and the Search Engine will go straight to the point. Showing you the image, the price and where the product is from, allowing the user to compare items and their prices without needing to waste time clicking on multiple websites. This is a form of PPC and is recommended for retail businesses seeking to sell online.

What Is Online Marketing SOCIAL MEDIA

Social Media are websites and applications that function on a user-to-user basis. In other words, one user creates, and another user reviews. Creations are referred to as content and the latter as impressions or views depending on the content.

During this content creation and content consumption, social media websites and applications create an “online signature” for each user.

This signature stores what the user likes, where they go, what they talk about, what they are interested in and more. Much, much more.

Why do they do this?

Two reasons; Serve the user ads that they are likely to engage with and keep the user active as long as possible with content they are most likely to interact with so that they can be served more ads.



Open the door to a world of refreshment.
[#ShareACoke](#)



**IF YOU MENTIONED BEING
THIRSTY NEAR YOUR PHONE,
YOU MAY SEE AN AD LIKE
THIS ON YOUR SOCIAL MEDIA**
Making it a great tool for business

What Is Online Marketing **SOCIAL MEDIA**

Depending on the social media platform, Ads are disguised as content from other users, images, video ads etc. Depending on the campaign, the social media platform will charge a business/entity for displaying these ads by:

Impressions

(How many users see the ad)

Clicks

(How many users click on the ad)

Conversions

(How many users purchased something for the ads)



What Is Online Marketing

SOCIAL MEDIA

Outside of ads, businesses can also approach users with a large following in order to promote their products. These users are known as influencers. **If you're wondering how much impact an influencer has**, note that the soccer player Ronaldo caused Coca-Cola to lose 2 billion dollars US in their market value by simply choosing water over their product.



AN INFLUENCER CAN MAKE/BREAK YOUR BUSINESS

Last but not least, businesses can choose to simply create their own unique content that “organically” grows a following of users.

Depending on the business, this method is great for creating a relationship with your customer base, allowing for a more personal engagement between them and your business.

What Is Online Marketing DISPLAY ADS

Visit any high traffic website designed to serve you content (like news content) and you will come across a display ad. The process of which ad is shown to which user is a useful tool for any business.



Similar to how social media platforms create a signature on a user's browsing habits to serve ads, so does the rest of the internet. As the user jumps from website to website, they create a footprint also known as cookies. This footprint is like a checklist (age, location, browsing history etc) in which the website they visit receives and instantly serves ads that match the user.

For example, a flower business wants to display ads to anyone between the ages of 20 and 30 within their local area who have recently looked at websites containing "gift ideas". **Anyone that fits those parameters will see the created ads on any website that allows ads.**

Another form of display ads is called "re-marketing". This works in a similar fashion; however the only parameter is that the user has interacted with your business website or social media page.

CHOOSING THE RIGHT STRATEGY

Once the primary strategies for online marketing are understood, a business must decide how to invest their money.

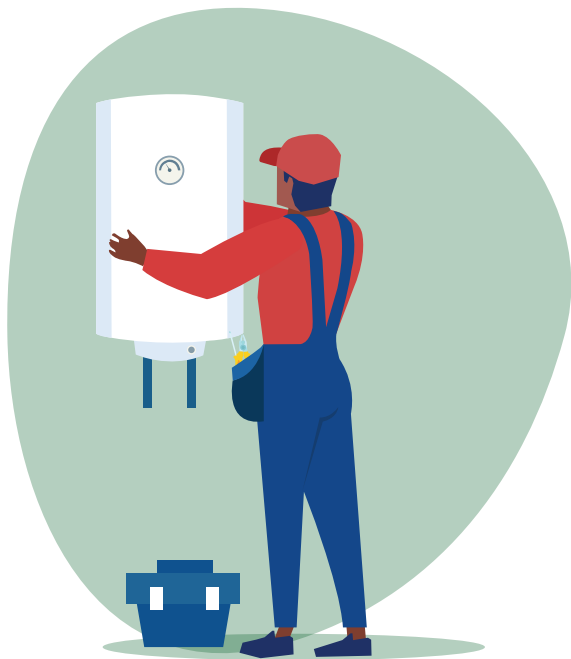
The answer, as one would expect, depends on the industry, or better yet, your customer and how they approach your industry.

It's essential that a business identifies their ideal customer before blindly investing in a promise of more leads.

It's a matter of logic. Before your ideal customer engages your business, **how did they begin their journey?**



Choosing the right **STRATEGY**



A plumbing business will know that their ideal customer won't be contacting them through social media when their pipes have burst at 2am.

They simply grab their phone, open a search engine and look for "emergency plumber". If that plumbing business is on the top of the first page, they get the call and make the sale.

An online fashion business may consider using search engines for their marketing but will quickly find that the amount of competition has increased the click value to a point that there is little to no profit left once a sale is made regardless of their customer journey.

In this scenario, the business will find that social media and display ads are more profitable strategies. This is because social media and display ad campaigns allow a business to target their ideal customer at the exact moment that they start showing interest in similar products. The right ad at the right time will trigger a user's impulse resulting in a likely sale.

**WHAT WORKS FOR ONE BUSINESS,
WON'T WORK FOR THE OTHER**



Choosing the right **BUDGET**

How much money to invest in a marketing strategy depends on various factors including but not limited to:

- Profit from a sale**
- Capability**
- Competition**
- Available Market**



In other words, if the conversion cost is more than your profit, then your strategy makes no sense. If your strategy drives more leads than you can handle, then reduce your budget. If your strategy aims at competing with companies that have much larger budgets than you, consider an alternate strategy.



Consider if your business is affected by seasonal changes. A business that sells and install air conditioners will want to invest more around the summer periods. A flower shop may want to focus on valentines.

IF AN AGENCY RECOMMENDS A BUDGET THAT YOUR BUSINESS SIMPLY CANNOT AFFORD, THEN CONSIDER A SECOND OPINION.

If you're not sure what is correct for your business, call us and we'll send you a free strategy map for your industry and location.

THE HOOK

SELL THE DREAM

Once a plan for an online marketing strategy is created, it is essential to consider what your ideal customer will be presented with once they begin engaging your business.

When using organic or pay per click strategies through search engines, social media or display ads, the most effective way of **converting the traffic** you're paying for is using a landing page on your website.

This is where understanding the customer/user journey is crucial.



SELL THE RIDE
NOT THE BIKE

Converting the traffic THE HOOK

The journey, begins and ends by connecting with your customer, and often looks like the below:



1: THEY SEE THE AD OR SEARCH RESULT

The image, text, or both, must immediately connect with the potential customer. **This is exactly what they want.** The product image looks the part, or the search result includes a great offer and is to the point.

2: THEY ARE TAKEN TO THE LANDING PAGE

The first thing they see relates to, and expands on, what they clicked on and nothing else. Their screen is filled with an image that ignites the imagination and the headline instantly convinces them that the service or product they are looking at is everything they wanted and more. **The customer desires confirmation that anything other than what they are looking at is the wrong choice.**



3: THE PROCESS IS EASY

The customer isn't asked to fill a 5-page form (**note that for every step a funnel has, conversions drop by 33% or more**). Instead, depending on the type of business they are dealing with, they have three simple options; Enquire with a form, call directly or purchase/sign-up.



Converting the traffic

THE HOOK

If the ad and the landing page do not relate to each other, the potential customer loses their momentum.

A common mistake is to direct an ad to the home page of a website forcing the potential customer to go through several pages in order to find what they initially came for.

And for every click/step, they become less likely to convert. (This of course doesn't count if the home page of the website IS the intended landing page)

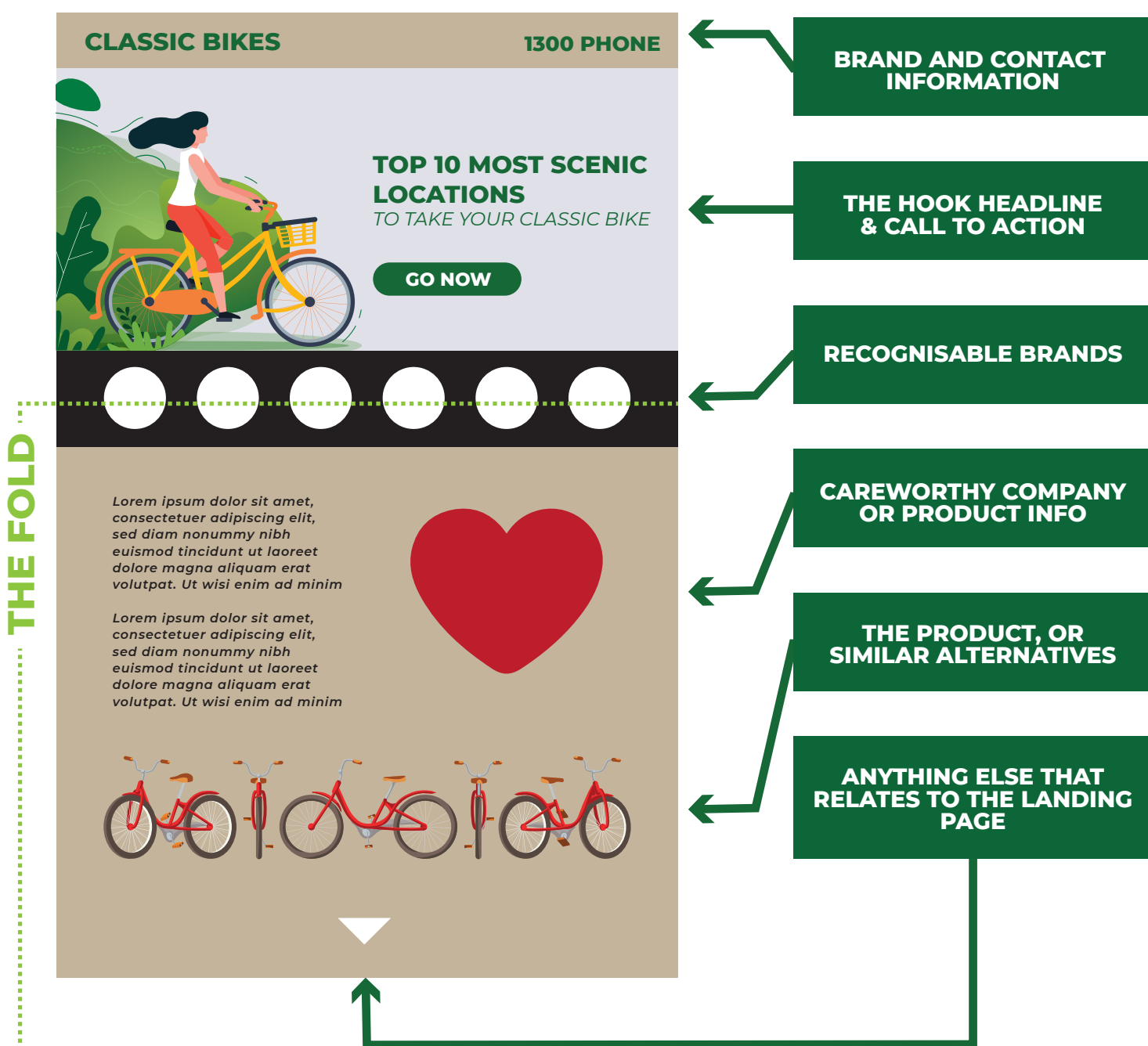
If the design of the landing page isn't exciting or the headline and supporting information doesn't confirm that no further searching is needed, then the potential customer will likely consider additional options lowering the chance of a conversion.

Online Marketing, in the end, is a numbers game. Every single aspect of the customer journey counts because every single click you have paid for is an investment for your business. The more thought and care is placed on maximizing your conversion rate the more return you will receive from your investment.



Converting the traffic LANDING PAGE

Lets take a look at some essentials found within a successful landing page.



Anything that isn't visible immediately, that requires scrolling, is considered below the fold. Attention-grabbing headlines, content, and imagery must be placed above the fold.

KEEPING YOUR ONLINE MARKETING AGENCY ACCOUNTABLE

(It's not about keywords, traffic or impressions, it's about conversions and growth)

Most businesses that consider online marketing will engage a marketing agency, to construct a viable strategy to execute with the aim of promoting their brand or securing additional leads.

As a business owner, or as an employee of a business tasked with managing a third-party agency, it is essential that you understand how to keep the agency you're paying for accountable.

This can be done by doing the following:

- ▶ Making sure that the plan proposed makes sense for attracting your ideal customer
- ▶ Knowing how to check the data and leads coming through to your website
- ▶ Ensuring that the agency working for you is not reporting on false achievements

The following pages will both educate and instruct how to stay in the driver's seat of your online marketing and ensure that your investment is working towards growing your business.

SELECTING SEARCH TERMS

Search Engine Pay Per Click and SEO are powerful and effective strategies that can bring new customers right to your door. When opting for these strategies, it is expected that you receive a list of search terms that will be used.

KEYWORD	VOLUME	DIFFICULTY
Firewood Sydney	2500	30
Firewood For Sale	600	20
Buy Fire Wood	400	15

The volume is the number of times a search term is used each month. If your business aims to target a local area, such as the city of Sydney, make sure the volume provided is exclusive to that area and not the rest of Australia. The difficulty (Specifically for SEO) is a value between 0 to 100 that informs of how hard it will be to rank a website for the search term.

CONSIDER WHY A POTENTIAL CUSTOMER IS USING IT

For example, someone searching for “tyre replacement” is likely to have the intention to engage a business to replace their tyres. However, someone searching for “how to replace a tyre” has the intent of doing it themselves. One could argue that they may want to buy tyres and then do it themselves, but **why risk your money on a maybe?**

IS THERE ANYONE SEARCHING IT?

A common tactic used by questionable agencies (specifically for SEO) is to show you a list of search terms with no data on search volume. Search volume is the number of times a search term is used within a month. The reason is that search terms with low to 0 search volumes are easy to rank for. The idea is to show a business that they have the first position for several search terms and use it as justification for invoicing them. No matter what the amount is, they paid too much. A business is better off ranking number one for a single search term with a volume of 100 per month than 100 search terms with a volume of 0.

If you're not sure, you can check a keyword volume using the below tools:

www.wordtracker.com

**NEED HELP? CONTACT YOUR
CONSULTANT ON 07 3053 3833**

ANALYTICS

The most common tool for website Analytics is Google Analytics. It's incredibly powerful and if set up correctly, it can display data on how much traffic your website is getting, where the traffic is coming from, what the traffic is doing, how much of that traffic converted into leads and more.

It can also show you comparisons from one period to another which is essential to seeing how much growth your online marketing efforts have provided. No online marketing should begin without setting up analytics and goal tracking (which is what tracks your conversions).

It is recommended to avoid any analytics software owned by the agency that is being contracted.

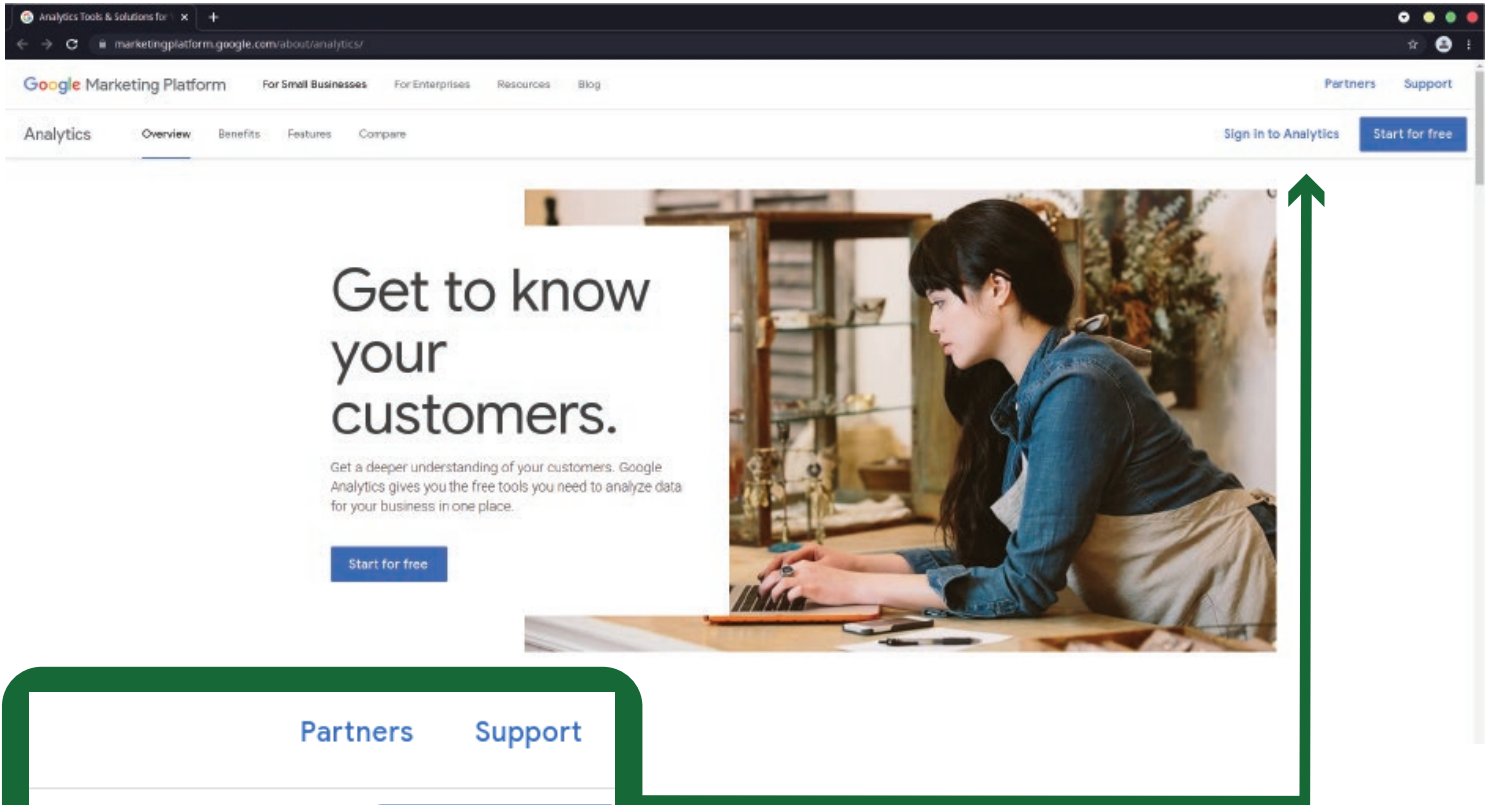
The data belongs to you and if an agency isn't willing to give you direct access to your own analytics, then find another agency immediately.

If you already have access, use the following instructions to inspect your data.



ANALYTICS > LOGIN

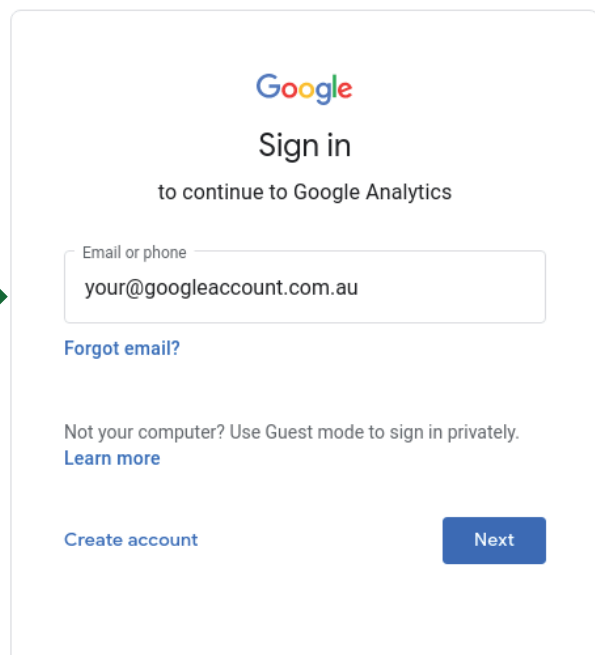
1: VISIT <https://marketingplatform.google.com/about/analytics>



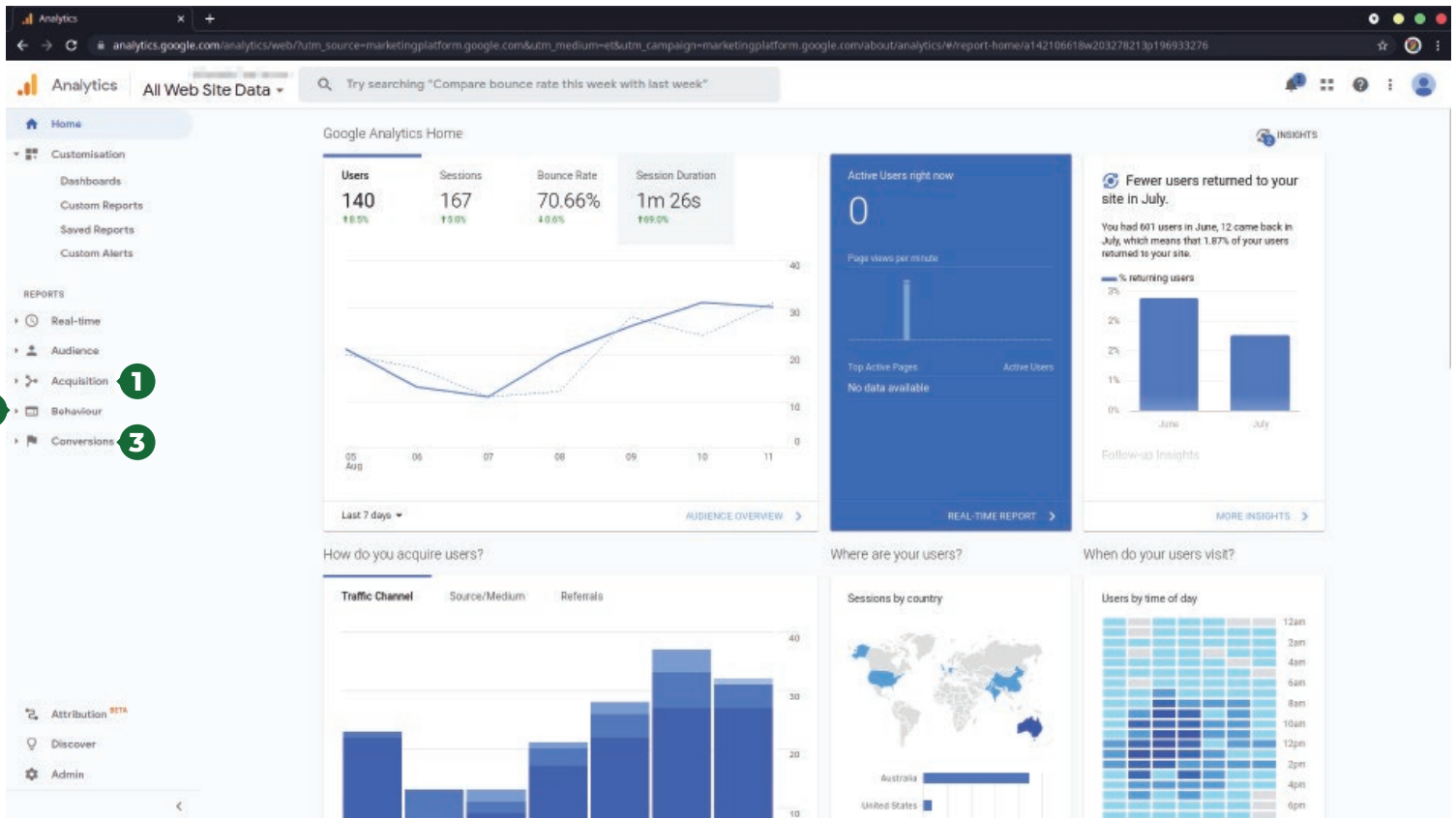
SELECT SIGN IN

Use your account email and password.

If you've forgotten the email and password, follow the forgot prompts and instructions.



ANALYTICS > DASHBOARD



It's easy as 1, 2, 3.

1/ Acquisition

This section of your analytics shows where your website traffic is coming from. This is important to differentiate organic traffic* and paid traffic.

2/ Behaviour

This section of your analytics shows what your traffic does when they are on your website. This is helpful if your traffic is not interacting or converting how intended, providing clues to what should be adjusted or improved on.

3/ Conversions

This section of your analytics shows how much of your traffic has converted. This may be phone calls, submissions to your contact form, purchases or sign-ups. How conversions are tracked is based on how goal tracking on your website is set up. **No online marketing should begin without this setup.**

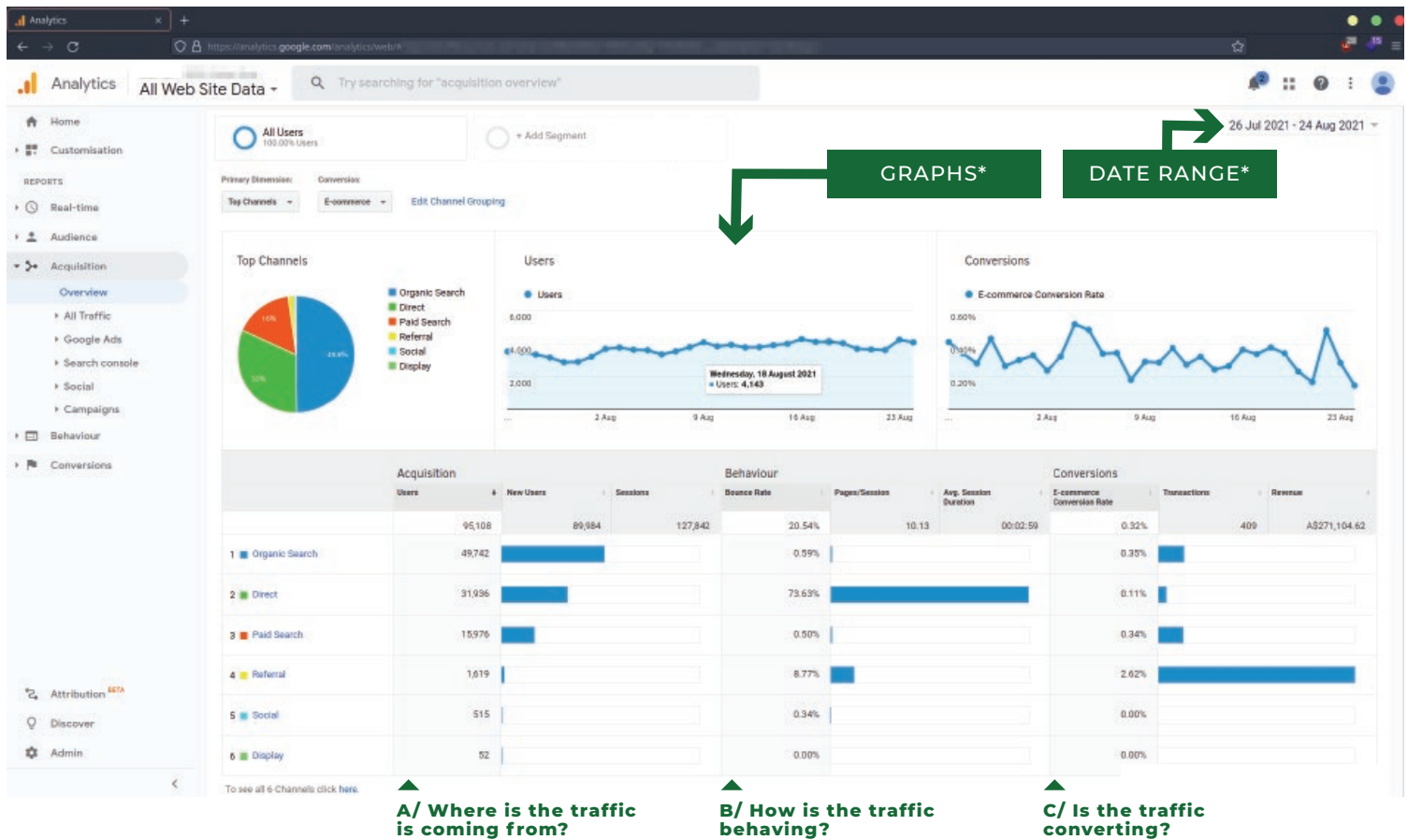
*Organic Traffic, Paid Traffic & Direct Traffic

Organic traffic are users who found your website through a search engines organic results (see page 6)

Paid traffic are users who found your website through any form of ads including search ads, social media ads and display ads.

Direct traffic are users who typed your domain name into the URL bar of their browsers.

ANALYTICS > ACQUISITION



It's easy as A, B, C.

A/ Acquisition

This simply shows where the traffic has come from. Here you can identify what areas of your online marketing are working best for you and where improvements could be made.

B/ Behaviour

Within acquisition, behaviour is given three metrics. Bounce Rate is the percentage of users who left your website without visiting any other page, Page/Sessions is the average number of pages users visited and Avg. Session Duration is the average amount of time users spent on your website.

C/ Conversions

This area will show your conversion rate by acquisition source. If you've organised a PPC campaign (Paid Search, Social and Display) and noticed that the conversion rate is considerably lower than other sources, it can be an indication that certain changes need to be made.



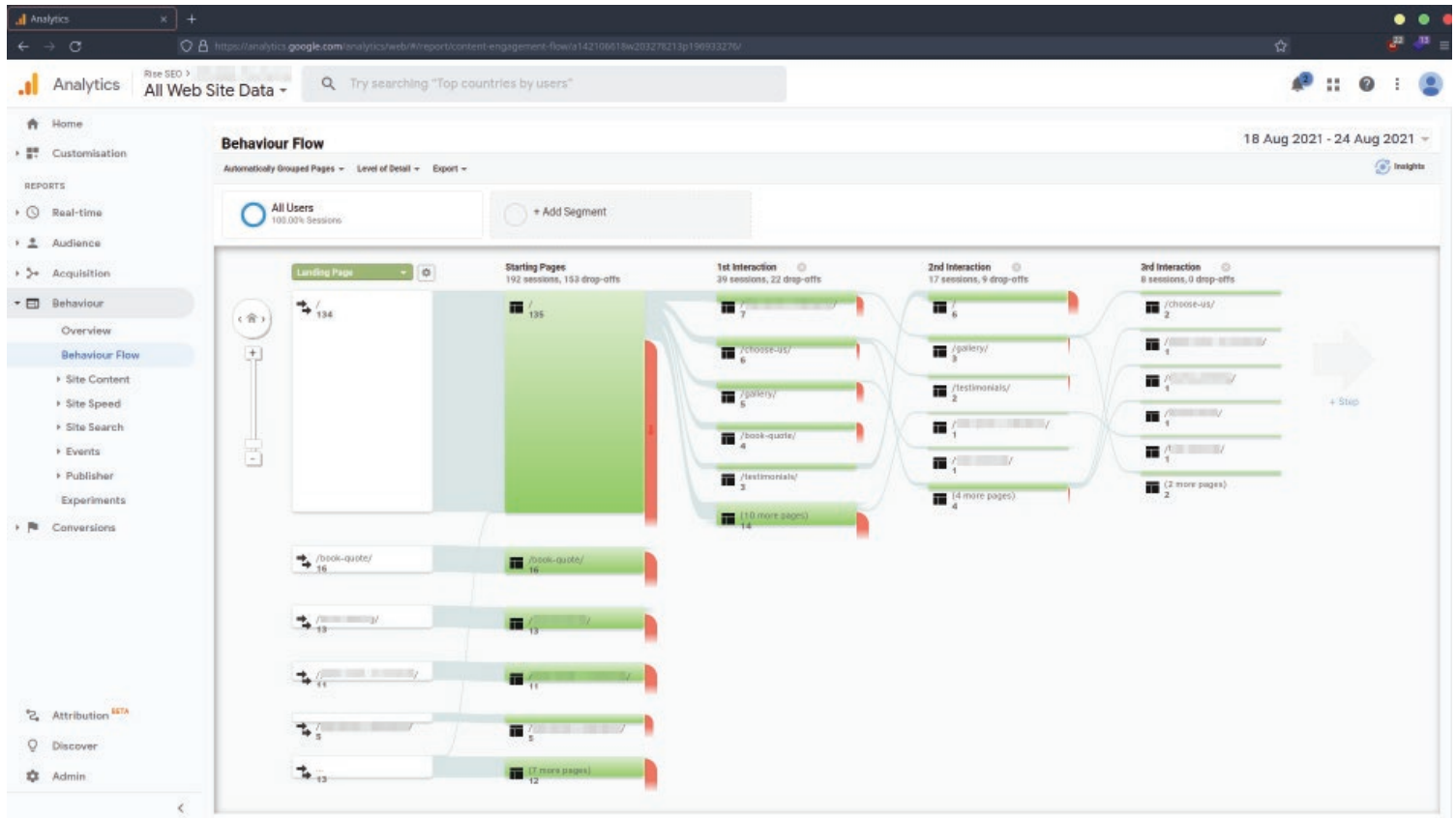
Graphs

Here you can visually see your traffic in a timeline graph, allowing you to know how your traffic increases and decreases between two set periods.

Date Range

Here you can adjust the periods you want to see data from. For example, if an SEO/Organic campaign was started 6 months ago, you can check how your organic traffic has progressed and how many conversions were acquired from that traffic which will ultimately indicate if your campaign is providing you an ROI* or not.

ANALYTICS > BEHAVIOUR



Know your flow.

Starting Pages

These are the pages your traffic initially landed on. The page “/” is your home page and often has the most traffic.

1st, 2nd and 3rd Interaction

From the initial landing page, you can see where the majority of your traffic has gone.

Depending on what you'd like your ideal customer to do on your website, (this may be to reach the contact form, purchase a product or sign-up to a subscription) you can determine where improvements need to be made by looking at your behaviour flow. For example, if visitors are reaching a gallery page and then dropping off before reaching the contact page, it may be that the gallery page needs improvements to the photos shown. If the traffic isn't reaching a page you'd like them to see, it could be that it's simply not easy to find.

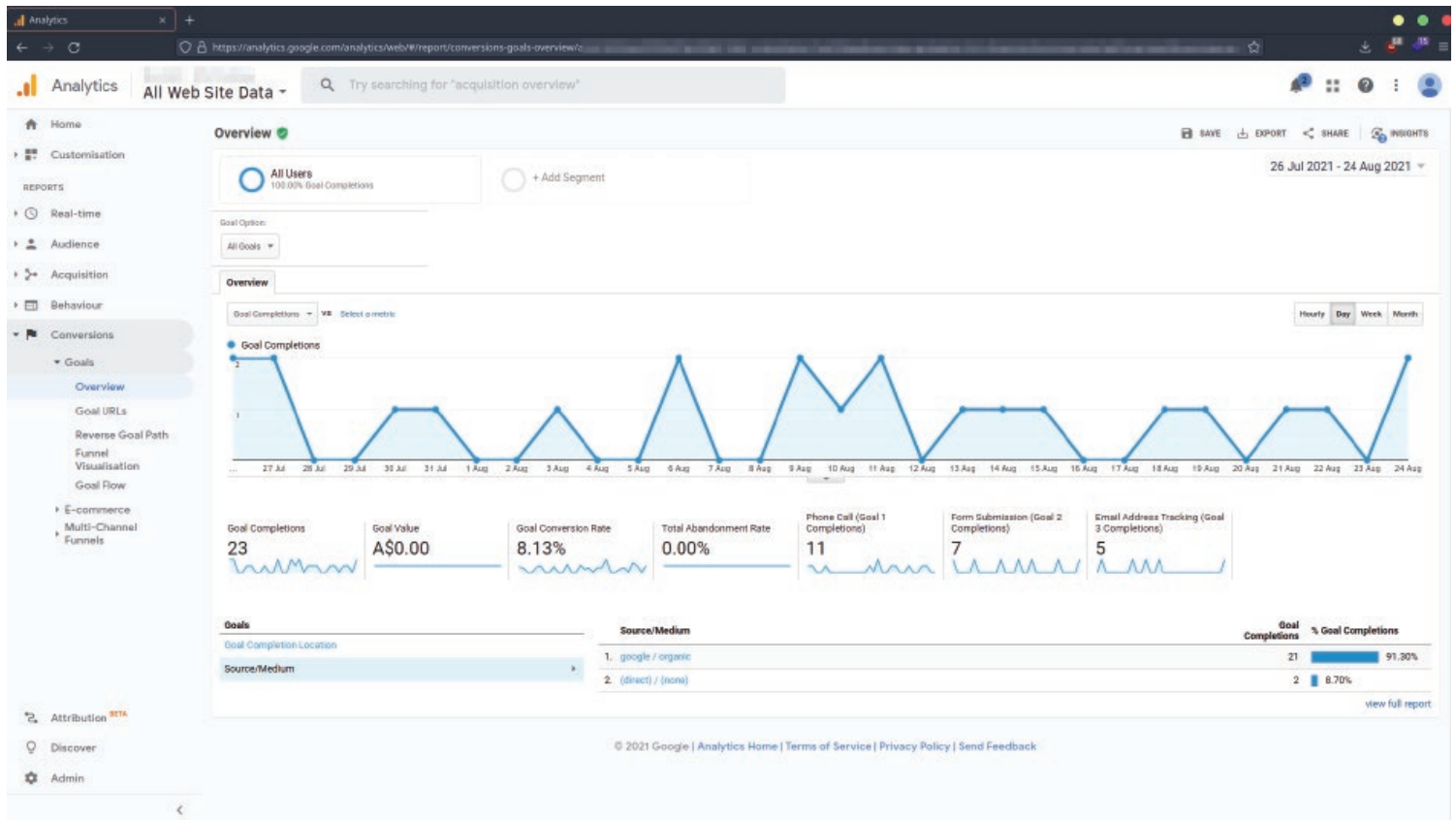
The flow of traffic is heavily effected by user experience design and should be the main focus of consideration when attempting to improve the conversion rate of your website.

In other words, if users aren't getting to where you need them to be, consider improving your website's design.

In addition:

- Consider where your online marketing campaigns are landing your traffic.
 - Consider the intention of your traffic. It may be that your targeting the wrong demographic.
- (See pages 15 to 18)

ANALYTICS > CONVERSIONS



If it works, it converts.

Goal Completions

Goals are recorded actions that have been set up by your agency or web developer to track conversions. This can be clicking on a button that initiates a phone call (for mobile users), for submitting a form, for purchasing a product and more.

A goal can be given a value (perfect for online stores).

For online stores, additional data can be based on a users goal progress through the checkout or sign-up process giving you a metric called “Abandonment Rate” that indicates the percentage of users who didn’t follow through with a purchase.

Furthermore, analytics will indicate from what sources your conversions are coming from and on which page the conversions happened.

Note that the date range can be adjusted allowing you to inspect conversion grown between specific periods. This may be when an online marketing campaign begun or if adjustments to the design of your website have created an improvement in conversions.

TERMINOLOGY

COMMON TERMS USED IN ONLINE MARKETING

Online marketing specialists, agencies and Analytics often use various terms and acronyms that may not be understood by someone outside of the industry.

You may find these terms in your reports, in your communications or hear them over the phone.

The following pages will list out and describe the most commonly used terms.



Backlink – a link to a specific website from another. Good quality links tell search engines that the website is popular and can boost rankings in Search Engine Results.

Bounce Rate – the percentage of visitors to a website who leave the website after only looking at one page.

Conversions – when a recipient of a marketing message completes the desired call to action. For example, if your marketing goal was for a user to click through an email and submit a form enquiry, this would be considered a conversion. These can vary depending on what your desired goal is. A click on a link, a visit to a landing page, a newsletter sign up, a view of a video or a product purchase could all be classified as conversions, based on your marketing campaign goal.

Conversion Rate – percentage of website visitors who complete a defined website goal, such as completing an online form or downloading a brochure.

CPA (Cost Per Acquisition) – the average cost of a conversion in a paid marketing campaign, calculated by the total advertising cost divided by the number of conversions.

CPC (Cost Per Click) – an advertiser pays a publisher only when the ad is clicked. The rate is typically set by auction in search engine marketing.

CPM (Cost Per Thousand Impressions) – a common method for pricing online advertising. CPM is when a publisher charges per 1,000 impressions (or views) on one webpage. The “M” in CPM represents the Roman numeral for 1,000.

CRO (Conversion Rate Optimisation) – the process of increasing the campaign goal actions of website visitors, such as filling out a form, purchasing products or whatever your marketing campaign goal is. This process involves understanding how users move through your site, what actions they take, and what may stop them from completing your campaign goals.

Domain Authority – a search engine ranking factor used to measure the power of a domain name based on Age, Popularity, Size and other Search Engine Optimisation (SEO) factors. This measurement (scored between 1 – 100) represents how much authority a domain has, to help decide where it should appear in search results.

GMB (Google My Business) – a free tool for businesses and organisations to manage their online presence across Google, including Google Maps. This listing enables you to display information like opening hours, website, street address and business services.

Influencer & Influencer Marketing – an influencer is an individual who has access to a large audience and who has real or perceived authority, knowledge or position. Marketers use influencers by “borrowing” their credibility and familiarity to affect purchase decisions or sell a product to their large audience, usually by offering payment or free use of product or service to the influencer.

Keywords – a specific word or phrase you use to search for a website or for more information on a topic.

Landing Page – a web page created specifically for the purposes of a marketing or advertising campaign. For example, if a visitor clicks on a Google Ads ad, they would “land” on a specific page relevant to the ad and with the specific goal of driving conversions for that campaign.

Off-page – off page optimisation or off-page SEO are actions taken to improve a website’s popularity outside of your own website. This is the number of quality links you have pointing to your website and having your website mentioned as much as possible with guest blogging, social media and influencer marketing.

On-page – on page optimisation or on-page SEO are actions taken within an actual website to improve its position in search engine results. This includes internal and external linking strategies, metatags and keyword placement within content.

SEM (Search Engine Marketing) – SEM is the use of paid advertising listings on search engines in order to drive user traffic to your website. Commonly known as Google Ads (formerly known as Google AdWords) and Bing Ads, you can usually see these paid listings at the very top of the search results with a little “Ad” symbol next to them. They appear because advertisers are bidding on certain search queries, like in an auction, stating how much they are willing to spend to have someone click on their ad. When a user enters a search query, the search engine determines whether keywords match the query and enters the ad into the auction. The ad is then only shown when the bid amount is sufficient and when the ad has a high “Quality Score” (a metric that determines whether your ad is relevant to the search query).

SEO (Search Engine Optimisation) – SEO is the practice of designing web pages so that they rank as high as possible in search engine search results like Google, Bing and Yahoo. It is a complex activity that involves optimising elements of your website, as well as getting high quality links from other websites, to get the search engine's algorithm to favour your website pages over competing ones, for certain search queries relating to the topic and nature of your website.

SERP (Search Engine Results Page) – a list of search results that is returned to the user after they submit a search query.

SMM (Social Media Marketing) – social media marketing techniques help a business increase brand exposure and broaden customer reach to gain traffic. This can be done by establishing a presence on social media platforms, producing shareable content, encouraging customer feedback and advertising to specific target audiences.

YOUR CONSULTANTS

We invite you to contact your provided online marketing consultants for any of following:

1: ADVICE ON DIGITAL STRATEGY

Find out what strategies are best for your business including advice on conversion design, budgets, search terms and insights in market trends for your industry.

2: 3RD PARTY REPORTS AND REVIEWS

Your consultants will prepare an online marketing report and review giving you transparent data on your current online presence and marketing efforts.

Phone: 07 3053 3833





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