

OREGON WINE



SYMPOSIUM

Click to Convert: Paid Digital amplification

Vanessa Hadick, Trish Barry and Maria Stuart



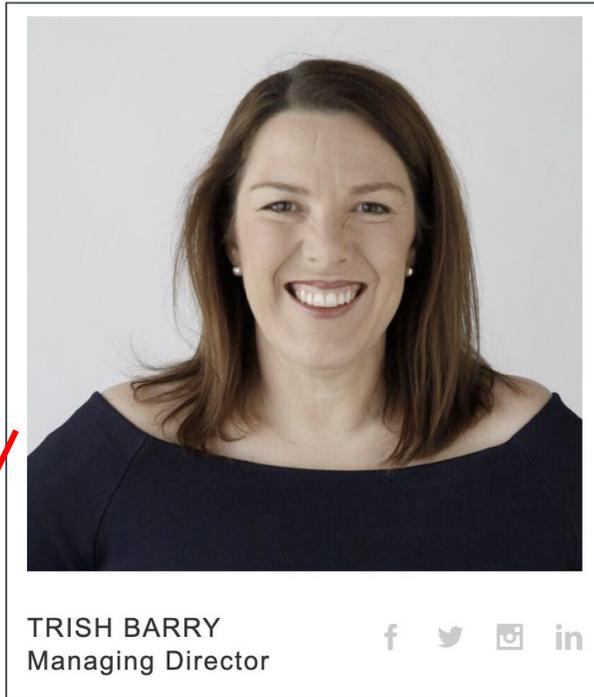
double tap



MASTERMIND
CONSULTING

MARKETING WITH IMPACT

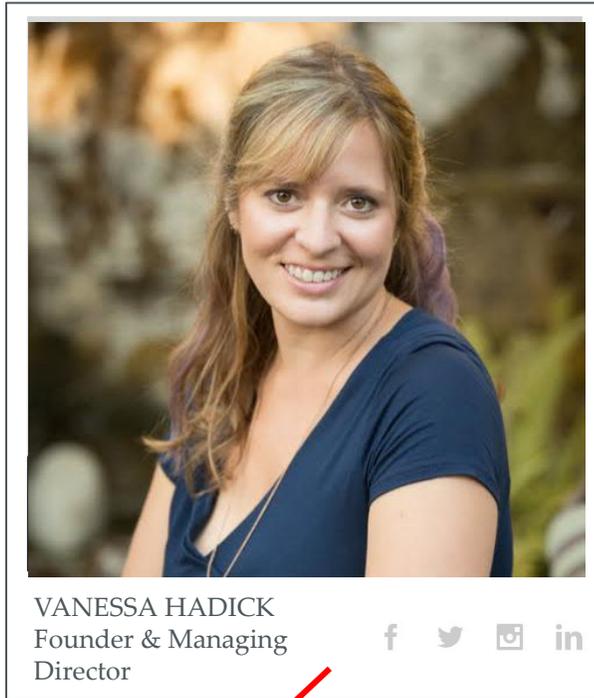
Introduction



Trish Barry is what you'd call a **veteran of digital and social media marketing**, pioneering many campaigns for **wineries large and small across Australia**. Recently awarded 2020 Wine Communicators of Australia's Wine Communicator of the Year and Digital Wine Communicator of the Year, and 2020 Australian Women in Wine Marketer of the Year, Trish is well-equipped to help wineries navigate this ever changing landscape.

Trish's company, **Mastermind Consulting** was born in 2008, the first type of wine marketing business to evolve exclusively to **specialize in digital, social, direct and content marketing**. Many of those original client relationships still exist today with brands shifting their mix to focus on digital communications. Mastermind pioneered many of the groundbreaking digital and social media initiatives that took flight in Australia. Tweet ups, Instameets, the Rosé Revolution, consumer online tasting panels were Mastermind innovations along with utilizing other tools in the digital toolbox.

Introduction



Vanessa Hadick is the founder and managing director of Double Tap Marketing, a **digital marketing agency to the wine industry** based in the Willamette Valley.

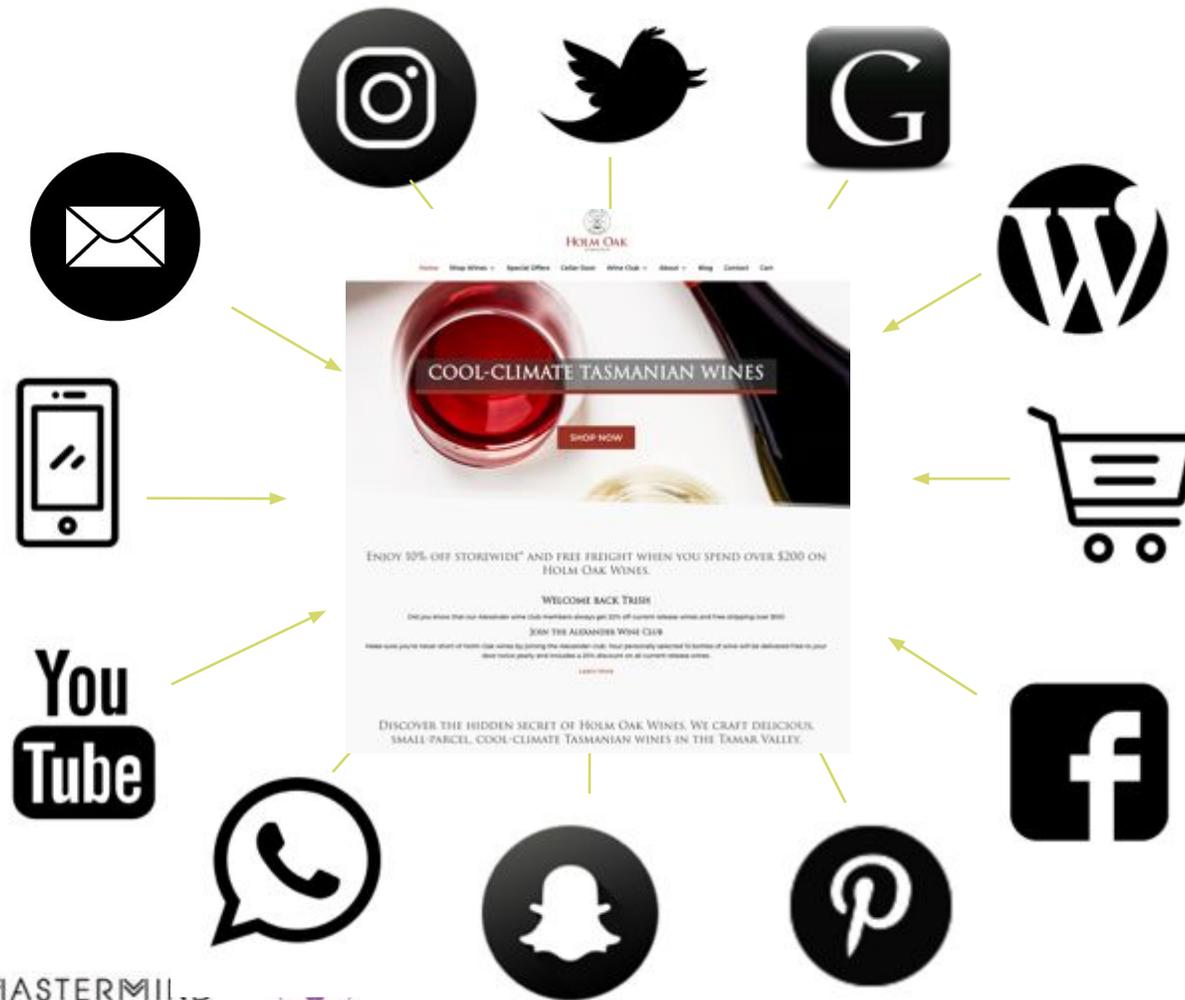
Vanessa grew up in the business, and has since spent her entire 15-year professional career in wine. While working towards obtaining her undergraduate degree from UC Davis in the early 2000s, she completed **marketing internships in Monaco, London, and Australia**, earning her BA in international relations and gender studies in 2006. After spending the first decade of her wine marketing career with behemoths Constellation Wines in San Francisco, and Treasury Wine Estates in Australia, **she moved to Oregon in 2015 to be a part of its incredibly collaborative wine community**. Vanessa earned her MBA from Portland State University in 2017, while simultaneously overseeing marketing for Sokol Blosser Winery, before launching Double Tap Marketing. Double Tap is focused on working with clients to "do more while spending less," **utilizing digital marketing strategy to drive business growth**.

Vanessa serves on the marketing committee for the Willamette Valley Wineries Association, as well as the Oregon Wine Board's education committee, and is involved with Yamhill County local politics. She is **passionately committed to environmental and social sustainability, and values-based business thinking**, as the future of business.

2020 was the year of digital: Forced to think differently



The digital ecosystem continues to evolve



- Your online website strategy needs to be considered as part of a bigger digital ecosystem
- Focusing on one component will have limited results
- Thought needs to be given about how you'll drive traffic back to your website via multiple mediums

2020 showed integrated digital approach critical



SOURCE: Google Analytics 1 January 2020 – 31 December 2020 – Average of 5 Mastermind small winery clients

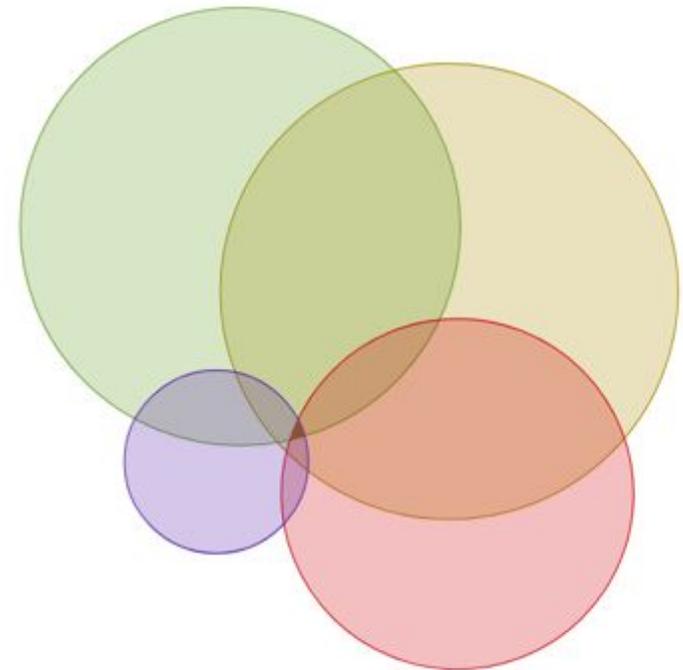
An omni channel approach pays dividends

Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included combinations of the channels below. Select up to four channels.

| Channel | % of total conversions |
|--|------------------------|
| <input checked="" type="checkbox"/> Direct | 40.56% |
| <input checked="" type="checkbox"/> Organic Search | 37.45% |
| <input checked="" type="checkbox"/> Email | 23.99% |
| <input type="checkbox"/> Referral | 10.72% |
| <input type="checkbox"/> Paid Search | 8.18% |
| <input checked="" type="checkbox"/> Social Network | 6.54% |

Direct & Organic Search & Email & Social Network: 0.05% (2)



The overlap areas of the circles above are approximations.

What we want you to take away today:

- Broaden your understanding of the role of paid social media amplification in your digital marketing
- Provide some options for measuring results
- Case studies of brands who are winning in this space
- Understand that even pre-COVID, paid digital advertising has taken over traditional advertising in ROI

Don't neglect your digital home



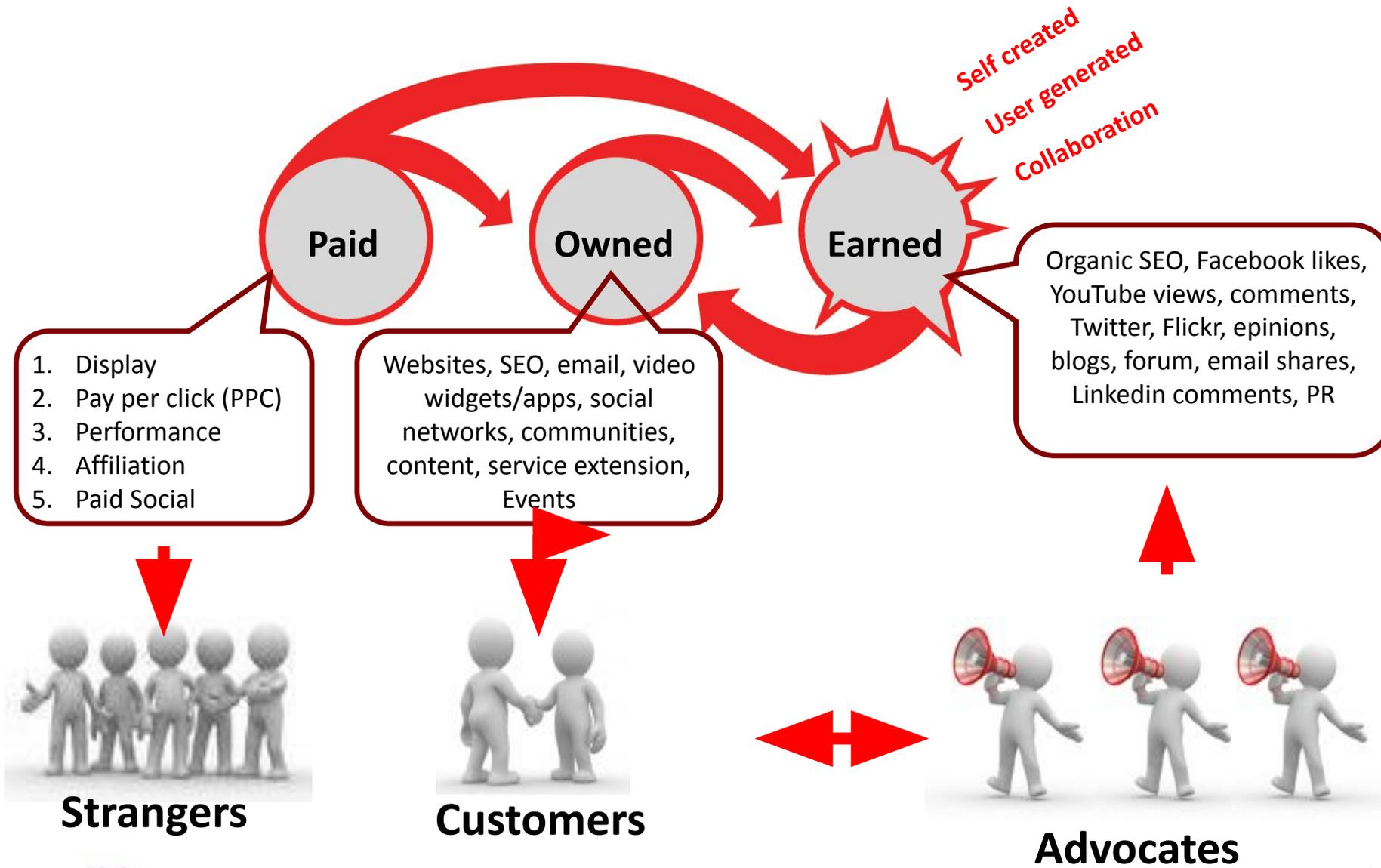
Build a digital plan based on your winery objectives

- Why are you even on social media?
 - Build brand awareness?
 - Generate leads?
 - Promote events?
 - Drive Tasting room visitation
- It's not a sales channel – occasionally this is a benefit but there's a bigger picture to consider
- You need to invest but the potential is enormous!



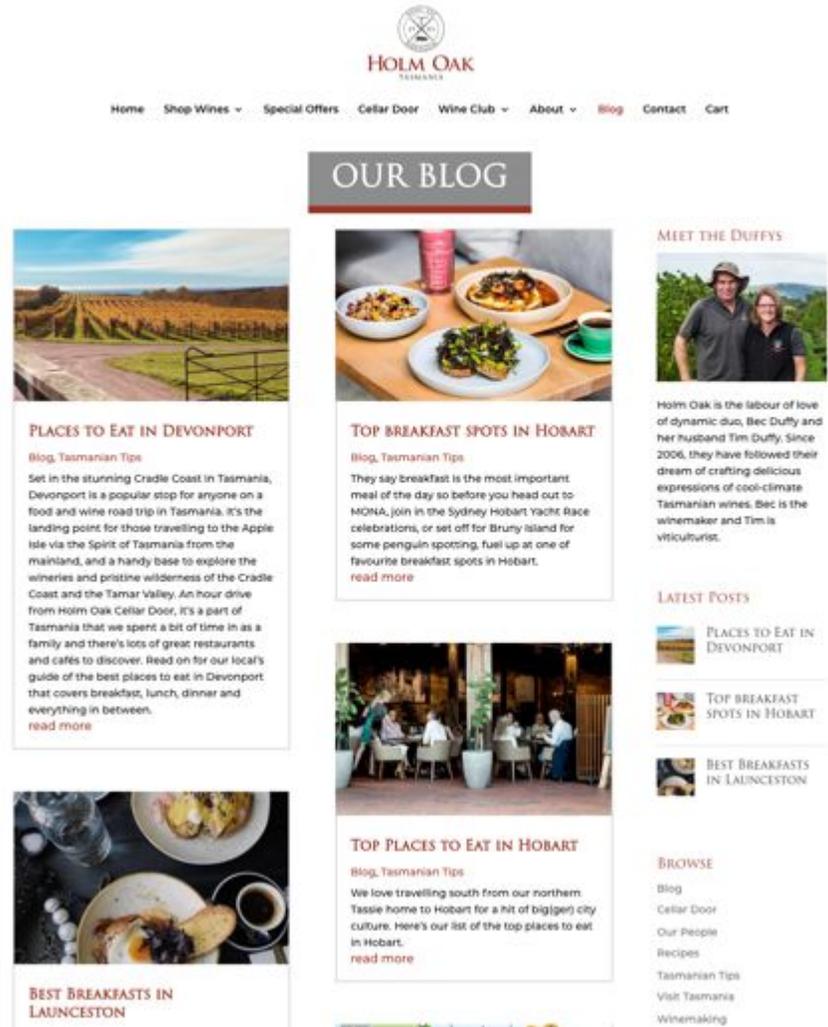
Social Media + the Sales Funnel





Your Blog still has a powerful role to drive traffic

Redman.com.au



- Helps drive organic traffic
- Deepens brand connections by being useful
- Website conversion rate is nearly 6x higher for content marketing adopters than non adopters (2.9% vs 0.5%) Neil Patel
- Great content drives your organic traffic – meaning you don't need to pay to get the eyeballs to your brand page

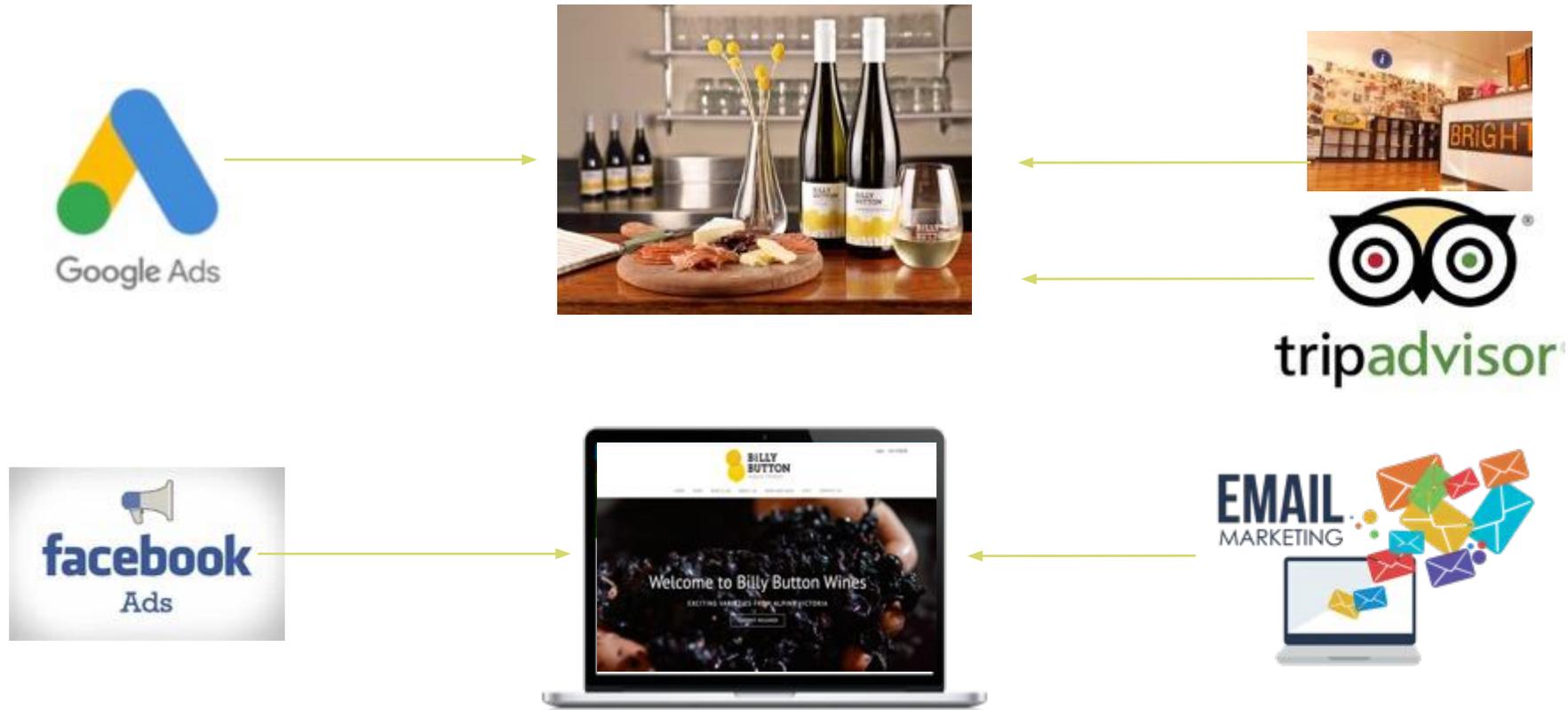
THE ROLE OF PAID MEDIA

Why would we pay for social? It's free, right?



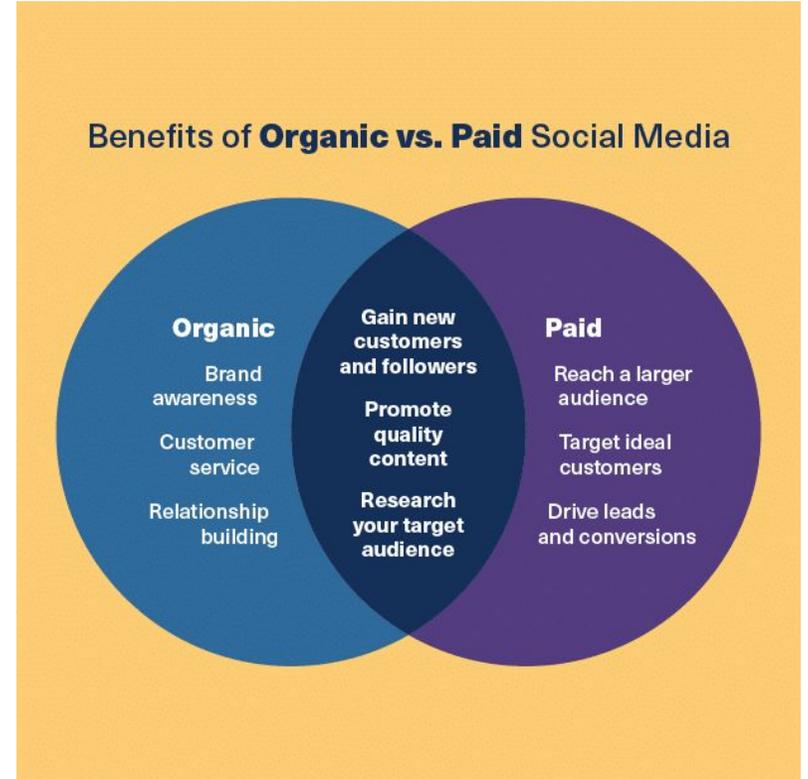
© marketoonist.com

Different elements to drive people home!



The role of paid media in marketing mix

- The average organic engagement rate for Facebook organic posts is 0.18% (Hubspot).
- This means for every 1,000 people you reach, only 18 users are engaging with it.
- Paid media gives you the opportunity to compete and reach the right users.
- **You can pick your target audience.**



Digital Advertising revenue continues to soar

- GroupM estimates that digital will make up 51% of total US ad spend this year.
- largely attributed to small businesses increasing their spend to boost ecommerce sales.
- Estimated that Google, Facebook and Amazon will account for nearly two thirds of total US digital ad spending this year.

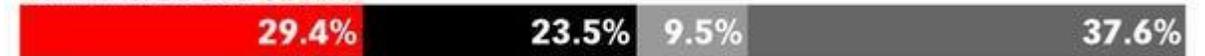
How Has the Forecast for Triopoly vs. Other Ad Revenues in the US Changed?

% of digital ad spending, 2020

March 2020 forecast



June 2020 forecast



Oct 2020 forecast



■ Google ■ Facebook ■ Amazon ■ Other

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites

Source: eMarketer, Oct 2020

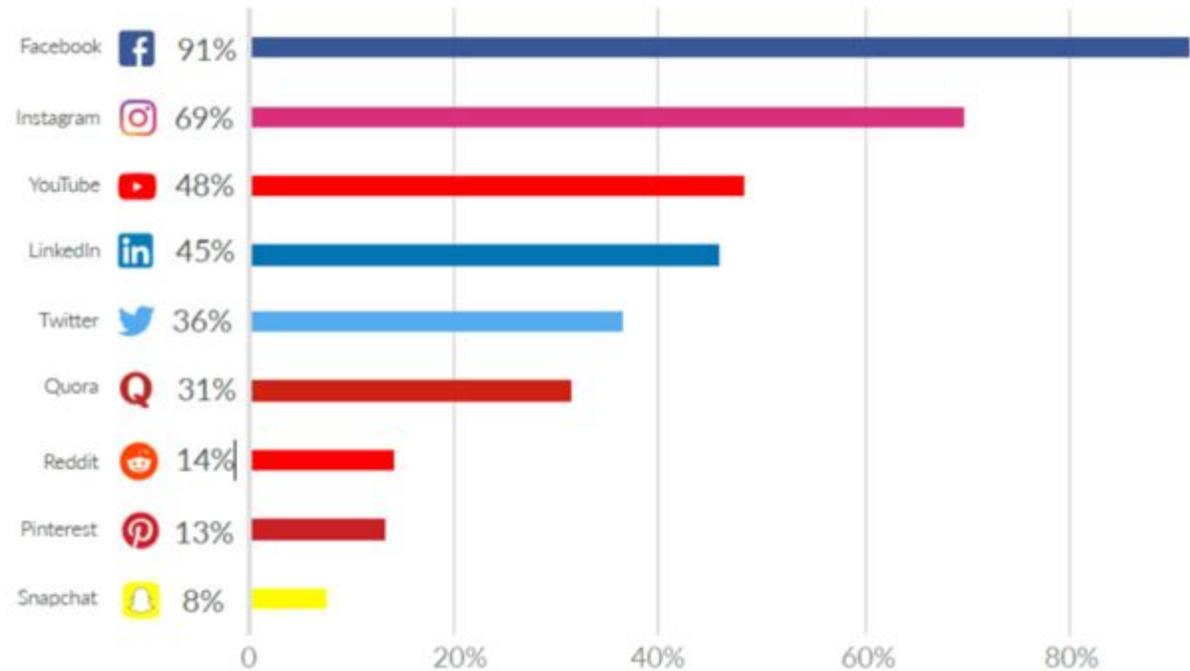
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www.eMarketer.com

Range of different paid targeting options

- Facebook ads
- Instagram ads
- YouTube ads
- LinkedIn ads
- Pinterest ads
- Google Adwords
- Twitter advertising

BUDGETING: WHAT SOCIAL PLATFORMS ARE MARKETERS CURRENTLY INVESTING IN?



<https://www.webstrategiesinc.com/blog/how-much-budget-for-online-marketing-in-2020>

TAKE A LOOK AT POST REACH IN INSIGHTS

| Published | Post | Type | Targeting | Reach | Engagement |
|------------------------|--|-------|-----------|-------|------------|
| 01/27/2021 7:00 PM | With many of us staycating this summer, we're pleased to | Video | Public | 4.7K | 327 96 |
| 01/17/2021 7:00 PM | A trip to the Grampians makes for a fabulous family affair. With | Image | Public | 8.9K | 510 57 |
| 01/15/2021 9:33 AM | We have the BEST selection of wines for you to enjoy this | Image | Public | 5.4K | 313 62 |
| 01/09/2021 1:00 PM | Step into our hometown of Great Western and meet the locals | Image | Public | 2.3K | 223 171 |
| 01/07/2021 7:00 PM | Start planning your Australia Day long weekend escape. The Visit | Image | Public | 4.9K | 269 40 |
| 01/03/2021 7:00 PM | We're bringing back our Museum Wine Night on | Image | Public | 6.2K | 406 129 |
| 01/02/2021 1:00 PM | Join us and our fellow Grampians Winemakers for a | Image | Public | 2K | 103 59 |
| 01/01/2021 10:07 AM | Happy New Year from the Thomson family and all of us at | Image | Public | 2.6K | 176 258 |
| 12/29/2020 7:00 PM | Join us on the lawn for lunch - we'll supply the wine and | Image | Public | 4.2K | 436 59 |
| 12/26/2020 7:00 PM | Taste the finest wines in our collection with a premium tasting | Image | Public | 5.1K | 454 60 |
| 12/24/2020 7:00 PM | The Thomson family and the entire Best's team wish you a | Image | Public | 1.5K | 151 113 |
| 12/22/2020 7:00 PM | Have you opened a bottle of wine and not sure how long it's | Image | Public | 1.4K | 108 61 |
| 12/21/2020 8:36 AM | Did you see our Facebook Live event on 2nd December? Best's | Image | Public | 1.1K | 37 16 |

Best's Wines - Great Western
Published by Melissa Goddard · December 15, 2020 ·

Come and visit us. We're joining the call asking fellow Grampians locals to invite their mates from out of town to visit our spectacular region. There's so much to explore, and only a three-hour drive from Melbourne. Go on, support local and catch up with loved ones!

Go to [Visit Grampians](#) to access special deals, a gorgeous e-invitation and great guides for showing off our region to your guests. And there's an awesome prize to win too! [#BeTheHostWithTheMost](#)

YOU'RE THE HOST WITH THE MOST

BREATHTAKING VIEWS, NATIVE WILDLIFE AND LOCALLY PRODUCED FOOD & WINE.

WELCOME THEM *the Grampians Way*

2,634 People Reached 235 Engagements Boost Post

77 17 Comments 8 Shares

Best's Wines - Great Western
Published by Melissa Goddard · December 18, 2020 ·

Great news! We've extended our Cellar Door trading hours over summer. Please join us for a tasting or pick up your favourite Best's wine from 10am-5pm, seven days a week. We'll be open throughout the holiday season, except for Christmas Day. We hope to see you soon and remember **BOOKINGS ARE STILL REQUIRED** and **ALL TASTINGS ARE SEATED!**

[CLICK HERE TO BOOK -> www.bestswines.com/Cellar-Door](#)

1,273 People Reached 84 Engagements Boost Post

39 2 Comments 1 Share

Like Comment Share

FEBRUARY 16-19, 2021

Don't just boost posts – strategically target



- Clicking the 'Boost' button on Facebook is not a paid media strategy.
- You need to be using Business Manager for Facebook and Instagram ads to allow you to narrow the targeting and reach the right people.

Range of advertising options available



Featured Goal
Promote your local business.



Featured Goal
Increase online sales.



Featured Goal
Generate leads.



Featured Goal
Increase brand awareness.



Featured Goal
Retarget existing customers.

- Your objectives define the advertising type
- Also depends on where customers are in conversion funnel

What's your marketing objective? View · Choosing an objective

Auction Reach and frequency

| Awareness | Consideration | Conversion |
|-----------------|-----------------|-----------------|
| Brand Awareness | Traffic | Conversions |
| Reach | Engagement | Catalogue Sales |
| | App Installs | Store Visits |
| | Video Views | |
| | List Generation | |
| | Messages | |

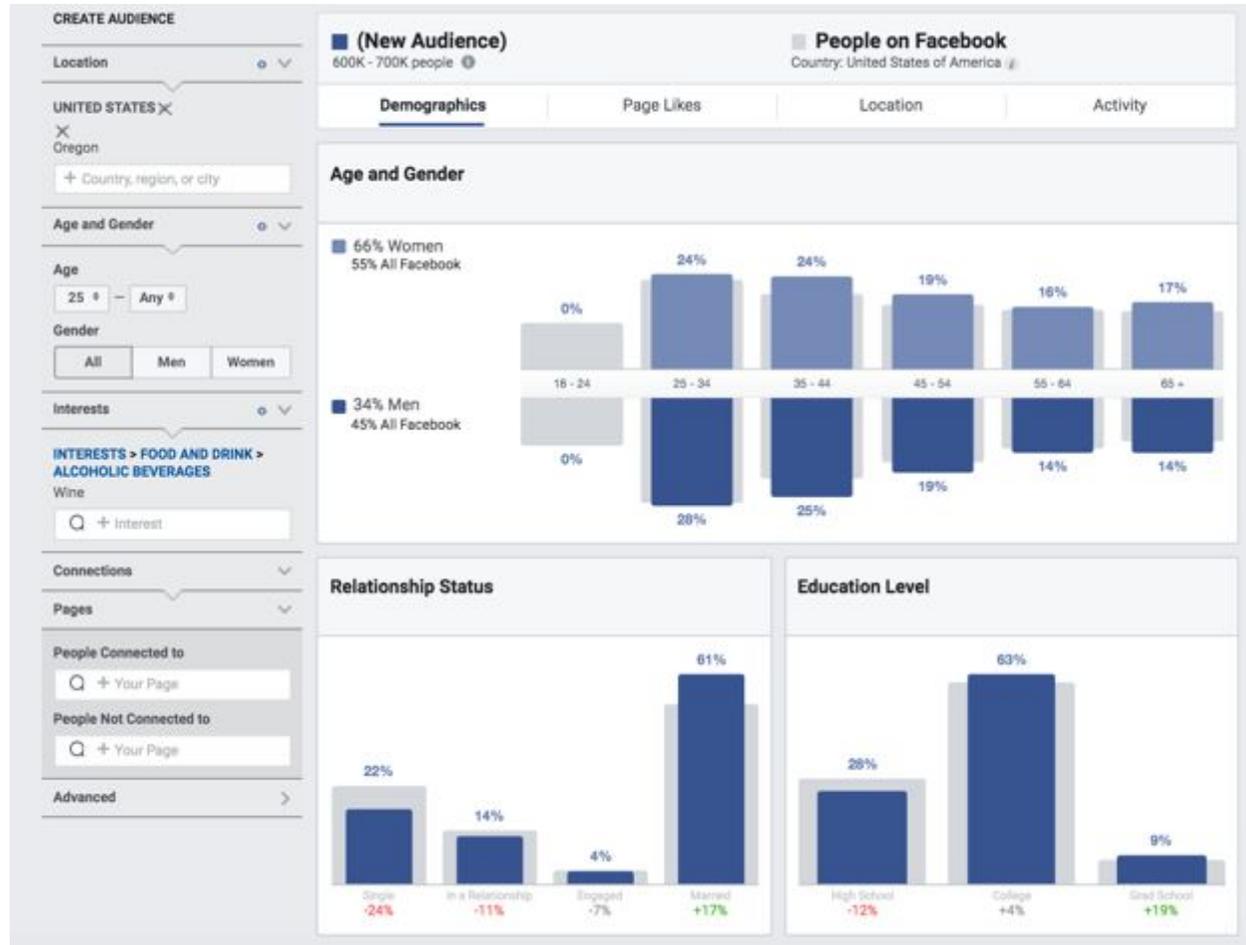
App Installs
Send people to the app stores where they can download your app. [Learn more](#)

Check off what you want your creative placement, audience and delivery optimization strategies

Campaign name App Installs

[Get to Ad Auction](#)

Insights can be super targeted: An example



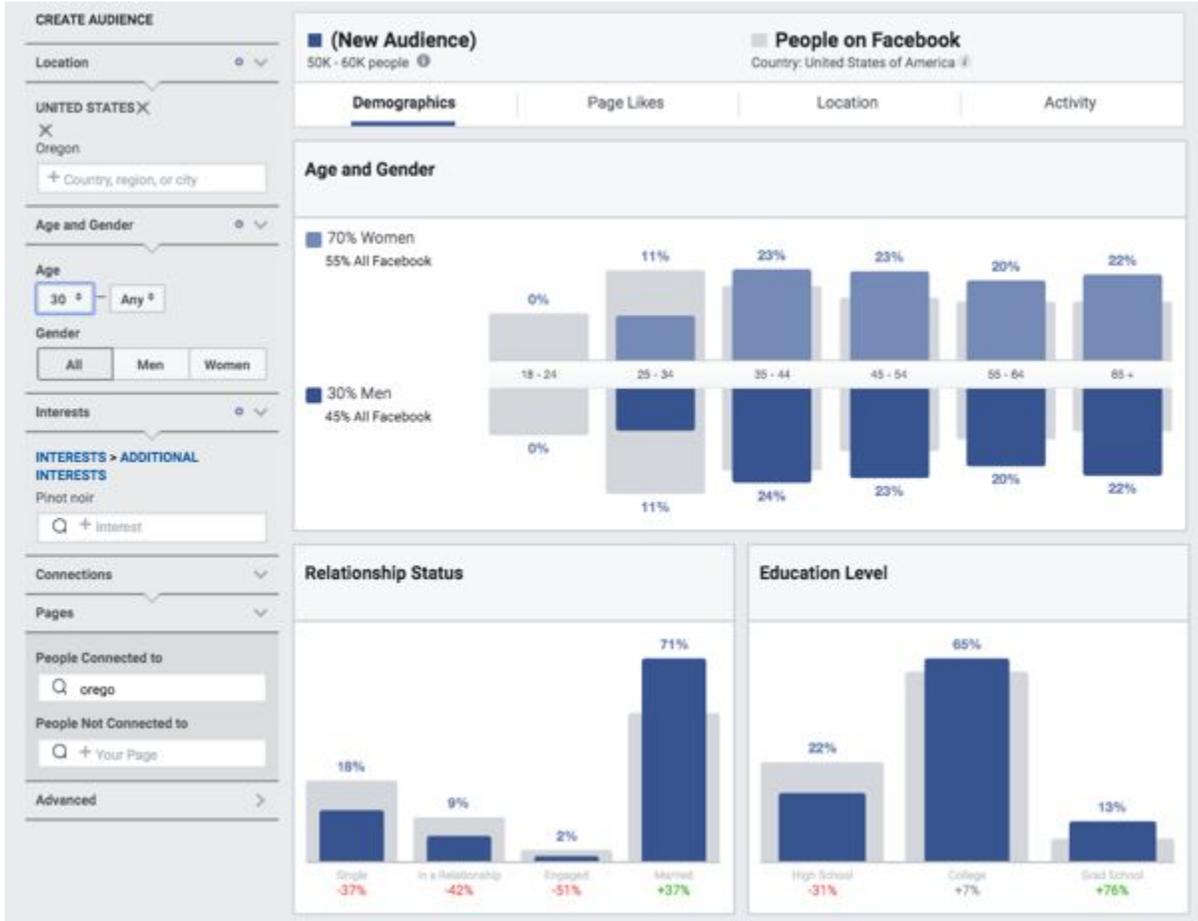
25+ - Live in Oregon with interest in wine
 600-700k

Job Title

| Job Title | Selected Audience | Change (%) |
|---------------------------------|-------------------|------------|
| Government Employees (Global) | 3% | |
| Business and Finance | 12% | +33% |
| Community and Social Services | 10% | +25% |
| Management | 18% | +20% |
| Education and Libraries | 14% | +17% |
| Administrative Services | 30% | +15% |
| Healthcare and Medical Services | 17% | +13% |
| Food and Restaurants | 9% | +12% |
| Sales | 24% | +9% |
| IT and Technical Services | 5% | +0% |

Getting more niche in targeting

30+ - Live in Oregon with interest in Pinot Noir 50-60k



Geo-location targeting! Really specific

The screenshot shows the Facebook Audience targeting interface. On the left, under 'Audience', there are options to 'Create New Audience' or 'Use Saved Audience'. Below that, 'Custom Audiences' are listed with a search bar. The 'Locations' section is set to 'People living in or recently in this location' and is currently targeting 'United States' with a specific location 'Willamette Valley Vineyards + 10mi'. A map shows a blue circle representing the 10-mile radius around the vineyard location. Below the map, there are filters for 'Age' (18-65+), 'Gender' (All genders), and 'Detailed Targeting' (Include people who match). On the right, the 'Audience Definition' section shows a gauge indicating 'Your audience selection is fairly broad' and a 'Potential Reach' of 200,000 people. Below that, 'Estimated Daily Results' are shown: 'Reach' is 1.5K - 4.2K and 'Link Clicks' is 19 - 54. A disclaimer at the bottom states: 'The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. View these estimates helpfully.'

- 10mile radius of people in Willamette Valley who have an interest in wine!
- Aged 25+
- Estimated reach 200,000 people

You may already have an audience to start to capture with facebook retargeting

We have an opportunity to retarget these people and get their details!

Audience

Lookalikes Now Use Ad Set Locations

You no longer need to include locations to create lookalike audiences. Lookalikes now use the locations from your ad sets.

- Active campaigns with lookalikes will continue to run uninterrupted and unchanged.
- Existing lookalikes that contain locations are being retired and can't be used in new campaigns.
- We created copies of existing lookalikes with the locations removed for your use in new campaigns.

[See Shared Lookalikes](#)

Create Audience ▾

Search by name or audience ID

All Audiences

Filter

Status ▾

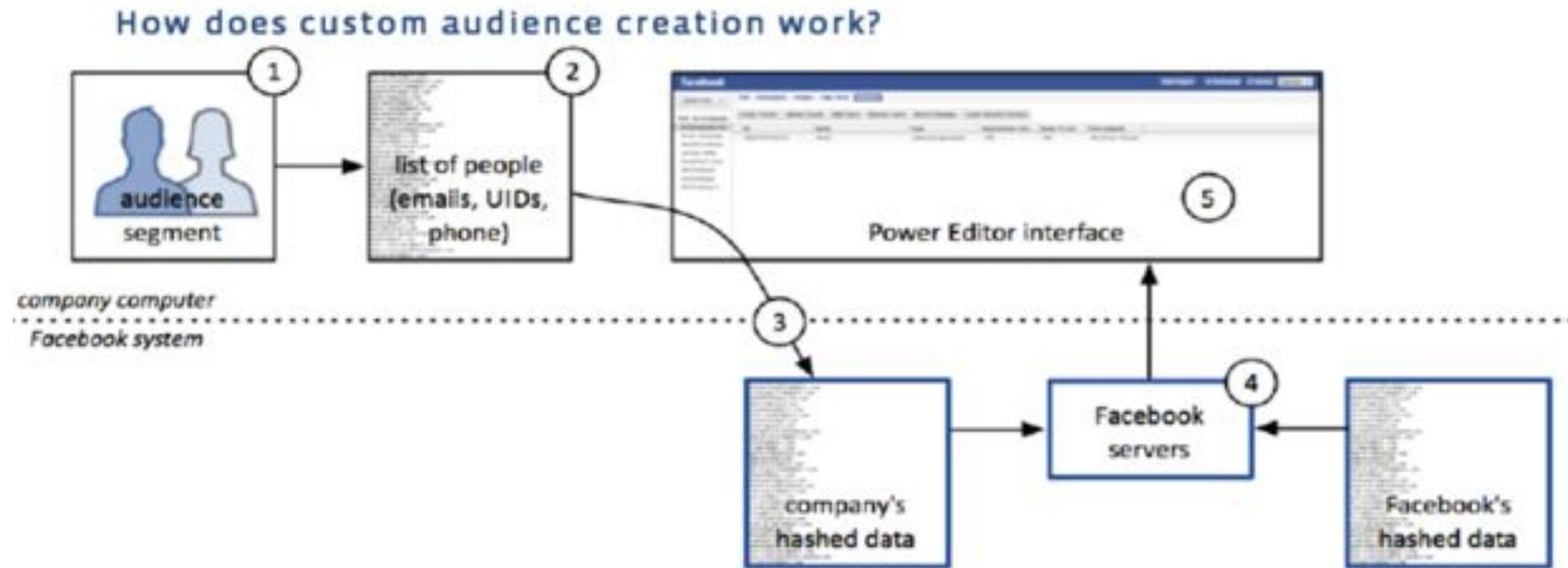
Type ▾

Availability ▾

Source ▾

| <input type="checkbox"/> | Name | Type | Size | Availability | Date Create |
|--------------------------|--|---|---------------|-----------------------------------|-----------------------|
| <input type="checkbox"/> | Website Visitors 180 Days JUL20 | Custom Audience Website | 2,500 ⓘ | ● Ready Last edited 07/24/2020 | 07/24/2020 3:45 PM |
| <input type="checkbox"/> | Lookalike (2%) - People who engaged with your page: Billy Button Wines | Lookalike Audience People who engaged with yo... | Size varies ⓘ | ● Ready Last edited 07/24/2020 | 07/24/2020 3:44 PM |
| <input type="checkbox"/> | People who engaged with your page: Billy Button Wines | Custom Audience Engagement - Page | 3,500 | ● Ready Last edited 03/20/2020 | 03/20/2020 9:19 PM |
| <input type="checkbox"/> | Wine lovers Created with Instagram | Saved Audience | 300,000 ⓘ | ● Ready Last edited 01/12/2020 | 01/12/2020 5:04 PM |
| <input type="checkbox"/> | Lookalike (1%) - Billy Button Subscribers, Jan | Lookalike Audience | Size varies | ● Ready | 01/11/2020 |

Custom Audiences: your email database and creating lookalikes critical



- Use your email list – to target and create a custom audience
- Generate a lookalike audience of this audience with 1% variation to also help with targeting.

Put the Facebook pixel on your website!!

Facebook Pixels interface showing the 'Create a Facebook Pixel' section. The page includes a navigation bar with 'Pixels', a search bar, and a 'Create Ad' button. A notification bubble states 'Settings is now located in the navigation bar.' The main heading is 'Create a Facebook Pixel' with a sub-heading 'Set up a single Facebook pixel to unlock powerful tools in Facebook advertising.' Below this are three columns: 'Tracking' (illustrated with a person on a bicycle), 'Optimization' (illustrated with a person and a bicycle), and 'Audience Targeting' (illustrated with a person and a bicycle). A green 'Create a Pixel' button is at the bottom.

- You need a website for your business.
- You must be able to update your website's code.

1 Create a Facebook pixel

1. Go to **Events Manager**.
2. Click **+** **Connect Data Sources** and select **Web**.
3. Select **Facebook Pixel** and click **Connect**.
4. Add your **Pixel Name**.
5. Enter your website URL to check for easy setup options.
6. Click **Continue**.

2 Add the Facebook pixel to your website

Once you've created your pixel, you're ready to put the Facebook pixel code on your website. For instructions on how to do this, choose your setup option:

Retarget this traffic using facebook ads

Retarget on facebook to sign up to email

Google search results for "best riesling australia". The search shows about 5,280,000 results. The "Ads" section displays five wine products with their prices: Kilkanoon Golden Hill (\$11.50), 2017 Best's House Block (\$35.00), Jim Barry Watervale (\$15.99), Julien Schaal Grand Cru (\$29.99), and 2019 Ravensworth My Wine Guy (\$35.99). Below the ads is a section titled "Top 5 Aussie Rieslings" listing various wineries and their websites.

The Billy Button website homepage. The header includes the logo and navigation links: HOME, SPARKLING, WHITE, RED, THE FAMILY, SPECIALS, VISIT. The main banner features the text "EXCITING ALTERNATIVE VARIETALS" and "HANDCRAFTED IN ALPINE VALLEYS, VICTORIA" over an image of wine bottles. A "SHOP NOW" button is visible on the banner.

A graphic for Facebook Ads. It features the text "FACEBOOK ADS" in large white letters on a dark blue background. To the right, there is an illustration of a hand holding a smartphone with a gift icon and a megaphone icon, set against a yellow background with a speech bubble labeled "ADS".

An email marketing interface with the heading "Choose how you want to reach your contacts". There are two main options: "Single email" and "Customer journey". The "Single email" option includes a sub-heading "Quickly set up an automated email that goes out when someone signs up or interacts with your brand." The "Customer journey" option includes a sub-heading "Nurture your contacts by setting up the interactions they can have with your brand as they move along their personalized path."

Sign up to Newsletter
Specific offer
Event based promotions

What about instagram ads?



Instagram Business

Getting started Advertising Shopping Resources News

BUILD YOUR BUSINESS ON INSTAGRAM.

Drive awareness, increase customers and share your story amongst a highly engaged audience.

Turn posts into ads.

84% of people on Instagram are more likely to shop from small businesses.¹
Start growing your following by reaching new people with posts that you already have. Visit our [advertising guide](#) to learn more.



All the ways that you can buy ads.

You can buy, run and track ads on Instagram in one of three ways.

WITHIN THE APP

ADS MANAGER

INSTAGRAM PARTNERS

Stories ads

Complement your feed content with ads on Instagram Stories. Connect with over 500 million accounts using stories daily.² Learn more about [stories ads](#) and [specs](#).

Create your own

Google also has opportunities, a little harder for alcohol brands ...

ads.google.com/home/

Google Ads

Contact us Sign in Get started

Overview How it works Cost FAQ Resources Advanced campaigns Contact

Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Get started

Ad • example-business.com

Online Workout Classes - Get Fit at Home
Yoga, Body Combat, Zumba and more. Try a free class on us.

Call for sign up help

- In Australia, we often use Google Adwords for driving Tasting Room Visitation rather than direct selling
- Cost per click is lower for small brands as the big retail brands dominate keywords

Advertising Policies Help

Describe your issue

Alcohol

Display & Video 360 users must comply with this Google Ads policy. Visit the Display & Video 360 help center for additional restrictions.

We abide by local alcohol laws and industry standards, so we don't allow certain kinds of alcohol-related advertising, both for alcohol and drinks that resemble alcohol. Some types of alcohol-related ads are allowed if they meet the policies below, don't target minors, and target only countries that are explicitly allowed to show alcohol ads.

Learn about what happens if you violate our policies. If you think your ad was incorrectly disapproved, you can request a review through the Disapproved ads and policy questions form.

Alcohol sale

We consider ads to be promoting the sale of alcoholic beverages when one or more alcoholic beverages are featured in the ad, and alcohol can be purchased on the destination site or app.

✓ Allowed: We allow advertising for the online sale of alcoholic beverages to run in the countries below.

Use insights to drive results – sometimes can't compete on more popular keywords so go longtail!

Keyword Overview: Barossa valley wine

Australia | Desktop | Jan 29, 2021 | USD

Overview | Bulk Analysis

Volume
5.4K

Keyword Difficulty
76%

CPC | Com.
\$2.70 | **0.28**

Global Volume
8.1K



Results on SERP
~413.0K

SERP Features

PLA | Ads
0 | **0**

Keyword Research



barossa valley wine

All | Shopping | Images | Maps | News | More

Settings | Tools

About 5,670,000 results (0.79 seconds)

Google Search is in the news

You may have heard about a proposed law. We are willing to pay to support journalism.

Hear our proposal

Ads · barossa valley wine

| Product | Price |
|---------------------------------|---------|
| 2017 Purple Hands Wine... | \$30.00 |
| Barossa Valley Estate Shiraz... | \$23.99 |
| Shiraz 2018 - Black Marke... | \$9.00 |
| Pepperjack Shiraz 2018... | \$17.99 |
| Barossa Wine Company... | \$17.00 |

www.barossa.com > wine > our_wineries

Our wineries | Barossa

Explore Barossa's 170 wineries through Barossa Valley and Eden Valley. Home to shiraz, grenache, riesling and more.

Wineries to visit in Barossa Valley – less competition



Google

AI Maps Images News Shopping More Settings Tools

About 139,000 results (0.74 seconds)

Google Search is in the news

You may have heard about a proposed law. We are willing to pay to support journalism.

[Hear our proposal](#)

10 Best Wineries in Barossa Valley

1. **Yalumba.** Visit **Yalumba's** historic home in the Barossa for the ultimate wine tasting experience. ...
2. **Chateau Tanunda.** ...
3. **Kies Family Wines.** ...
4. **Elderton Wines.** ...
5. **Rusden Wines.** ...
6. **Jenke Vineyards.** ...
7. **Seabrook Wines.** ...
8. **Yelland & Papps.** ...

[More items...](#) • May 6, 2020

manofmany.com › Lifestyle › Drinks

10 Best Wineries in Barossa Valley | Man of Many

About featured snippets Feedback

Keyword Variations *↑*
316 | Total volume: 8.3K

| Keywords | Volume |
|-------------------------------|--------|
| barossa valley wineries | 5.4K |
| best wineries barossa valley | 390 |
| barossa valley wineries map | 320 |
| barossa valley wineries list | 170 |
| barossa valley wineries lunch | 140 |

[View all 316 keywords](#)

Questions *↑*
18 | Total volume: 30

| Keywords | Volume |
|---|--------|
| how many wineries in barossa valley | 20 |
| how many wineries in the barossa valley | 10 |
| how many wineries are there in the barossa valley | 0 |
| how to get around the barossa valley wineries | 0 |
| must see wineries barossa valley | 0 |

[View all 18 keywords](#)

Related Keywords *↑*
83 | Total volume: 36.8K

| Keywords | Volume |
|------------------------------|--------|
| barossa valley vineyards | 260 |
| barossa valley cellar doors | 140 |
| barossa valley wineries list | 170 |
| barossa wineries | 3.6K |
| barossa wineries list | 140 |

[View all 83 keywords](#)

What does it cost? The ROI



Budget

\$1.50 - \$2.00

Cost-per-click (CPC).

\$500- \$1,000

Per month for 2-3 ad campaigns.

\$Additional

For holiday specific budget.

What does it cost? The ROI

- ROAS – Return on Advertising Spend: goal of 3-to-1 (at least)
 - Keep in mind that there are upfront time costs of setting up the foundation, pixels, code, accounts, etc. – whether in-house or contracting it out
- You can't put a price on...
 - Immediate, trackable results
 - Actual data of performance
 - The ability to change ads mid-stream = LOW RISK, LOW COST, HIGH REWARD
 - complete control over your own advertising...even if it means learning complicated systems like Facebook, Instagram, Google (or hiring an expert to do so on your behalf)

Google analytics: Measuring results

Social Value



Social Sources

Social Network

Pages

Shared URL

Social Plugins

Social Network

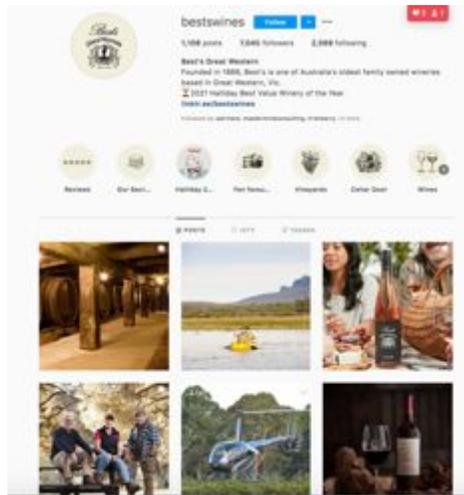
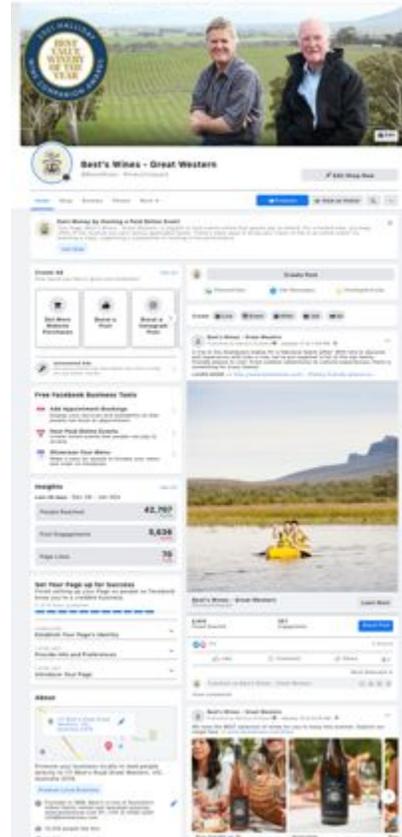
Social Network

| | Sessions | % Sessions |
|----------------------|----------|------------|
| 1. Facebook | 10,501 | 99.21% |
| 2. Instagram Stories | 39 | 0.37% |
| 3. Twitter | 20 | 0.19% |
| 4. Delicious | 12 | 0.11% |
| 5. Pinterest | 5 | 0.05% |
| 6. Instagram | 3 | 0.03% |
| 7. LinkedIn | 2 | 0.02% |
| 8. YouTube | 2 | 0.02% |
| 9. Naver | 1 | 0.01% |

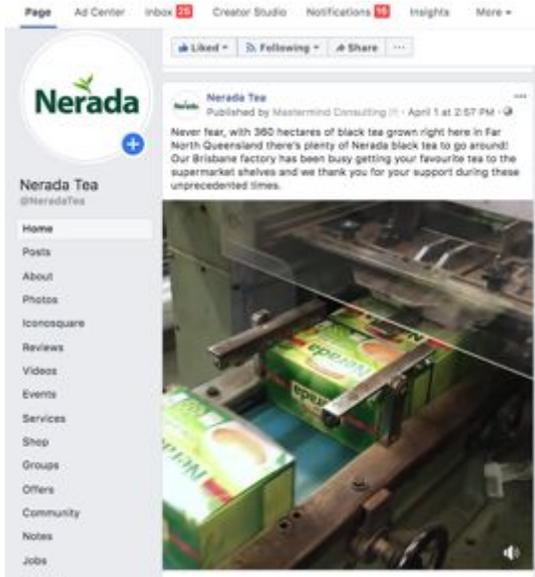
Some case studies from Down Under....

And yes, the Aussie Market is different in how we can sell directly.

Case Study: Best's Wines – Since 1866 – A way of driving engagement, awareness and showing relevance



Nerada Tea – Australia’s largest tea plantation



In 2020:

- Web traffic increased 33%
- Not an ecommerce driven site
- 33% of traffic from social
- Their paid spend was minimal
 - over 1 million reached
 - 150,000 clicks to website
 - 3900 shares



SHARE SOME TEA WITH YOUR LOCAL COMMUNI-TEA

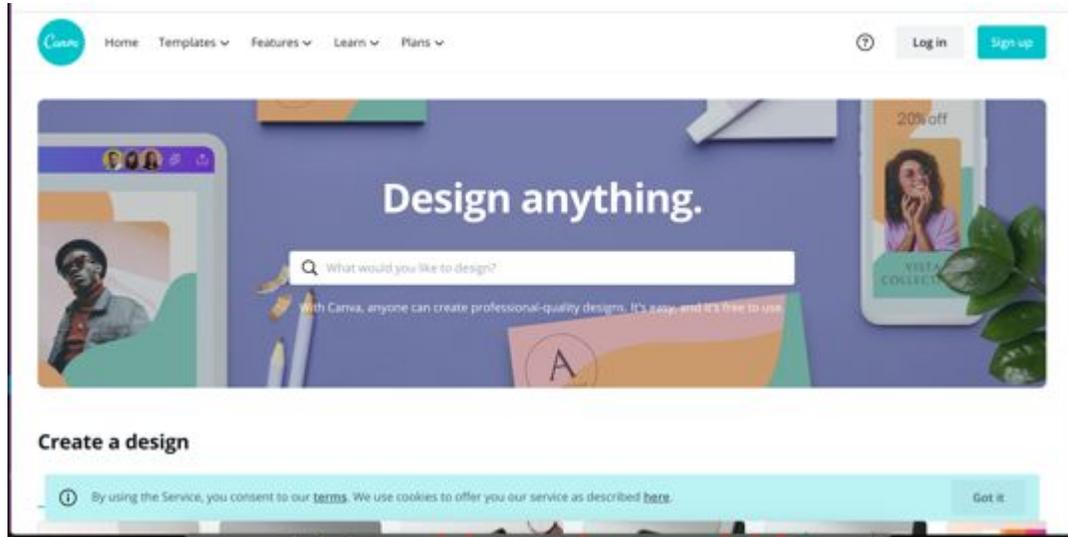
If you're missing sharing a cuppa with your neighbour right now, then why not let them know you're thinking of them with our communi-tea pack? We have 150 to give away, including two boxes of our Aussie-grown black tea and some limited-edition Nerada biscuits - call it tea for two!

ENTER NOW →

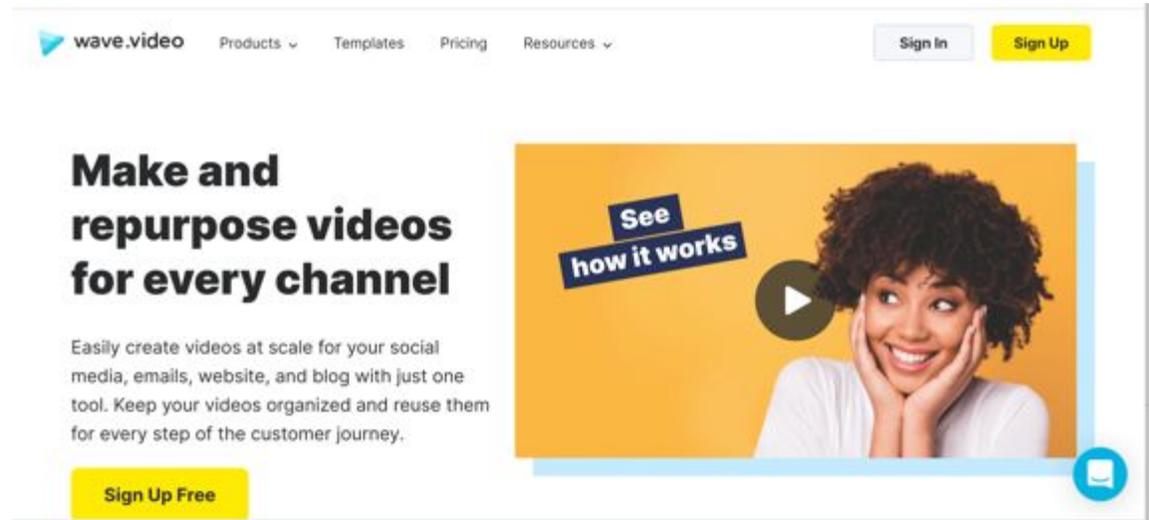


Tools for your toolkit

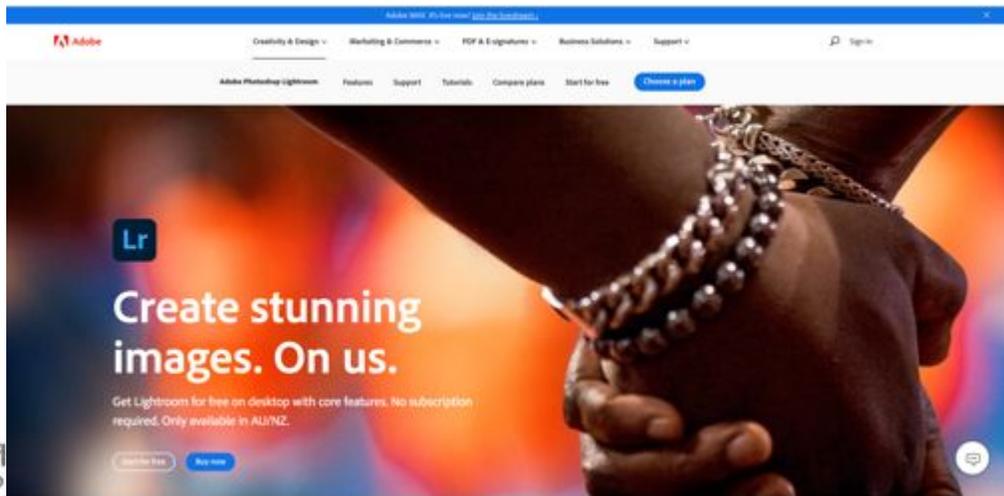
Content creation



The Canva website homepage features a navigation bar with links for Home, Templates, Features, Learn, and Plans. A central banner reads "Design anything." with a search bar below it. A secondary banner says "With Canva, anyone can create professional-quality designs. It's easy, and it's free to use." Below this is a "Create a design" button and a cookie consent notice.



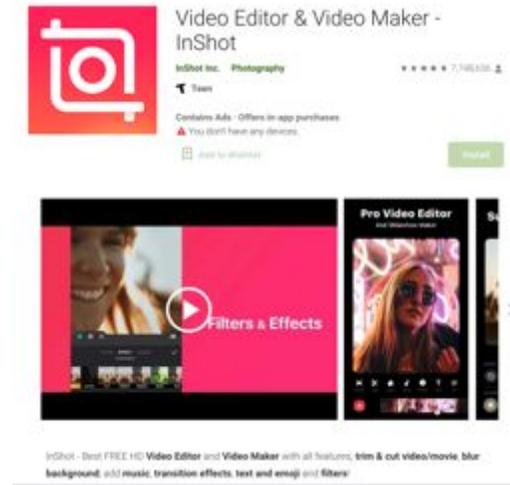
The wave.video website homepage has a navigation bar with Products, Templates, Pricing, and Resources. The main headline is "Make and repurpose videos for every channel". A video player shows a woman with the text "See how it works". Below the video is a "Sign Up Free" button and a short paragraph describing the service: "Easily create videos at scale for your social media, emails, website, and blog with just one tool. Keep your videos organized and reuse them for every step of the customer journey."



The Adobe Lightroom website features a navigation bar with links for Creativity & Design, Marketing & Commerce, PDF & E-signatures, Business Solutions, and Support. The main banner shows a hand holding a camera lens with the text "Create stunning images. On us." and a sub-headline: "Get Lightroom for free on desktop with core features. No subscription required. Only available in AU/NZ." There are "Get it free" and "Buy now" buttons.

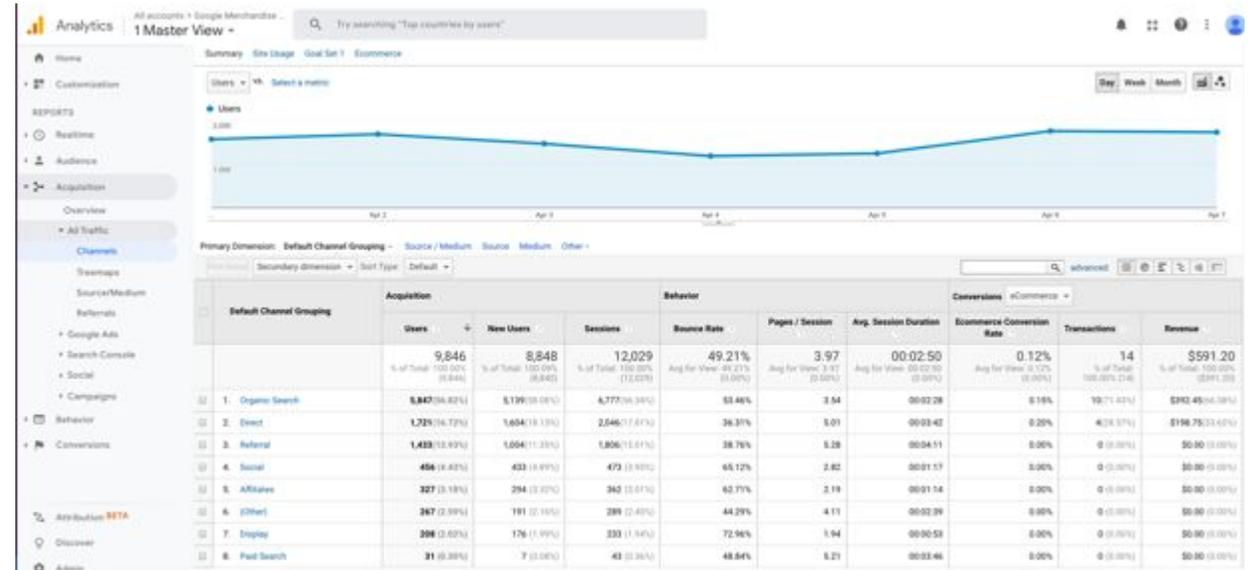
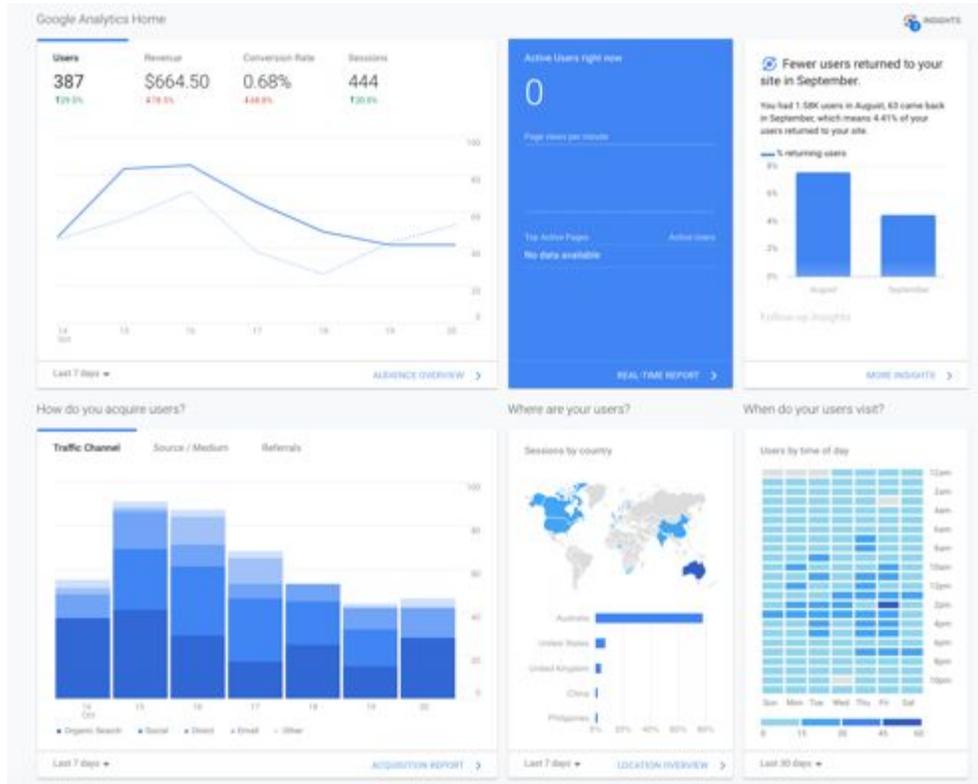


The Unfold app store listing includes the app icon, title "Unfold - Story Maker & Instagram Template Editor", developer "Unfold Creative Art & Design", and a 5-star rating. It lists features like "Offers in-app purchases" and "Add to Wishlist". Below is a carousel of app screenshots showing various story and post templates.

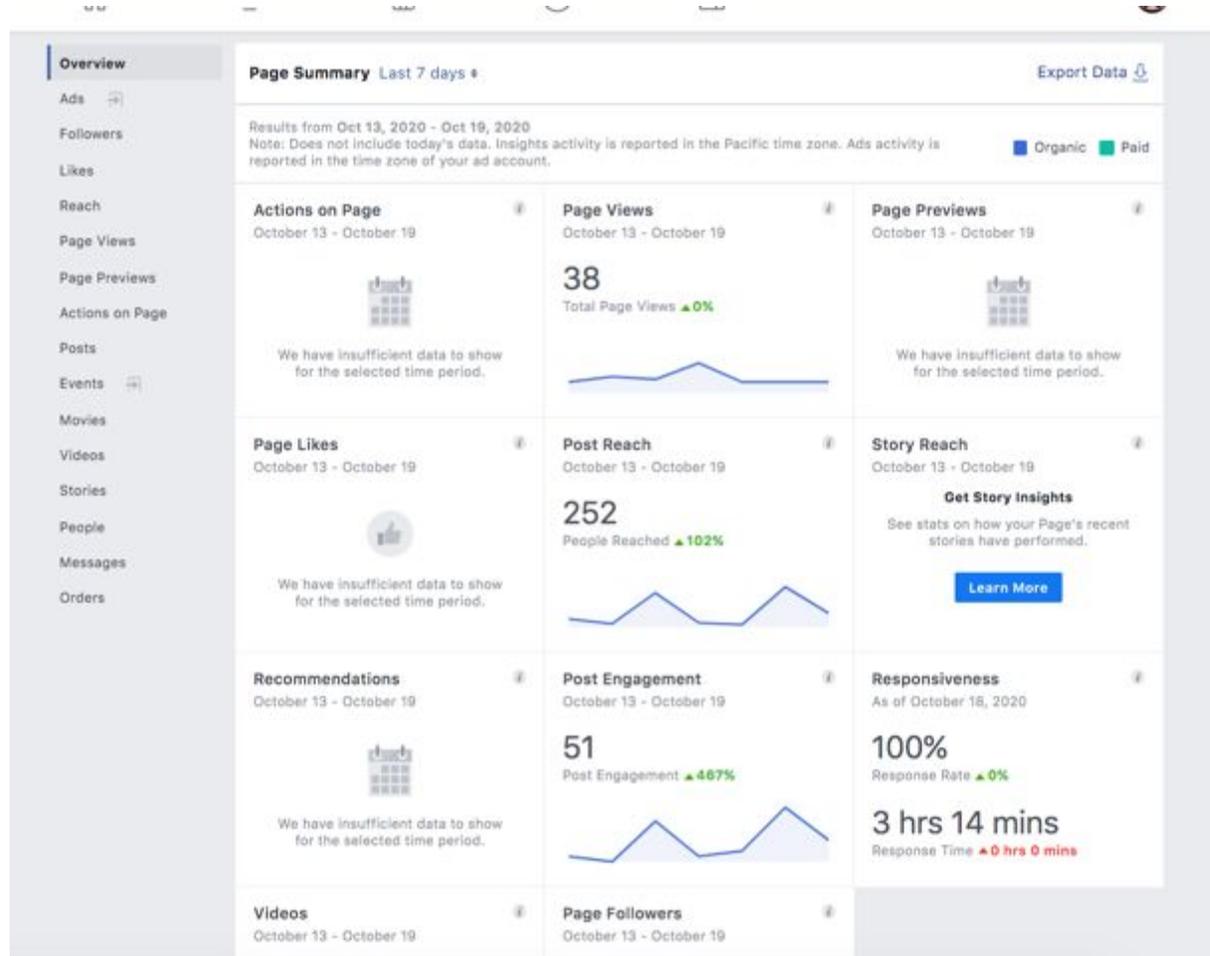


The InShot app store listing features the app icon, title "Video Editor & Video Maker - InShot", developer "InShot Inc. Photography", and a 5-star rating. It lists features like "Offers in-app purchases" and "Add to Wishlist". Below is a carousel of app screenshots showing video editing features like "Filters & Effects".

Google Analytics!



Business Insights – Facebook and Instagram

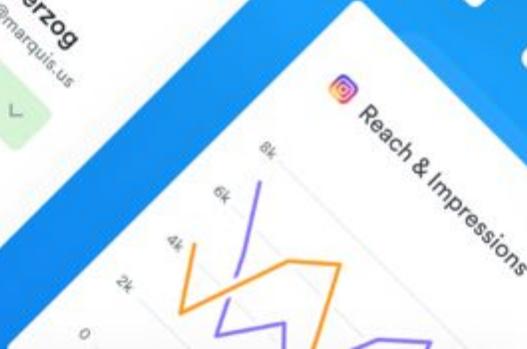
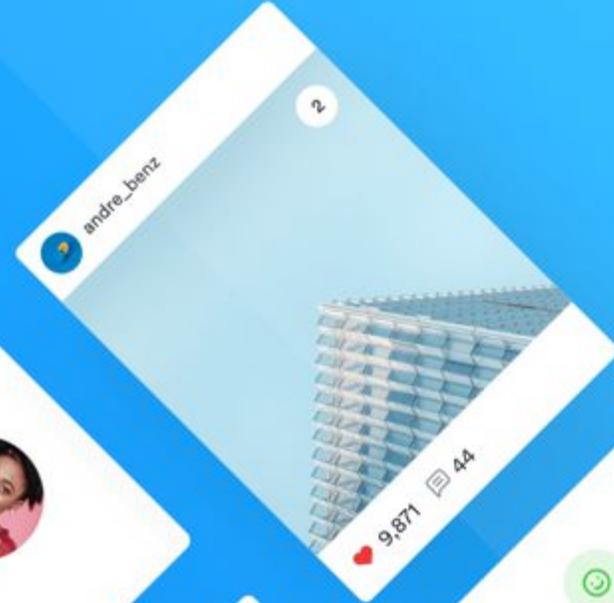
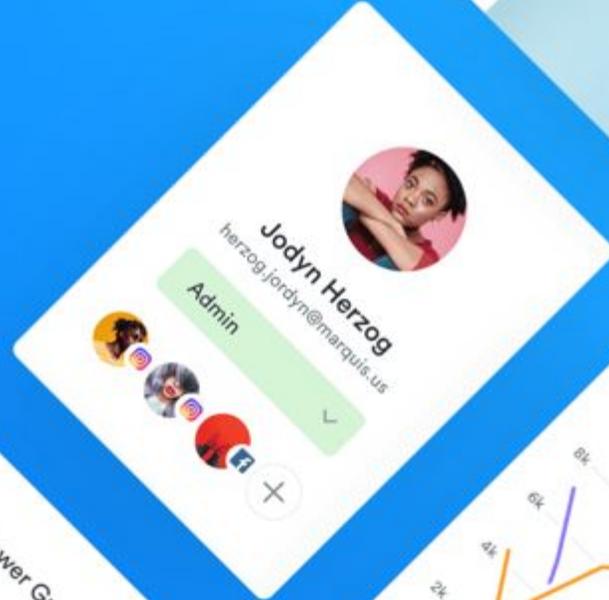
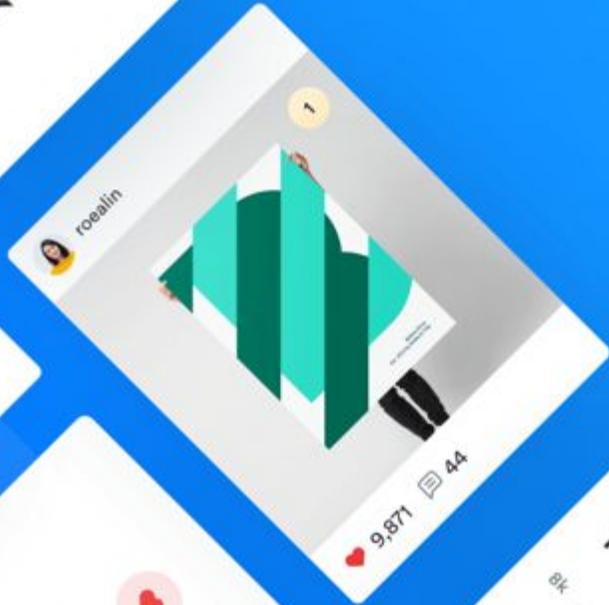
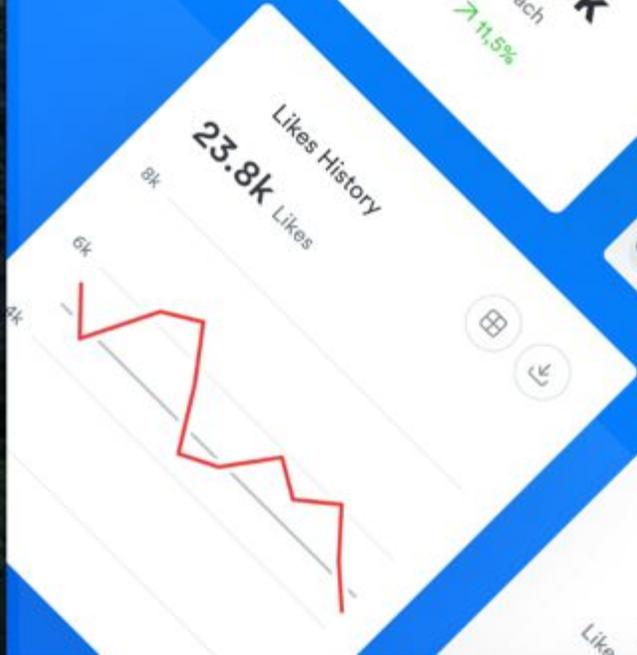
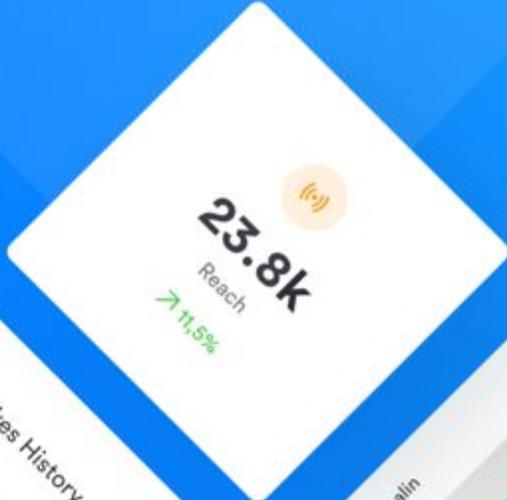


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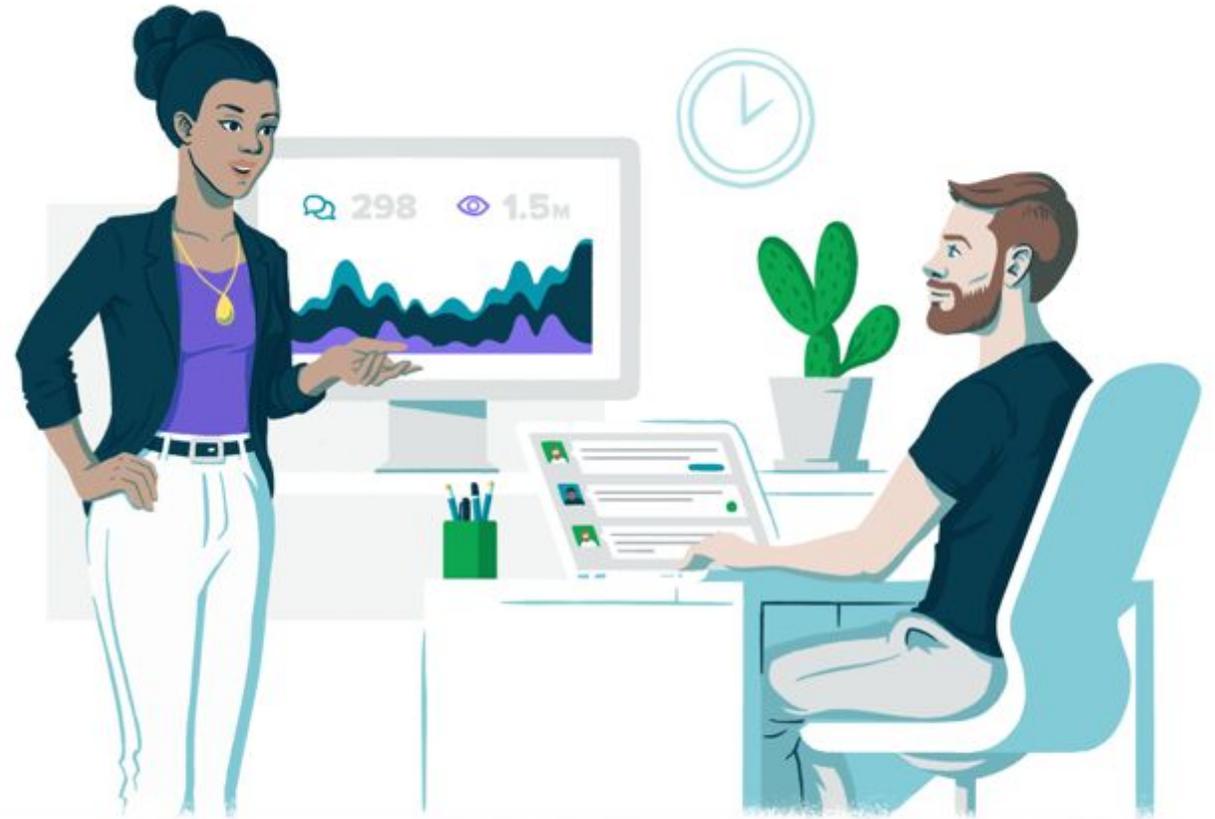
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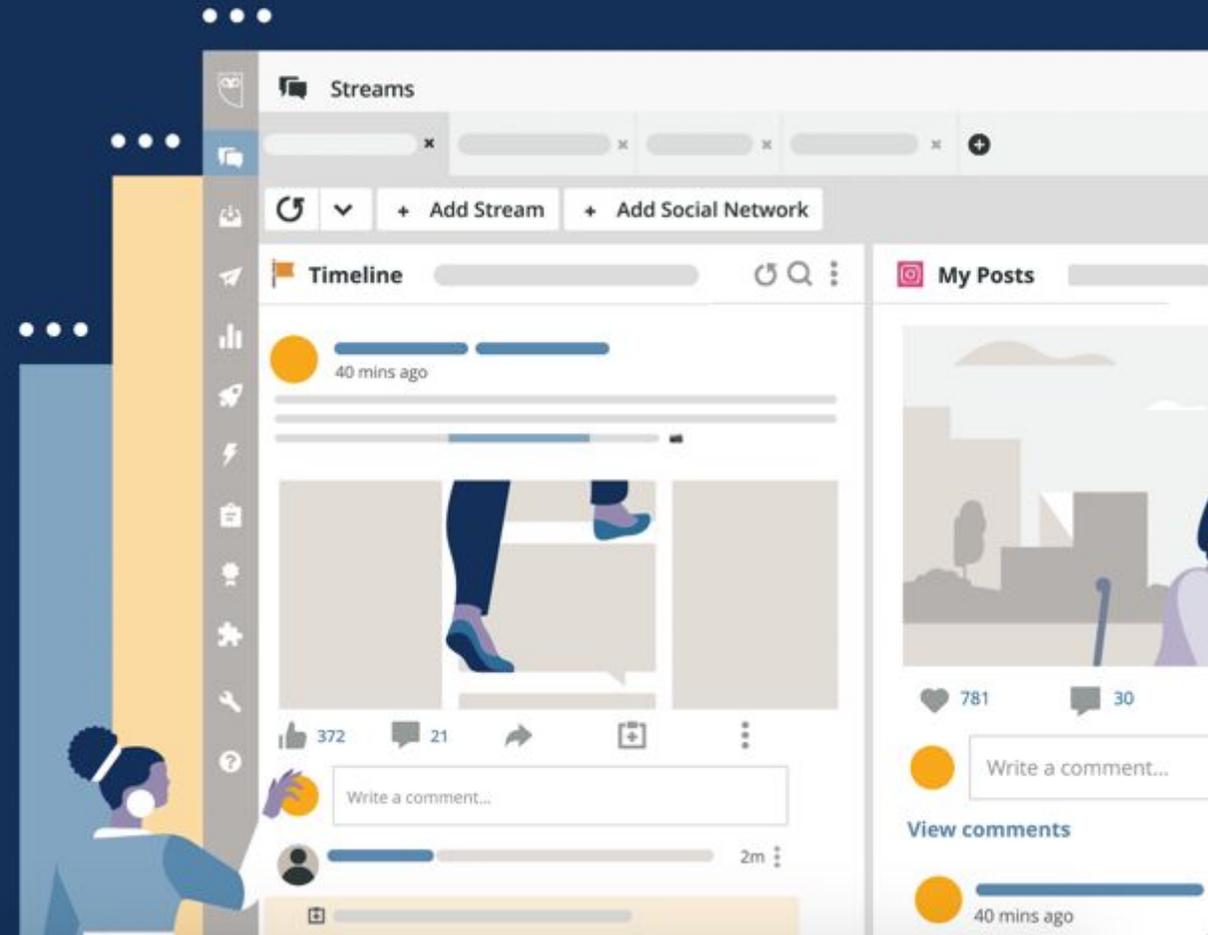


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OUR TOP 5 TIPS

- Give yourself enough time and budget to refine and optimize performance
- Think about an omni-channel digital plan – how can the different digital channels support one another to help drive results
- Test and Trial – be prepared to experiment
- Analyse results – use the tools to drive data insights
- Identify who already knows how to do this, or is willing to learn, in-house or outsourced, and hold each other accountable – digital is no longer a “nice to have” – 2020 proved this to us once and for all.

Recommended next steps

- Set a plan in place – what do you want to achieve?
- Ensure there's a broader digital plan to support you
 - Content has to be engaging! Without this any investment will have little returns
- Audit what you are doing and think about the plan for 2021

Still have questions? Reach out and connect



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