

Survive and Thrive

Maximising your online marketing presence

LIVE WEBINAR

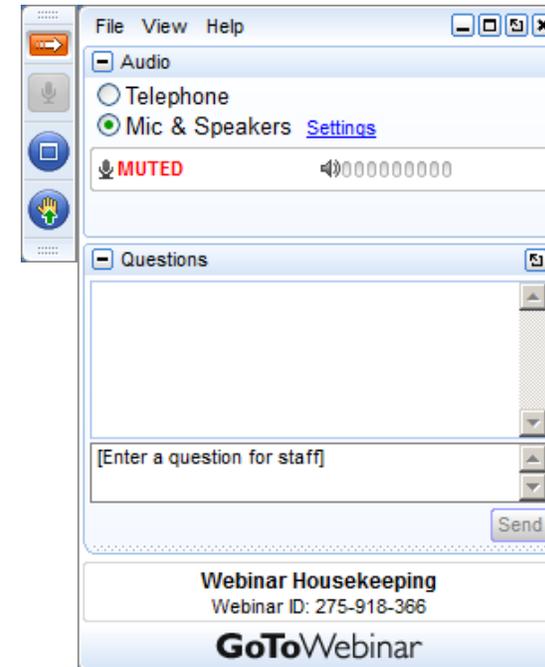
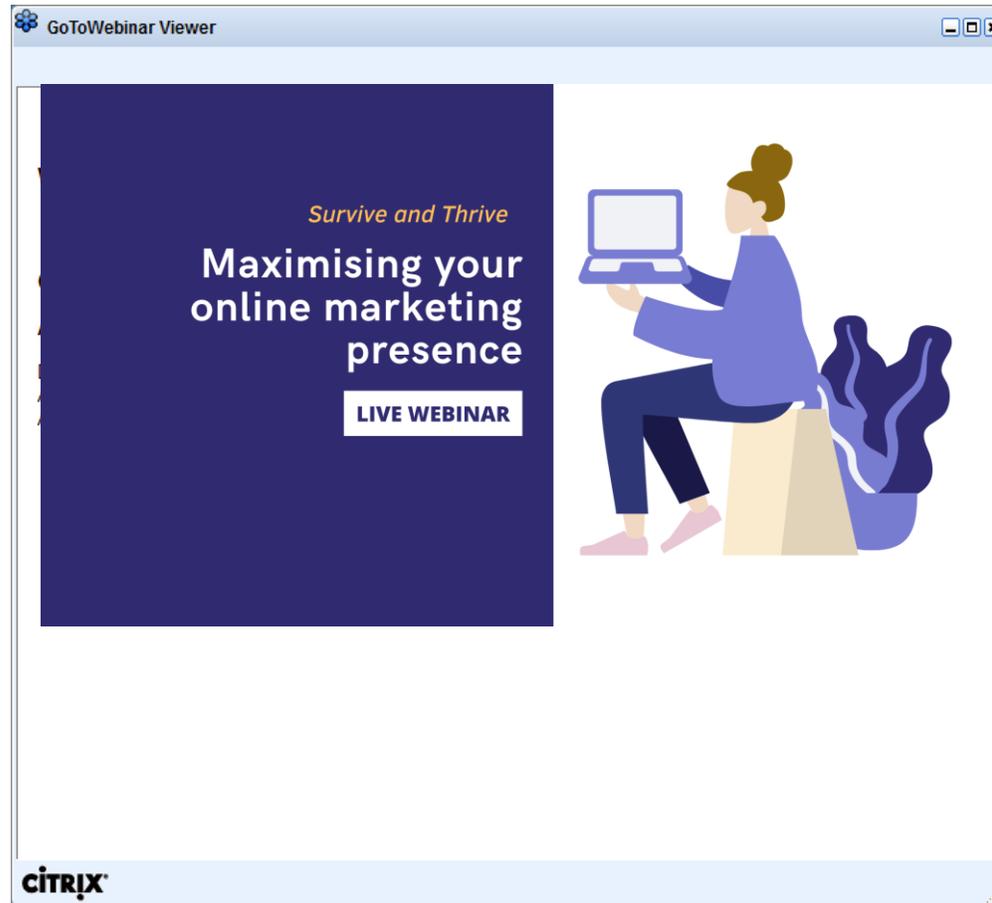


Agenda for today's webinar

- **Housekeeping**
- **In today's webinar you will discover the following:**
 - Setting up your business for better online success**
 - Understanding how people need retail therapy online now**
 - Learn how to deliver your products/services online**
 - With Covid-19 - Rethink your online strategy**
 - Setting up your marketing plan for better lead generation**



GoToWebinar Housekeeping



Presenters



Colin Wilson Director KBA



Jason Hulme, Director BSO Digital



Mission & Vision

Our **Mission** is to take businesses from Good to Great

Our **Purpose** is to take customers on a journey to help them improve their business through all aspects of employee engagement and performance



Upcoming webinars



We need to stick together while keeping apart!

There is so much uncertainty around the world coping with the effects of COVID-19 – a time where each day presents itself with new challenges. As business owners, we understand the enormous pressure, stress and anxiety you are having to cope as a business to get through these challenging times and make it to the other side of this crisis.

With this in mind, we are here to say, you're not in it alone. For the next 90 days, we will be teaming up with experts and running a series of webinars to help you Survive and Thrive.

[Survive & Thrive – series of webinars to keep you going!](#)

Re

30th March	Maximising your online marketing presence
6th April	Understanding your obligations with Payroll & Rostering Rules
20th April	Supporting your customers through these challenging times
4th May	Business after COVID-19 in getting you back on track
11th May	Drive to thrive in building a sales pipeline back in your business
18th May	Getting your business to excel through better technology
25th May	Getting back to basics in managing staff
1st June	Setting your business up in sourcing new staff, for a new start
15th June	Getting your business organised to become more efficient
22nd June	Time to get your business thriving again in the new financial year

Click here to register for the Survive and Thrive Webinar Series. You will be emailed the link to join the webinar an hour before it starts.

Day & Time: All Mondays 1 pm-1.45pm

[Register here](#)

Register- <https://keyba.com.au/survive-and-thrive-a-series-of-webinars/>

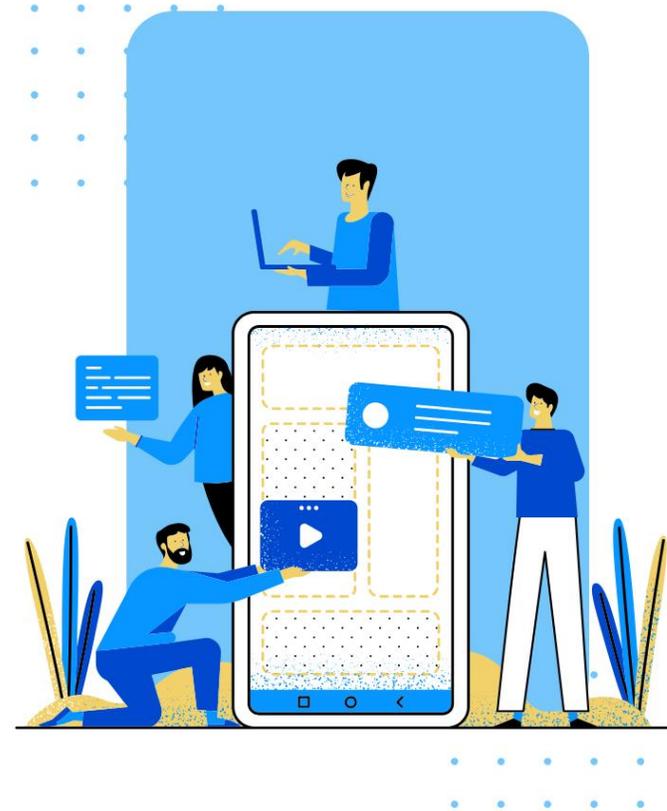
Upcoming webinars



Webinar: Managing Staff in These Difficult Times

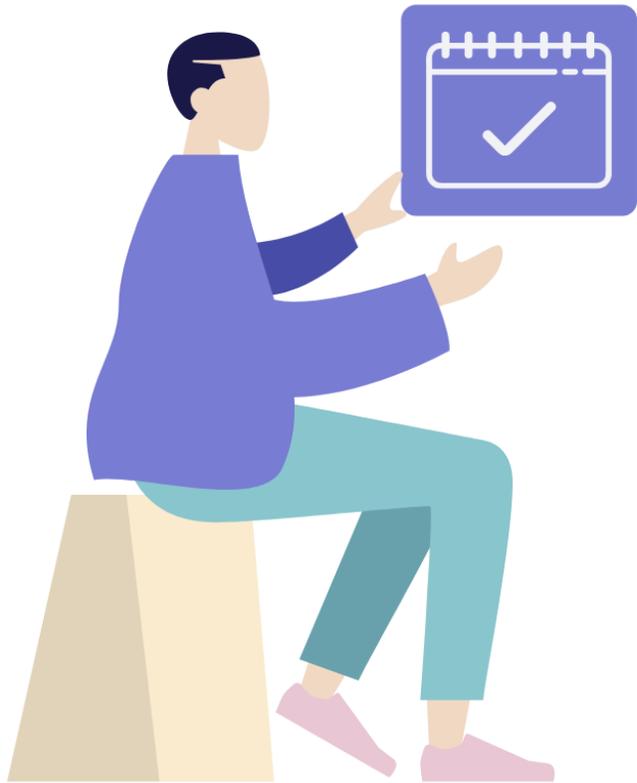
Wed, 1st April, 2020 | 5 pm to 5.45 pm

Supported by:



<https://keyba.com.au/covid-19-managing-staff-in-these-difficult-times-live-webinar/>





TOPIC 1

Setting up your business for better online success

Being challenged to think differently

Due to this COVID-19 we are all challenged to think differently!

Key Points – You need to think differently and refocus:

- What products or services is still relevant to the consumers?
- Have you started 'Thinking Differently' as yet?
- How can you shift your business online?
- What will consumers want to buy in the coming weeks?

My Tips:

- Workshop and brainstorm ideas with your team immediately!
- Chat to a Business Advisor to brainstorm your ideas!
- Check with your networks/ clients and test the water – Will this work?
- Think about building a massive pipeline of opportunities
- Have good 'Insight and Foresight' and don't lose focus



How to run your business remotely

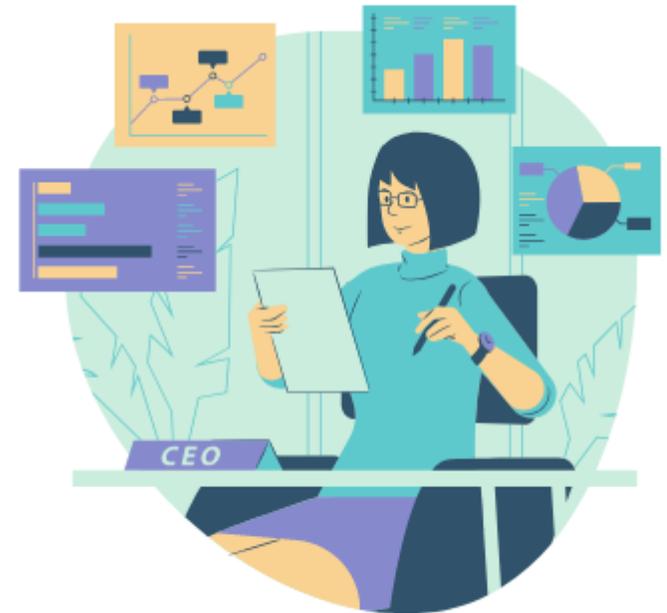
Creating the change and diversity in your business

Key Points – Change and Diversity:

- What does an online business look like in your business?
- If you already have an online business, how can it be improved?
- Is your products or services market-ready? I.e. will consumers buy?

My Tips:

- Seek advice from the experts!
- Now is a good time to re-think/ re-strategise your Marketing Plan
- Build a marketing campaign for the next 3-6 months
- Have Strategic alliance with partners and work together
- Look at your competitors and different industries for ideas!



Why you must communicate with you customers

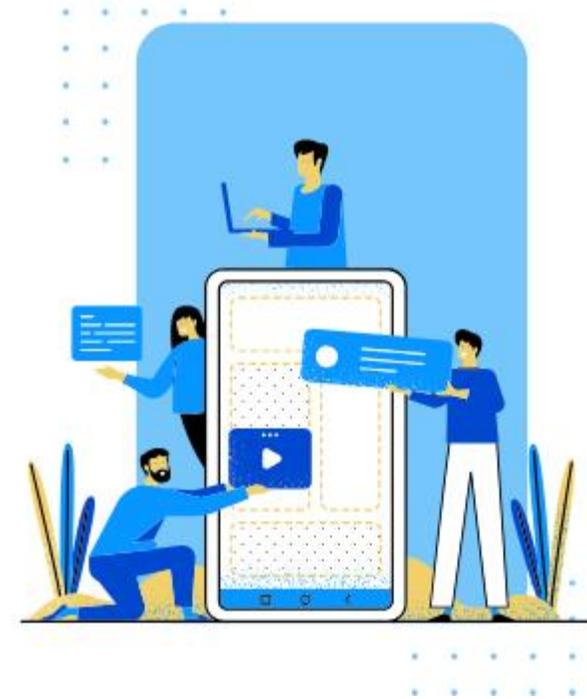
Key Points – Ways to communicate:

- Phone Calls
- Direct Emails
- SMS Messages
- Zoom/ Facetime/ Teams (Digital Meetings)
- Blogs/ Newsletters
- Press Release

My Tips:

- Create a Campaign – e.g. KBA Survive & Thrive Campaign
- You need to make it easy for customers to communicate with you (Answer the phone!)
- Online presence/ Online Shopping
- KISS Methodology – Keep It Simple Stupid!

WHY: You need to let them know your open for trade!



TOPIC 2

Understanding how people need retail therapy online now



How people need online therapy now!



It's happening right now and consumers will shop online for what they need now, and then the lifestyle shopping will come like no tomorrow once things settle down!

My Tip: Be ready now, and get your fare share of the online shopping opportunities that are coming!

BSO Clients are already seeing their sales increasing by already having a strong online presence!

Dictionary

Search for a word 

 retail therapy

noun HUMOROUS

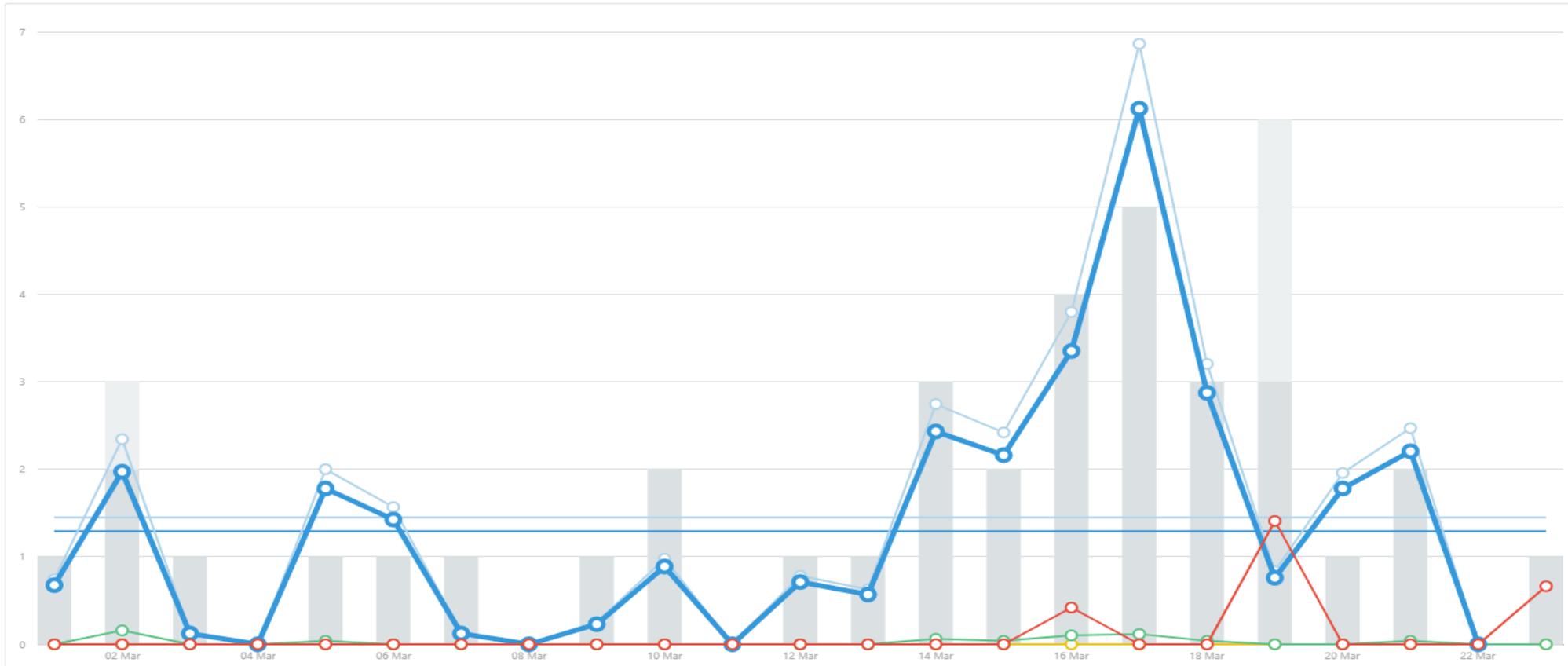
the practice of shopping in order to make oneself feel more cheerful.
"stop for a reviving cafe au lait or a glass of wine before setting off for more retail therapy"

 Translations, word origin and more definitions

From Oxford

[Feedback](#)

BSO Case Study

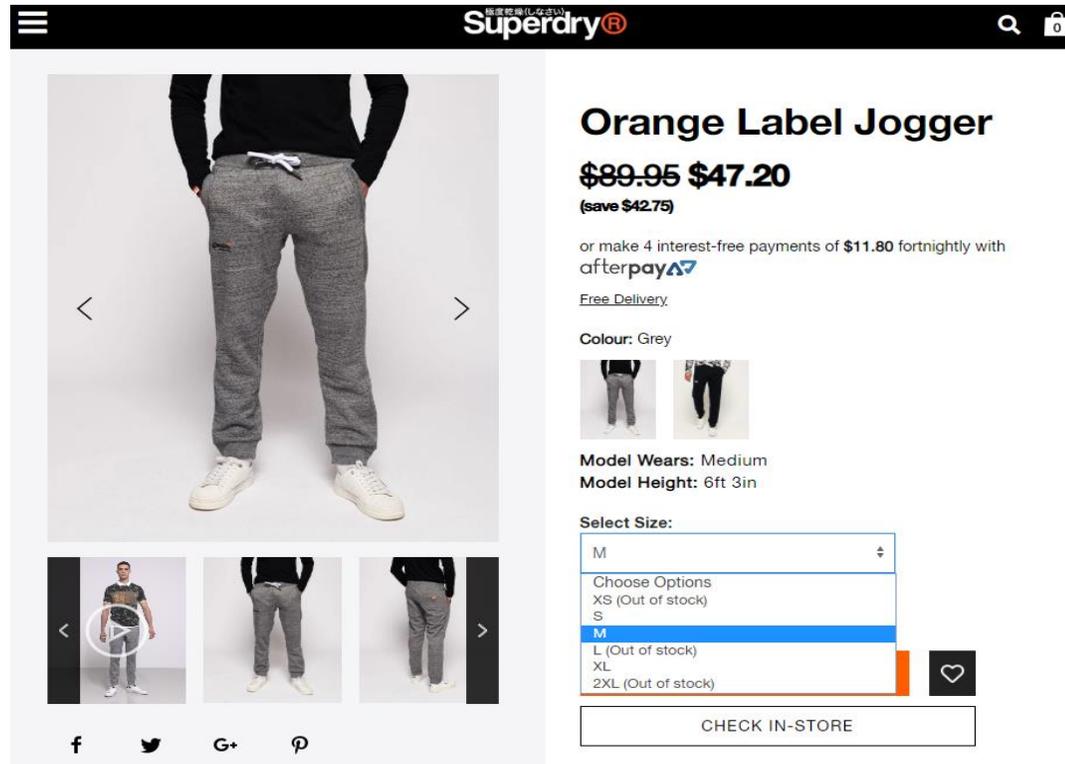


TOPIC 3

Learn how to deliver your products/services online



Setting up an ecommerce site



What products or services do you have that are more applicable in these times to set up an online presence now?

The new way of life for purchasing is coming!

My Tips:

- Once the initial panic has passed and people will start to accept the new normal, what they search for is going to change!
- Pivot is the current buzzword. What is your pivot?
- When you work out your pivot, make sure you create a page on your website and then blog it that backs up what your trying to do
- The goal is to educate your current customers whilst attracting new customers!



Convenience and ease of use beats price!

Key Points:

- ✓ All the old rules still apply for shoppers
- ✓ If your website or online shopping cart is not easy to use you will lose sales!
- ✓ It is time to produce good content, and lots of content
- ✓ You need to write blogs and get your company social media happening now
- ✓ Now is not the time get content ready to start posting when we move into the next stage of this COVID-19
- ✓ Think about eBay – How can you maximise on a great platform like eBay? The key is to link your eBay sales back to your website. Remember consumers don't have to learn eBay as they know how to shop being quick and easy.
- ✓ Convenience and ease of use beats price!





TOPIC 4

With Covid-19 - Rethink your online strategy

BSC
DIGITAL

 KEY
BUSINESS
ADVISORS

Maximising Online Opportunities

- There has been some great stories going around of business who pivoted to what is needed now
- Everyone heard about 'The brewery in Geelong who started brewing hand sanitizer'
- It may not be the pivot that gets you through, it could be the marketing and opportunities you get from it
- Bellarine Brewing Company should be selling beer online off the back of all the free advertising their story is getting!



BREWER POPPING A BOTTLE CAP ON GERMS

A Geelong brewery will move from making booze to hand sanitiser from today in a bid to stay afloat amid the coronavirus pandemic.

Rethinking your Online Strategy

	ARRIVAL (Phase 1-3)	CONTAGION (Phase 4)	PANDEMIC (Phase 5-6)	POST-PEAK OUTBREAKS	CONTAINMENT
Phase	First Cases	Rapid Growth (Cases multiply 10x every 16 days)	Severe Containment	Ongoing Vigilance	Calm
Length	0-8 Weeks	4-10 weeks	7-12 Weeks	12-24 Months	Outbreak Ends
Total Cases	1-100	1000's (10's of deaths)	100,000's (1k-40k deaths)	5,000,000 (20% of Australia) (~200k deaths)	
Health Sector	Notified	Alert	Over-stretched (Possibly; Who Lives, Who Dies?)	Rapid Response, Developing Cure	Renewal
Govt Message	Limited	Warn & Escalate	War-Footing	Be Alert	Lessons & Blame
Business Impact	Low	Panic-Buying, Economic Slow- Down	Partial or Full Shut-Downs. Low Human Movement.	Changes to Habits and Values	Ripples Still Felt



TOPIC 5

Setting up your marketing plan for better lead generation



Creating Lead Generation!

My summary of this webinar to help you set up a better marketing plan:

- ✓ It's time to Think Differently!
- ✓ Today is about creating change and diversity!
- ✓ You need to think about how to better communicate to you customers!
- ✓ The value of setting up an ecommerce site now!
- ✓ How people need online therapy now!
- ✓ There is a new way of life for purchasing coming!
- ✓ Convenience and ease of use beats price!
- ✓ It is time to maximise opportunities online!
- ✓ Have a real good look at your social media!
- ✓ It's a good time to re-think your strategy!
- ✓ You need to have good insight and foresight!
- ✓ Seek the right advice to help you Survive and Thrive!





Any Questions?



**Call KBA on 1300 4 ADVICE OR
EMAIL US AT
INFO@KEYBA.COM.AU**



**Call BSO on 1300 884 865 OR
EMAIL US AT
hi@bso.net.au**

Next Webinar

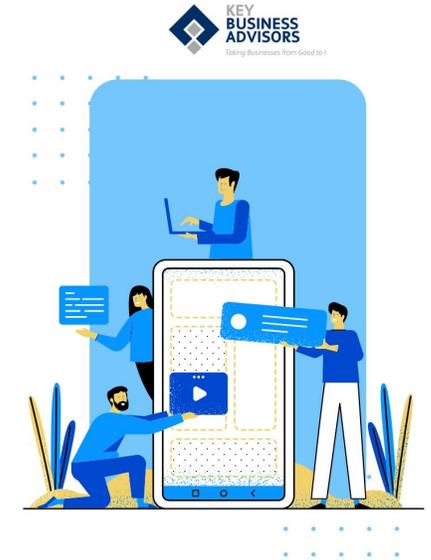
1. Why communication should be your Number 1. Priority
2. Ways to reduce costs with wages.
3. What to do if you must make tough decisions
4. What's your 'working from home' plan?
5. Ways to stay positive and think differently to survive!



Webinar:
**Managing Staff in These
Difficult Times**

Wed, 1st April, 2020 | 5 pm to 5.45 pm

Supported by:



<https://attendee.gotowebinar.com/register/4620278008097344013>

Call 1300 4 ADVICE or email info@keyba.com.au for more information



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**BOOK YOUR FREE
15-MIN CHAT**

*Slide deck and the webinar recording will
be emailed to you!*

PSA

Protect yourself and your family

Cover your cough and sneeze



1 COVER your mouth and nose with a tissue when you cough or sneeze.



2 Put your used tissue in the rubbish **BIN**.



3 If you don't have a tissue, cough or sneeze into your upper sleeve or elbow, **NOT YOUR HANDS**.



4 WASH your hands with soap and running water. Dry your hands thoroughly with a disposable paper towel.

Stay germ free and healthy



Thank you for attending today's webinar.
Please get on board with us with our Survive and Thrive Initiative!

Call KBA on 1300 4 ADVICE for any advice or go to
www.keyba.com.au

Stay Safe!