



# Marketing **On** a Shoestring Budget

How to Build a Network of potential customers and referrers without breaking the bank

# Welcome to Country

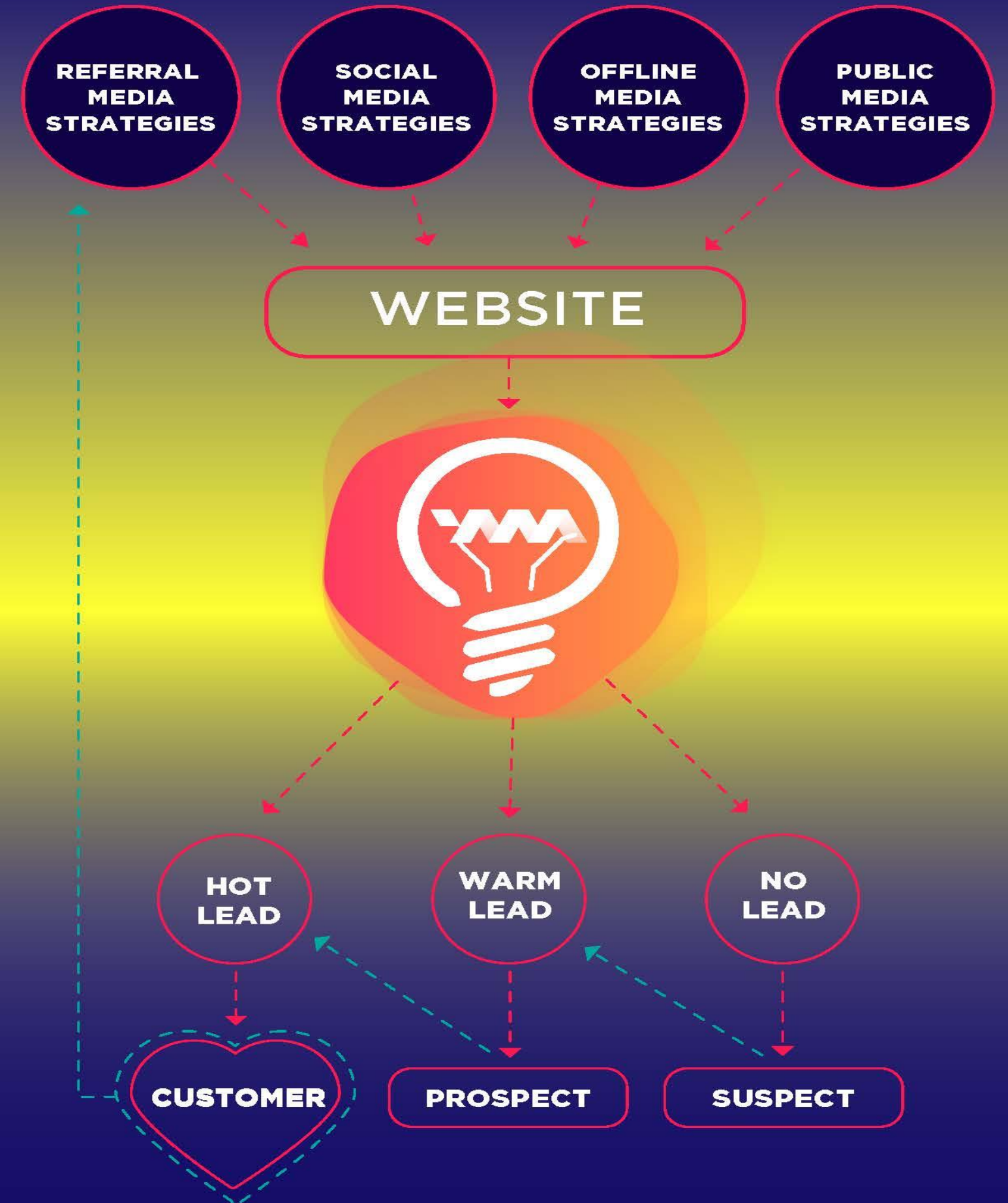
We would like to  
acknowledge the traditional  
custodians of this land and  
pay our respects to the  
elders, past, present and  
future for they hold the  
memories,  
traditions, culture and hope  
of Indigenous Australians

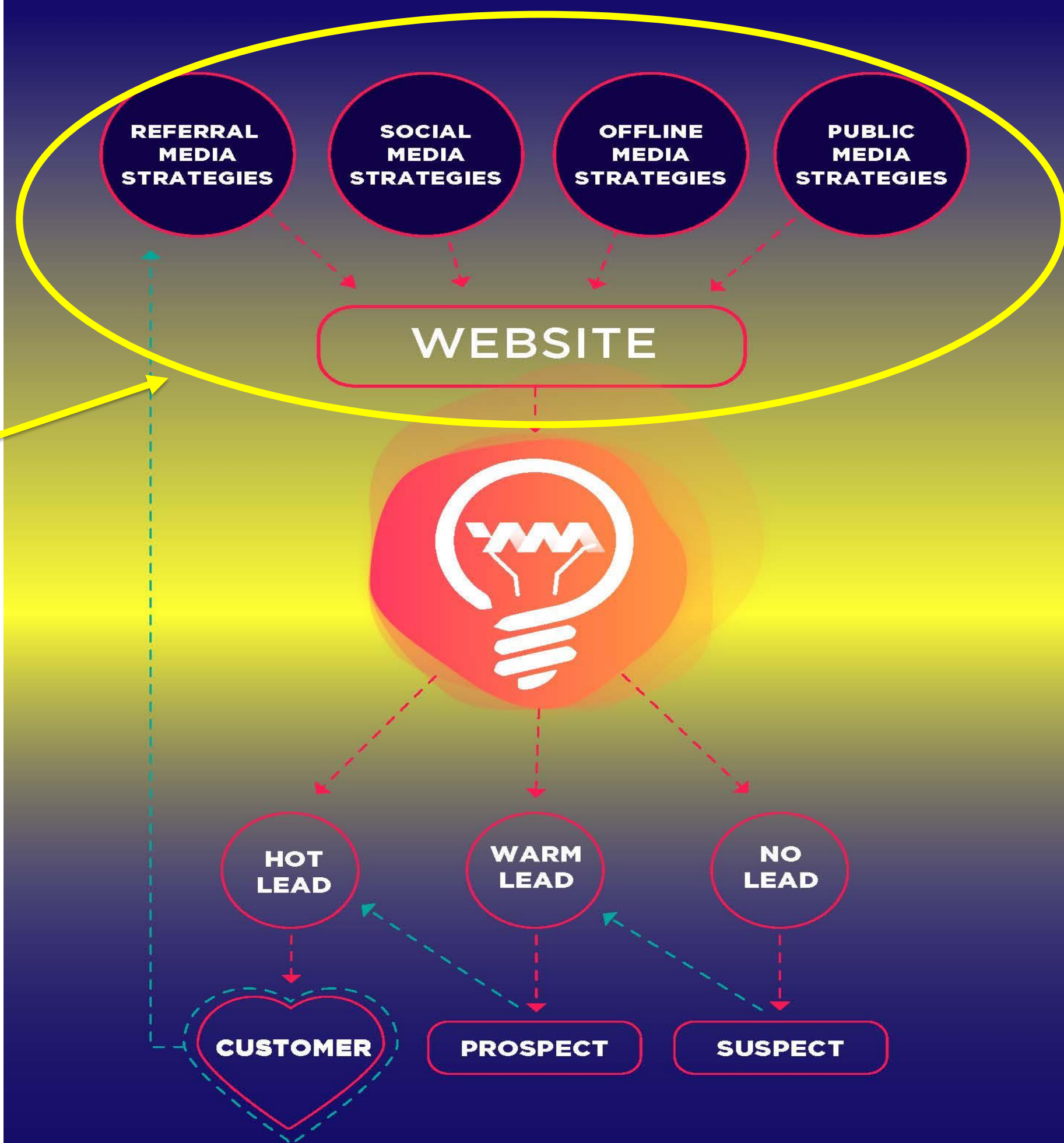
# Why Are You Here?

- Low budget and limited to what I can do to market myself and my business
- Understand how to market my business
- Find potential customers
- Look for ways to be referred
- ALL of the above



# MARKETING BLUEPRINT







# Marketing 101

What you need to have in place to  
succeed in marketing

# Market Penetration Strategy



- More likely new to the market
- Competing Head to Head within an existing market place
- Goal is to attract your competitors customers to you

# Important Points to Marketing



Have a plan – schedule weekly, monthly, quarterly



Align in with upcoming events relevant to your industry and/or business



Decide what you want to tell others about you, your business, your products, your services





## Why Lead Generation?

### GENERATE INTEREST

Create curiosity in your services/products/solutions

### OPEN FOR BUSINESS

We are ready to serve you now!

### FIND POTENTIAL CUSTOMERS

Market Penetration strategy – competing head to head with existing competitors for their customers



# Lead Generation

Social Media Strategies..

# facebook

## Facebook Platform

Approx. 79% adults

15m users in Australia

Top 3 search engines for  
business

Social networking with business  
options

# Instagram

## Instagram Platform

11 M users in Australia

Primarily for photography, images  
Great for food, real estate, beauty  
products



## Linked In Platform

Professional related platform  
designed for 1 on 1 professional  
interaction

10m users in Australia

Becoming a strong  
communication platform



## Pinterest Platform

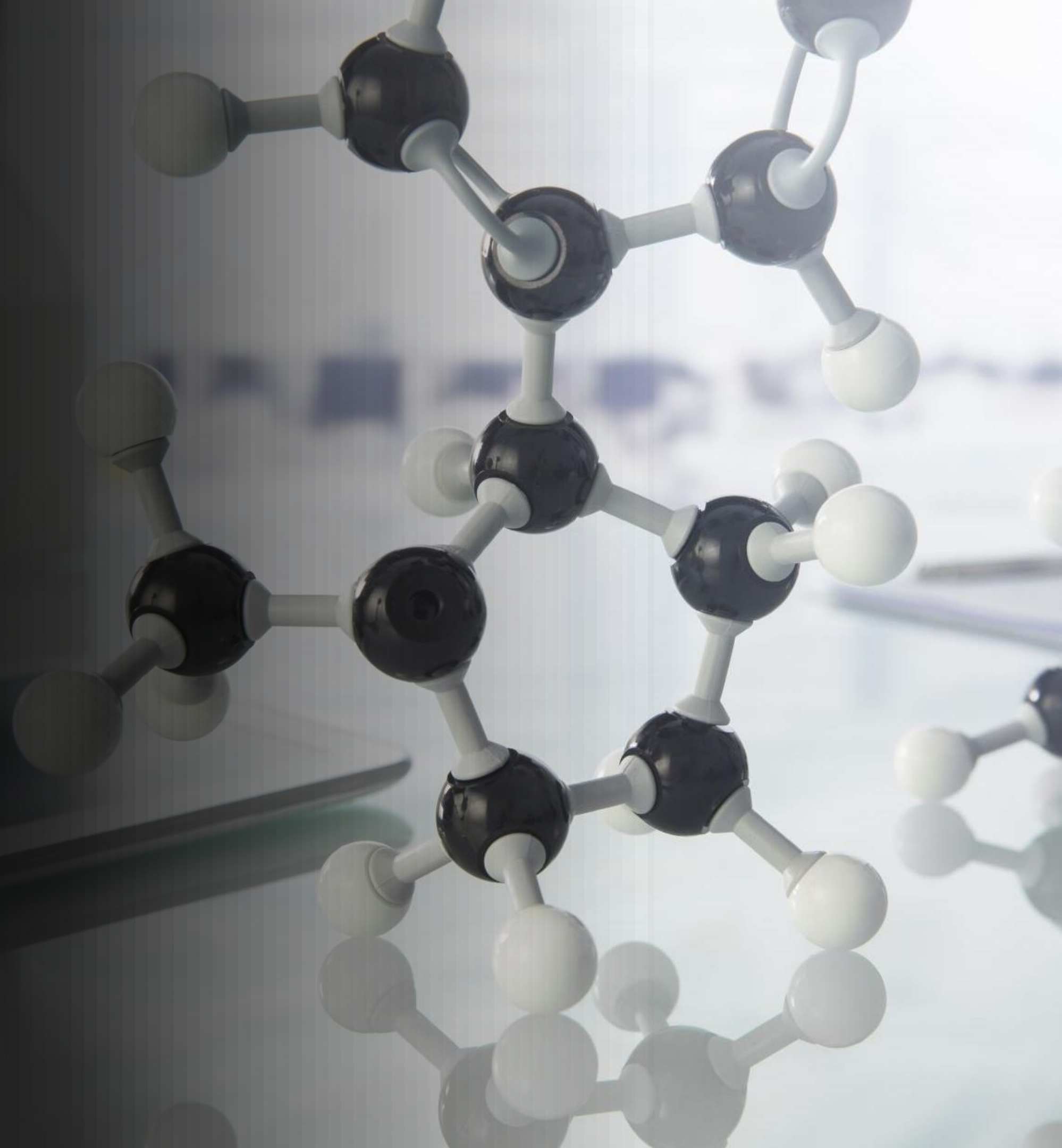
Originally used for homemakers  
interested in crafts


Great platform for graphic  
designers, interior designers  
Numbers increasing steadily



## Why Social Media

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- Free to join
  - Simple to set up
  - Provides an opportunity to share information through imagery and words
  - Can add in individuals to join your page or group
  - Can join other groups and pages
  - Able to see how successful your content is
- 

A person is seen from the side, operating a professional video camera on a tripod. The scene is dimly lit, suggesting a studio or office environment. The person is wearing a dark t-shirt. The camera is mounted on a tripod, and the person's hands are on the controls. The background is blurred, showing what appears to be a car wheel and some studio equipment.


## An example of a low cost social media strategy

- Take a video of your business – explain what you do and how you solve your client's problem
- Keep it light-hearted and relatable
- Potentially interview one of your clients
- Post to your Youtube channel and then to your social media platforms
- Tag in relevant people e.g. the client you are interviewing, other people you know



## Example of Low Cost Social Media Strategy

- Set up regular free events with relevant information – webinar and interview 2 or 3 other people
- The event can be promoted through all social media strategies
- Have registrations occur through Eventbrite (free to register)
- Provide a free giveaway to everyone who registers
- Great way to build a list of registrations
- Create content which can be repurposed into other formats and platforms

A woman with long blonde hair, wearing a white dress and a pearl necklace, is holding a large white sign. The sign has the text "Now it's your turn..." written in black cursive. The background is dark and out of focus, with some greenery and a red ribbon visible on the right side.

Determine the social media strategies you will use for your business

Decide on what type of content you want to deliver and what format you will use

Work out your content creation plan in advance

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# DISCUSSION TIME

## Review Your Current Situation

- What lead generation strategies am I currently using?
- How effective are my current strategies?
- What else could I include in my plan?
- What **MUST** I change in my current plan?



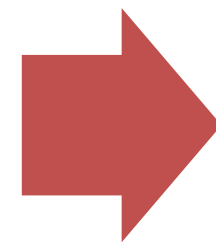


# Lead Generation

Offline Media Strategies..

# Importance of Offline Media

Physical face  
to face



Need to be  
memorable



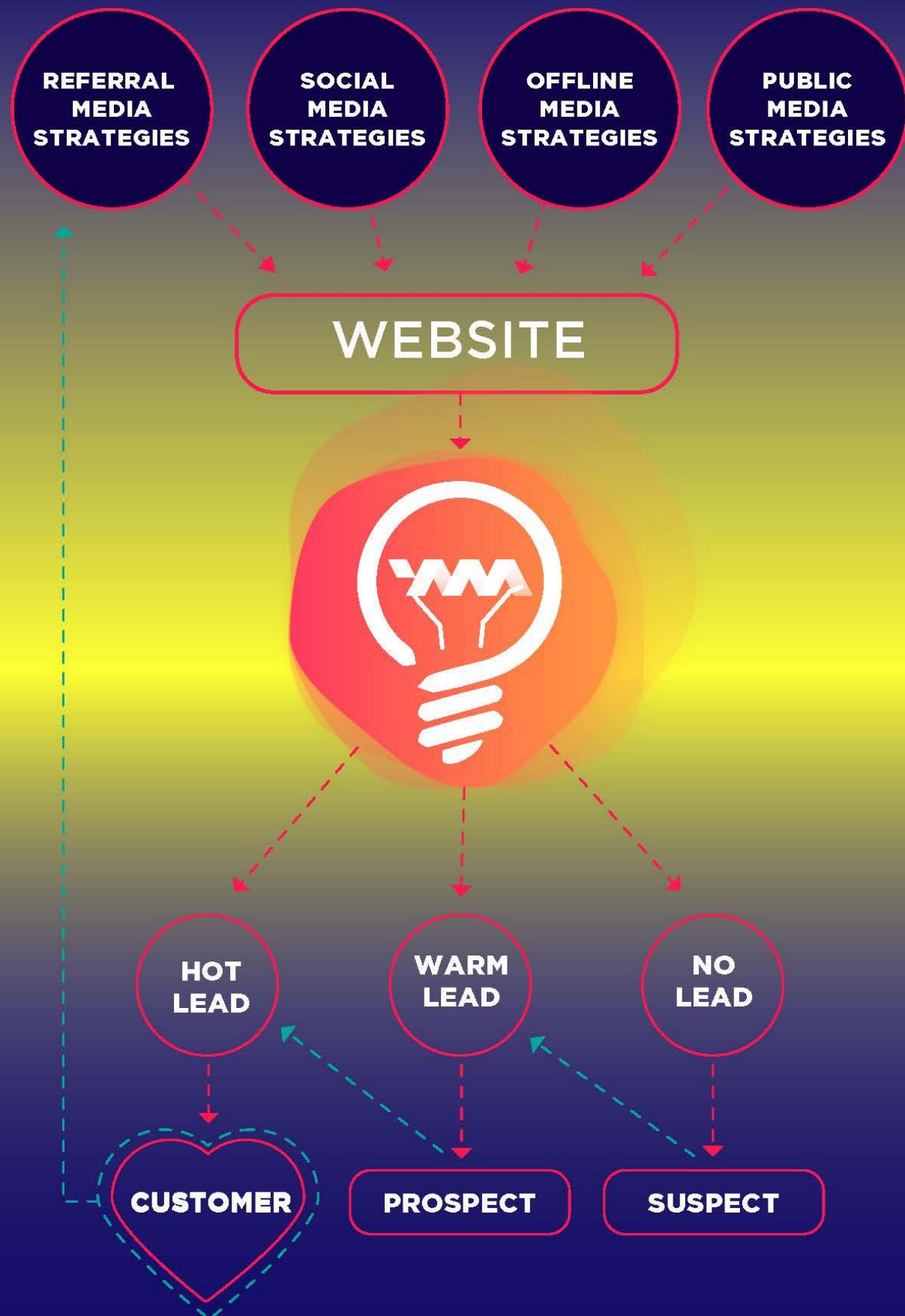
Leave  
something  
behind of you

## Fundamentals of Offline Media...Business Card

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- Correct contact details
- Website
- Social Media Handles
- Branding





# Fundamentals of Offline Media...Brochures

- Can be given as a free handout or as a downloadable
- Provides additional information about you
- Use good quality paper to print on
- Must be professional and align with how you want to be perceived in the market

# Example of low cost offline media strategy

- Meet someone through a networking event (face to face or virtual) and send through a follow up email with a downloadable pdf of your brochure and business card
- The development of the brochure is a one off fee which can be used in multiple ways



Have your professional business card ready to be given out

Prepare brochures which you can either give to someone face to face or

Can email to a contact

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# Lead Generation

Public Media Strategies..



# PUBLIC MEDIA STRATEGIES

A hand holding a glowing globe with a network of yellow lines and nodes, set against a dark background with a grid and a bright light source.

Face to face opportunities such as networking events, breakfast meetings, speaking opportunities



# Why Public Media?

## INSTANT CONNECTION

The ability to connect with potential like-minded

## CREDIBILITY AND REPUTATION

Share your knowledge/expertise with an audience

## CONVENIENCE

Communicate efficiently and effectively about your product or service

# Public Media Strategies...



1

JOIN A LOCAL CHAMBER OF COMMERCE AS A FEE-PAYING MEMBER OR

2

VOLUNTEER TO ASSIST THE CHAMBER OF COMMERCE AT NO COST

3

FIND GUEST SPEAKING OPPORTUNITIES AT NO CHARGE

4

ATTEND BUSINESS GROUPS AS A GUEST WHERE YOU CAN INTRODUCE YOUR BUSINESS AND EXCHANGE BUSINESS CARDS

5

REGISTER TO EXHIBIT AT AN EXPO – CAN BE VERY CHEAP TO REGISTER

# Example of Public Media Strategy



Go to Eventbrite online and look for events in your geographic location



Ensure you filter to areas of interest where you wish to meet people



Seek FREE or low cost fee based events



Register



Attend

A woman with long blonde hair, wearing a white dress and a pearl necklace, is holding a white sign. The sign has the text 'Now it's your turn...' written in black cursive. The background is dark with some greenery and a red ribbon.

How many networking/public media events have you scheduled for the next month

Can you identify any speaking opportunities in the next month

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# Lead Generation

Referral Media Strategies..



Who Do You Know

@ Who Can Recommend  
You?

## Current Database...

Includes past and current customers

## Current Networks...

Includes business groups and connections

## Peers and Associates

Others you work with on projects who deals with similar clients but offer differing services



## STRATEGIC PARTNER

Service providers who target the same audience as you  
There is mutual benefit for both parties and a possible referral fee



## CUSTOMER REFERRALS

Raving Fans who refer their colleagues, friends, family to you  
This is a one-way benefit for you with possible rewards to them



# Benefits of Referral Media Strategies



THIRD PERSON SUPPORT AND  
RECOMMENDATION



IF THEY DON'T TRUST YOU THEY  
WONT RECOMMEND YOU



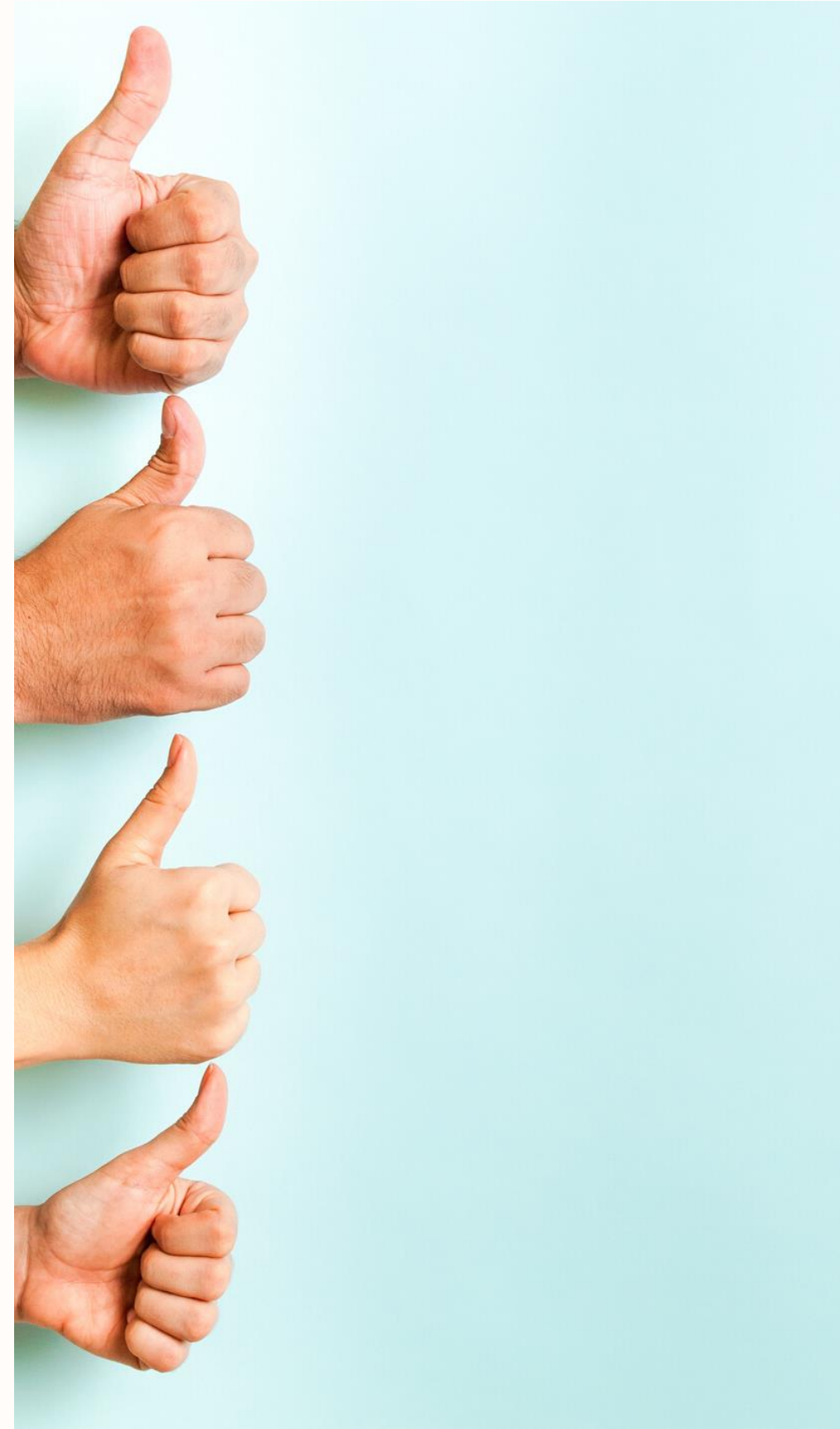
MORE LIKELY TO CONVERT TO A  
CUSTOMER



NO UPFRONT INVESTMENT TO  
OBTAIN THE LEAD

## RAVING FAN - REFERRER

- They LOVE you!
- Have absolute confidence in your ability
- Tell everyone about you
- Your Best Sales Rep!!
- Most cost-effective customer acquisition



# IMPORTANT POINTS TO REMEMBER...



## Who is your client

The referrer is your main client as they gave you the lead

## Put your best foot forward

You represent yourself and the referrer

## Be Prepared

Have all your documentation etc ready to go

## Keep Informed

Keep the Referrer updated so they know you are looking after their contact

A woman with long blonde hair, wearing a white dress and a pearl necklace, is holding a white sign. The sign has the text "Now it's your turn..." written in black cursive. The background is dark and out of focus, with some greenery and a red ribbon visible on the right side.

Who do you have in your contact list who would be willing to refer you

How can you increase the number of referrers you have

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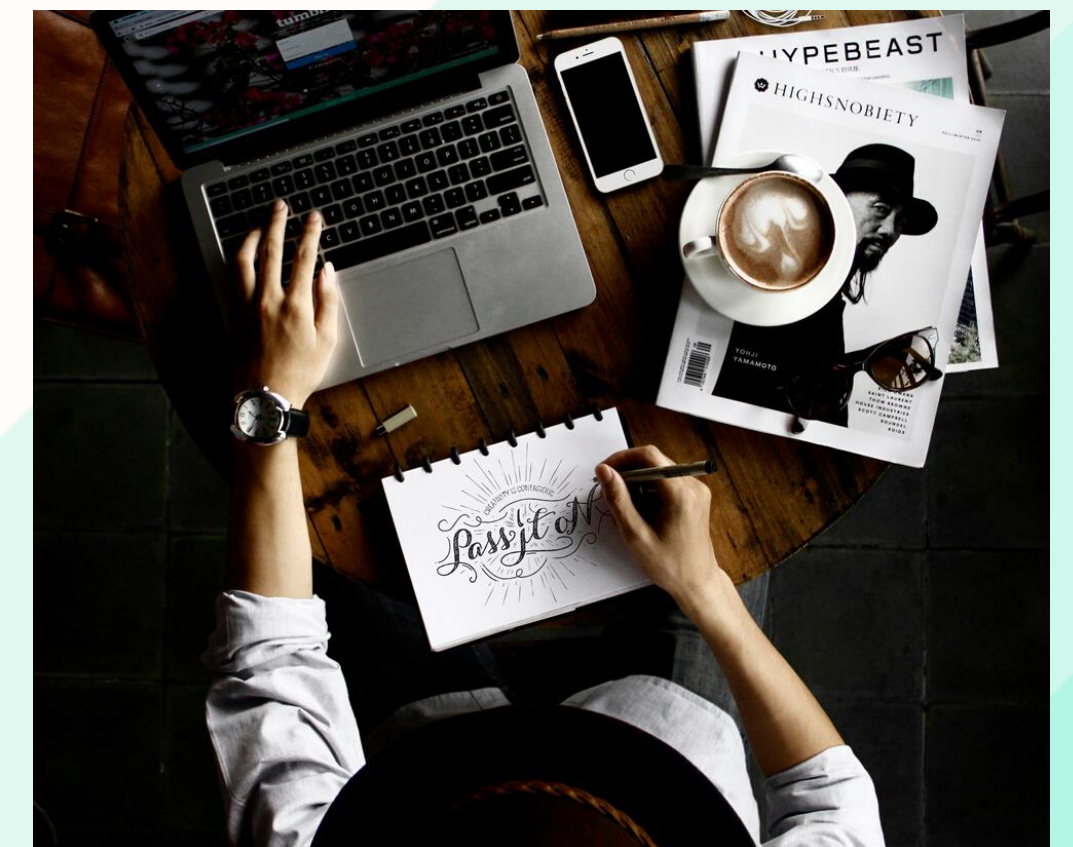
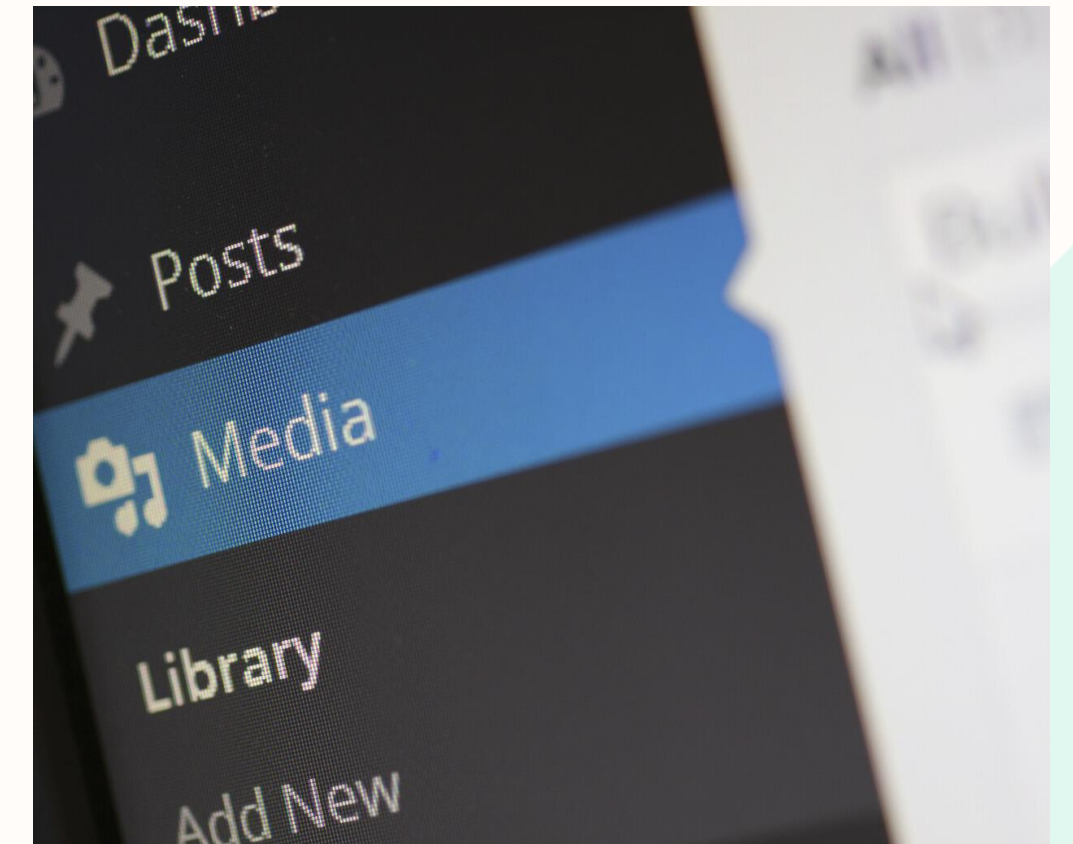
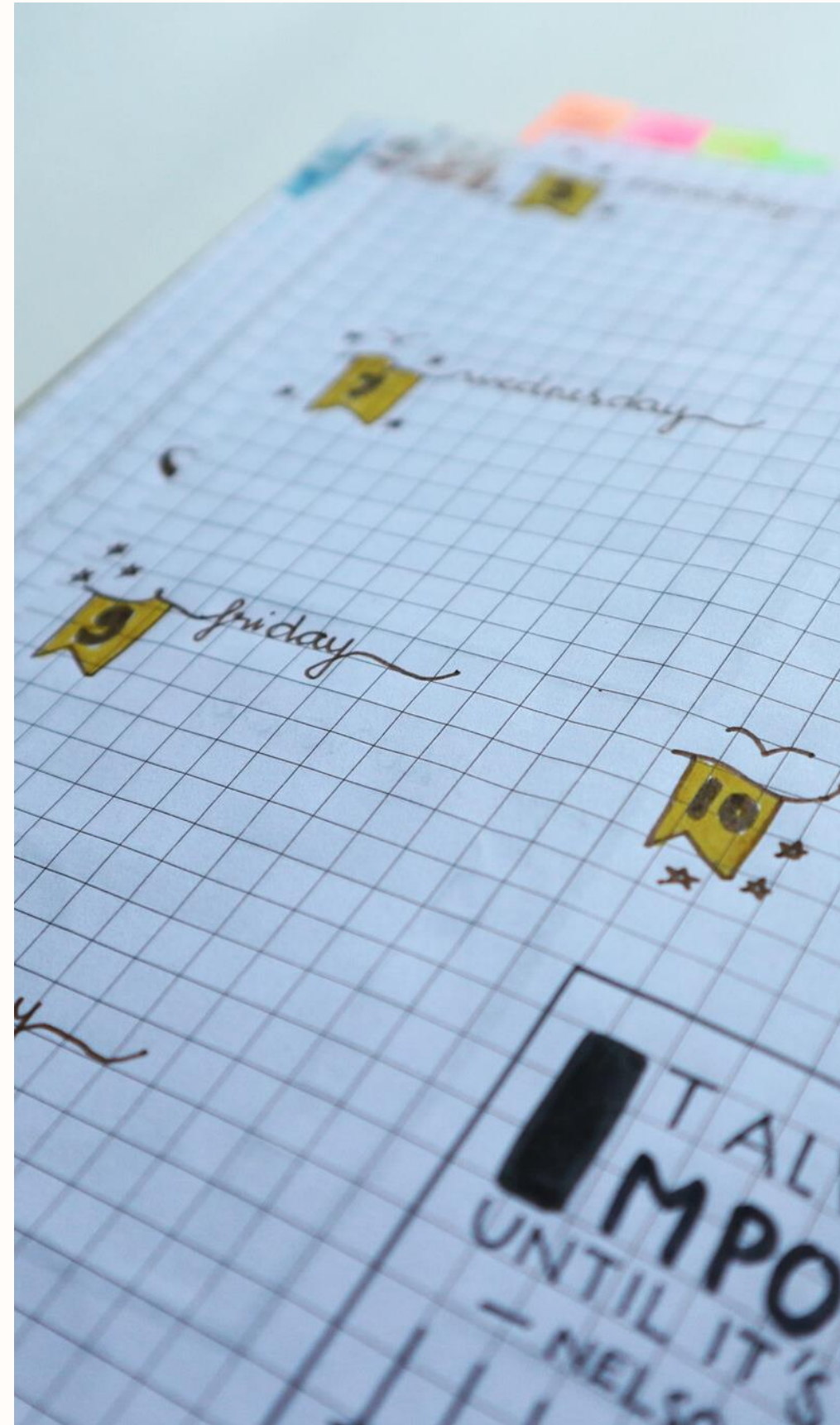


# Lead Generation

Building a strong network &  
brand..

## CONTENT & COMMUNICATION

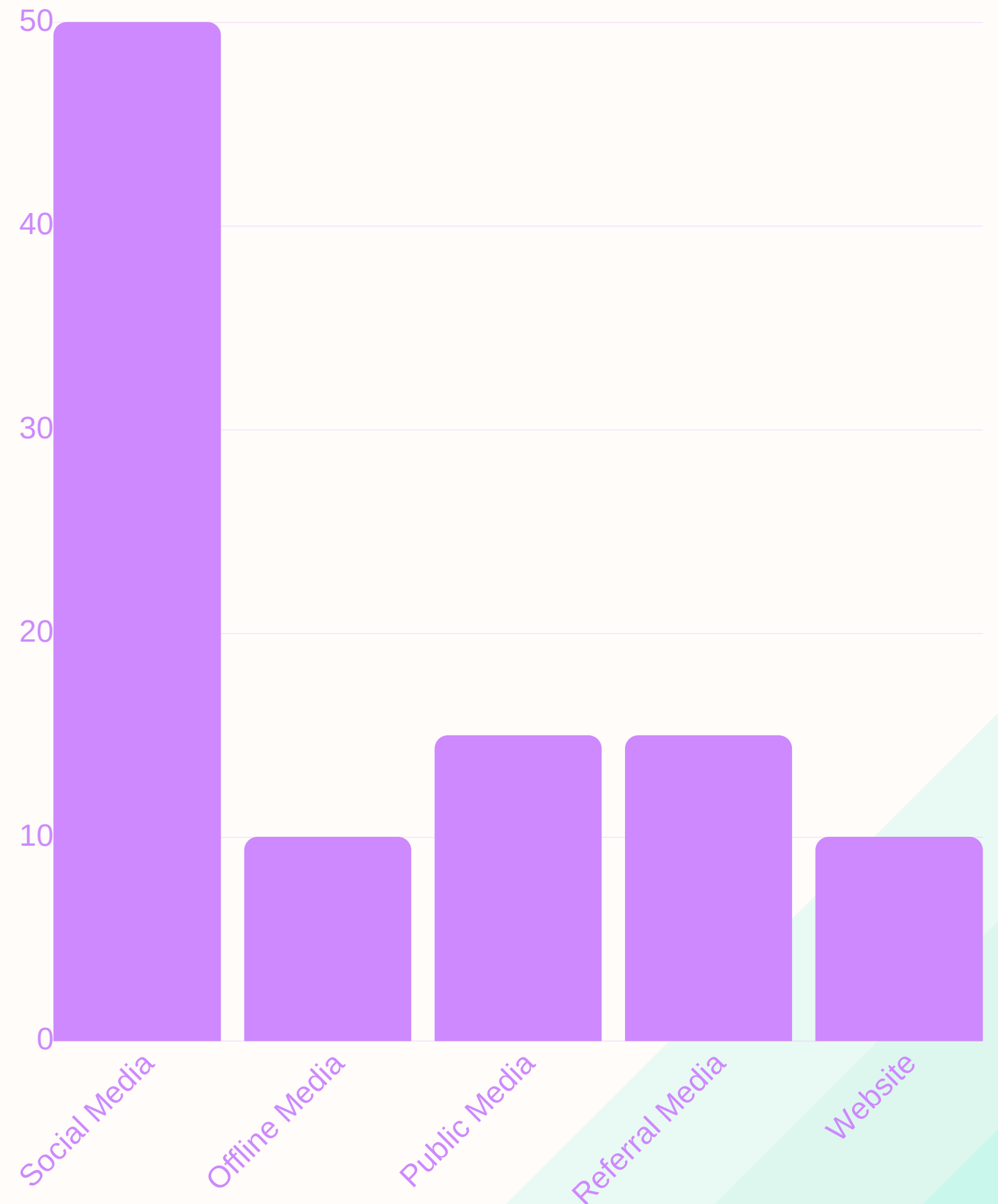
Being organised and prepared with communication is the most important element of Lead Generation



# Lead Generation Strategies

## OVERVIEW OF IMPLEMENTATION

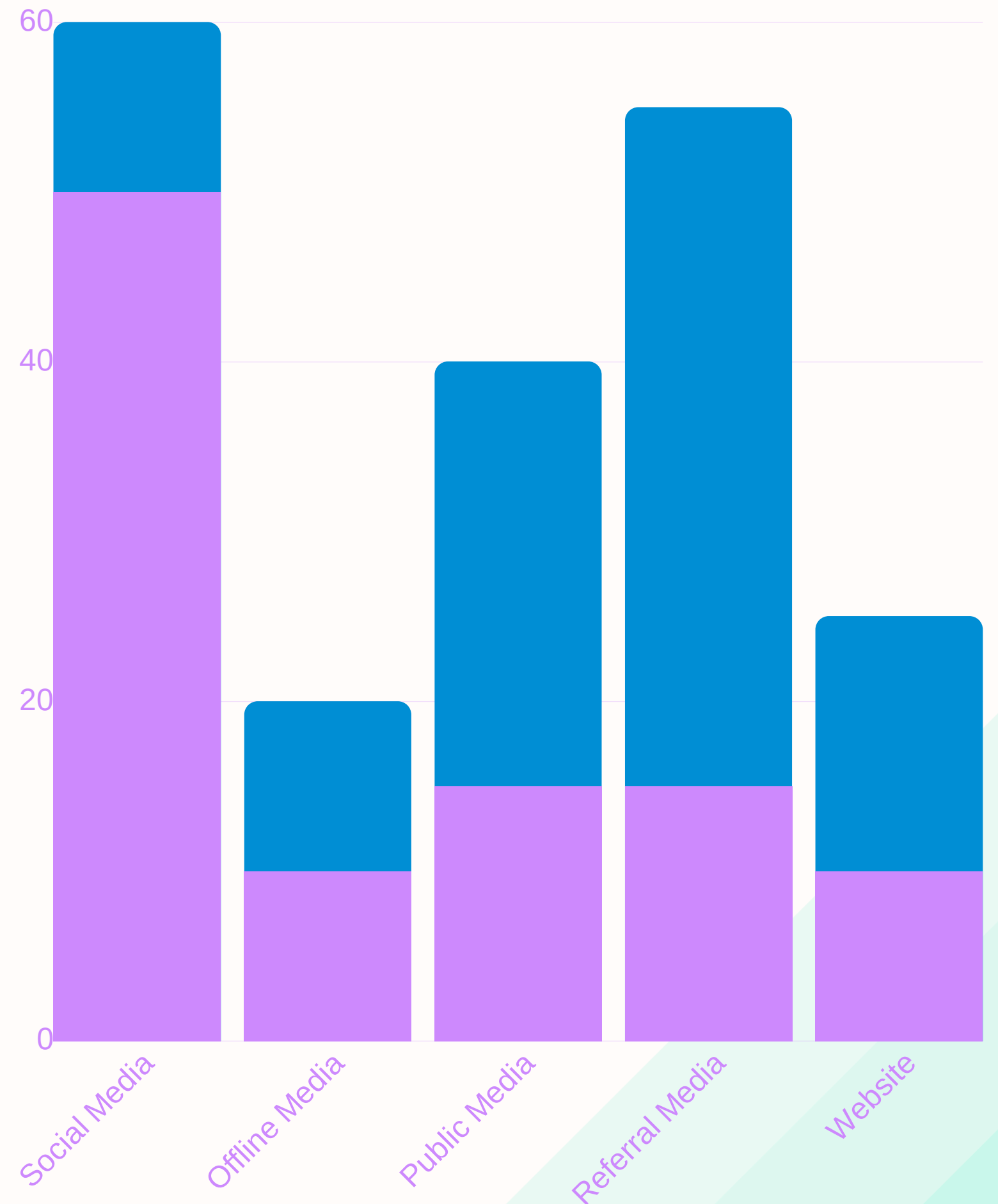
Where we invest most of our time to find potential customers



# Lead Generation Strategies

## RECOMMENDATION

Where we **SHOULD** invest most of our time to find potential customers

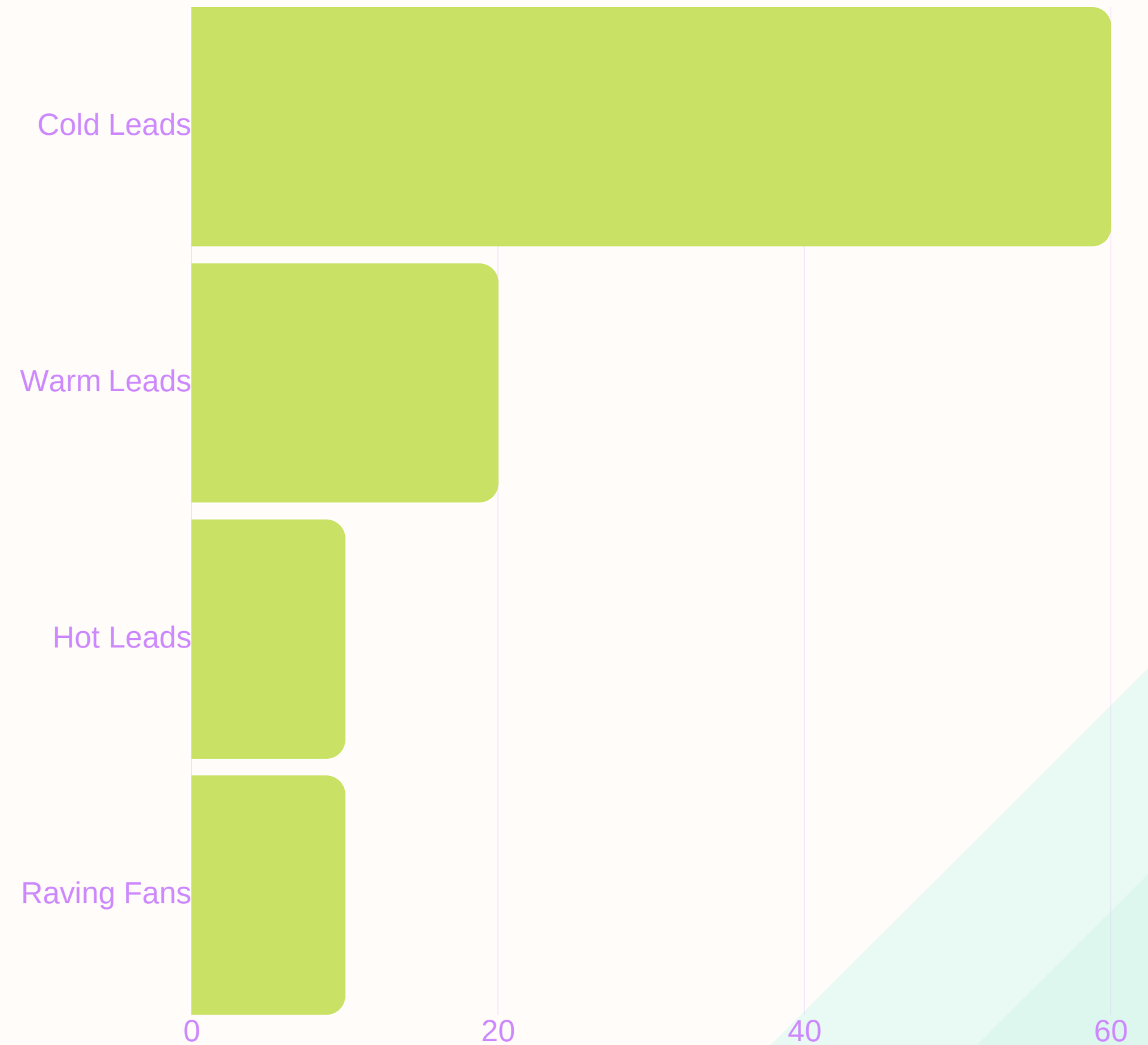




# Database Growth

## YOUR CURRENT DATABASE

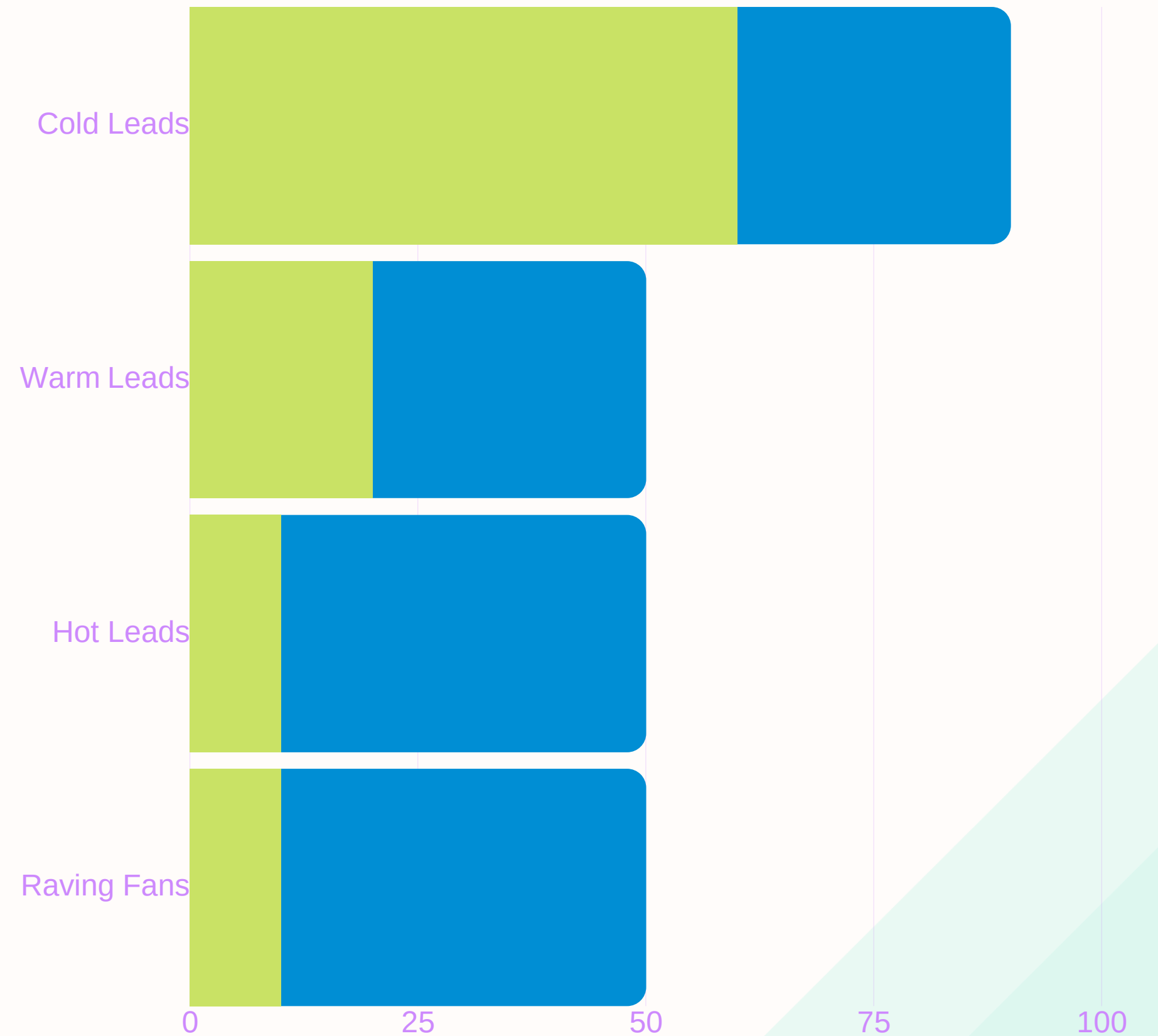
what your database situation looks like



# Database Growth

YOUR FUTURE DATABASE

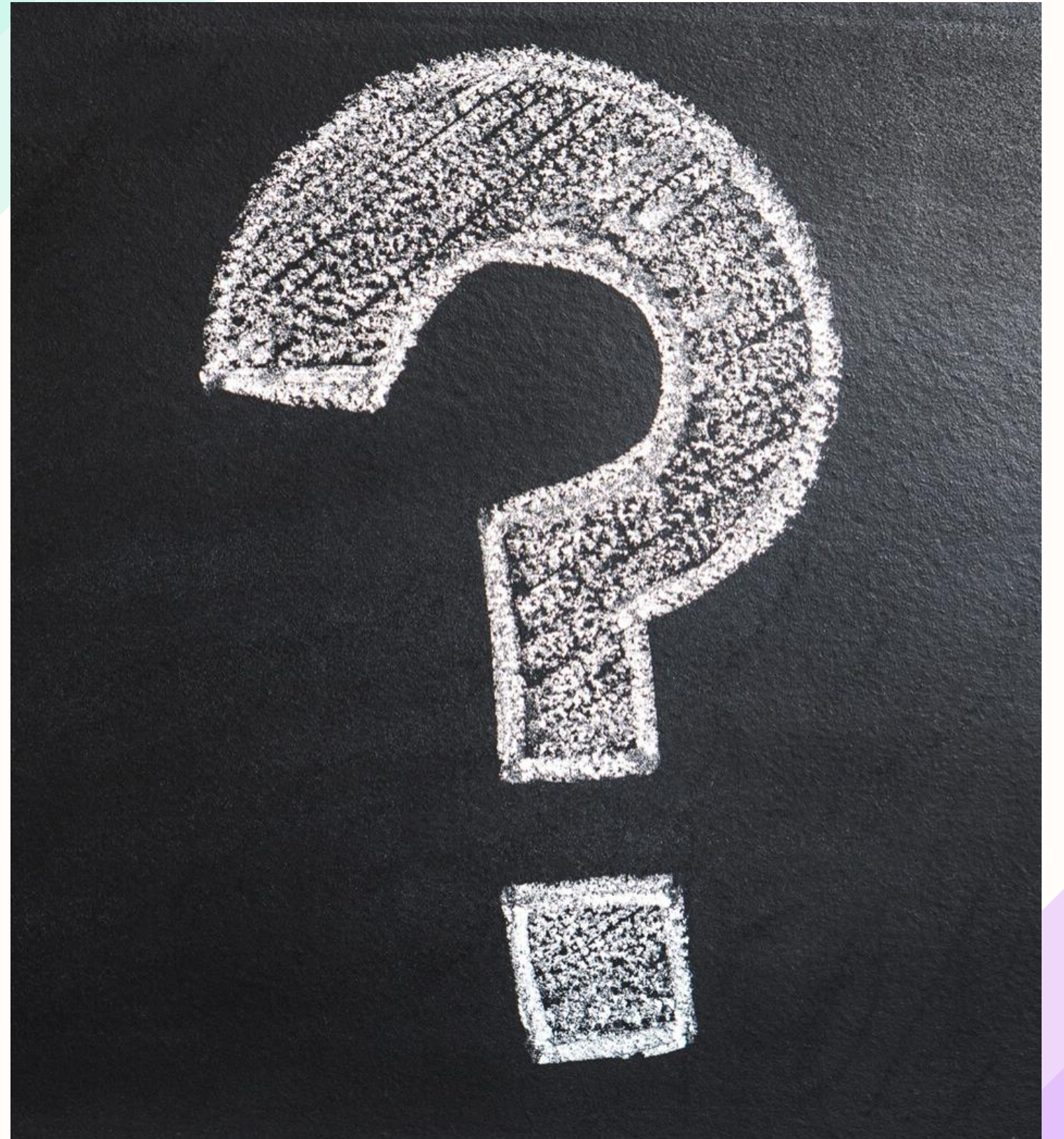
what your database situation **SHOULD**  
look like

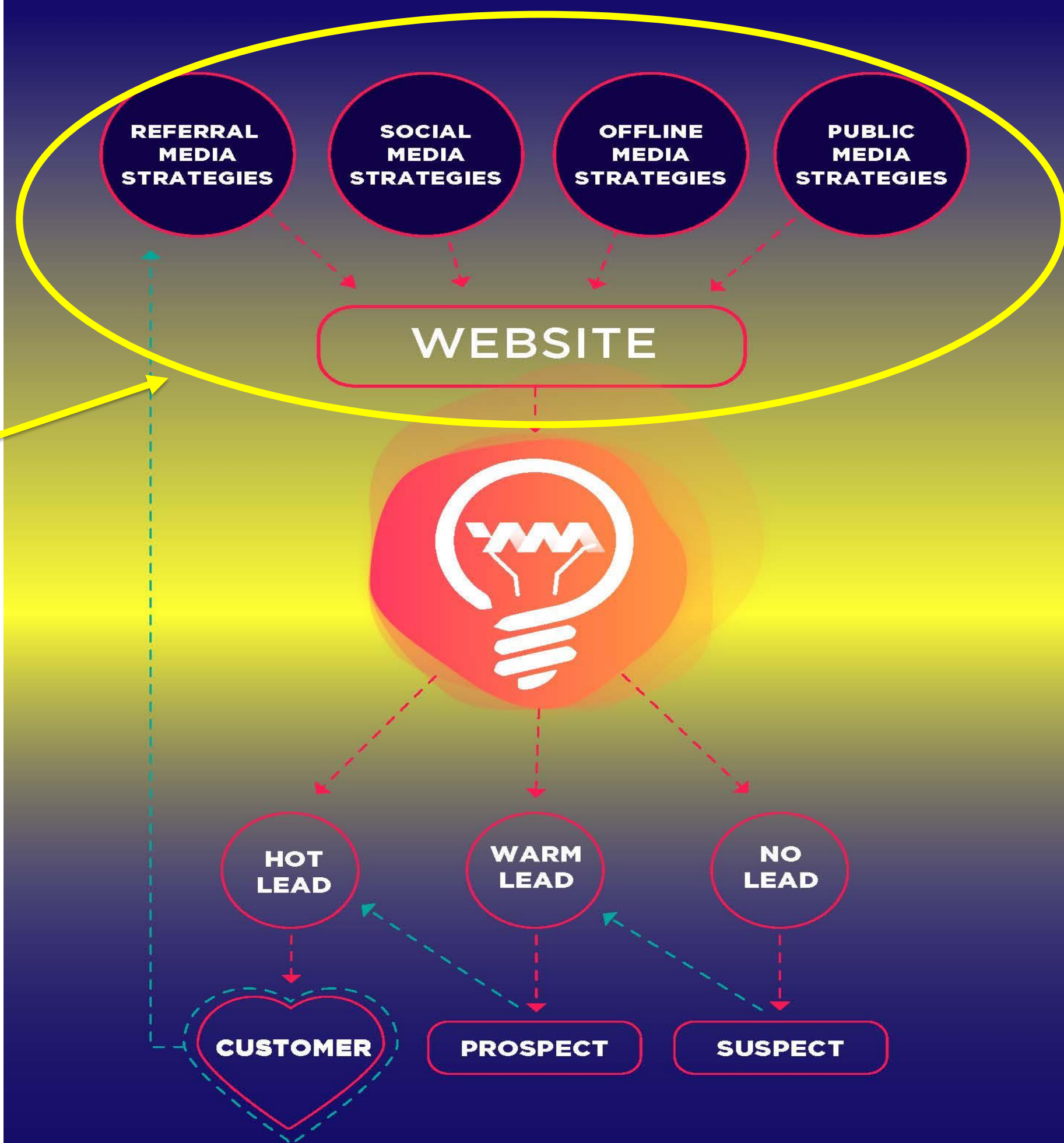


RECAP

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Andrea Anderson

andrea@yourmarketingmachines.com.au

## WEBSITE

[www.yourmarketingmachines.com.au](http://www.yourmarketingmachines.com.au)

## BIZ MOJO BUSINESS BYTES PANEL

[www.bizmojo.com.au](http://www.bizmojo.com.au) or

[support@bizmojo.com.au](mailto:support@bizmojo.com.au)





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