

Glen Eira City Council Presents

DIGITAL PATHWAYS FOR BUSINESS

Made possible by the Metropolitan Partnership
Development Fund.



Cultivating audience awareness

Seminar five



OVERVIEW



1. Taking a closer look at the awareness stage

2. Guiding rules for creating awareness content

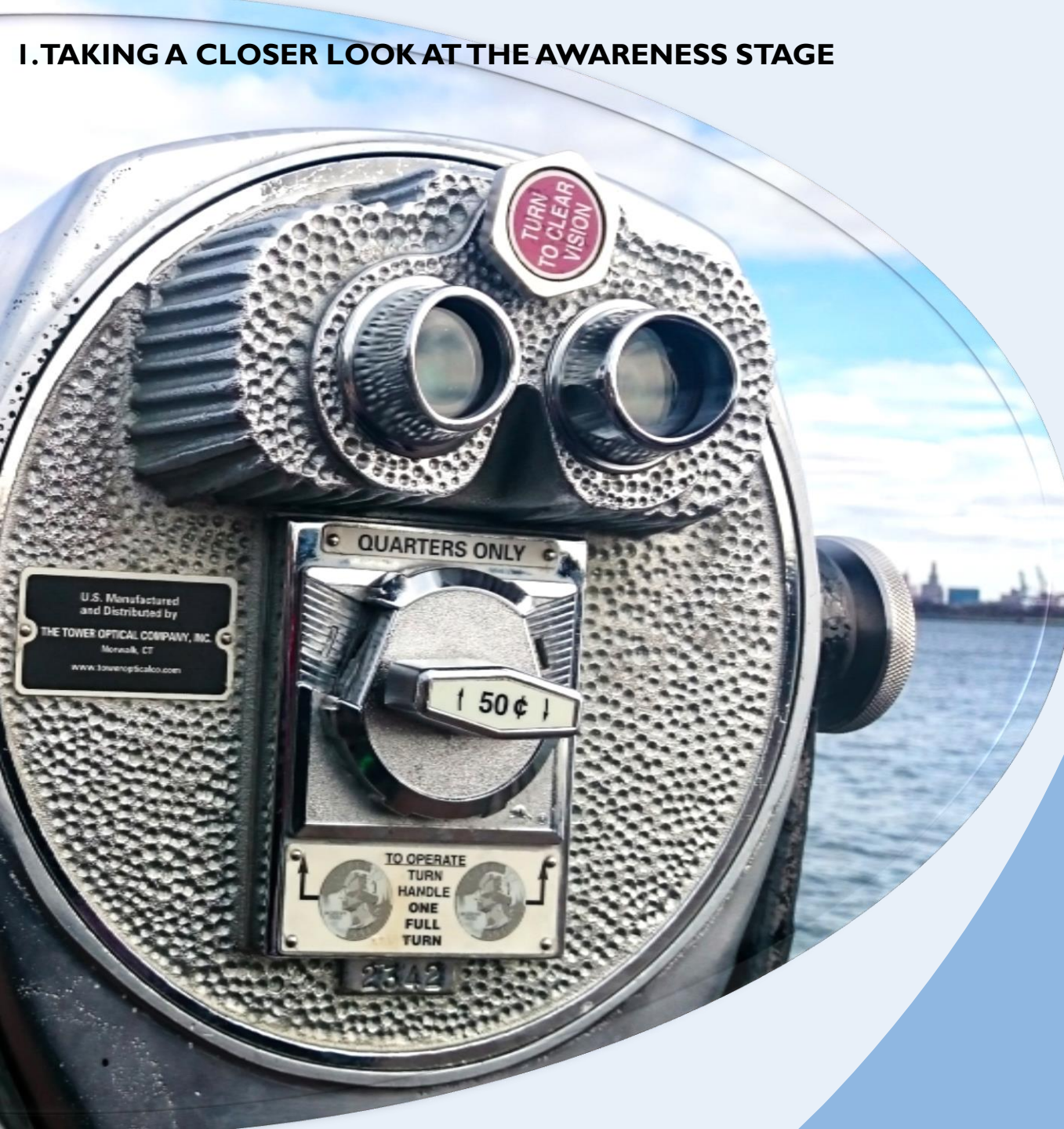
3. Awareness by being informative

4. Awareness through branding and lifestyle imagery

5. Awareness through tools



The awareness phase of the digital sale cycle is the first stage of the buyer's journey. This stage is when the market first becomes aware of your brand and your offerings.



I. TAKING A CLOSER LOOK AT THE AWARENESS STAGE

At the awareness stage of the cycle, you'll need to...

- Position your brand in places where your target audience is going to go searching
- Explain who you are and what you do
- Illustrate the problem or need your business can resolve
- Demonstrate the transformative potential of your offerings

3.AWARENESS BY BEING INFORMATIVE

- Fast answer (no clicking or scrolling required)
- No selling pressure applied
- Easy to understand and consume (video or dot 3 step guide)



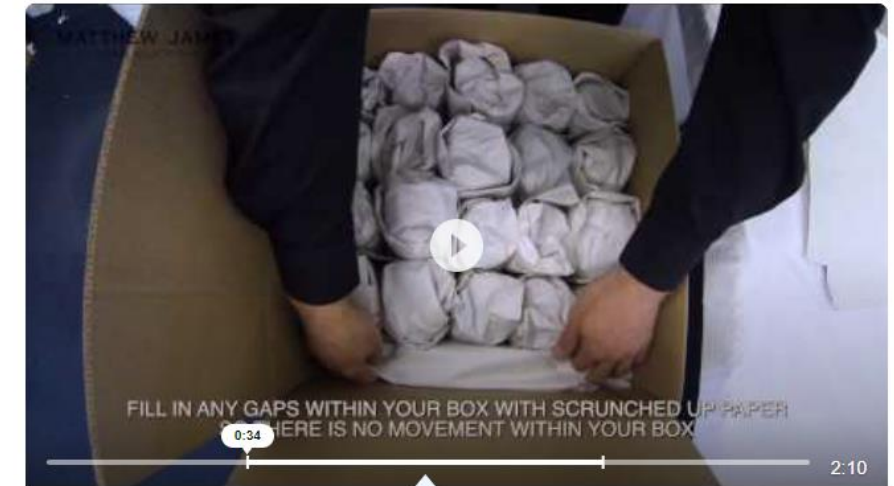
what is the best way to pack glasses for moving



[All](#) [Shopping](#) [Videos](#) [Images](#) [News](#) [More](#)

[Tools](#)

About 66,600,000 results (0.71 seconds)



"... Place a minimum of three to four inches of rolled-up strips of paper across. The entire bottom of ..." [More](#)

YouTube · Matthew James Removals & Storage

[How To Pack Glassware When Moving Home](#)

[About featured snippets](#) [Feedback](#)

People also ask

How do you pack fragile glasses for moving?

Step 1: Start by selecting a sturdy and secure box. Step 2: Crumple several sheets of packing paper and layer on the bottom of the box. You can also use sheets or towels for added protection. Step 3: **Wrap each individual glass with packing paper or bubble wrap.**



<https://amazingspaces.net> > [moving-tips](#) > [how-to-pack-gl...](#)

[How To Pack Fragile Items: Glasses, Glassware, And Dishes](#)

3.AWARENESS BY BEING INFORMATIVE

- Google prioritizes the simplest answers that don't require further clicking.



can i move house during lockdown melbourne



All

News

Shopping

Maps

Images

More

Tools

About 14,100,000 results (0.55 seconds)

<https://www.coronavirus.vic.gov.au> > homes-and-property

Homes and property - metropolitan Melbourne and some ...

Yes. You are still able to move to a new house if you had already arranged to move. You should take extra steps to stay safe including wearing a face ...

[Fines, enforcement and reporting](#) · [How we live](#) · [How we live: regional Victoria](#)

<https://www.muval.com.au> > blog > coronavirus-covid-...

Coronavirus COVID-19: Removalists Essential Services ...

Current Melbourne local lockdown & regional lockdown restrictions show you CAN move house and Removalists ARE permitted to assist but outside of your home ...

<https://homemove.com.au> > covid-19-melbourne-move...

COVID-19 and Moving in Melbourne - | HomeMove

HomeMove can operate as a permitted business during Stage 4 restrictions. We are classified as a Road Transport (passenger and freight) business. We have ...

<https://www.easymoveservices.com.au> > can-i-move-durin...

Can I Move During Stage 4 Lockdown In Melbourne

If you have an upcoming move, you will be anxious to know whether moving house is allowed during the Melbourne lockdown. The most common question we are ...

<https://www.realestate.com.au> > ... > Melbourne

Melbourne stage four restrictions: Can you move house in ...

5 Aug 2020 — Moving house during stage four lockdown is still permitted for Melbourne residents who have made arrangements to relocate over the next six ...

<https://www.chessmoving.com.au> > blogs > chess-blog

Moving House During Lockdown in Melbourne (Coronavirus)


8 July 2021 — Can I move house in Melbourne? ... Yes. There are certain exemptions outlined by the Victorian government relating to moving. The guidelines state ...

<https://www.myconnect.com.au> > post > moving-during...

Moving House During Lockdown | MyConnect

29 July 2021 — Currently, you can move during a stage 4 lockdown, as removalists are considered an "essential service" to assist those moving during a lockdown ...

4.AWARENESSTHROUGH BRANDING AND LIFESTYLE IMAGERY



cleopatrasbling

Follow

10,988 posts

78.6k followers

4,624 following

Cleopatra's Bling

Art


Olivia Cummings.LOVE&CURIOSITY.I make jewellery w/my hands &tell/write stories


by @oliviahejeweller men's @antonybycleopatra


Please email, no DM


www.cleopatrasbling.com


Followed by little_nicki_ anna_fay. jessbrohier +14 more


ON CUSTO...


SAMPLE SA...

WORN BY ...

Press 2

SOLID GOLD

Bespoke sil...

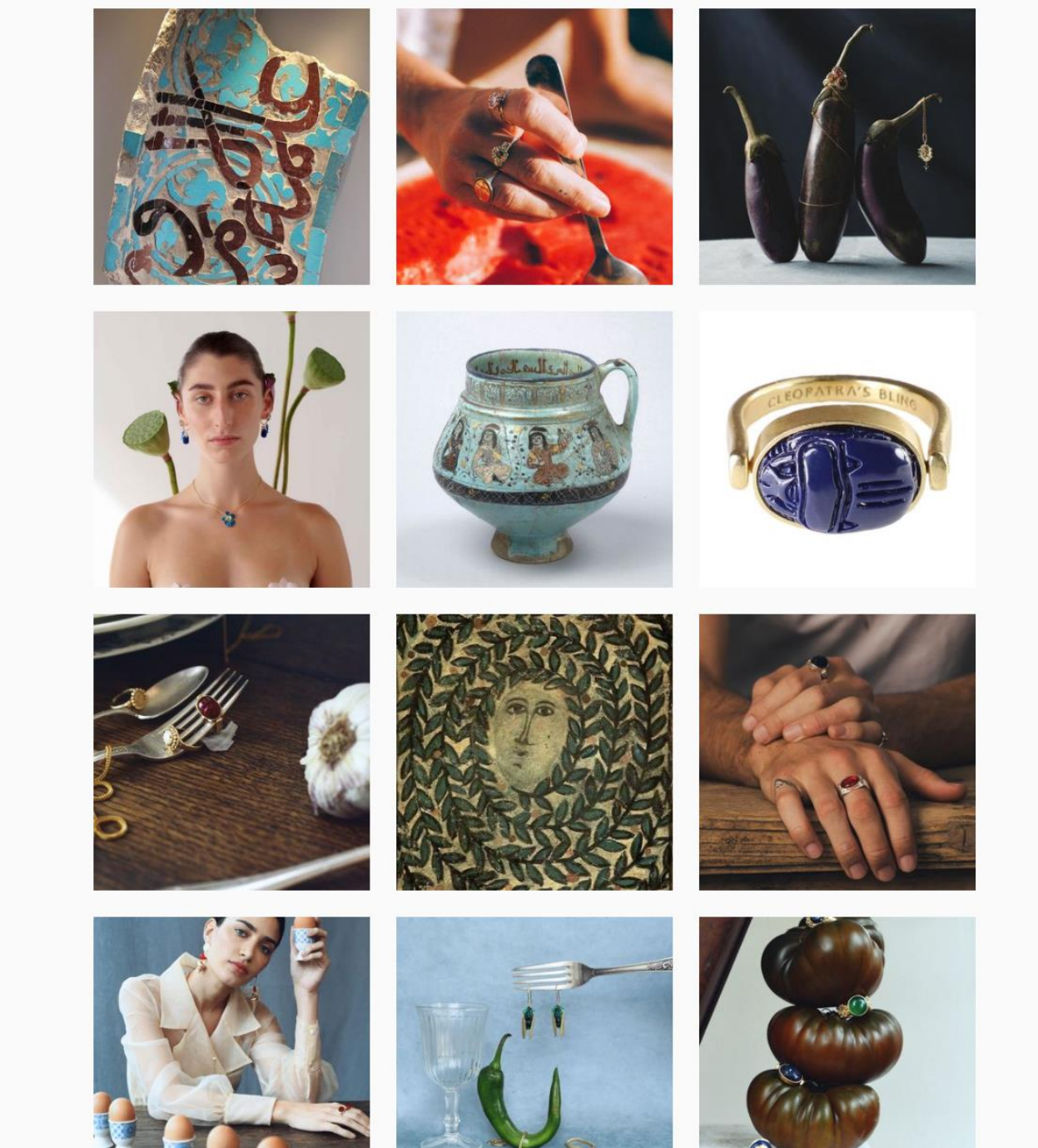
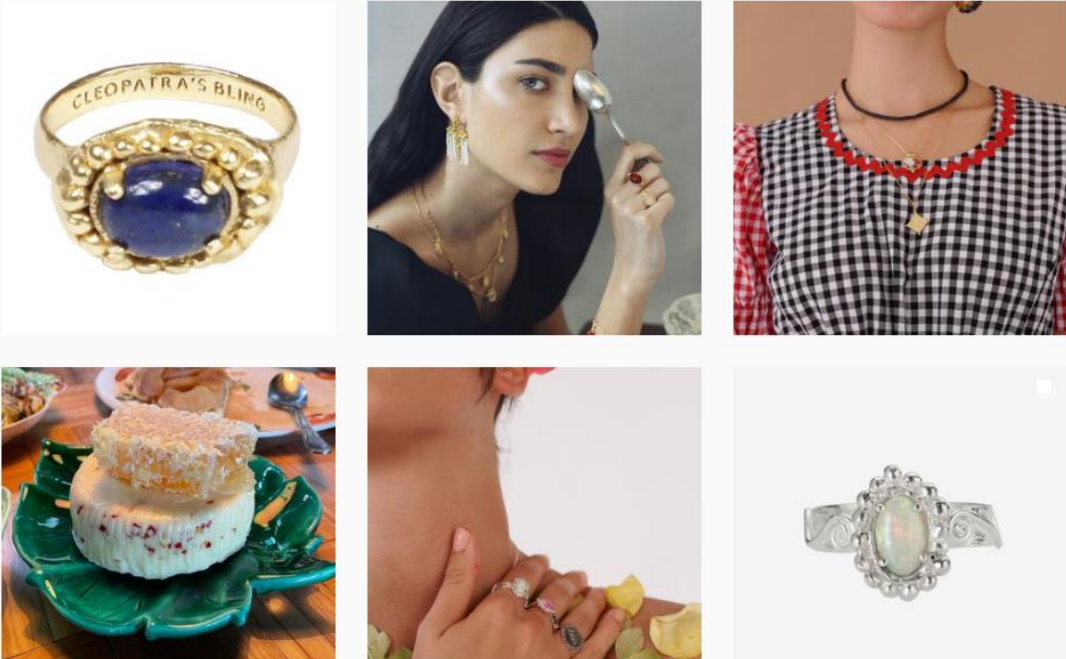
JuliaStone ...

POSTS

REELS

IGTV

TAGGED



5. AWARENESS THROUGH NEWSWORTHYNESS AND CROSS PROMOTION

Make yourself newsworthy by:


- Introducing a new or novel product or event
- Tapping into the zeitgeist (vaccinations, picnics)
- Have a clearly defined product or service that can be advertised in a sentence or two
- Reach out to brands your audience engages with (can't hurt)

MELBOURNE

BROADSHEET


ART & DESIGN | ENTERTAINMENT | FASHION & STYLE | FOOD & DRINK | THINGS TO DO

Try: 'Coffee in Brunswick', 'Open Late' or 'Ramen'




Post-Vax Snacks: All the Delicious Things the Broadsheet Melbourne Team Ate After Getting Jabbed

FOOD & DRINK One staffer rewarded herself with a crispy pork banh mi ("the fun spicy cousin of the democracy snag"), another opted for a flaky, freshly made borek with complimentary pickled chilli. There were also Mile End bagels, a croissant as big as your head and a couple of cheeky mid-day Maccas runs.



Eleven To Try: Avoid Picnic Panic With One of These Park-Ready Feasts

FOOD & DRINK




World's 50 Best Restaurants Drops Its Longlist: Two Victorian Fine Diners Make the Cut

FOOD & DRINK

5.AWARENESS THROUGH TOOLS

RENTER INFO ▾CAR RENTALS ▾MOTORHOME RENTALS ▾CAR LEASING EUROPE ▾SPECIALTY RENTALS ▾PARTNERS ▾

autoeurope.

 UNITED STATES ▾

CONTACT OUR RESERVATION SPECIALISTS
888-223-5555

INTERNATIONAL TRAVEL CHECKLIST

COMPARE CAR RENTAL RATES

PICK UP LOCATION:
PARIS All Locations

PICK UP DATE:
SEP 30, 2021

PICK UP TIME:
10:00 AM

Driver Age 25-69

DROP OFF LOCATION:
PARIS All Locations

DROP OFF DATE:
OCT 3, 2021

DROP OFF TIME:
10:00 AM

FIND YOUR CAR

Alamo

AVIS

Budget


dollar.

Europcar

Hertz

National

SIXT



UNIVERSAL PACKING LIST AND INTERNATIONAL TRAVEL CHECKLIST

THE ONLY PACKING CHECKLIST YOU'LL EVER NEED

All seasoned travelers know the importance of having a good packing checklist. For inexperienced travelers, it can be a difficult task to refrain from over-packing and if you travel frequently there's always the temptation to pack too light. To help you figure out what to pack for vacation, Auto Europe has created the ultimate guide to crafting the perfect international packing checklist - a packing list designed to be modified to suit the needs of any traveler and any trip.

If you're looking for a resource to use on the go you're in luck: we've assembled free **Travel Checklist PDFs** for download: each printable packing list is designed with functionality in mind, leaving room for notes so you can add special items which may not have found their way onto our travel checklists.

At Auto Europe we know that savvy travelers appreciate useful packing tips and that's why we've paired our comprehensive universal packing list page with free printable packing lists - useful reference material to use while you pack for vacation!

Jump to Section: Navigating our **Universal Packing List** is easy and fun! Scroll through this international travel checklist from top to bottom or jump ahead to the section that's most interesting to you by selecting one of the images below.

BARE ESSENTIALS

UNIVERSAL PACKING LIST AND INTERNATIONAL TRAVEL CHECKLIST

THE ONLY PACKING CHECKLIST YOU'LL EVER NEED

All seasoned travelers know the importance of having a good packing checklist. For inexperienced travelers, it can be a difficult task to refrain from over-packing and if you travel frequently there's always the temptation to pack too light. To help you figure out what to pack for vacation, Auto Europe has created the ultimate guide to crafting the perfect international packing checklist - a packing list designed to be modified to suit the needs of any traveler and any trip.

If you're looking for a resource to use on the go you're in luck: we've assembled free **Travel Checklist PDFs** for download: each printable packing list is designed with functionality in mind, leaving room for notes so you can add special items which may not have found their way onto our travel checklists.

At Auto Europe we know that savvy travelers appreciate useful packing tips and that's why we've paired our comprehensive universal packing list page with free printable packing lists - useful reference material to use while you pack for vacation!

Jump to Section: Navigating our **Universal Packing List** is easy and fun! Scroll through this international travel checklist from top to bottom or jump ahead to the section that's most interesting to you by selecting one of the images below.

BARE ESSENTIALS

These items are going to be things that you will always need to pack, regardless of your destination or the duration of your trip. Don't leave home without these items!

[Read Now](#) | [Download](#)

CLOTHING

Additional clothing items that you may wish to include. The vast majority of these items will depend on where you are going and what you are planning to do when you get there.

[Read Now](#) | [Download](#)

PERSONAL

Don't forget about your health and hygiene related items! Pick and choose the items which make sense for you, but our travel checklist leans toward medicine, first aid, and toiletries.

[Read Now](#) | [Download](#)

RECREATION & GADGETS

All of your fun gadgets that might prove useful as either recreation or as a tool during your trip. It should be obvious, but it bears repeating: Always remember the chargers.

[Read Now](#) | [Download](#)

PACKING LIST: THE BARE ESSENTIALS

These items are going to be things that you will always need to pack, regardless of your destination or the length of your travel time.



Workshop tasks:

- Put yourself in your customer's shoes. If you were aware that you had a problem or need what questions would you ask and where would you ask them?
- Find a competitor and write down what they are doing in the awareness space.