

Glen Eira City Council Presents

DIGITAL PATHWAYS FOR BUSINESS

Made possible by the Metropolitan Partnership
Development Fund.



Defining your digital marketing goals

Seminar two



OVERVIEW

A white staircase graphic on a blue background, with three steps containing text. The staircase starts from the top left and descends towards the bottom right. The text on the steps is as follows: Step 1: 1. What's possible with digital marketing? Step 2: 2. Rules for goal setting marketing goals Step 3: 3. Using the SMART approach

1. What's possible
with digital
marketing?

2. Rules for goal
setting marketing
goals

3. Using the
SMART approach

I. WHAT'S POSSIBLE WITH DIGITAL MARKETING?

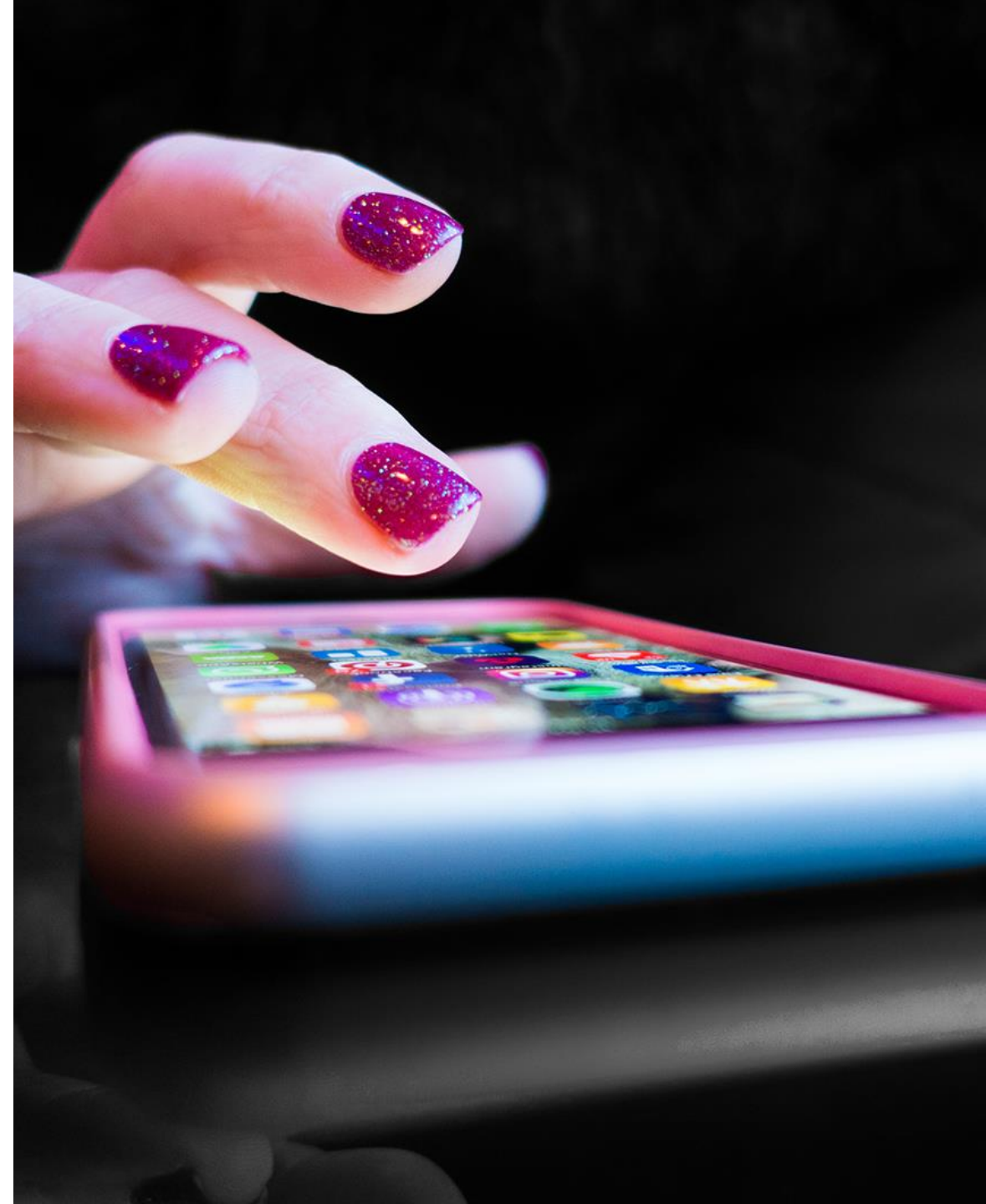


**What's possible
with digital
marketing?**
Anything, provided
you don't bite off
more than you can
chew.

I. WHAT'S POSSIBLE WITH DIGITAL MARKETING?

AUDIENCE

- Find a new audience
- Reach a new audience
- Engage an existing audience in new ways
- Foster community participation
- Encourage customer loyalty
- Incentivise online participation



1. WHAT'S POSSIBLE WITH DIGITAL MARKETING?



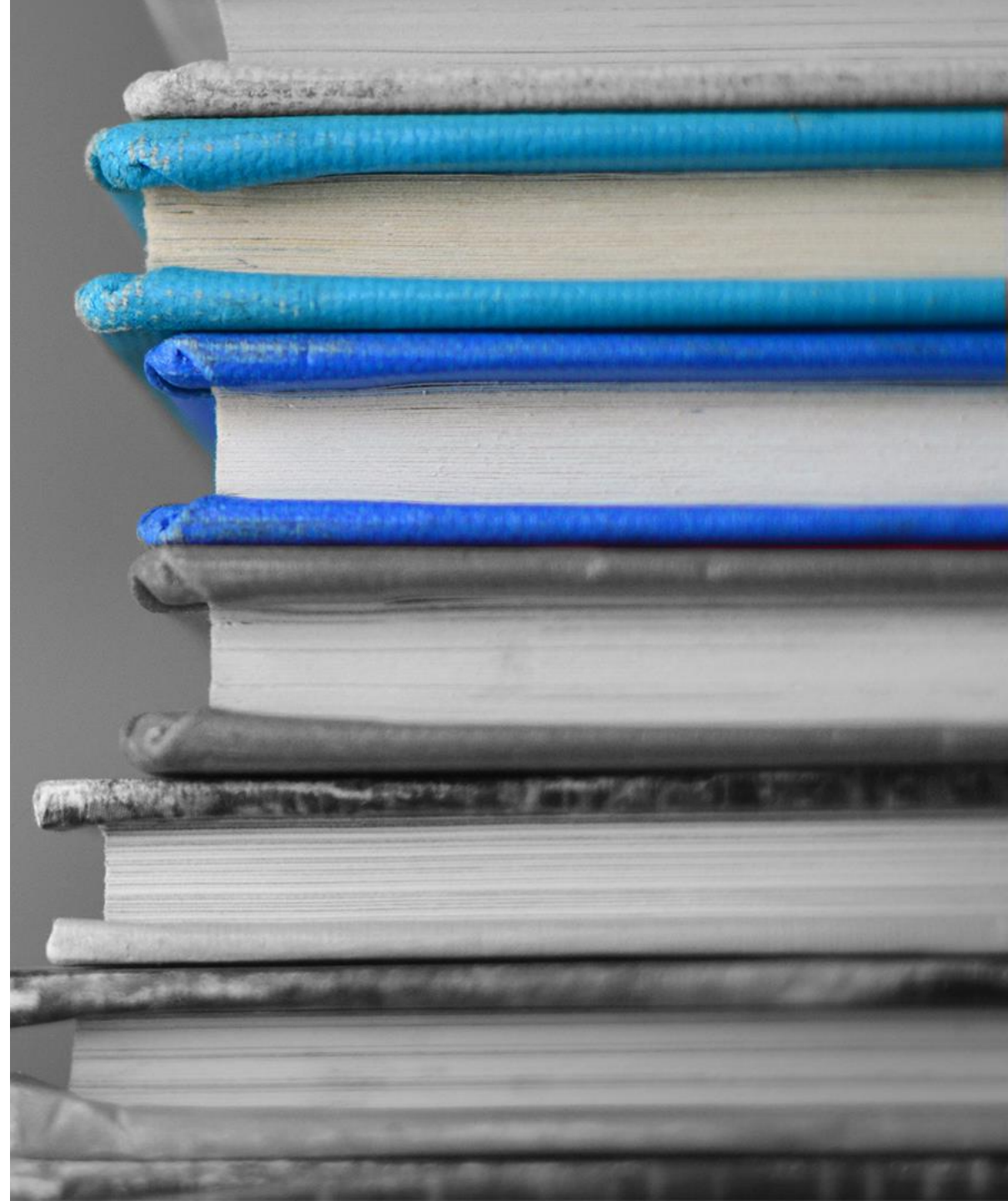
BRAND

- **Brand presence**
- **Increase brand visibility**
- **Improve brand credibility**
- **Establish brand expertise + 'thought leadership'**
- **Improve brand reputation**
- **Modernise/streamline a brand**
- **Launch updates/new branding**
- **Articulate brand values**
- **Collaborate with other brands**

I. WHAT'S POSSIBLE WITH DIGITAL MARKETING?

SALES

- Increase revenue
- Improve conversion rate
- Find new leads
- Streamline sales process
- Promote on new platforms
- Expand customer service offerings
- Create unique incentives

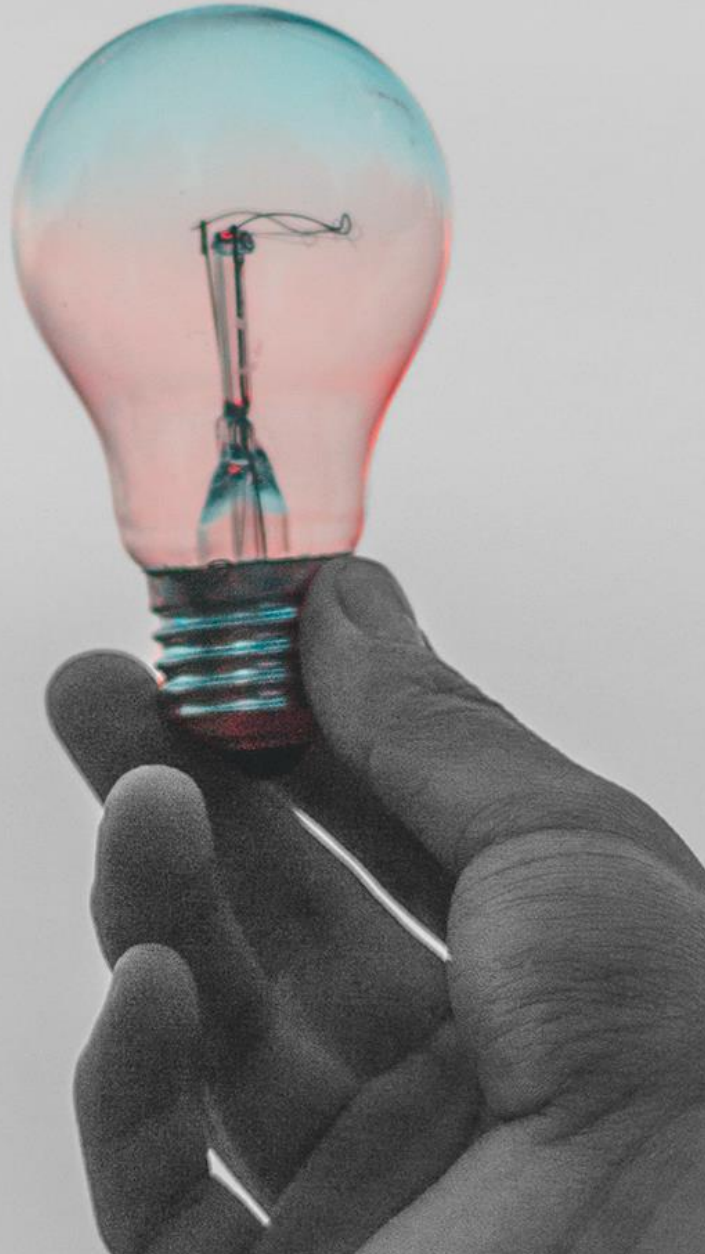


2. GUIDING RULES FOR GOAL SETTING

When setting goals for a digital marketing strategy...

- 1. Aim to do a few things well. You may have to leave some things out of your digital marketing wish list and return to them later.**
- 2. Take a moment to consider the customer perspective. What do they want from your brand?**
- 3. Keep your resources (labor, time, skills and financial) in mind.**
- 4. Aim for 2-4 well set out goals that relate to one another.**
- 5. Use the SMART system...**
- 6. Be prepared to commit to whatever you put down on paper.**

3. USING THE SMART APPROACH



SMART goals are....

Specific
Measurable
Achievable
Relevant
Time-bound

SPECIFIC

Do the work and dig into what exactly it is you need. A specific goal identifies what you're aiming for and gives it context:

- **The objective**
- **Who is responsible**
- **The steps taken to achieve the goal**



Florentino



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4.4 ★★★★★ 1,038 Google reviews
\$\$\$ · Italian restaurant

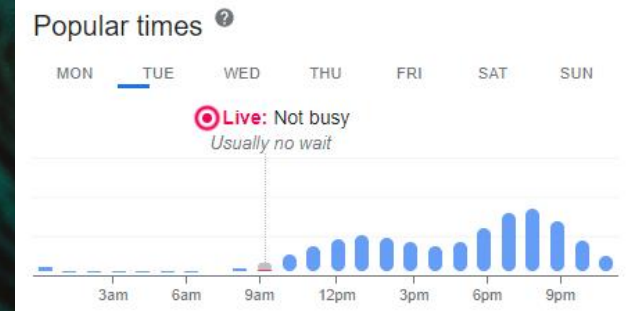
Split-level space decorated with murals housing an Italian fine-dining restaurant, a grill & a bar.

Service options: Dine-in
Address: 80 Bourke St, Melbourne VIC 3000
Hours: Open 24 hours ▾
Menu: grossiflorentino.com
Phone: (03) 9662 1811
Reservation: florentino.com.au, opentable.com.au

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People typically spend **1.5-3 hours** here

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MEASUREABLE

Goals need to be measurable to be accountable. Quantification makes it easier to track your progress. We can set measurable goals by our café by asking questions like:

- **Paris of the South wants to improve its Google reviews – by how much?**
- **How many reviews will it need to change those numbers?**
- **On which platforms will the campaign take place?**

ACHIEVABLE

Particularly in small business, setting goals that are realistically achievable with your available resources can be a balancing act. Ask yourself:

- Is this goal attainable?
- Is this something I can afford to outsource?
- What are my limitations in this area?

RELEVANT

Does this goal matter to my business? How does it fit in with the bigger picture? For the café, a better Google review means:

- **An improved online reputation**
- **Increases brand visibility**
- **Encourages new customers to find the café**
- **Encourages existing customer loyalty**

TIME BOUND

Set a deadline.

Boost Google Ratings from 3.5 to 4.5 through a social media campaign on Instagram and Facebook encouraging existing audience to leave a Google Review in exchange for a free croissant. Campaign will run for one month with a review at the end. The aim is to improve the café's online reputation, help to encourage customer loyalty and draw new customers to the café.



Workshop tasks:

Create and document 2-4 SMART digital marketing goals for your business.