

Glen Eira City Council Presents

DIGITAL PATHWAYS FOR BUSINESS



Made possible by the Metropolitan Partnership
Development Fund.



Encouraging customer desire and consideration

Seminar seven

NEED

DESIRE

DREAM

WANT

OVERVIEW



1. Taking a closer look at the desire stage

2. Guiding rules for creating desire stage content

3. Examples of the desire stage in action

4. Triggering FOMO

I. TAKING A CLOSER LOOK AT THE DESIRE STAGE



In the desire phase, the customer has decided that they want a particular product or service, but they are comparing brands to find the best offer (price/quality/location/customer service/customisation etc.).

I. TAKING A CLOSER LOOK AT THE DESIRE STAGE



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

- Convince your customer that your brand is the right choice
- Showcase the key benefits of your product/service
- Make it easy for them to communicate
- Make your best offer
- Make the purchase process as simple as possible

2. GUIDING RULES FOR CREATING DESIRE STAGE CONTENT

Any content you create for the purposes for interest should:

- ✓ Sell! Sell! Sell!
- ✓ Have a clear call to action
- ✓ Focus solely on your brand
- ✓ Highlight why your product is superior to competitors (unique selling points)
- ✓ (Optional) create a sense of urgency/scarcity
- ✓ (Optional) make your best offer

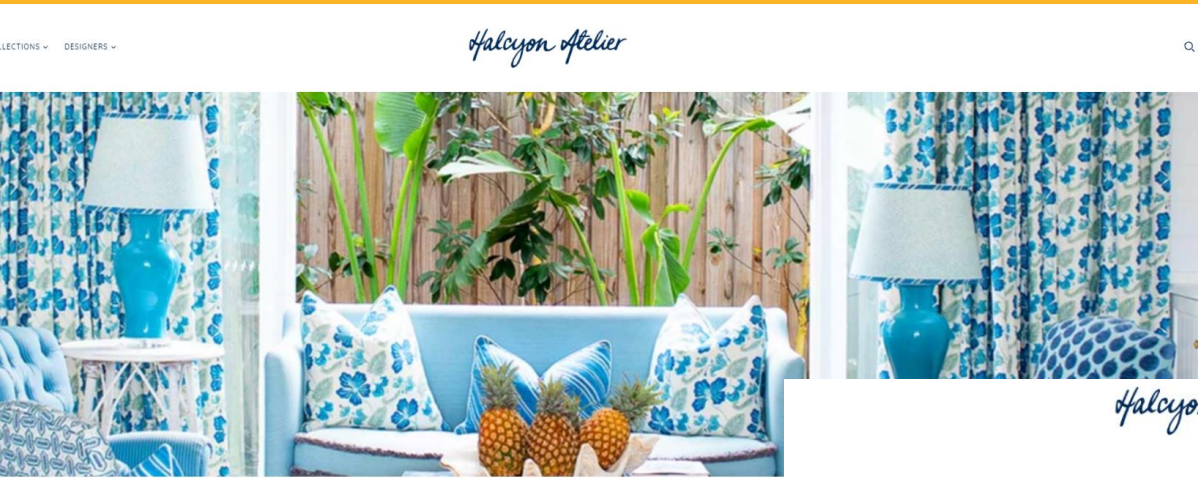
2. GUIDING RULES FOR CREATING DESIRE STAGE CONTENT

Marketing techniques :

- Email marketing
- Free trial/sample/consultation
- Offers
- Case studies
- Testimonials
- Remarketing (Google Display Network)



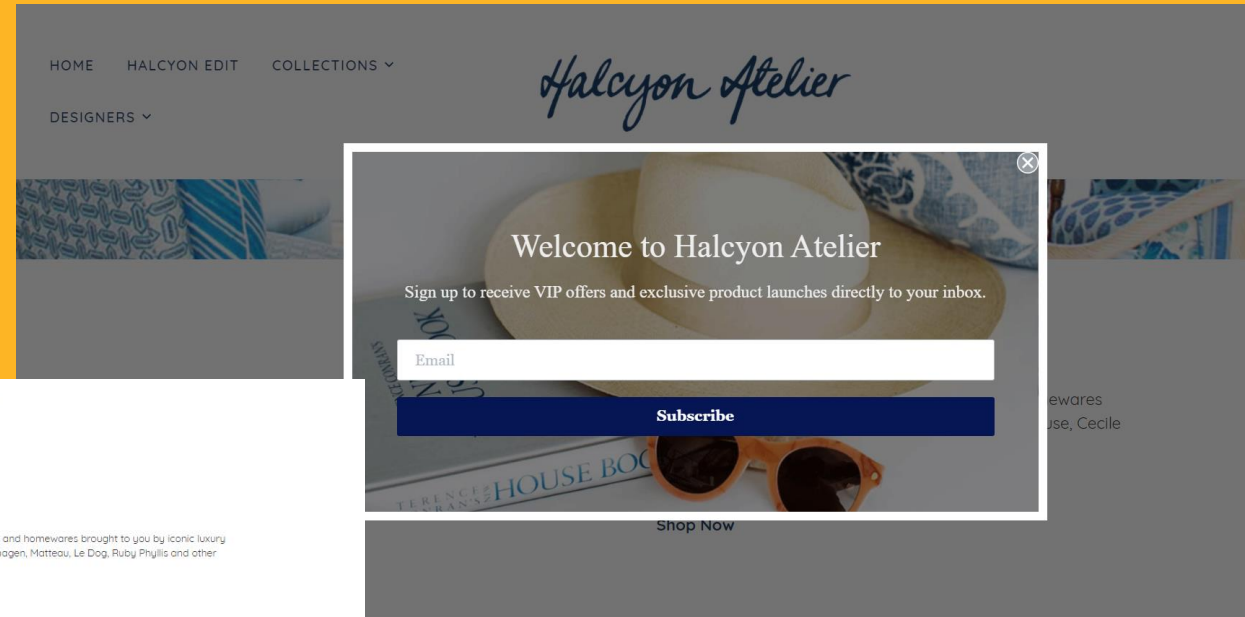
4. EXAMPLES OF THE DESIRE STAGE IN ACTION



Halcyon Atelier

Halcyon Atelier offers a carefully curated selection of high end designer fashion, accessories and homewares brought to you by iconic hotel, Halcyon House. Shop your favourite brands including Lucy Folk, Muse, Cecile Copenhagen, Matteau, Le Dog, Ruby Phyllis and select exclusive labels.

[Shop Now](#)



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[Shop Now](#)

THE HALCYON HOUSE EDIT



SPIRITUS STONES
Halcyon Bracelet with Aquamarine, Amazonite, Kyanite and 14K Gold
\$145.00

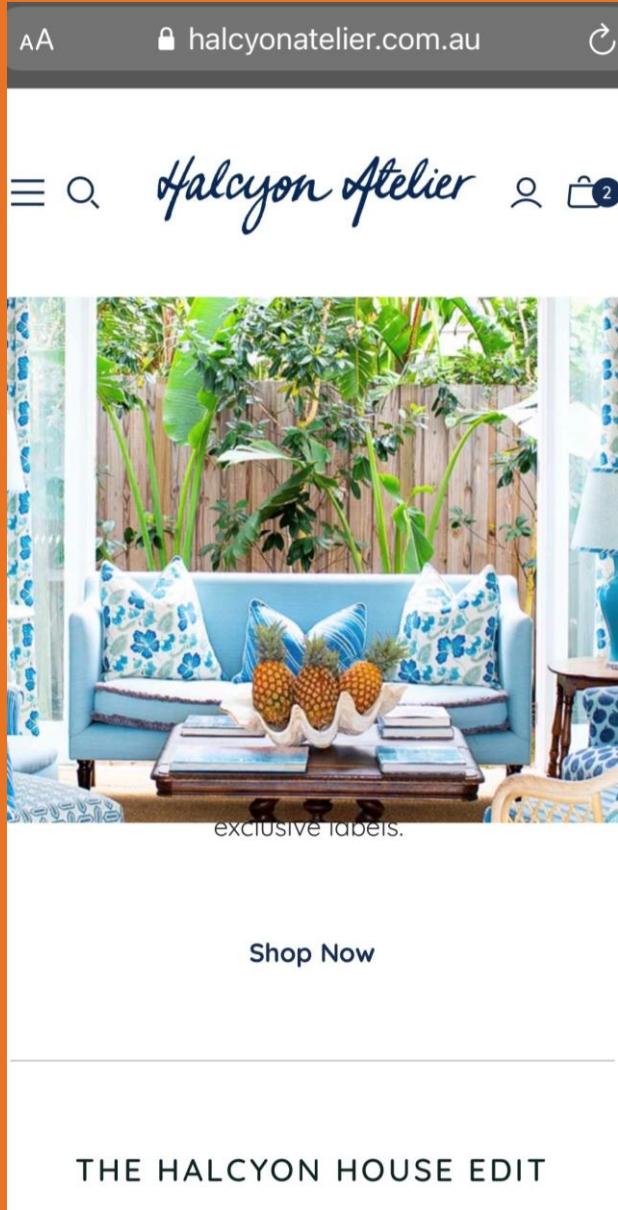


HALCYON HOUSE
Curell-Lamadrid Cala Salguero Cushion
\$255.00

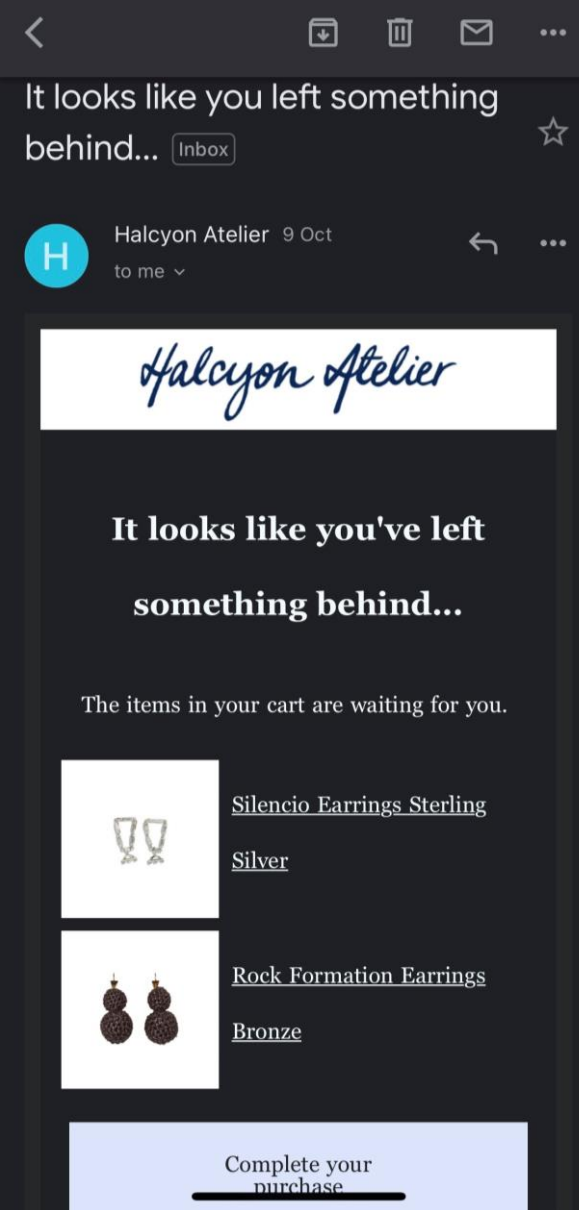
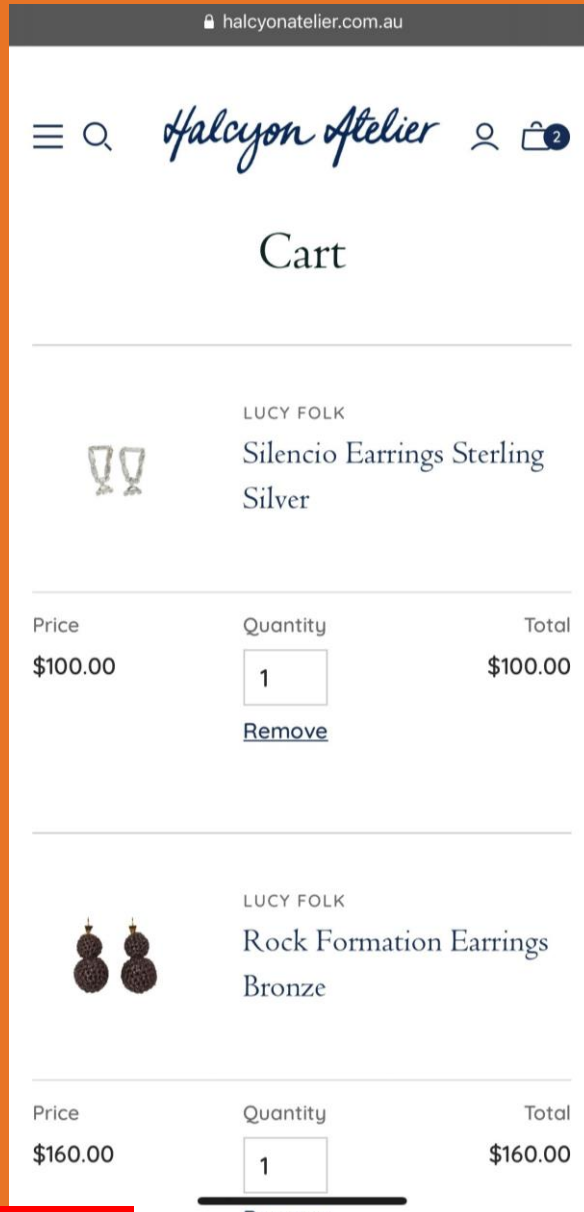


HALCYON HOUSE
Halcyon House of Gin Book
\$60.00

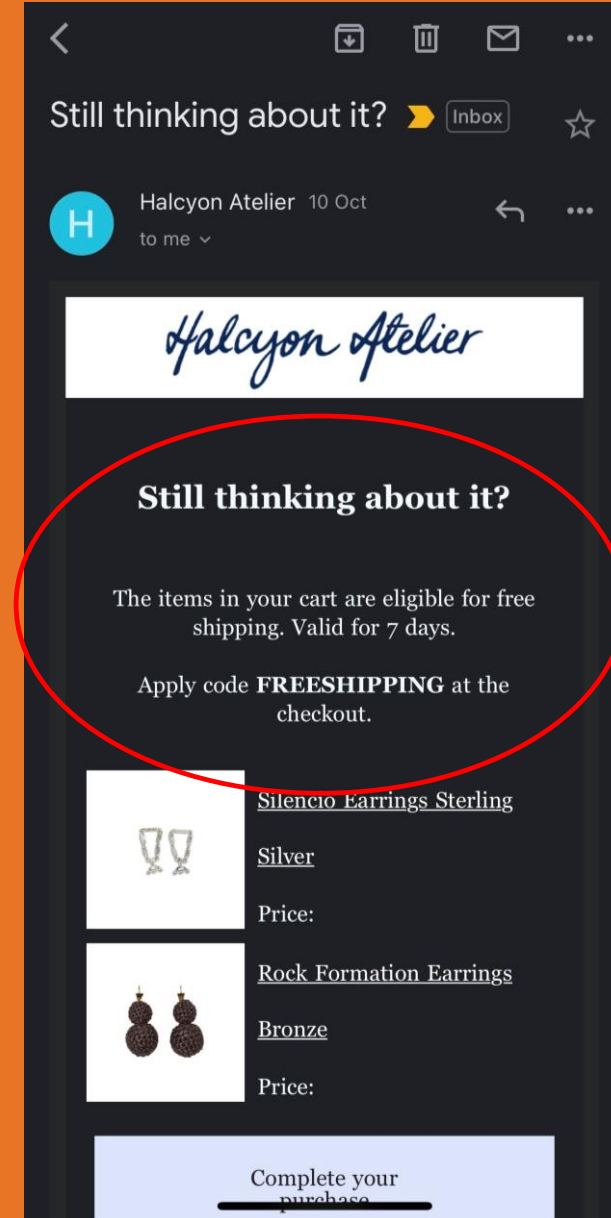
4. EXAMPLES OF THE DESIRE STAGE IN ACTION



SATURDAY MORNING

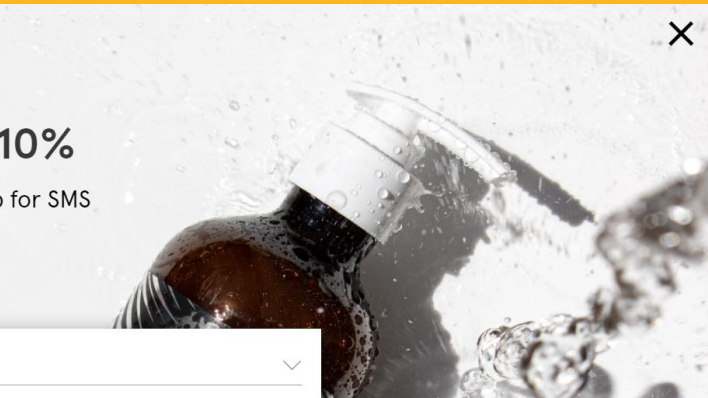


SATURDAY AFTERNOON



SUNDAY AFTERNOON

4. EXAMPLES OF THE DESIRE STAGE IN ACTION



UNLOCK 10%
When you sign up for SMS
+ email

Au Australia

Enter your mobile


Enter your email

GET THE CODE

By signing up via text you agree to receive promotional and personalizing messages and shopping cart reminders at the phone number provided. This is a condition of purchase. Reply STOP to unsubscribe. HELP for help. Rates may apply. View Privacy Policy & ToS


**DO GOOD, LOOK GOOD,
FEEL GOOD**

For every purchase made, we donate \$1 to our chosen not-for-profits.



LEARN MORE

WHAT BONDIBOOST USERS SAY



94%	77%	76%	69%	58%
Said they use BondiBoost weekly	Said what they like about BondiBoost products is the product(s) effectiveness	Said what they like about BondiBoost products are the high quality natural ingredients used in the product(s)	Said they are happy only using BondiBoost products to solve their hair concerns and reach their hair goals	Said what they like about BondiBoost products is smell and/or texture of the product(s)


BondiBoost commissioned a multiple-choice survey of current customers which was conducted on 24 April 2021 via Survey Monkey in regard to its products generally. Participation was voluntary and requested in the BondiBoost Babes Facebook account with 3,069 customers completing the survey. Customers were entered into a draw to win a BondiBoost product pack in exchange for their time participating in the survey.

4. EXAMPLES OF THE DESIRE STAGE IN ACTION

Missie CoCo

BOOKINGS 0

Some *kind* words...



"At 38 my skin has never looked or felt so healthy. There are 2 elements to great skin care, tailored treatments and product knowledge. Sandra and her team at Missie CoCo are experts in both of these areas. I certainly know I'm in the right hands to make sure my skin stays as fresh as it can as I move towards my forties."

SHELLEY CRAFT

^



"I don't go there thinking I'm having a facial but a one-hour holiday. I have been having regular treatments at Missie CoCo for nearly a year now. My skin not only glows (and looking the best it ever has), but the care they take and the relaxing environment is so therapeutic it feels like you have had a day away to forget about the world outside."

SHAYNNA BLAZE

^

Missie CoCo

Some *kind* words...



"I could not recommend Missie CoCo enough. Since I have been receiving treatments at Missie CoCo I have had so many wonderful comments about my skin and it has never felt so great. Sandra is truly divine and it is such a relaxing time to drift away without a care in the world."

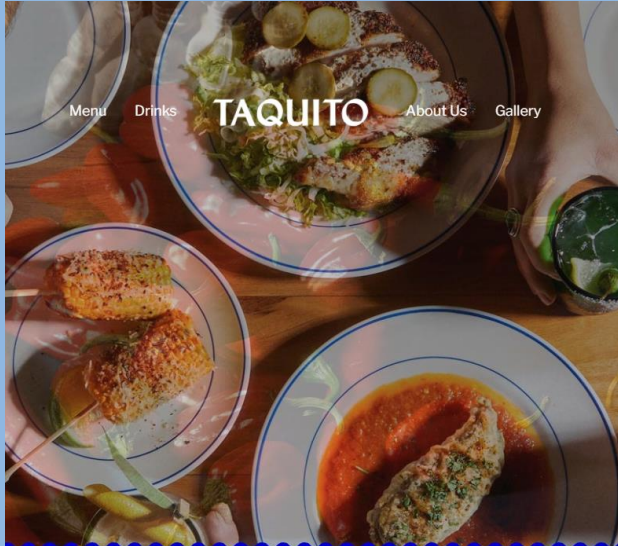
NATALIE BASSINGTHWAIGHTE

^

FOMO stands for fear of missing out. It's a psychological marketing device that triggers action by making a lead fearful that they are going to miss out due to scarcity or limited time.

- Show what people are buying
- Show top rated items
- Show quantity levels (i.e., low stock alert/2 tickets left etc.)
- Highlight sold out stock on your site
- Make a time sensitive offer

5. TRIGGERING FOMO



Inspired Mexican bar and eatery in Carlton.
Hand making every tortilla from scratch.

TAQUITO

Wednesday
Oct 13, 2021

Select pickup time

12:00 PM 2 orders available	12:15 PM 2 orders available	12:30 PM 2 orders available
12:45 PM 2 orders available	1:00 PM 2 orders available	1:15 PM 2 orders available
1:30 PM 2 orders available	1:45 PM 2 orders available	2:00 PM 2 orders available
2:15 PM 2 orders available	2:30 PM 2 orders available	2:45 PM 2 orders available
3:00 PM 2 orders available	3:15 PM 2 orders available	3:30 PM 2 orders available
3:45 PM 2 orders available	4:00 PM 2 orders available	4:15 PM 2 orders available
4:30 PM 2 orders available	4:45 PM 2 orders available	5:00 PM 2 orders available
5:15 PM 2 orders available	5:30 PM 2 orders available	5:45 PM 2 orders available
6:00 PM 2 orders available	6:15 PM 2 orders available	6:30 PM 2 orders available
6:45 PM 2 orders available	7:00 PM 2 orders available	7:15 PM 2 orders available
7:30 PM 2 orders available	7:45 PM 2 orders available	8:00 PM 2 orders available
8:15 PM 2 orders available		

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2:15 PM 2 orders available	2:30 PM 2 orders available	2:45 PM 2 orders available
3:00 PM 2 orders available	3:15 PM 2 orders available	3:30 PM 2 orders available
3:45 PM 2 orders available	4:00 PM Confirm	4:15 PM 2 orders available
4:30 PM 2 orders available	4:45 PM 2 orders available	5:00 PM 2 orders available
5:15 PM 2 orders available	5:30 PM 2 orders available	5:45 PM 2 orders available
6:00 PM 2 orders available	6:15 PM 2 orders available	6:30 PM 2 orders available
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Powered by MR YUM

Taquito

Signature

Smoked Beef Enchiladas
Slow smoked beef sauce drowned in char-grilled tomato salsa roja...
\$15

Starters - Antojitos

Guacamole & House Made Totopos
House made corn chips and fresh guacamole
\$14

Ceviche
Shrimp, passionfruit, avocado, jalapeño lime
\$18

Chilaquiles Divorciados (The Original Nachos)
With housemade salsa verde, salsa roja, guacamole and queso
\$18

Chilaquiles Con Carnitas
Salsa roja, salsa verde, guacamole, shredded Oaxaca...
\$13

Tacos

All our tortillas are made in house and daily from 100% GF stone ground corn

Choose Any 4 Tacos For \$26

Taco Party Pack
Make it yourself at home taco party pack. Comes with 350g of...
\$45

Carne Asada Taco
Marinated rump steak taco, mojo de ajo
\$8.0

Crispy Fish Taco
Baja style crispy fish with pickled onions, tartare
\$9

Crispy Soft Shell Crab Taco
Baja Style crispy crab taco with an avocado cream and chopped...
\$8

Plantain Taco
Pan fried plantain with an apricot and pico de gallo salsa
\$8

Baja Style Avocado Taco
Avocado fritter with spicy salsa negra and mil pec
\$8

Roasted Cauliflower And Romesco Taco
Roasted Cauliflower with a roasted tomato and pepper salsa
\$8



Workshop tasks:

- Look again at the unique selling points you put down after Seminar 1. Now look at your web, email and social media presence.
 1. Map out where you display your unique selling points.
 2. Ask yourself:
 - Are they all together in one place?
 - Are they easy to find?
 - Are they easy to see and understand?
 - Do they align with the values of my target audience?
- **Are the benefits of my brand clear to someone at the desire phase of the sales cycle?**