



HEREFORDS
Australia

DIGITAL MARKETING WEBINAR

*How to attract new customers with
Strategic Digital Marketing*



PRESENTER:

TEGAN BUCKLEY

Marketing Consultant



MARKETING IS:

All business activities that help attract customers and sustain relationships.

THE ROLE OF MARKETING AND SALES



WHY DO WE PUT MARKETING & SALES ON THE BACKBURNER?

YOUR BUYER



YOUR BUYER

The Outcome we want:

PURCHASE/MAKE SALES/SIGN ON AS CLIENT

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The outcome the buyer wants is a result. Win-win.

YOUR BUYER

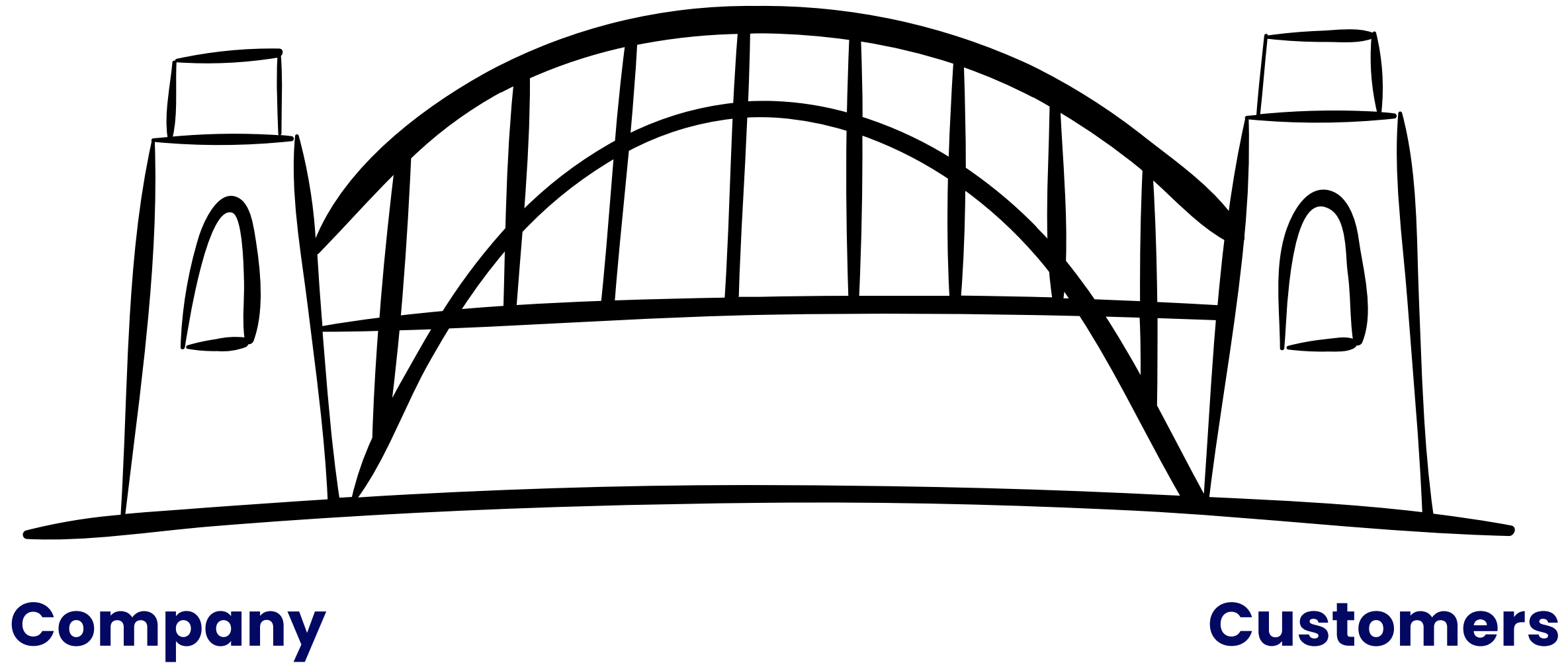
But how do we get them there using digital marketing?

The Outcome we want:

PURCHASE/MAKE SALES/SIGN ON AS CLIENT

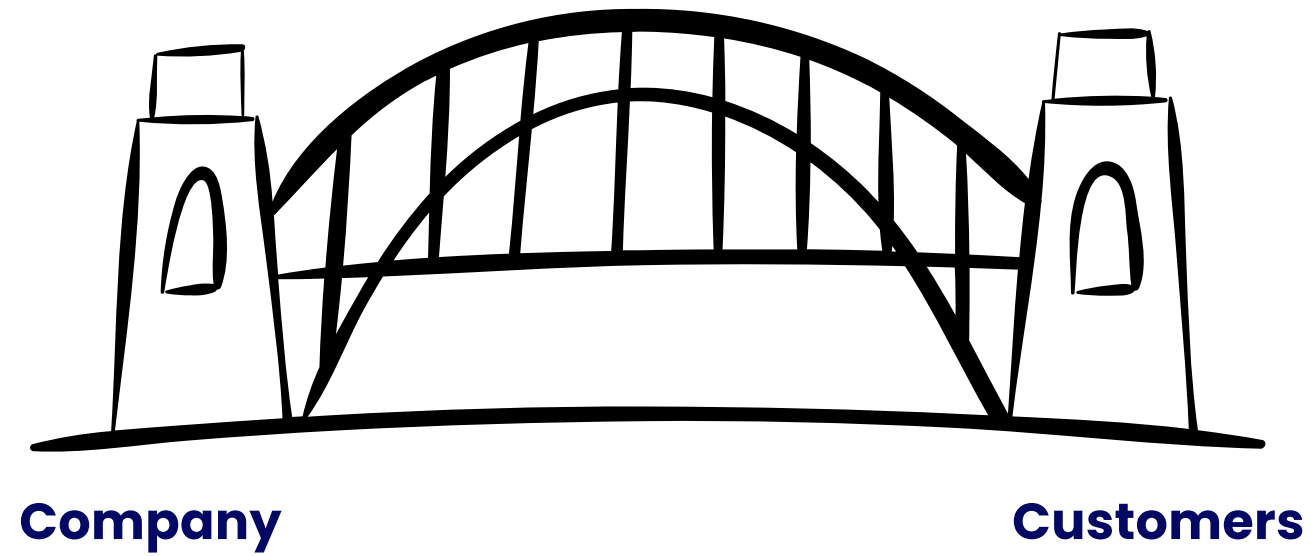
The Outcome the buyer wants as a result. Win-win.

Step 1



MARKETING: Its main job is to help the company reach and connect with the right people who might be interested in their products or services.

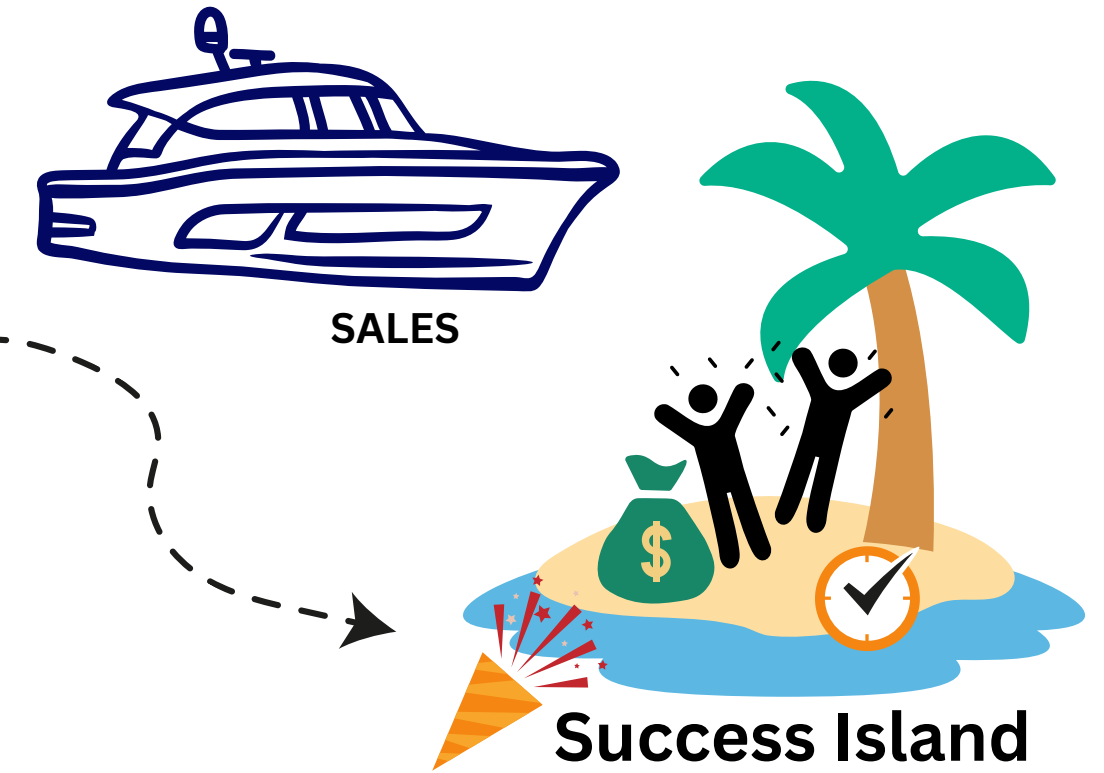
Step 1



Step 2



Step 3 (seal the deal!)



SALES: Connect with potential customers, understand their needs, answer questions, and convince them that the product or service is the right solution for their problem or desire.

THE 3 REASONS PEOPLE BUY FROM YOU

**1. They trust your product
meets their
needs/wants/goals**

2. They trust and like the seller and the way they conduct themselves

**3. They trust the company
and the values and
reputation behind the
business**

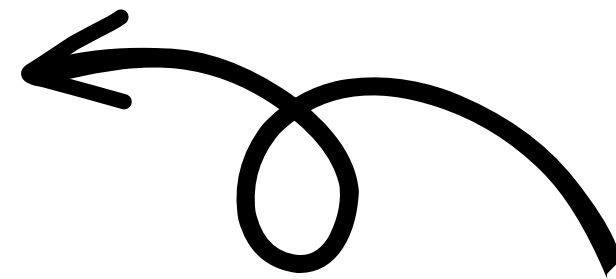
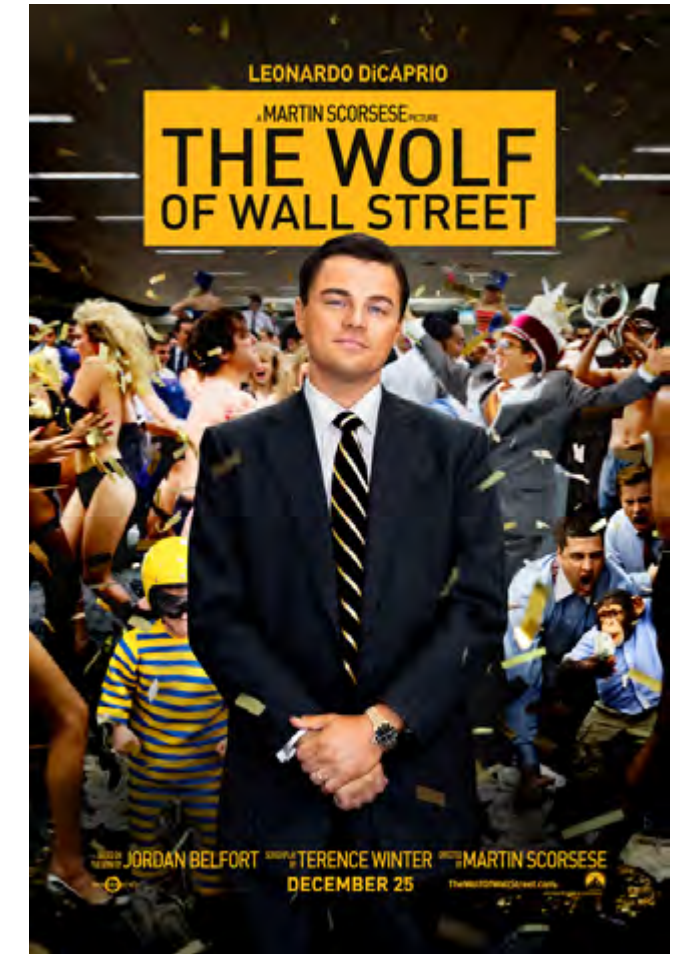
TRUST TRUST TRUST

"KNOW ME. LIKE ME. TRUST ME. BUY FROM ME."





THE STRAIGHT LINE SYSTEM: 3 REASONS PEOPLE BUY FROM YOU



The actual Jordan Belfort (Wolf of Wall Street guy)

When it comes to marketing your business, how confident do you feel that your marketing is hitting the mark for attracting new clients?

**Give a rating:
1 being not effective - 10 being highly effective.**

“Hope is not a strategy.”

–Vince Lombardi
American Football coach and
executive in the National Football
League (NFL).



**Q 1. What's your mission?
What's your why/your purpose?**



Start with why -- how great leaders inspire action | Simon Sinek | TEDxPugetSound

Start with why - how great leaders inspire action | Simon Sinek.



**Q 2. What is your
business/brand known for?**



**Q 3. How do you feel about
self promotion?**



TALL POPPY CULTURE

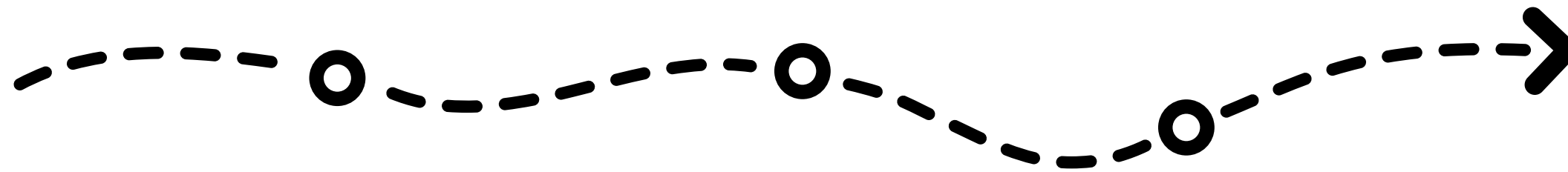
and why it's hindering your ability to successfully promote your business.





- ✓ Imposter Syndrome.
- ✓ High expectations on yourself.
- ✓ Keyboard warriors
- ✓ Worrying about what to say and then not publishing at all...

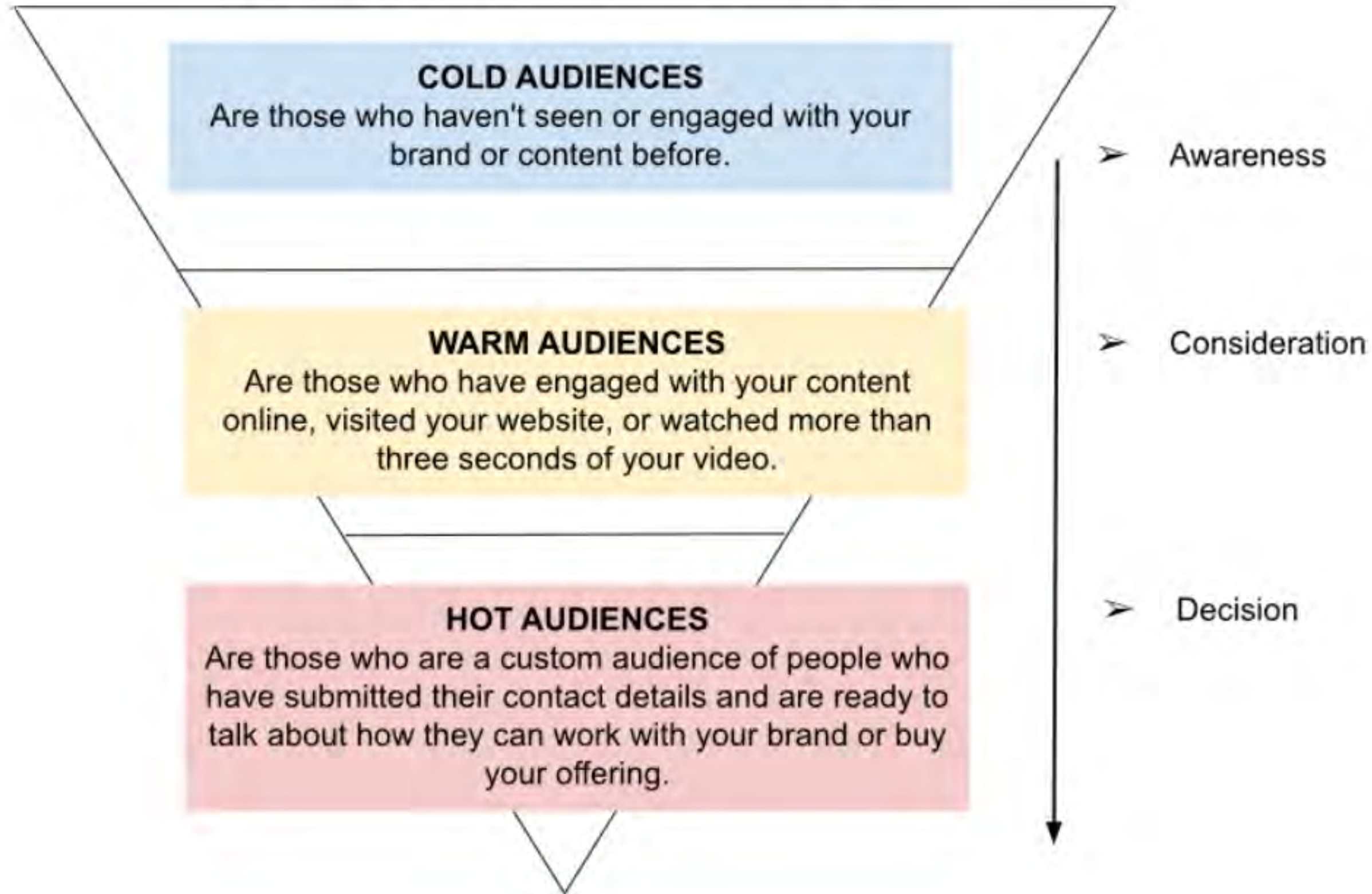
"...You are not going to be everything for everyone."



THE BUYER JOURNEY

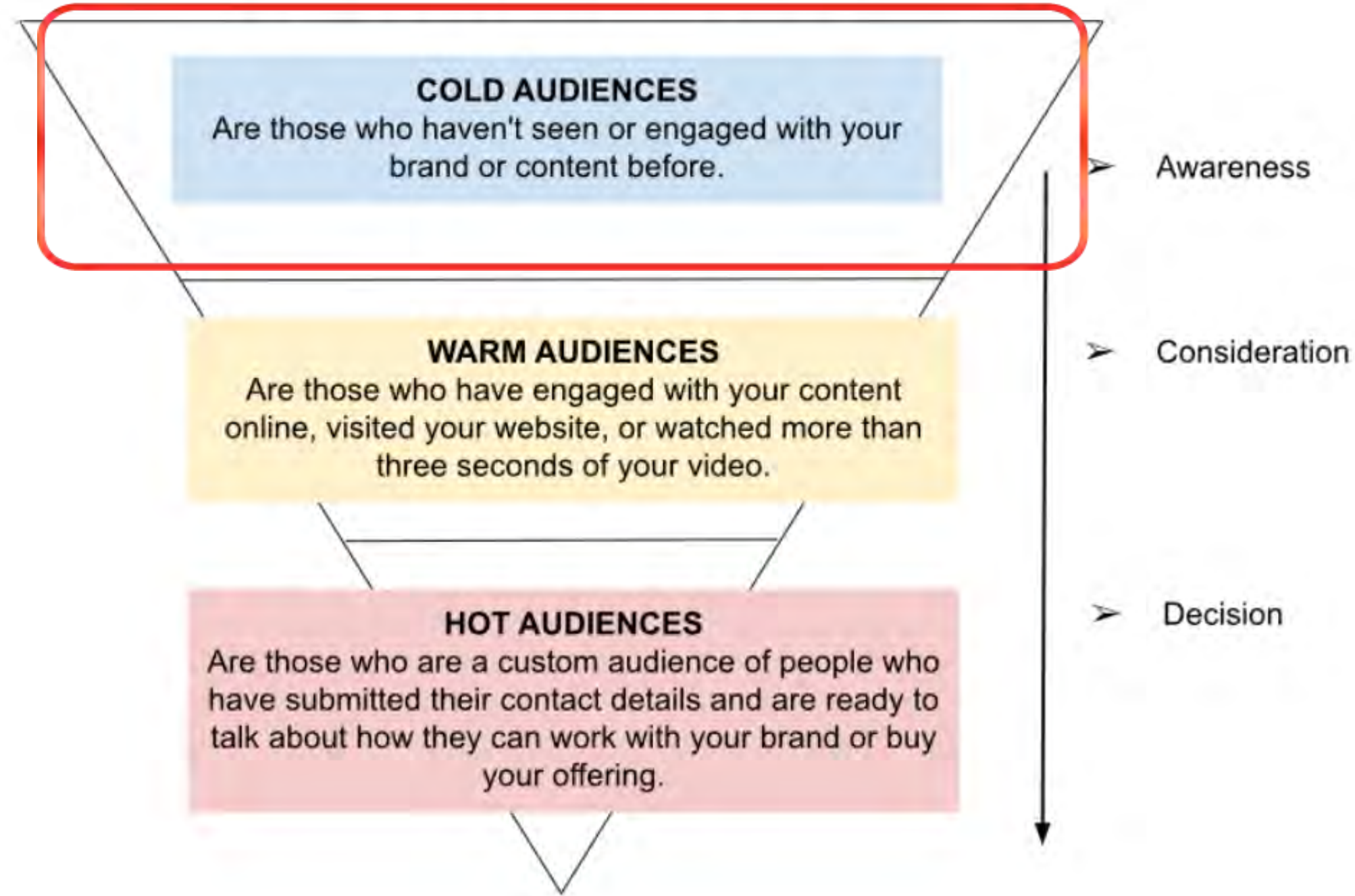
& THE PURCHASE DECISION-MAKING PROCESS

BUYER/CUSTOMER JOURNEY



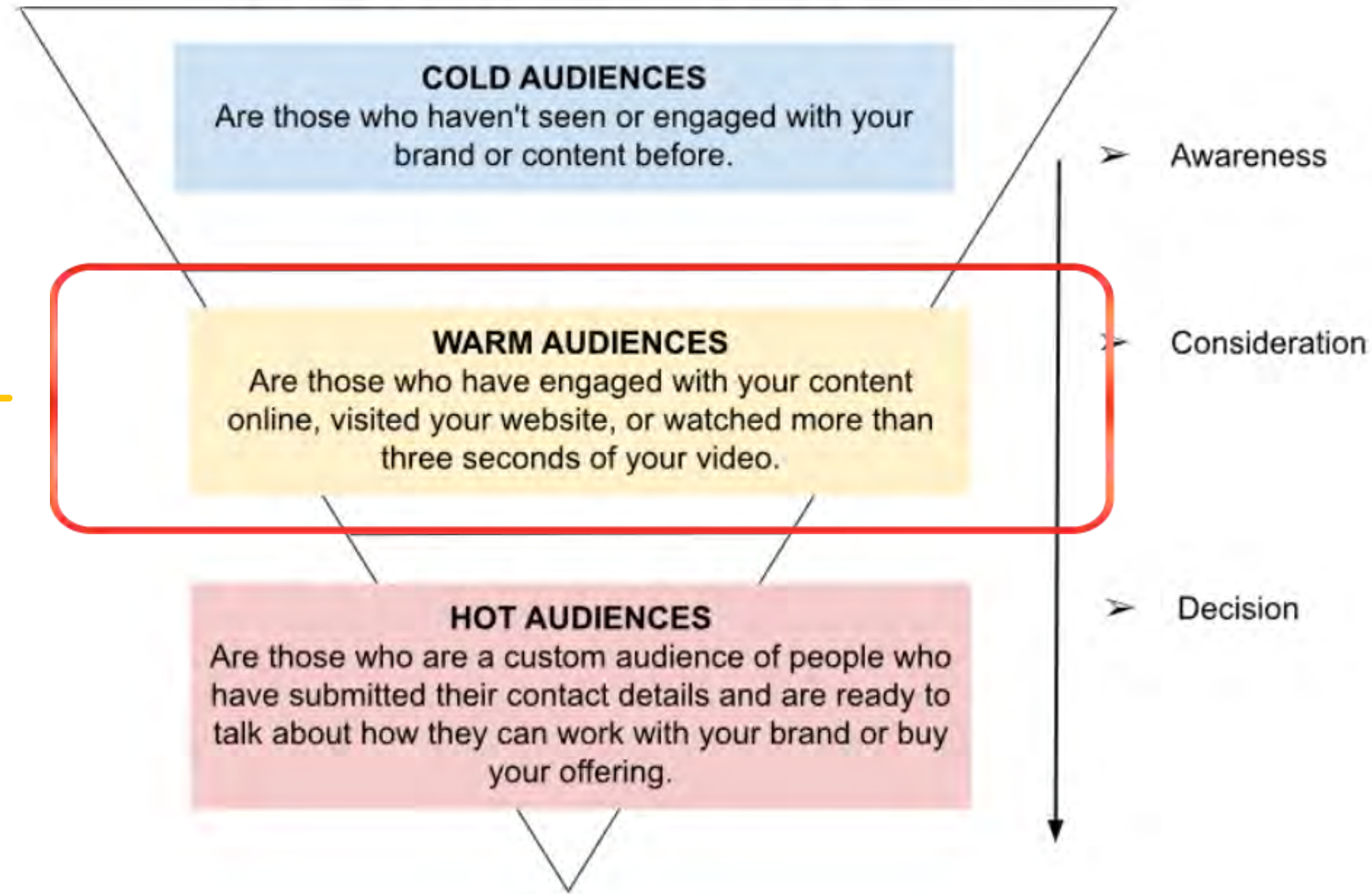
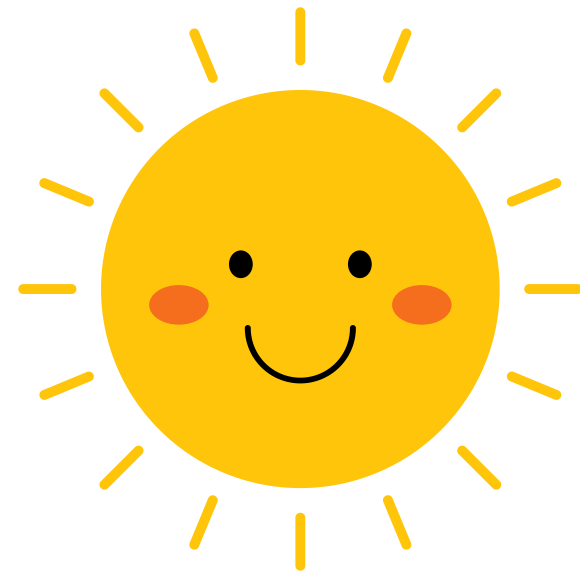


BUYER/CUSTOMER JOURNEY



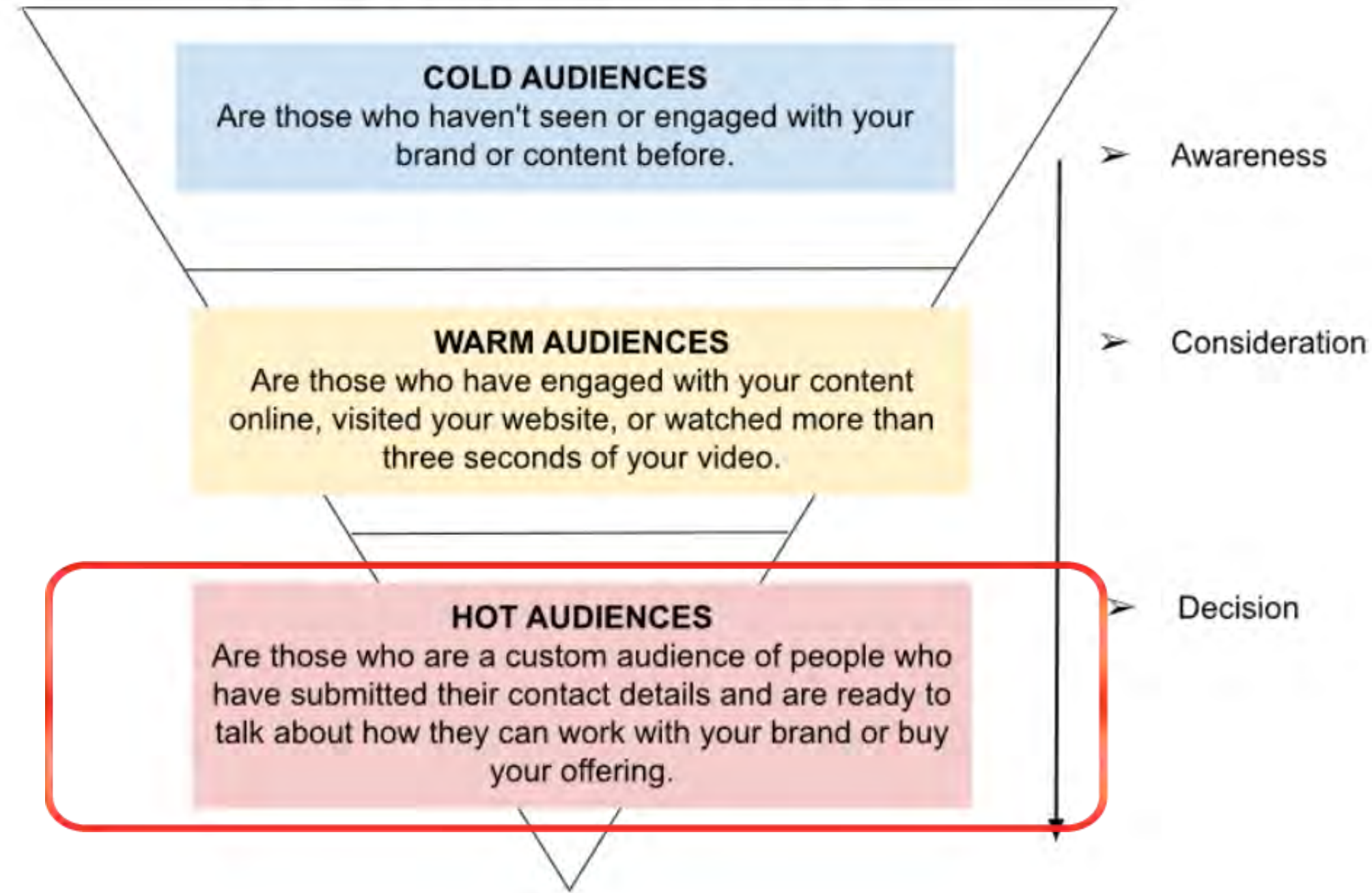
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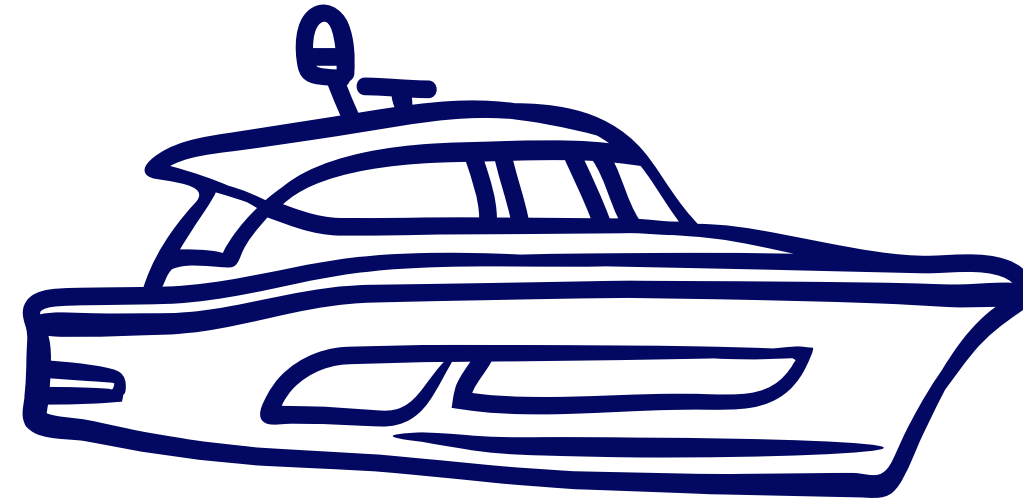
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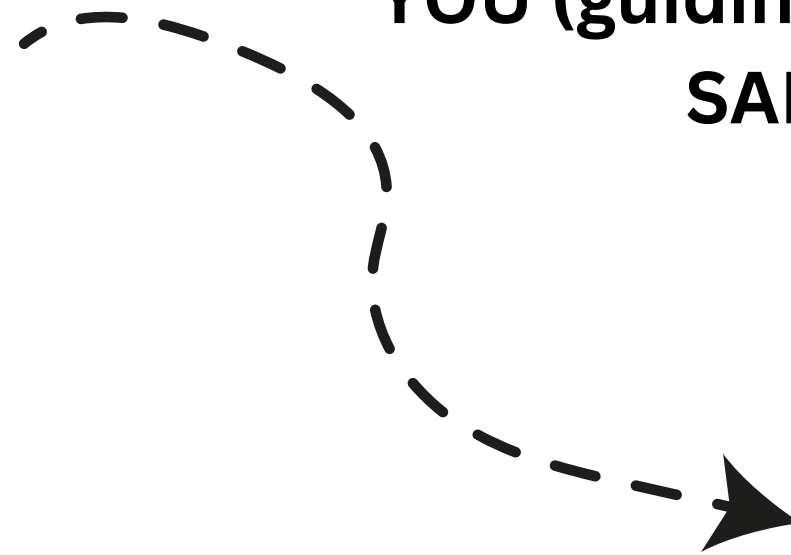
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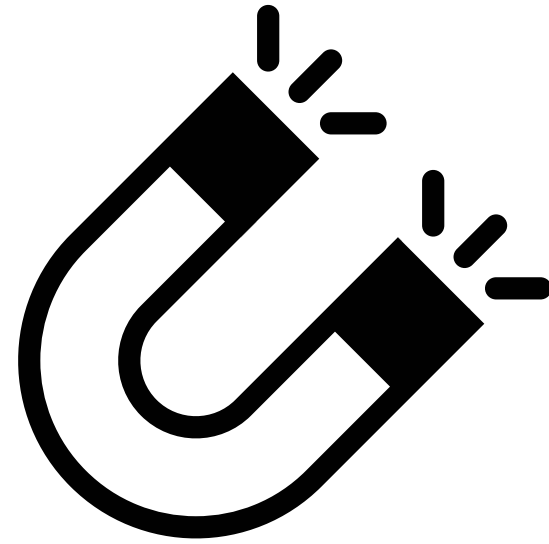
Pain Island



**YOU (guiding the buyer)
SALES**



Success Island



THE 5 KEYS TO MAGNETIC MARKETING MESSAGING



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- 1. Your Offer**
- 2. Ideal Client Persona.**
- 3. Unique Selling Proposition**
- 4. Professionalise your brand**
- 5. Call to action**

1. YOUR OFFER

Features of your product:	Benefits of features for your client: How do the benefits of your product or service provide an outcome/solution/meet your client/customer needs?

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Features of your product:	Benefits of features for your client: How do the benefits of your product or service provide an outcome/solution/meet your client/customer needs?
Impressive weight for age	Productivity, faster maturity/growth, reproduce earlier, turn off earlier – paint the picture for why these attributes are massive benefits & how they positively impact your buyer’s businesses – more info to provide evidence the better.
High Fertility & Reproduction Traits	More calves, more cattle to sell, more selection for genetic improvement, faster genetic advancement, sustainable aspects with stability and longevity of the brand/breed, reduced replacement costs & risk.

2. YOUR IDEAL CLIENT

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Problems/Hurdles/Challenges/Tipping Point to make a change.

- **What's the biggest problem your most ideal client/target audience has?**

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Transformation/Change in order to make the shift

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Ideal Client's Desired Outcome

- **What does your ideal client/target audience want more than anything else?**

3. UNIQUE SELLING PROPOSITION

What are the qualities about your brand and product that make someone want to do business with you instead of anyone else?

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TEMPLATE

**We help/work with/provide/supply ___ (ideal client)
Struggling with ___ (issues / frustrations)
To achieve ___ (outcomes/objectives)**

EXAMPLE:

“We help agribusinesses struggling with outdated marketing methods, lack of clarity and direction systemise their marketing to enhance visibility, reach new customers, and cultivate warmer relationships with prospects in order to achieve more sales, exposure and growth.”

TEMPLATE

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EXAMPLE:

“We help composite and crossbred sheep producers struggling with low wool value and increasing wool-related costs to increase their profitability by using Redbank FX (fine cross) genetics which can deliver a complete performance package without compromising production.”

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4. PROFESSIONALISE YOUR BRAND

Tone of voice.

Use of Language.

Quality imagery & transparency providing trustworthy & high levels of integrity for the wider good of the industry.

How you want your prospects/customers to feel?

How is your brand perceived to the public?

5. CALL TO ACTION

In 3-5 steps, how do your customers/clients buy from you?

STEP 1 -

STEP 2 -

STEP 3 -

STEP 4 -

STEP 5 -

EXAMPLE
Website landing page



How to buy from (name) Herefords:

- 1. On property sale - 23rd January 2024
- 2. Private selection & Online - Available now!
- 3. X sale - March 2024

Click for more information on our sales

CONTACT DETAILS
Name, Email, Phone

<link to more info!

<add link to catalogue/images/data etc. & contact details to place order - you could add a order form to your website to capture enquiries & include approx. price & quantity fields if you can)

But how do we attract our potential customers through using digital marketing?

EXAMPLE PROCESS

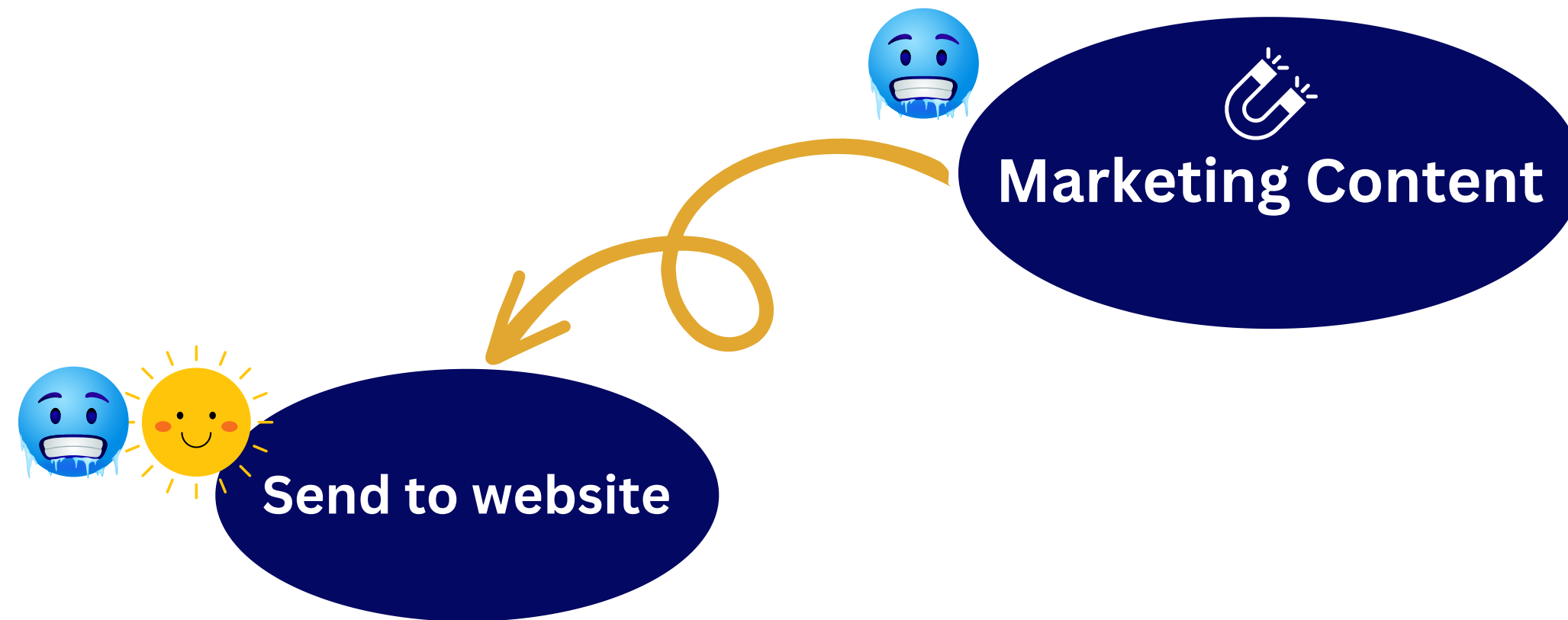


That clearly addresses:
WHO, WHAT, WHEN, WHERE, HOW, WHY

Problem, Solution, Transformation, Proof/Evidence
Right place, right time, right buyer.

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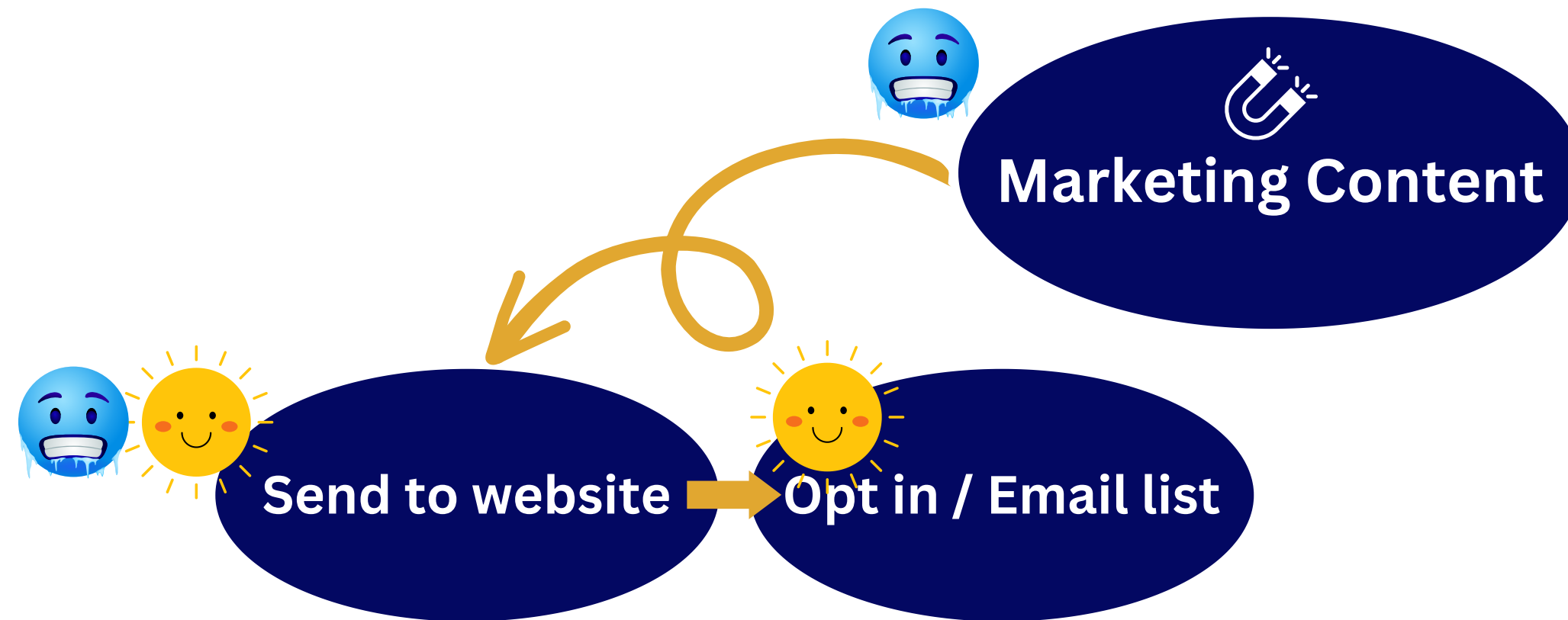
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Clear next steps, pricing, details on what comes next.

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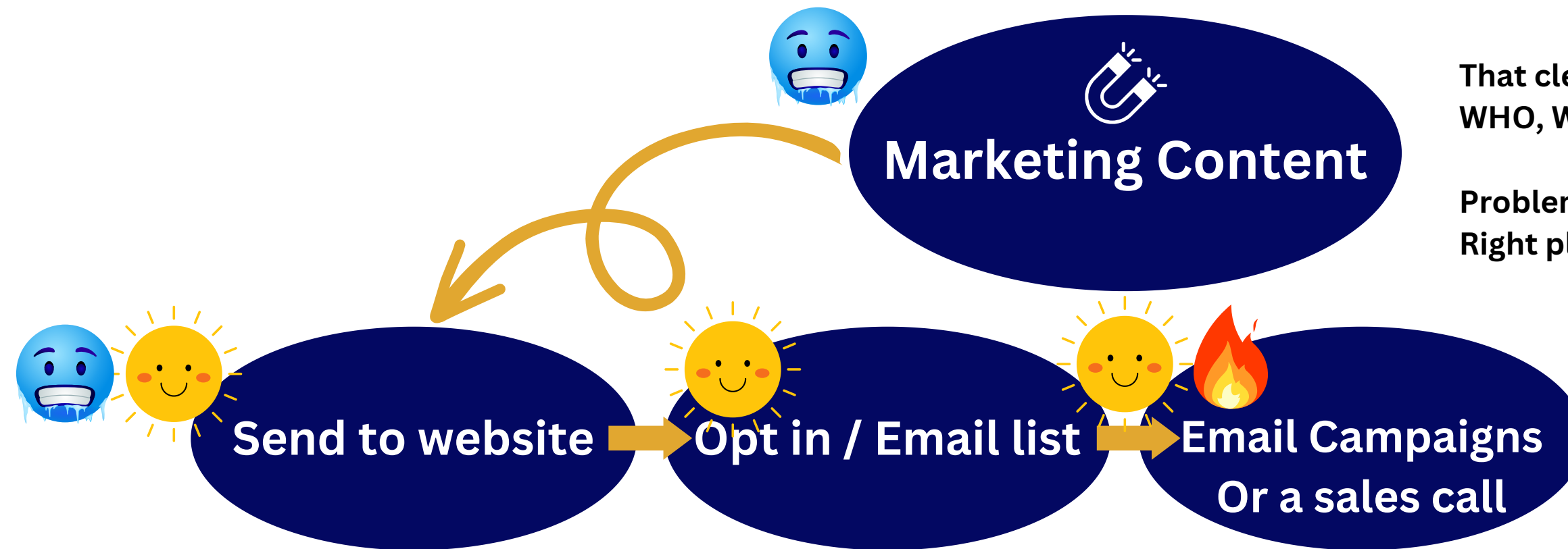
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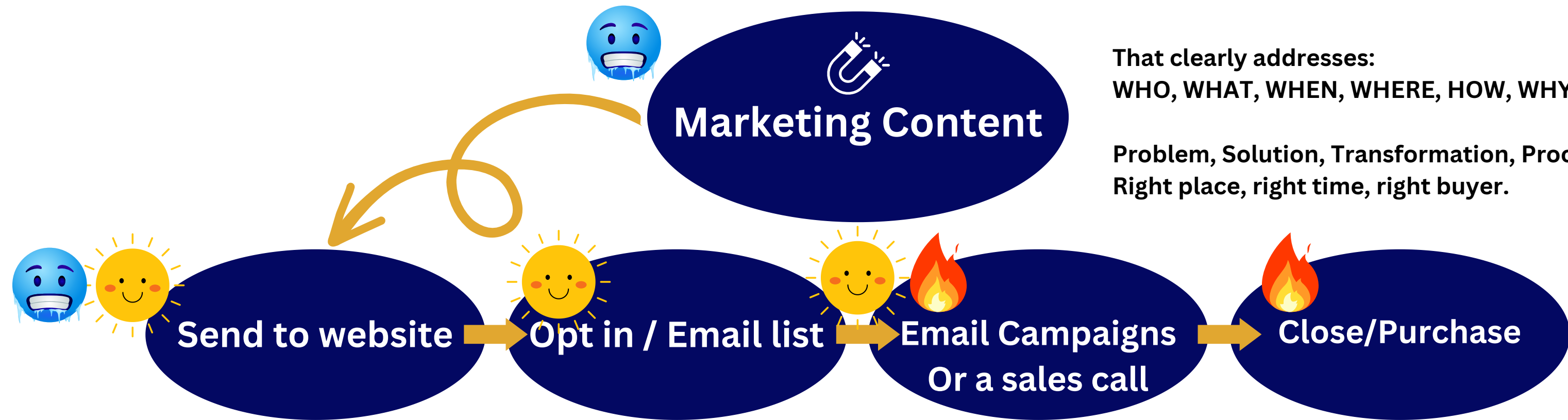
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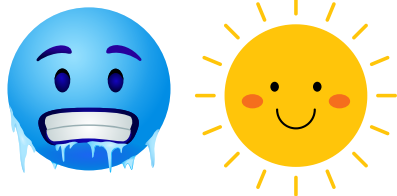
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THE CONTENT PILLAR STRATEGY


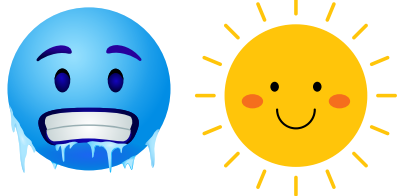
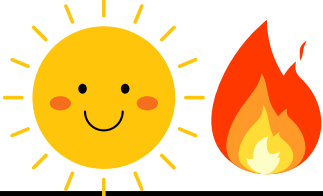
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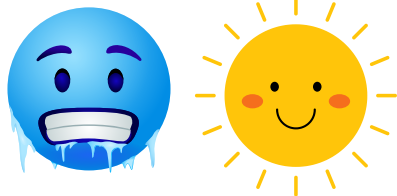
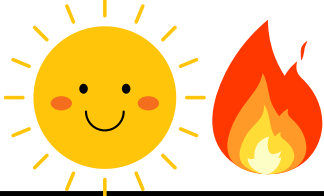

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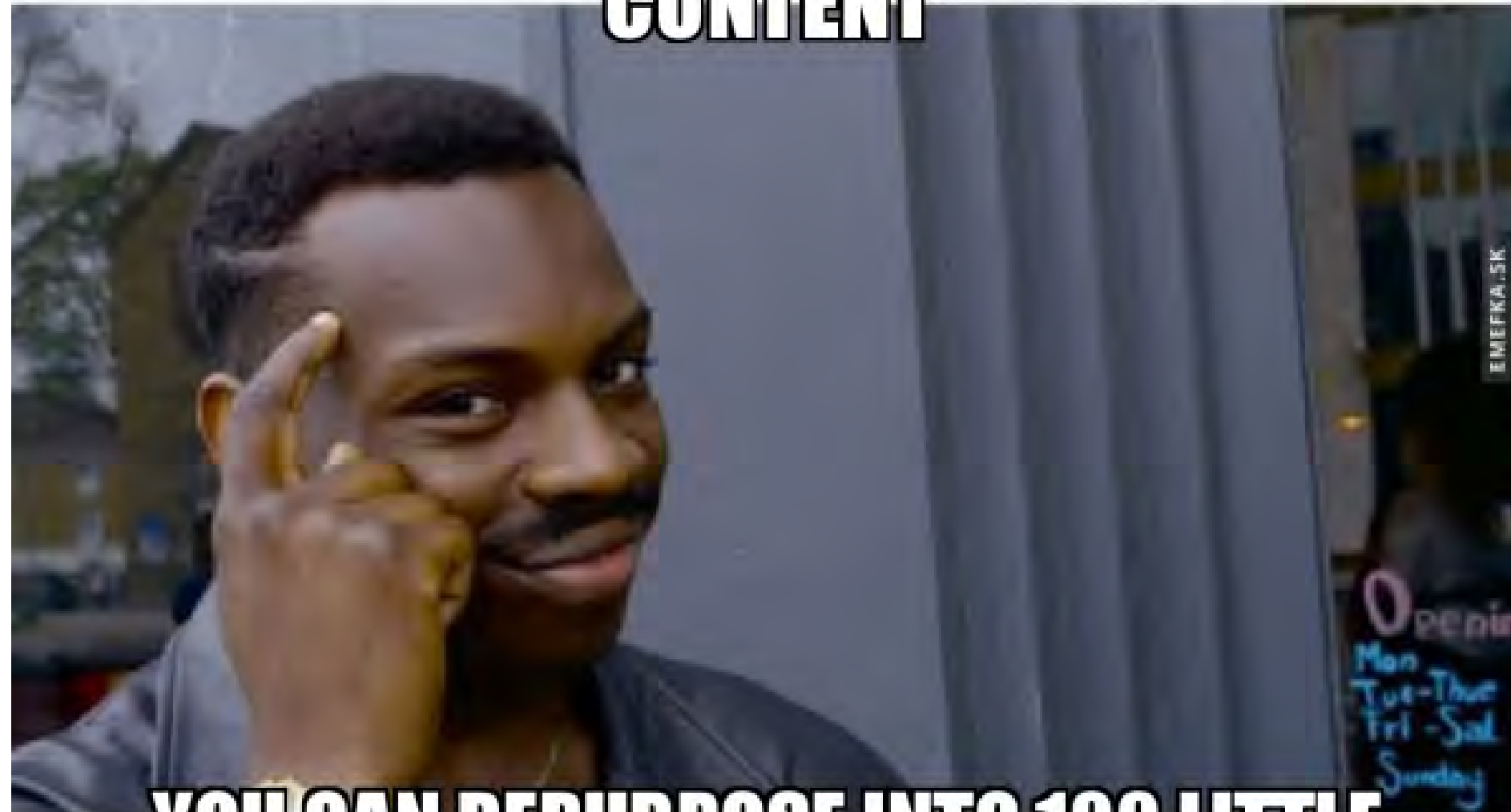
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<p>HOT Decision Call to action</p> 	<p>Pillar 4 - Marketing Message (Promotional)</p>	<p>Decision - Call to Action - Next Steps - Take Action - Opportunity Cost</p>

You can publish content on Social Media 4x per week rotating between the 4 pillars or 1x week over 4 weeks depending on how much time you have available.

REPURPOSING CONTENT STRATEGY

IF YOU WRITE ONE BIG PIECE OF CONTENT



YOU CAN REPURPOSE INTO 100 LITTLE PIECES OF BITE SIZED CONTENT

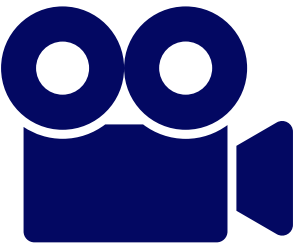
REPURPOSING CONTENT STRATEGY

ARTICLE



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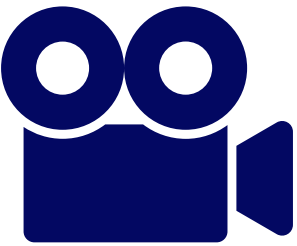


VIDEO/PODCAST EPISODE

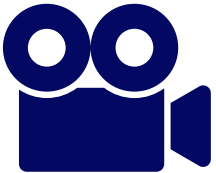
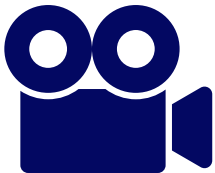


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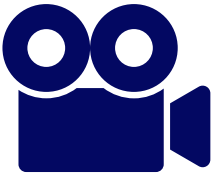
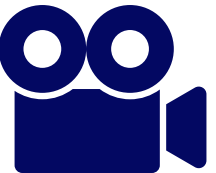
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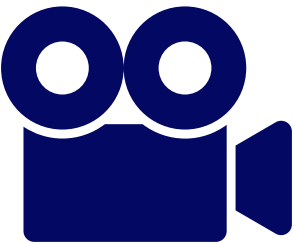


short 60-90 sec vids

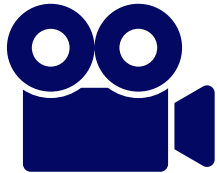
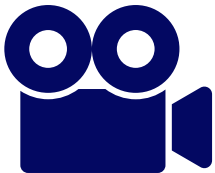


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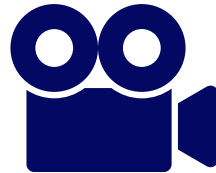
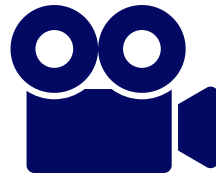
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Direct quotes in text/graphic/over an image

REPURPOSING CONTENT STRATEGY

THE PROCESS

12 key topics (1 key theme per month)

 Align with 5 key factors

 Brainstorm from 4 Pillars & Buyers Journey

 Create with repurposing strategy in mind

WHAT DID YOU LEARN TONIGHT?

What is ONE THING that you can implement in the next 90 days?

Question Time



Stay in touch:

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