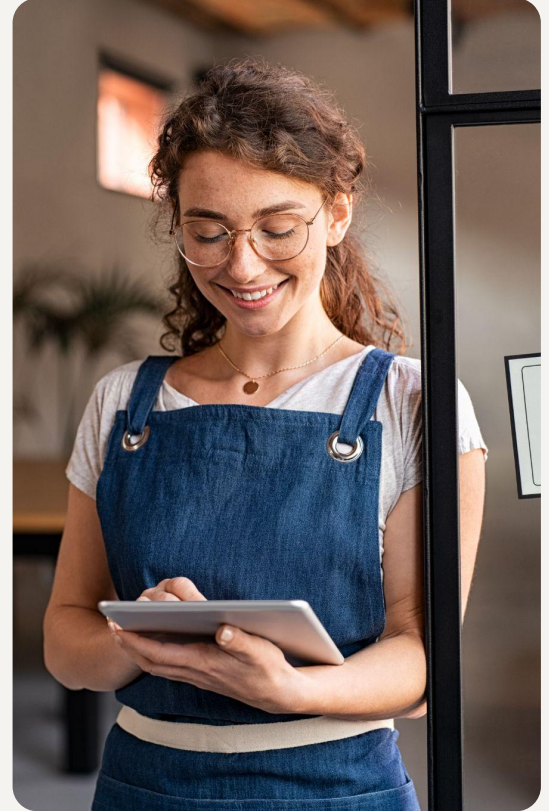




Small Business Growth Series

QLD Small Business Month

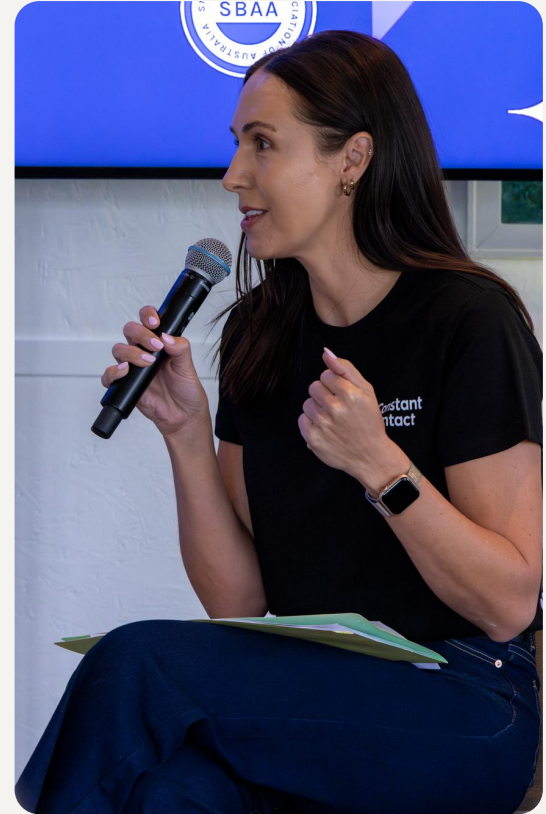




Welcome & Introduction

Presented by **Renee Chaplin**

Vice President - APAC
Constant Contact



Agenda

- | | |
|----------------|---|
| 11:15am | Welcome (Renee Chaplin) |
| 11:25am | Building, Scaling, and Growing a High-Performing Business (Troy Hazard) |
| 12:25pm | Lunch |
| 12:55pm | Lead Generation with Paid Media (Jess Lenton) |
| 1:15pm | Customer Growth Channels that Work (Andy Pudmenzky) |
| 1:30pm | Q&A Panel (Troy Hazard, Jess Lenton & Andy Pudmenzky) |
| 1:50pm | Wrap Up & Networking Drinks (optional) |



500k+

Customers

30+

Years Operating

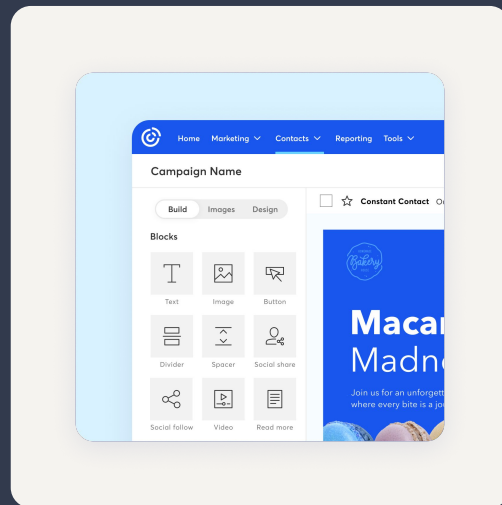
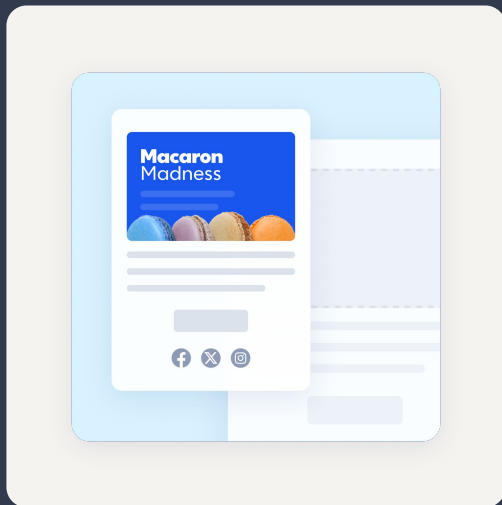
100bn

Emails Sent / Year

CONSTANT CONTACT FOR SMALL BUSINESS

Small business growth, simplified.

Leverage digital marketing tools to acquire more customers and loyal brand fans that keep coming back.



Building, Scaling, & Growing a High Performing Business

Presented by **Troy Hazard**

Global Entrepreneur
& Business Growth Consultant





The Social Media Lead Gen Playbook

Presented by **Jess Lenton**

Senior Field Marketing Manager - APAC
Constant Contact



Agenda

- Understanding the Foundations
- Get Found: Creating Content that Stops the Scroll
- Get Leads: Offer Before You Ask
- Your Actionable Checklist

Know your Ideal Customer (ICP)

Demographics

- Age, location, income or company size
- Role / decision-maker?
- Industry or sector

Pain Points

- What keeps them up at night?
- What have they tried and failed?
- What's the real cost of their problem?

Goals & Desires

- What does success look like for them?
- What do they want more of?
- What's their timeline?

Where They Hang Out

- Which social platforms?
- What content do they consume?
- Who do they already trust?

You can't attract everyone — and you shouldn't try.

Building your Unique Selling Proposition (USP)

I help **[your ICP]** to **[achieve outcome]** without **[their biggest fear/frustration]**

Service Business

I help tradies in Brisbane get more local leads without chasing referrals or cold-calling.

Product Business

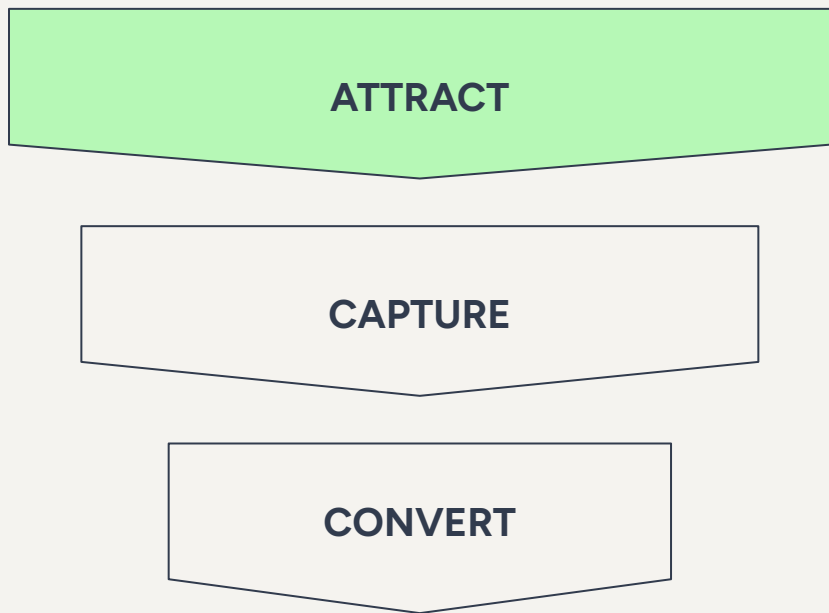
I help busy mums find high-quality kids' clothing without wasting hours scrolling online.

B2B / Consulting

I help SME owners improve their cash flow without needing a full-time finance team.

GET FOUND. GET LEADS. GET GROWING.

The Lead Funnel



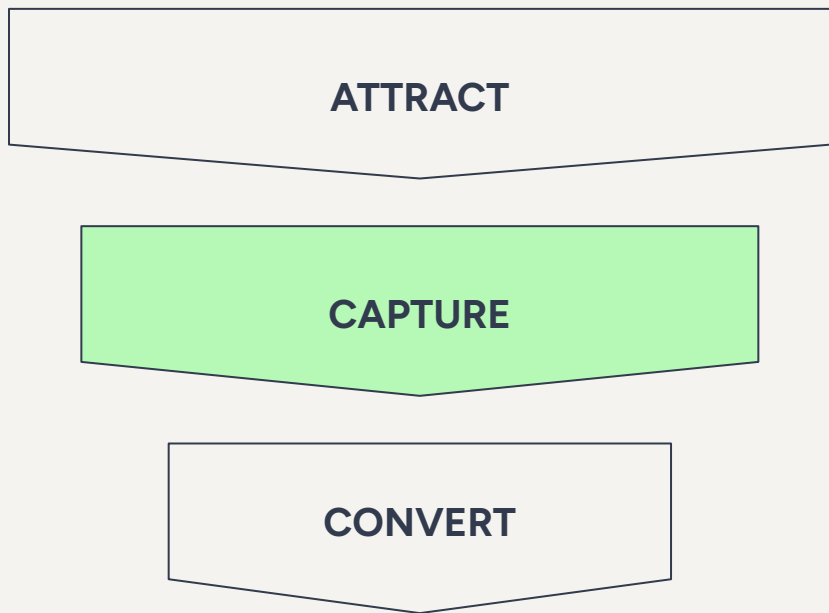
Goal: Get found & get attention

Channels & Formats

- Social media posts
- Blog & SEO content
- Paid ads

GET FOUND. GET LEADS. GET GROWING.

The Lead Funnel



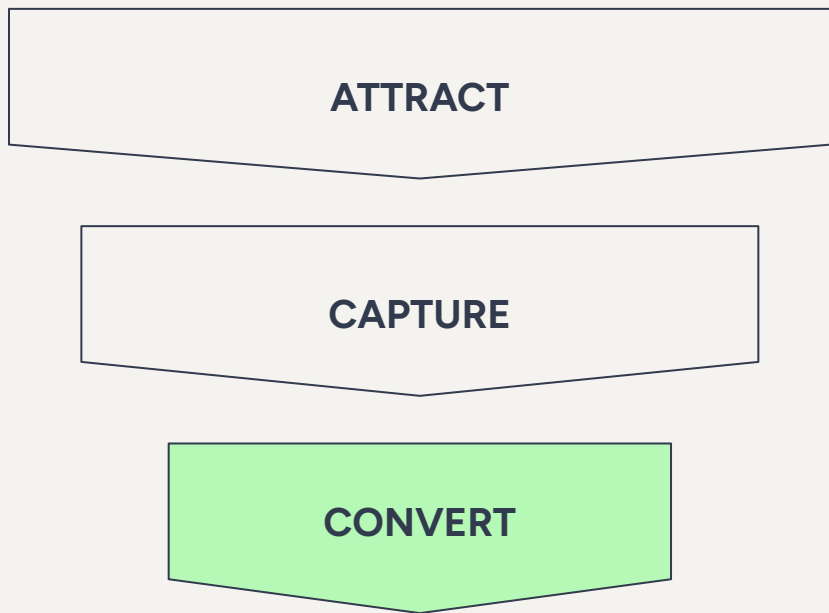
Goal: Get the lead (name + email)

Channels & Formats

- Social media posts
- Blog & SEO content
- Paid ads

GET FOUND. GET LEADS. GET GROWING.

The Lead Funnel



Goal: Turn lead into customer

Channels & Formats

- Email nurture sequence
- Retargeting ads
- SMS follow-up
- Personal outreach

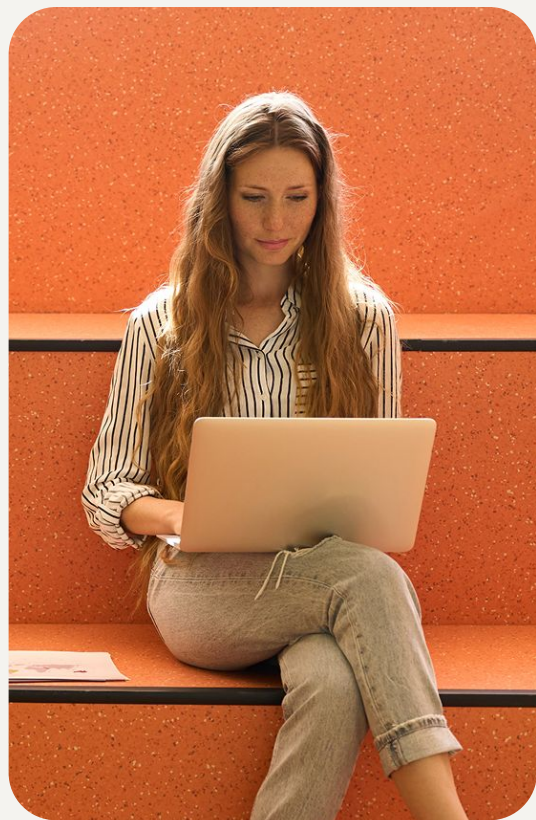
Get Found



GET FOUND. GET LEADS. GET GROWING.

Most small businesses are invisible online.

Not because they're bad at what they do.
Because their audience doesn't know they exist.



81%

of consumers research a
business before making a
purchase

58%

Of consumers report
discovering new businesses on
social media

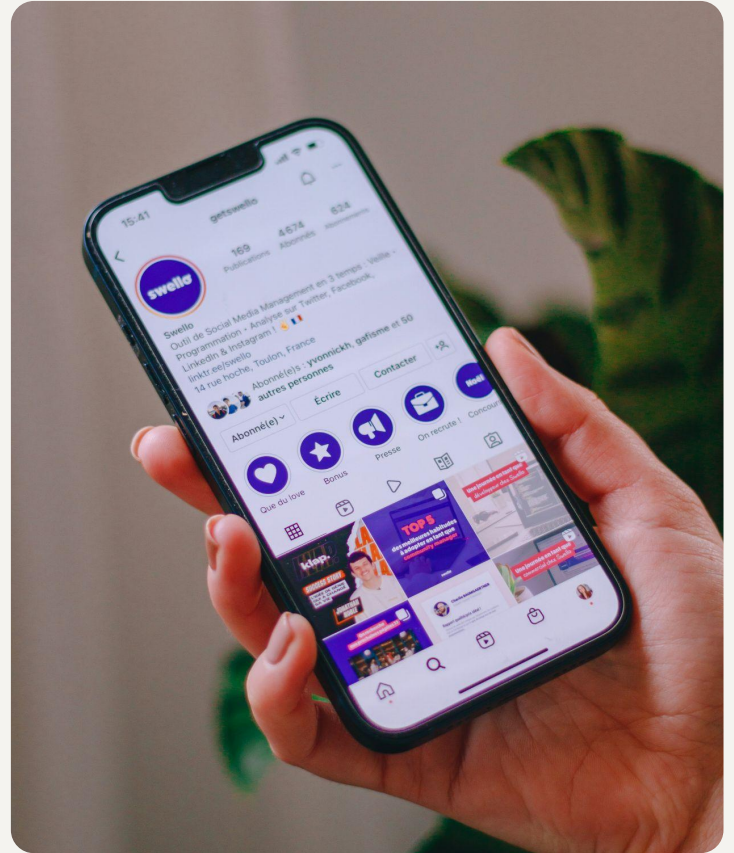
The question is: are you showing up?

The Algorithm Is Your Distributor

It's measuring two things:

- **Relevance** — does this content match what this type of person engages with?
- **Engagement** — do people stop, watch, like, comment, save, or click?

The better those signals, the wider it distributes.



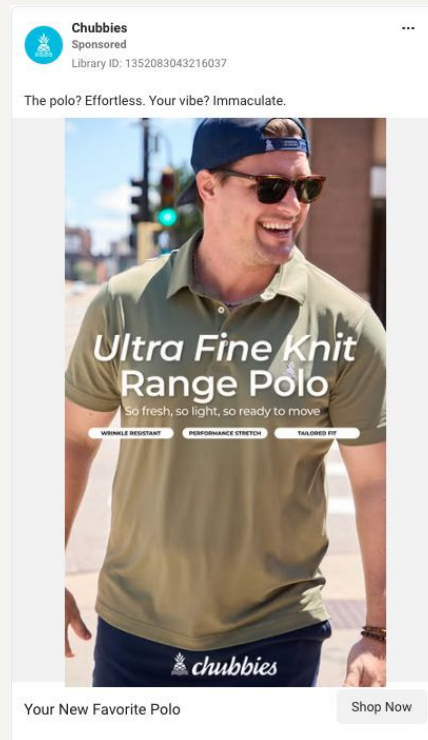
HOW THE ALGORITHM WORKS

Targeting Starts With Your Content

The algorithm reads your content to decide who to show it to.

- The language and keywords you use.
- The outcomes you promise.
- The person your speaking to

All count as targeting signals.

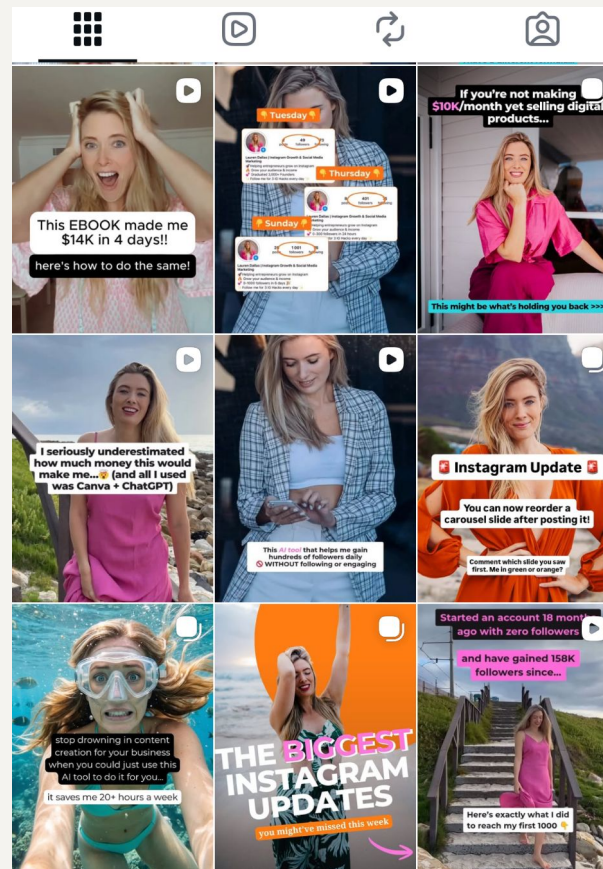


Stop the Scroll: Hooks That Work

A hook is the first thing someone sees or hears in your social post or ad. **You have about 2 seconds to earn their attention.**

A hook can be:

- The first line of your copy
- The opening frame of your video
- The headline on your image
- All three at once



GET FOUND. GET LEADS. GET GROWING.

Stop the Scroll: Hooks That Work

The Problem Hook

"Most [ICP] are losing leads because of this one mistake..."

Identifies pain → creates curiosity

The Outcome Hook

"How I helped a tradie generate 40 leads in 30 days without paid ads"

Leads with the result → builds credibility

The Counterintuitive Hook

"Stop posting every day. Here's what actually grows your audience."

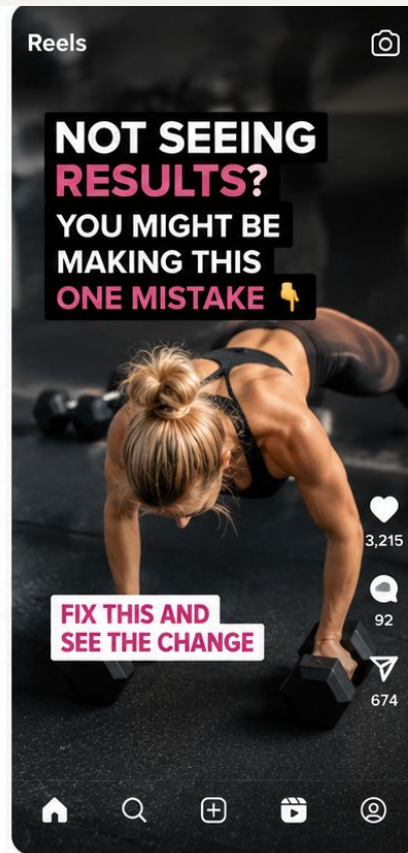
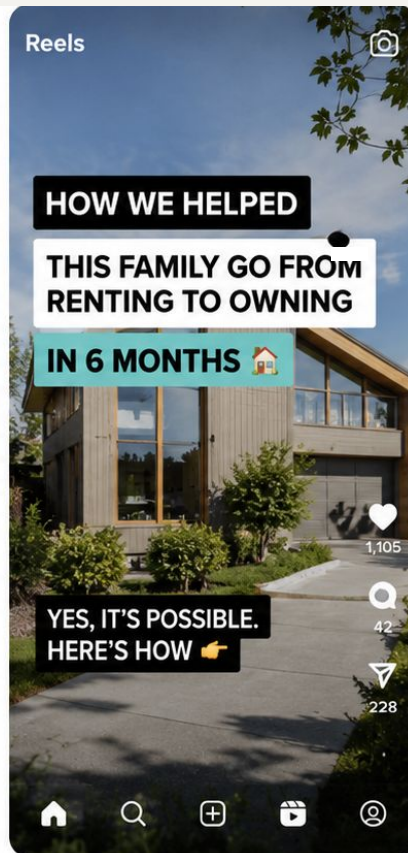
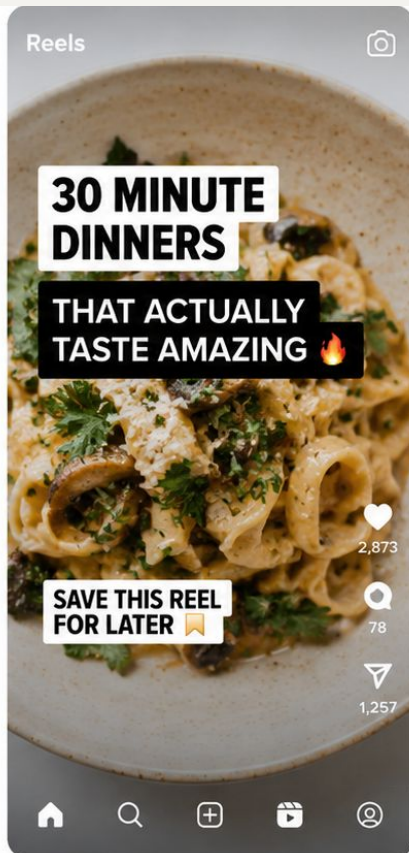
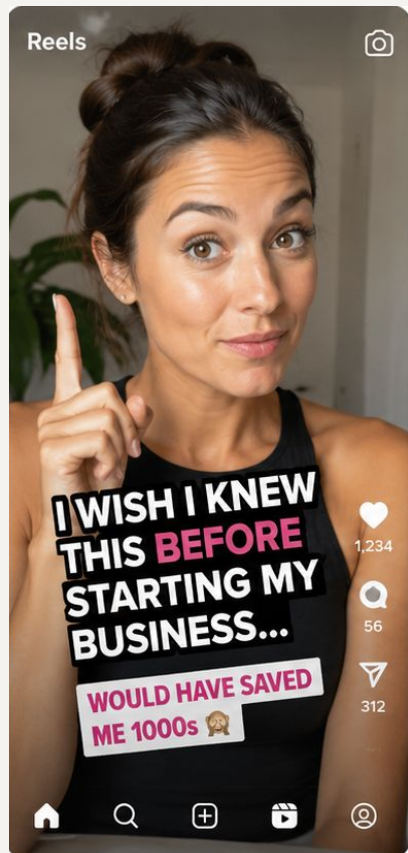
Disrupts expectation → earns attention

The Direct Hook

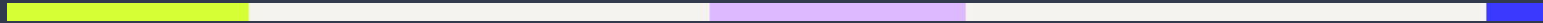
"If you run a small business and don't have a lead magnet, read this."

Calls out the ICP directly → filters for quality

HOW THE ALGORITHM WORKS



Get Leads



95:5 rule

only about 5% of your target market is actively ready to buy at any given time

The remaining 95% will eventually consider a purchase, but not today.
You're not just fishing for buyers, you're building a pipeline of future ones

GET FOUND. GET LEADS. GET GROWING.

Give Before You Ask: Lead Magnets that Work

Checklist / Template

Best for: All business types

Quick win. Easy to create. Very high perceived value.

Free Guide / eBook

Best for: Service, B2B

Positions you as the expert. Works well for trust-building.

Webinar / Workshop

Best for: Coaches, consultants, SaaS

Live or recorded. High engagement. Strong conversion.

Free Consult / Audit

Best for: B2B, software, agencies

Lets them experience the value before committing.



Distinct Design Co.
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Planning a new build or major renovation?
Download our free guide and avoid costly mistakes, save time, and build with confidence.

FREE GUIDE

**Plan Smart.
Build Better.**

The 10 must-know steps before you build.

- 💰 Avoid expensive mistakes
- ✅ Stay on time and on budget
- 🏠 Create a home you'll love

The 10-Step Building Guide
for a successful new build or renovation

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Free Building Guide
The 10 steps to a successful new build or renovation.

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👍❤️ 68 7 comments 21 shares

👍 Like 💬 Comment ➦ Share



GET FOUND. GET LEADS. GET GROWING.

Give Before You Ask: Lead Magnets that Work

Quiz / Assessment

Best for: All types (especially e-comm)

Interactive. Collects segmentation data.
Very shareable.

VIP / Early Access

Best for: Product, retail, e-commerce

Offer VIP incentives. Collect phone numbers for SMS offers.

Discount / Offer

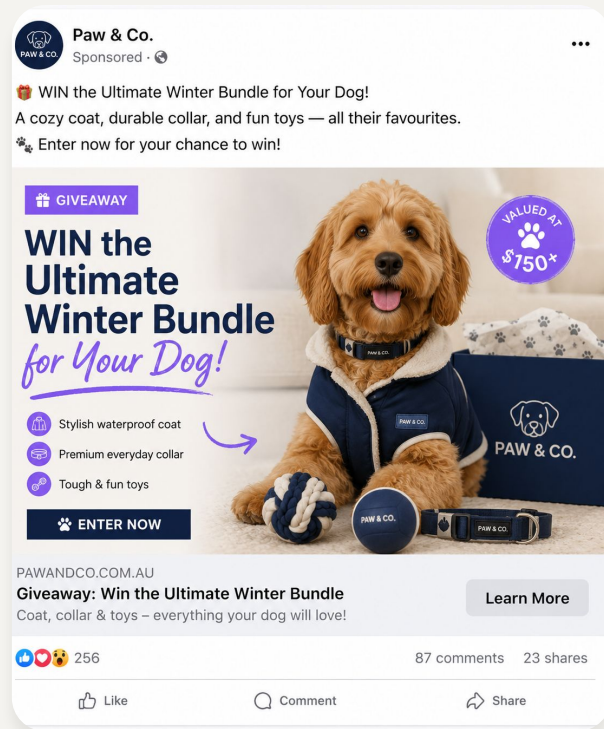
Best for: Product, retail, e-commerce

Direct. Works fast. Great for first-time buyers.

Competition / Prizes

Best for: All types (especially e-comm)

Great for growing your audience. Offer a prize that gets people sharing with friends.



Paw & Co.
Sponsored · 🌐

🎁 WIN the Ultimate Winter Bundle for Your Dog!
A cozy coat, durable collar, and fun toys — all their favourites.
🐾 Enter now for your chance to win!

GIVEAWAY

WIN the Ultimate Winter Bundle for Your Dog!

VALUED AT \$150+

- 👕 Stylish waterproof coat
- 👛 Premium everyday collar
- 🧸 Tough & fun toys

ENTER NOW

PAWANDCO.COM.AU
Giveaway: Win the Ultimate Winter Bundle
Coat, collar & toys – everything your dog will love!

[Learn More](#)

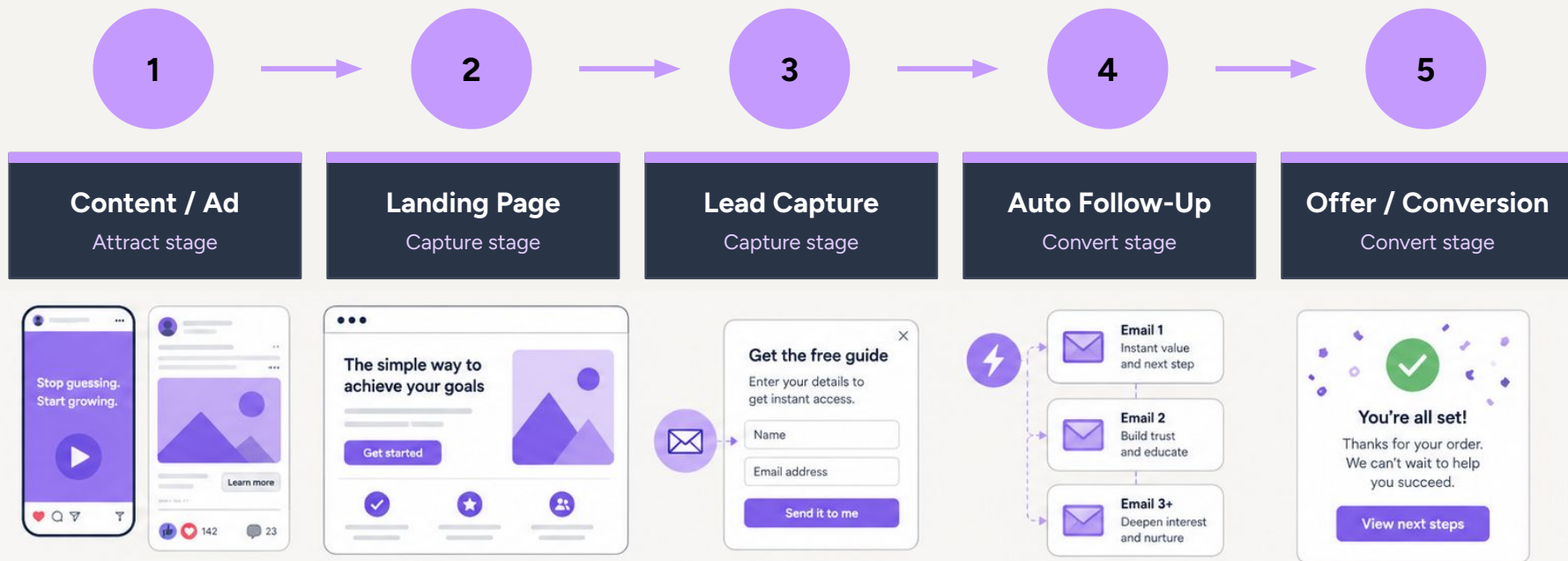
👍❤️🔥 256 87 comments 23 shares

👍 Like 💬 Comment ➦ Share

GET FOUND. GET LEADS. GET GROWING.

Your Lead Funnel: End to End

Once it's built, this entire system can run on autopilot. Set it up, let it work for you.



8 steps to build your lead generation system

1 Know your ICP inside out

2 Define your USP clearly

3 Map content to funnel stages

4 Master the hook formula

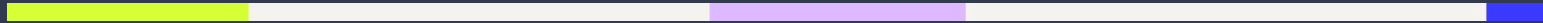
5 Create a high-value lead magnet

6 Build your end-to-end lead funnel

7 Automate the follow-up

8 Test, measure, and improve

Get Growing



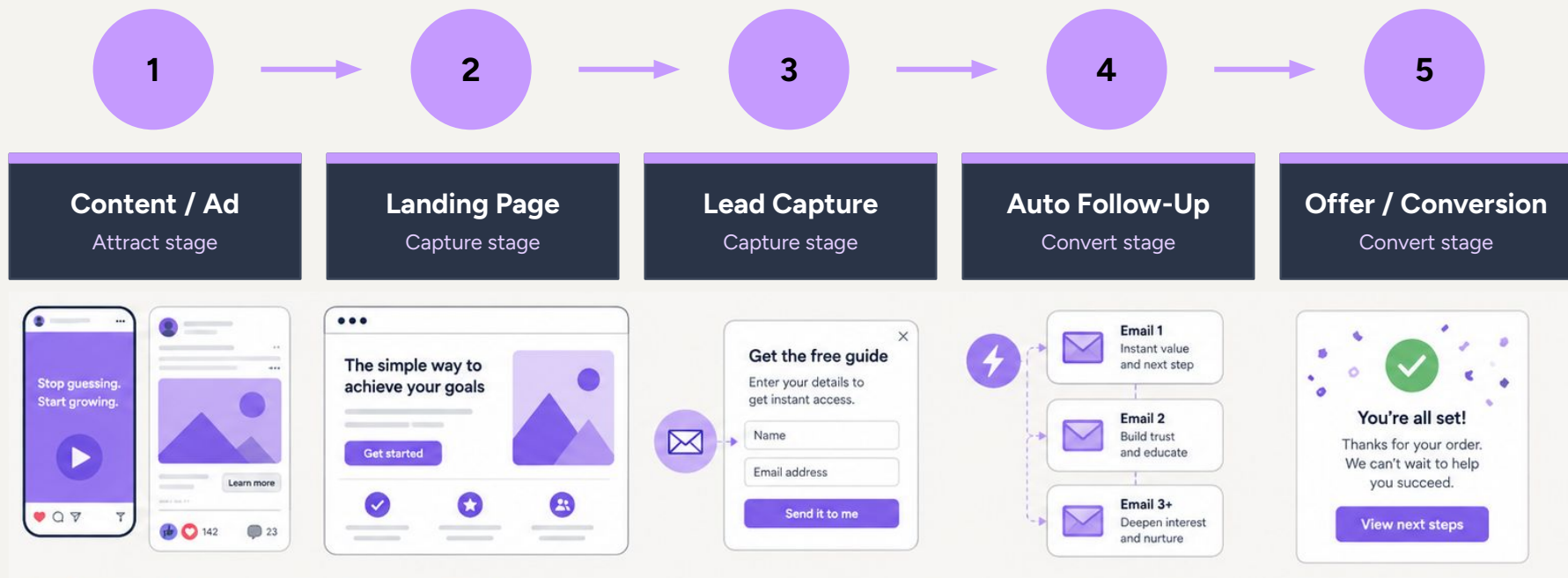
Customer Growth Channels that work

Presented by **Andy Pudmenzky**

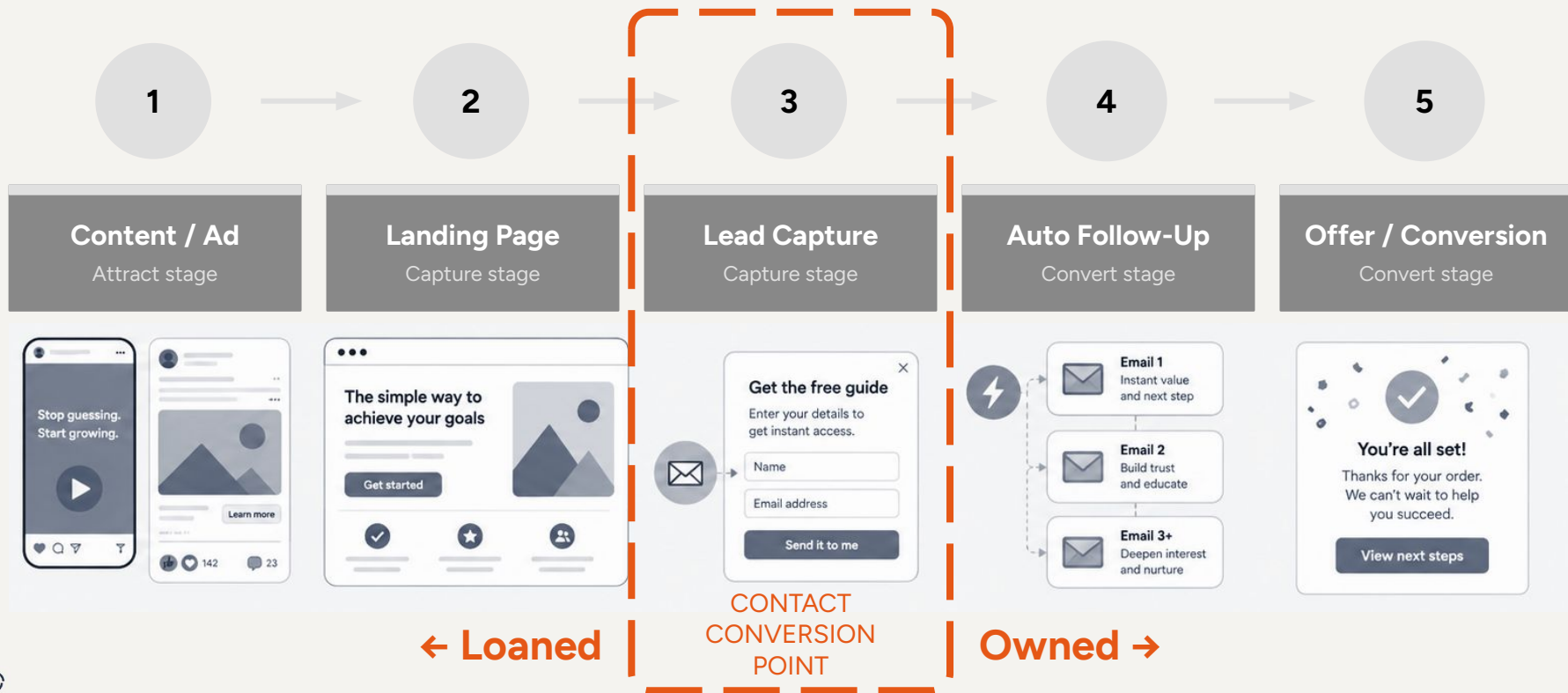
Customer Marketing Manager - APAC
Constant Contact



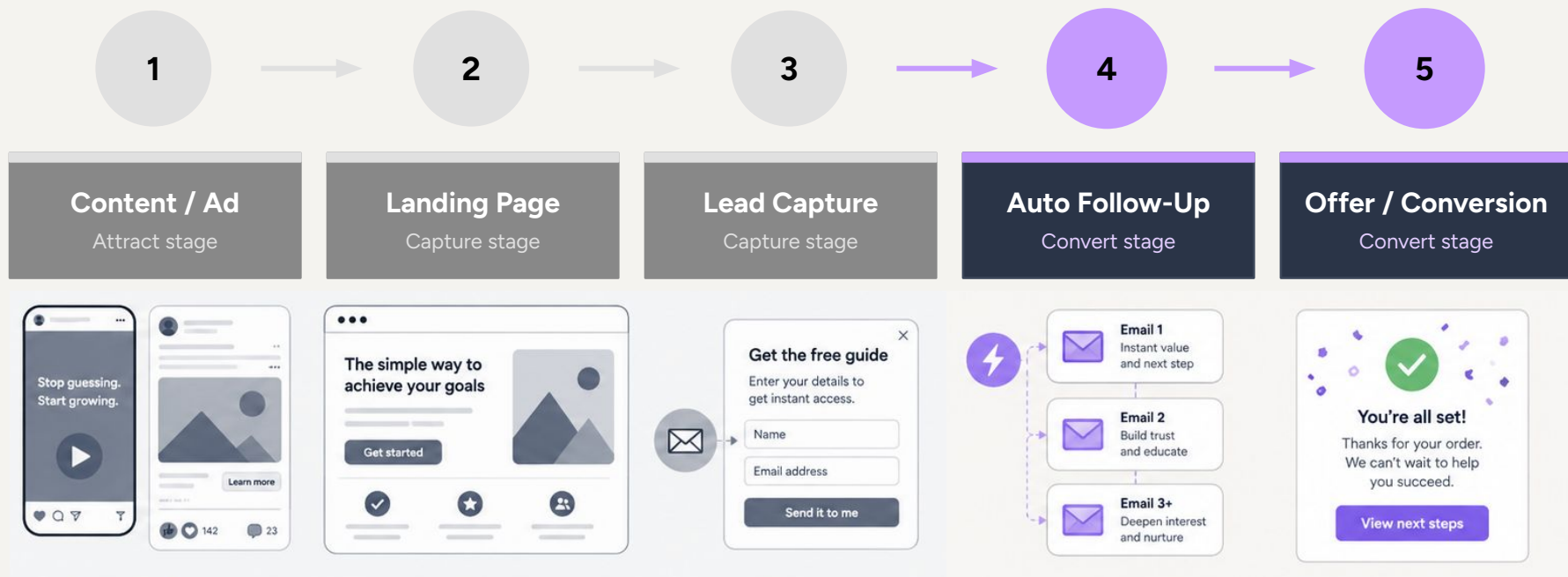
Your Lead Funnel: End to End



Your Lead Funnel: End to End



Your Lead Funnel: End to End



CUSTOMER GROWTH CHANNELS THAT WORK

Nurture & Retention

Let's take a look at **nurturing** contacts...



OK, BUT WHY..?

50%

of leads are sales-ready when nurtured

OK, BUT WHY..?

4-10x

better response rate

Targeted lead-nurturing emails get a much better response rate than generic, standalone email blasts

Nurture & Retention

What does an email nurture look like?

A series of emails that builds trust, educates, keeps you 'top of mind' & prepares them to buy.

- Provide a resource to educate or inform
- Offer social proof
- Convey your USP
- Subtly rebut any competitor USPs
- Promote further action by the contact



CUSTOMER GROWTH CHANNELS THAT WORK

Nurture & Retention

It doesn't need to be complicated!

- 2 or 3 emails is totally fine - but *always* provide value with a *subtle* sales pitch



CUSTOMER GROWTH CHANNELS THAT WORK

Nurture & Retention

It doesn't need to be complicated!

- 2 or 3 emails is totally fine - but *always* provide value with a *subtle* sales pitch
- Make it worth their time & always personalise it



Nurture & Retention

It doesn't need to be complicated!

- 2 or 3 emails is totally fine - but *always* provide value with a *subtle* sales pitch
- Make it worth their time & always personalise it
- Never just 'set & forget' - monitor activity & unsubscribes, tweak if needed



Lead Nurture Examples

Checklist / Template

Best for: All business types

Quick win. Easy to create. Very high perceived value.



CUSTOMER GROWTH CHANNELS THAT WORK

Lead Nurture Examples

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Free Guide / eBook

Best for: Service, B2B

Positions you as the expert. Works well for trust-building.



easysshed

What are you waiting for?

With over 300,000 happy customers, we're sure we can provide the perfect outdoor storage solution for you too.

We've been in the shed business for over 40 years, and things have certainly changed! Sure, you can use them for extra storage in the backyard, a place to house your mower or tools, but the sky is literally the limit.

Your exclusive \$20 off is waiting—but not for long! Use code **ESWELCOME20RTXZWMGC** before it's gone.

T&C: Coupon is valid for 14 days from issuing this email. One use per customer. Minimum spend of \$20 applies. Not available in conjunction with any other coupon offer.

Buy Well, Buy Once, Go Easyshed!
Easier decisions you'll make. Choose quality, choose Aussie-made. Easy as.



Need some shedspiration?

Here's a few of our more creative customers:



Bethany's Art Studio.

"My daughter loves her new Art Studio - it was a birthday surprise!"

Louise H.



Roll Top Roof Observatory.

"This shed served well as a "shell" for a grander scheme."

David M.



Aussie made and owned.
So you can be assured you're supporting local.



Need it now, want it free?
We offer complimentary delivery to metro areas, direct to your door.

Shop our best-selling sheds with confidence:



3m x 3m Gable Roof Garden Shed
\$629.00

[Shop now](#)



Corner Flashing 4pk
\$29.00

[Shop now](#)



Portal Frame Kit
FROM \$199.00

[Shop now](#)

Stop dreaming, start creating.
Buy now, pay later with:

afterpay

zip

PayPal

EMAIL NURTURE EXAMPLE



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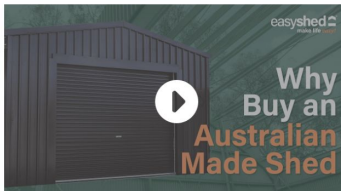
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ZIP

PayPal
Pay in 4

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USER REGISTRATION & EBOOK DOWNLOAD

PERSON SIGNS UP TO DOWNLOAD AN EBOOK OR GUIDE

USER REGISTRATION
& EBOOK DOWNLOAD



AUTOMATED EMAIL SEQUENCE

EMAIL 1: THE WELCOME & DOWNLOAD LINK



SENT INSTANTLY.

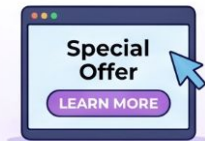
- Welcome the new subscriber.
- Deliver the promised resource.
- Sets expectations for value.

EMAIL 2: DEEPER VALUE & ENGAGEMENT (e.g., Day 2)



- Share additional tips related to the guide.
- Show expertise and solve problems.
- Start building trust.

EMAIL 3: CALL TO ACTION OR NURTURING (e.g., Day 5)



- Promote a relevant product or service.
- Invite to a webinar or community.
- Keep the relationship active.

EFFECTIVE AUDIENCE NURTURING & RELATIONSHIP BUILDING

What to Include (Email)

First email

- The hook
- A resource (especially if promised)
- Key takeaways (in case they're busy)
- Next steps
- Use imagery that resonates with your ICP

Second email

- Additional tips related to your resource
- Build trust with social proof (5★ reviews)
- Use imagery that resonates with your ICP

Third email

- Promote your product or service
- Invite to webinar / book consultation
- Further trust building:
 - Before & after pics
 - Testimonial videos
- Use imagery that resonates with your ICP

CUSTOMER GROWTH CHANNELS THAT WORK

Nurture & Retention

...and what about retention?

- It costs **5x less** to retain an existing customer than to get a new one



CUSTOMER GROWTH CHANNELS THAT WORK

Nurture & Retention

...and what about retention?

- **27%** of consumers state they never hear from SMBs again after making a purchase



CUSTOMER GROWTH CHANNELS THAT WORK

Nurture & Retention

Nurtures shouldn't stop once a sale is made!



Nurture & Retention

Post-sale nurture series example

- Instant: Thanks for your purchase
- +1 day: Some tips & tricks on using XYZ
- +1 week: Leave feedback or request a review
- +1 month: How's it going, other products of interest
- +1 year: Happy anniversary! How's it been? Need more XYZ?



Overcoming the Overwhelm

This sounds hard & time consuming!

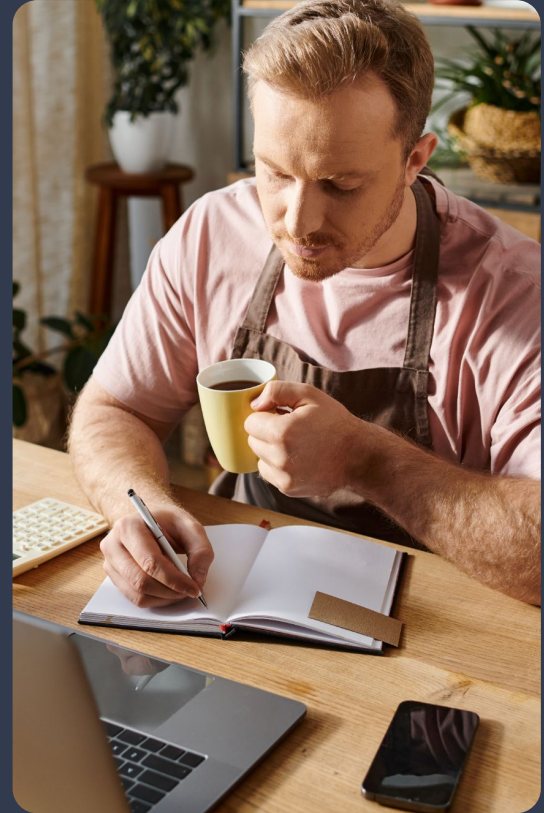
- You can automate nurtures
- A little time spent now = massive future gains
- It should take <20 minutes to set up
- Use AI to help with ideas & examples for your business
- Use AI to create the content for you!

Start with our checklist →



Your Actionable Checklist

- ❑ Note down customer pain points
- ❑ Create website, social & email content to address it
- ❑ Create a sign-up form to capture leads
- ❑ Build out a simple nurture series for email
- ❑ ...then automate it with a few clicks!
- ❑ Create a few pinned social story posts



Your Actionable Checklist

- ❑ Review existing nurtures for activity
- ❑ Does your form still ask the right questions?
- ❑ Look for opportunities to improve personalisations
- ❑ Can you 'branch' your nurture?
- ❑ Is the material still relevant, on-brand and on-trend?



Keen to learn more?



Small Business Marketing Fundamentals

Learn about messaging, positioning & standing out amongst the competition



Free Power Sessions

Short, sharp training sessions on 'how' to build out these ideas in Constant Contact

CUSTOMER GROWTH CHANNELS THAT WORK

Our Community



Webinars, recordings, product training, events & more



Q&A Panel

With Troy, Jess & Andy

