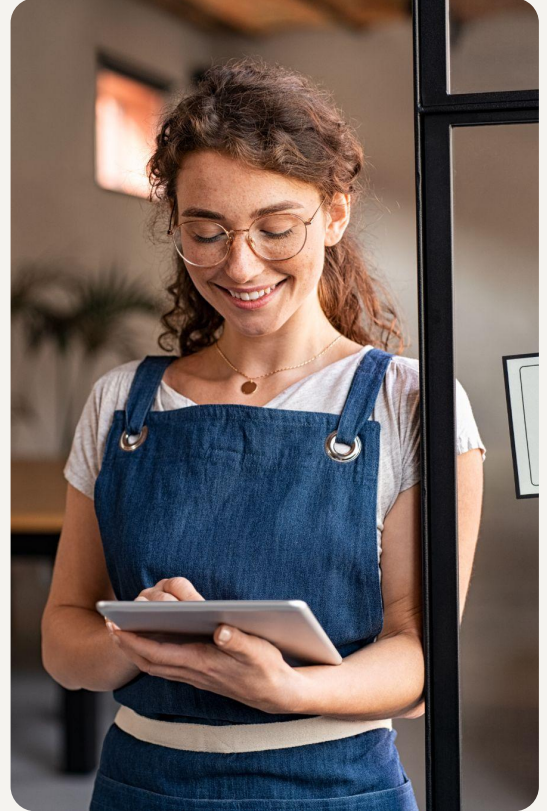


CAIRNS EVENT

Small Business Growth Series

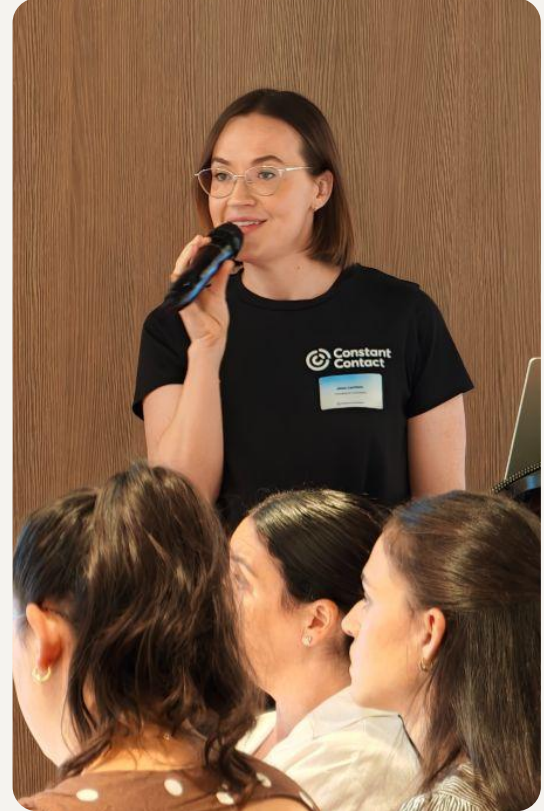




Welcome & Introduction

Presented by **Jess Lenton**

Senior Field Marketing Manager - APAC
Constant Contact



Agenda

11:15am	Welcome (Jess Lenton)
11:25am	Lessons From the Front Lines of Business Growth + Q&A (Tom Potter)
12:25pm	Lunch Service
12:55pm	Unpacking the Customer Journey (Andy Pudmenzky)
1:40pm	Q&A Panel (Tom Potter & Andy Pudmenzky)
2:00pm	Wrap Up & Networking Drinks (optional)



500k+

Customers

30+

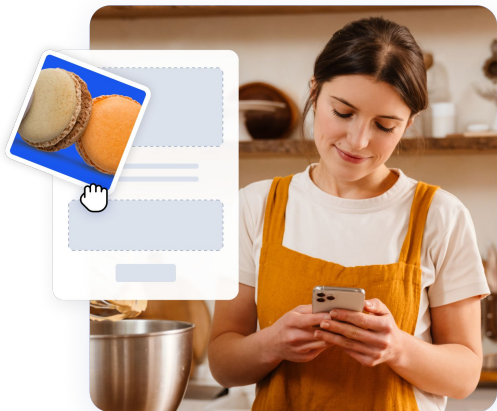
Years Operating

100bn

Emails Sent / Year



Creating Content



Templates

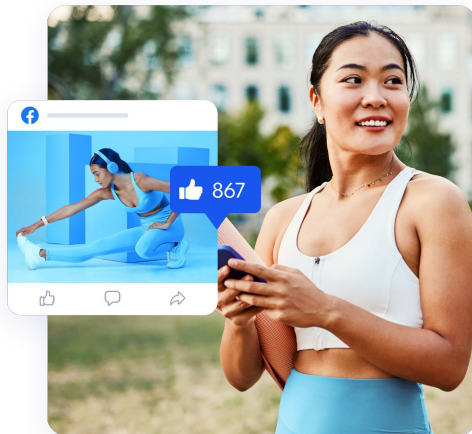


Drag & Drop
Editor



Canva &
More

Sharing Messages



Email

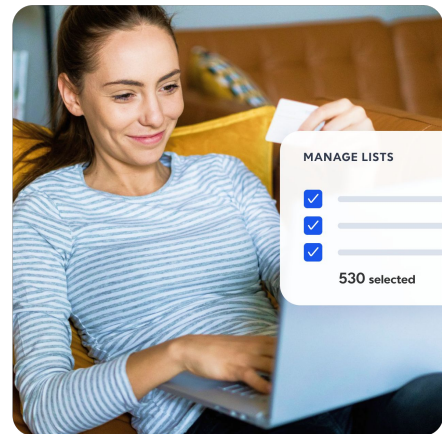


Social



SMS]

Managing Contacts



Contact
Management



Forms



Landing
Pages

We're #1 on G2

What is Email Marketing Software?



Researched and written by [Victoria Blackwell](#)

Email marketing software is a tool that allows businesses to build and manage their email lists, segment those lists to target email sends, and monitor subscriber responses. These email marketing tools can be used to design and build customized emails, either using HTML and CSS or via easy-to-use WYSIWYG editors.

[Show More](#) 

Best Email Marketing Software At A Glance

Best for Small Businesses:



Constant Contact

Best for Mid-Market:



Constant Contact

Best for Enterprise:



Salesforce Marketing Cl...

Highest User Satisfaction:



Instantly

Best Free Software:



Intuit Mailchimp



G2 takes pride in showing unbiased reviews on user satisfaction in our ratings and reports. We do not allow paid placements in any of our ratings, rankings, or reports. Learn about our [scoring methodologies](#).

Lessons from the **front lines** of business growth

Presented by **Tom Potter**

Founder of Eagle Boys Pizza
and Galactic Doughnuts



Lunch Break

Keen to turn every message into more impact?

Get started with a **free account** today!

Reach the right people at the right moment across email, social, and SMS - so you can grow without the guesswork.



To upgrade, use promo code:

SMB-CLUB-30

30% off for
6 months

Unpacking the Customer Journey

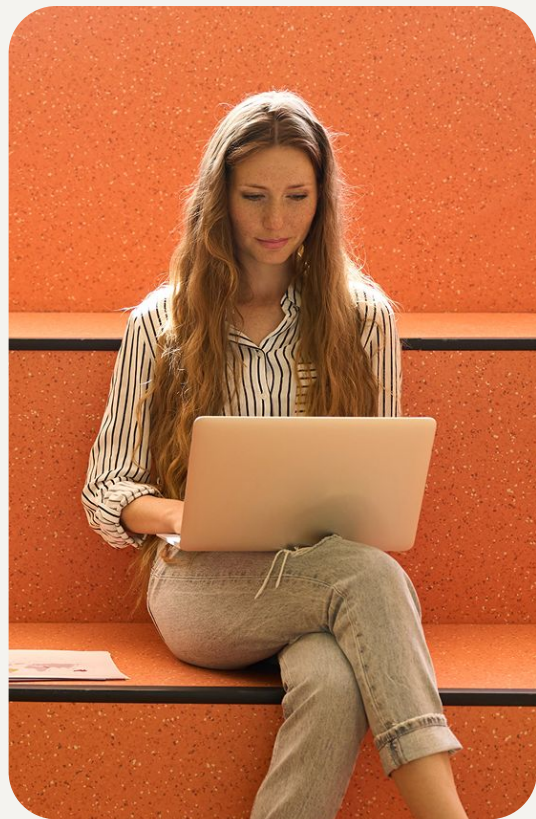
Presented by **Andy Pudmenzky**

Customer Marketing Manager - APAC
Constant Contact



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

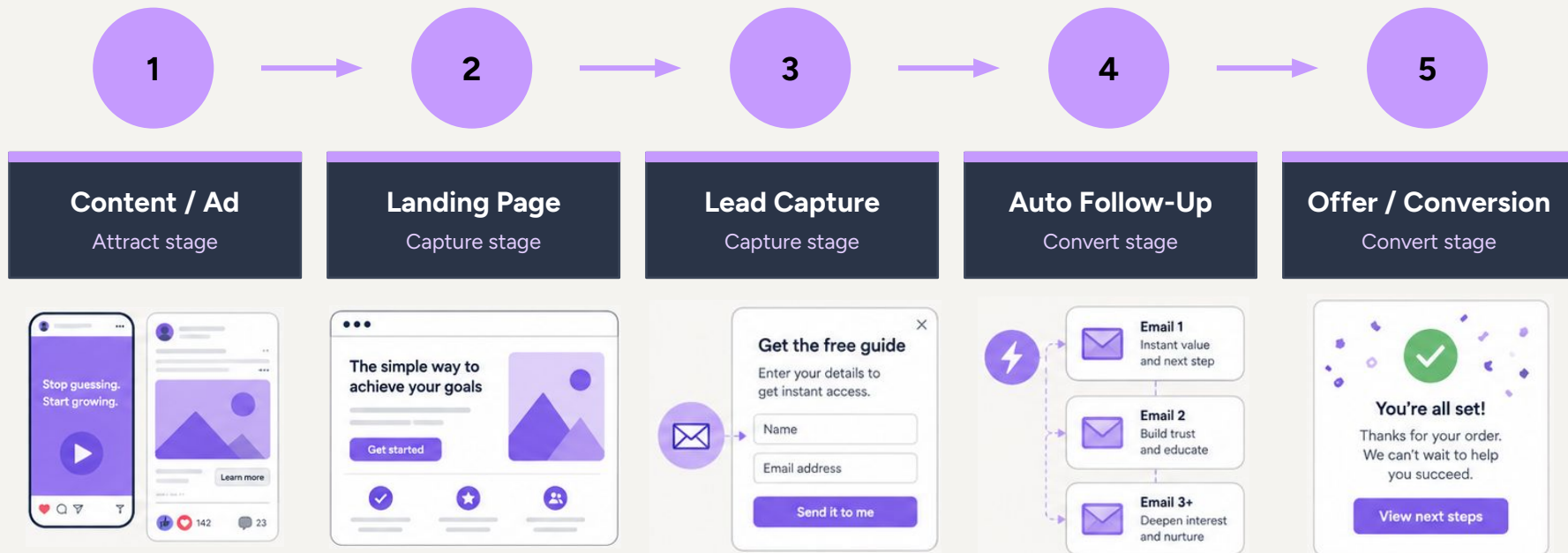
58%

of consumers discover
new businesses on
social media

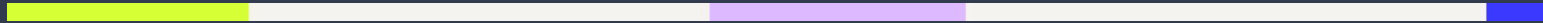
The question is: Are you showing up?

Your Lead Funnel: End to End

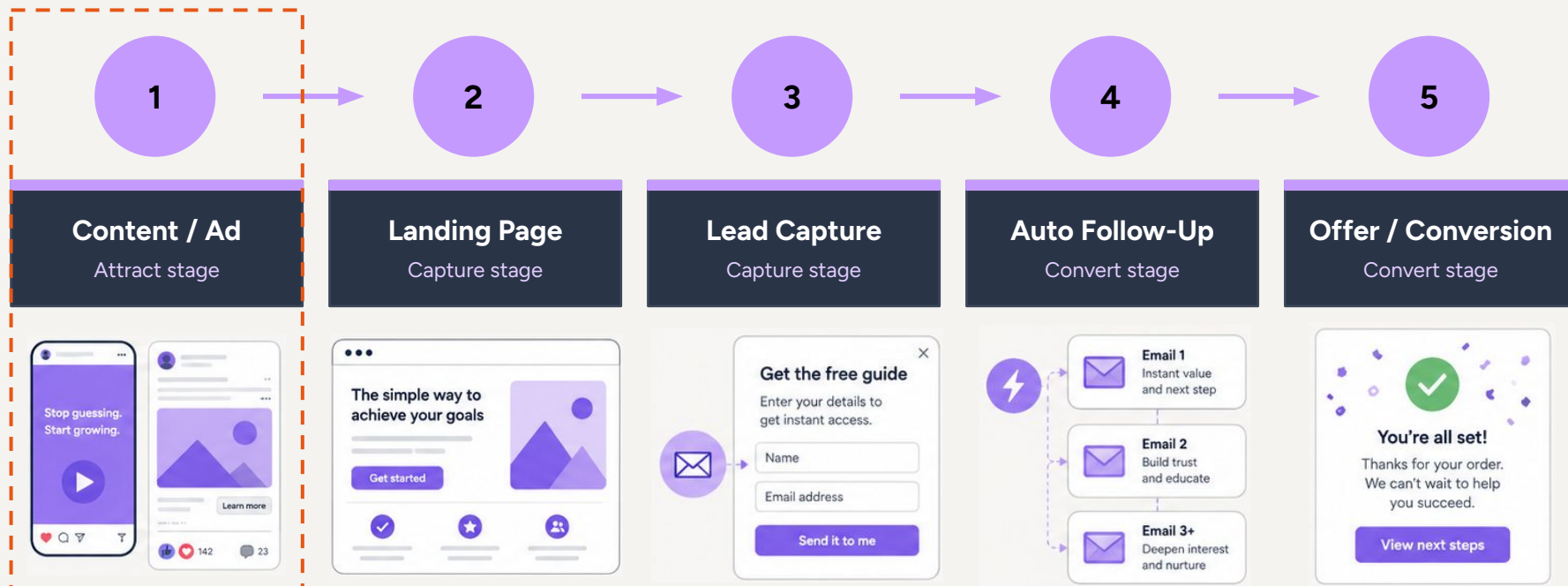
Once it's built, this entire system can run on autopilot. Set it up, let it work for you.



Attract



Your Lead Funnel: End to End



How to **attract** a prospect

Content & Advertising

- Provide useful & educational content (on social & your website) that talks to a prospect's pain points.
- Positions you as a subject matter expert early-on in the research & education phase
- The algorithm studies the types of people who stop 'mid-scroll' & uses that data as a blueprint to find more

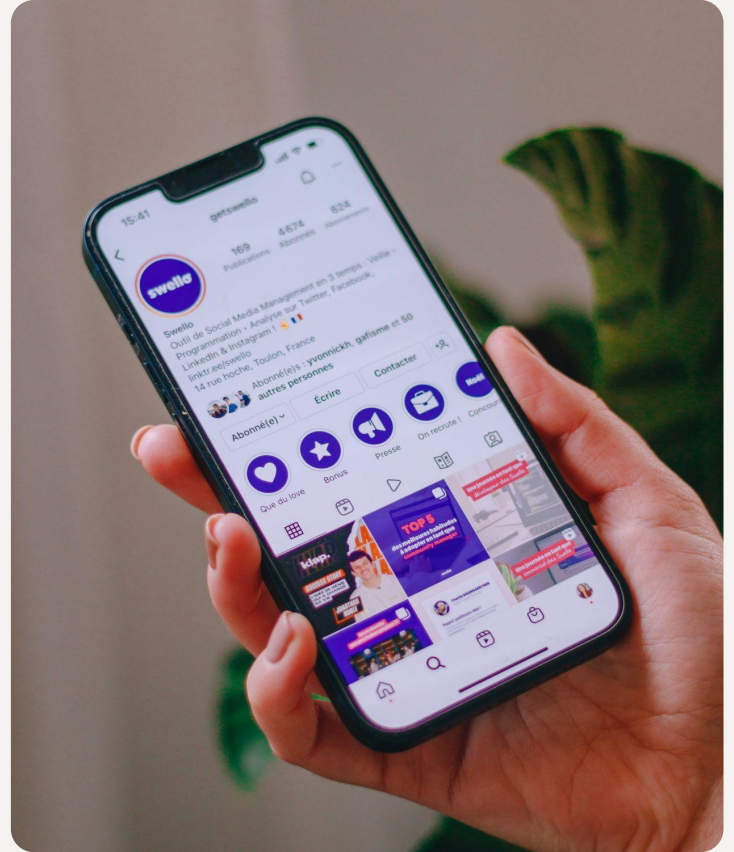


The algorithm is your distributor

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?

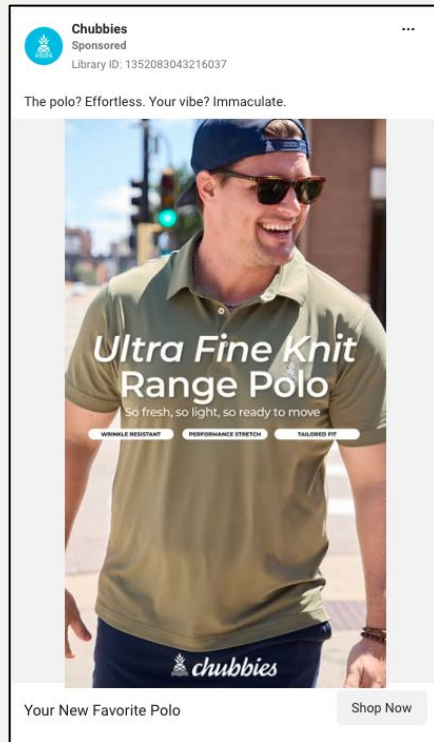
The better those signals, the wider it distributes.



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 you're speaking to
- The videos / imagery & its specifics

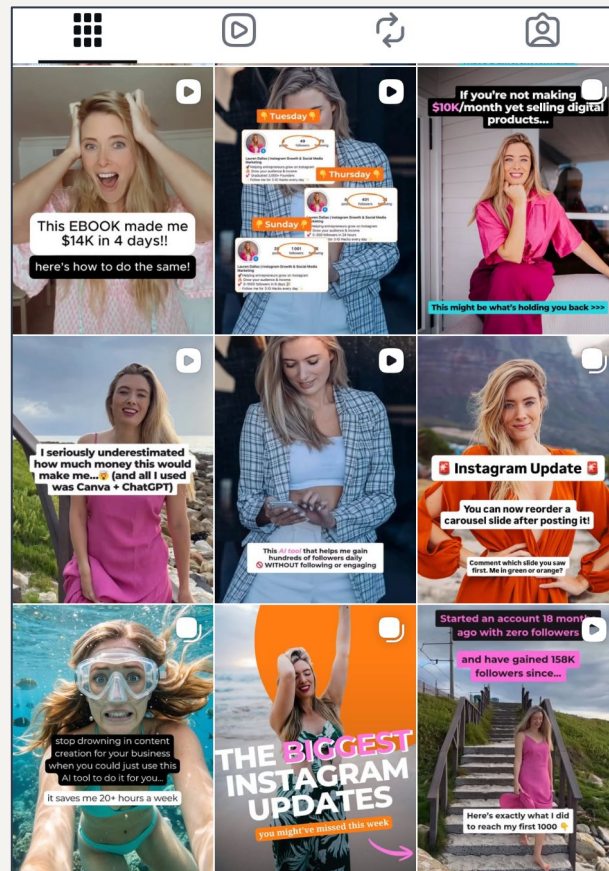


Stop the scroll: Hooks that work

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



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."

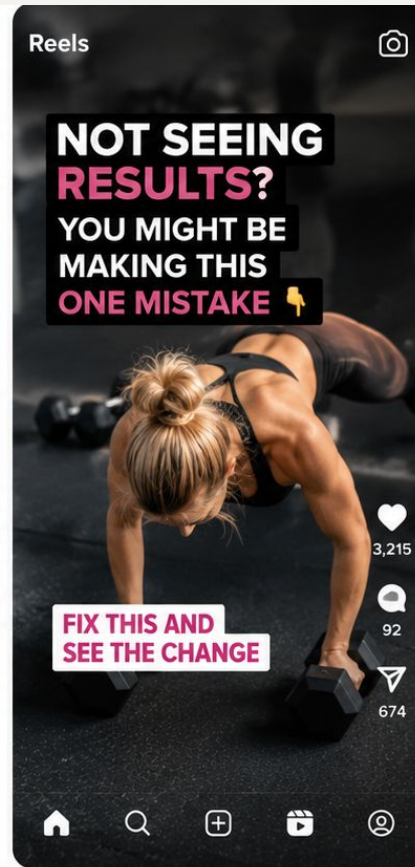
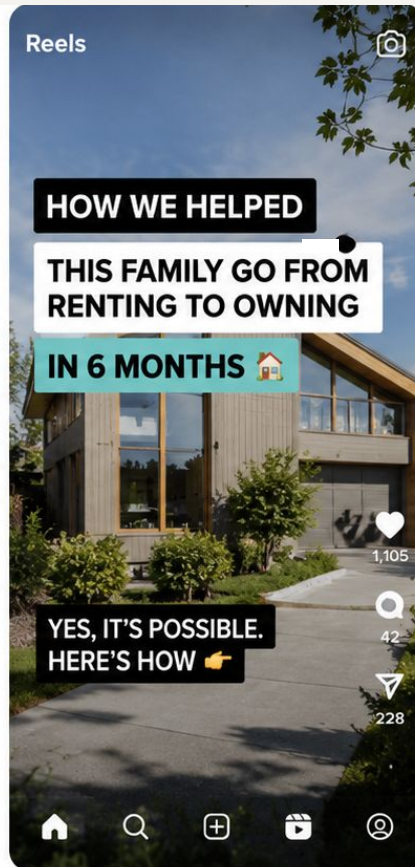
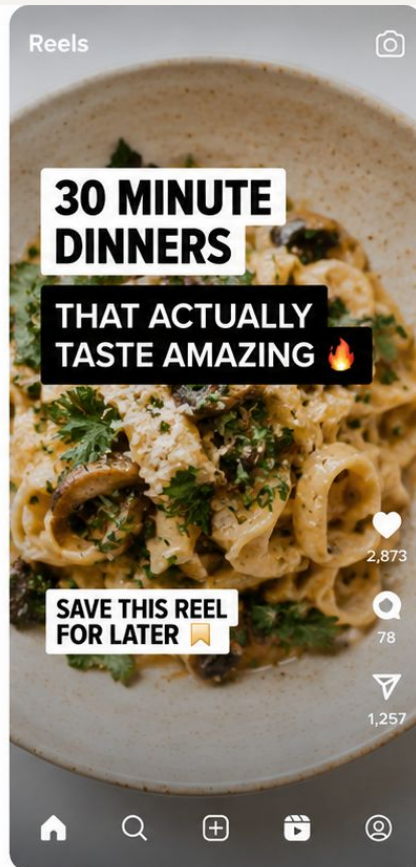
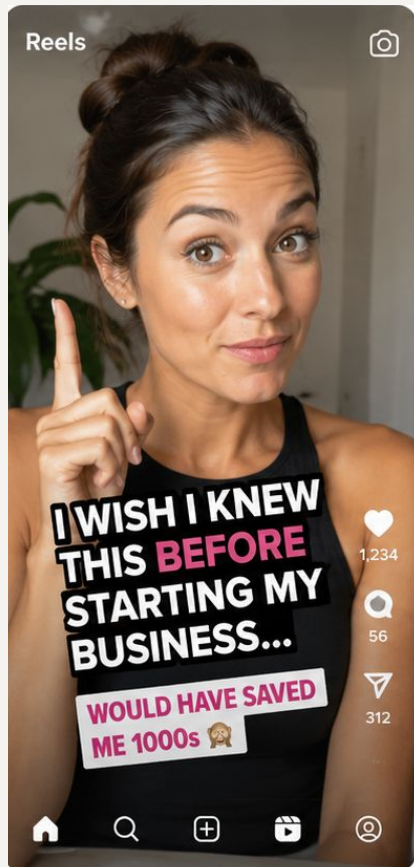
Disrupts expectation → earns attention

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

UNPACKING THE CUSTOMER JOURNEY



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!

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.**
Sponsored · 

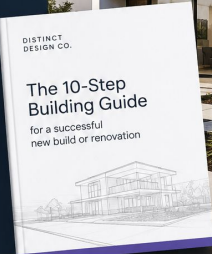
Planning a new build or major renovation?
Download our free guide and avoid costly mistakes,
save time, and build with confidence.

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



DISTINCTDESIGNCO.COM

Free Building Guide

The 10 steps to a successful new build or renovation.

[Download Now](#)

  68

7 comments 21 shares

 Like  Comment  Share

Give before you ask: Lead magnets that work

Quiz / Assessment

Best for: All types (especially e-comm)

Interactive. Collects segmentation data.
Very shareable.

Discount / Offer

Best for: Product, retail, e-commerce

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

VIP / Early Access

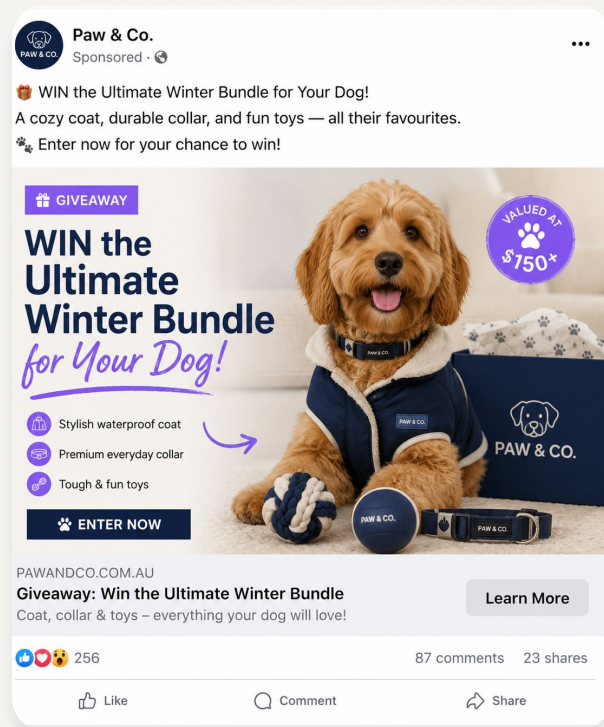
Best for: Product, retail, e-commerce

Offer VIP incentives. Collect phone numbers for SMS offers.

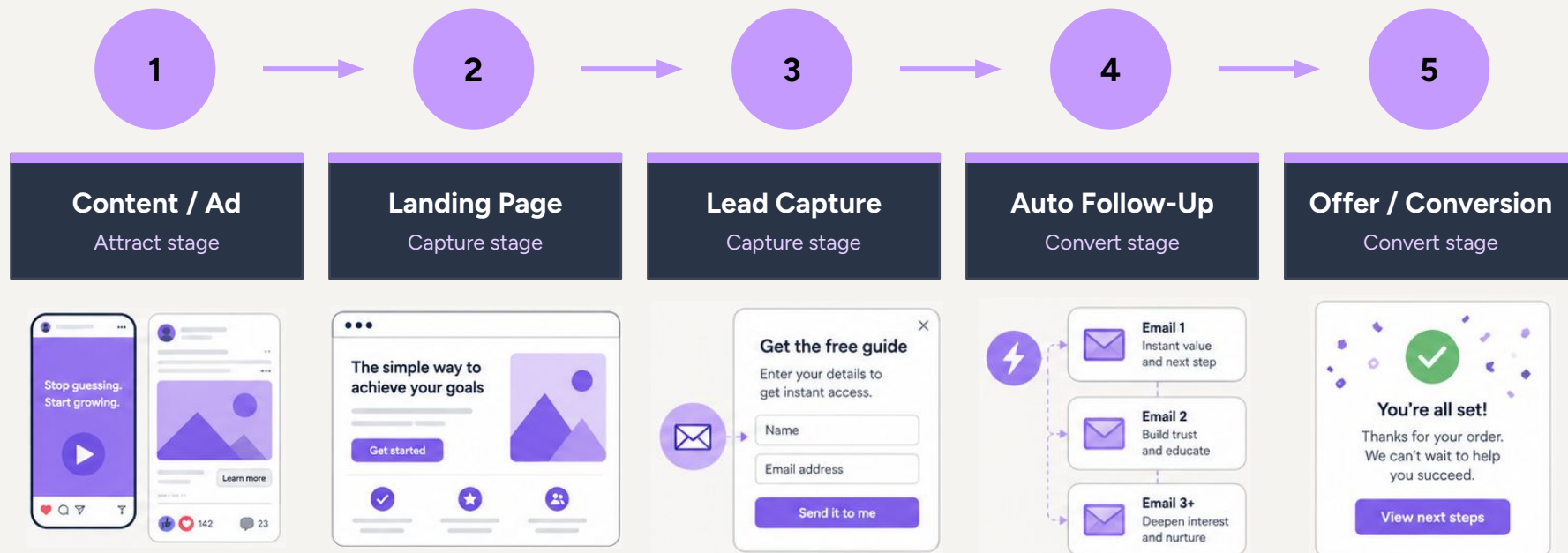
Competition / Prizes

Best for: All types (especially e-comm)

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



Remember this...?



Let's build a full customer journey!



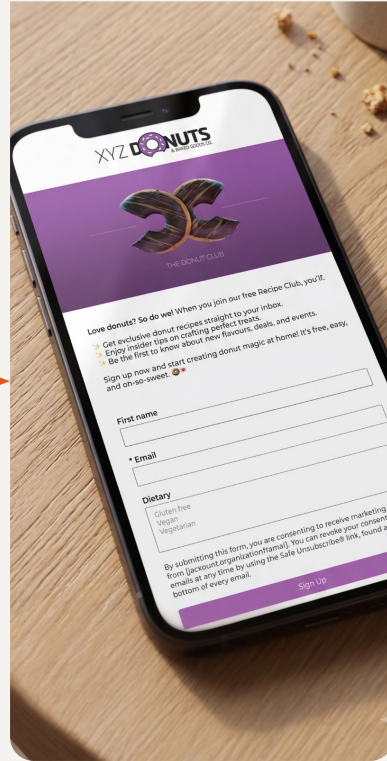
- We're a small doughnut shop & we want people to join our Recipe Club mailing list.
- The school holidays are coming up, so it's a great time to get those with children downloading our recipe eBooks so they can get their kids involved in cooking.
- As part of joining the club, we will capture their name & email.
- As part of joining the club, they'll get a recipe club eBook email once a week for 3 weeks. We'll also give them 10% off in-store.



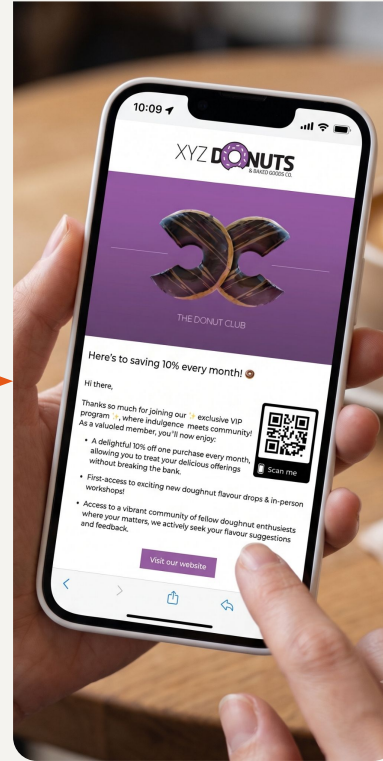
Let's build a full customer journey!



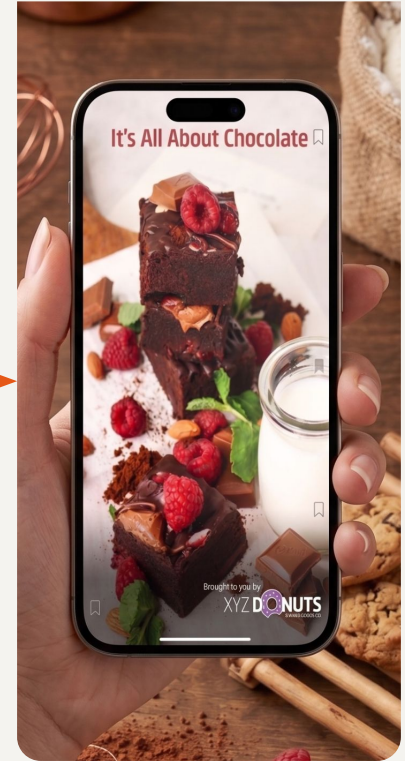
Attract:
Social post



Capture:
Landing page

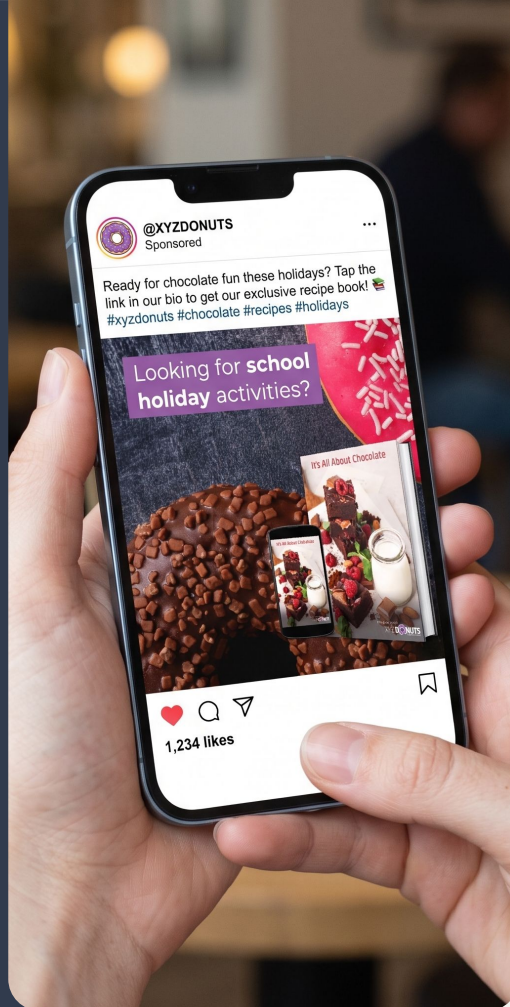


Nurture & Convert:
Email or SMS send (using an automated workflow!)



UNPACKING THE CUSTOMER JOURNEY

Let's create a social post



Let's make a social post that **attracts** those who might be looking to keep the kids entertained over the school holidays.

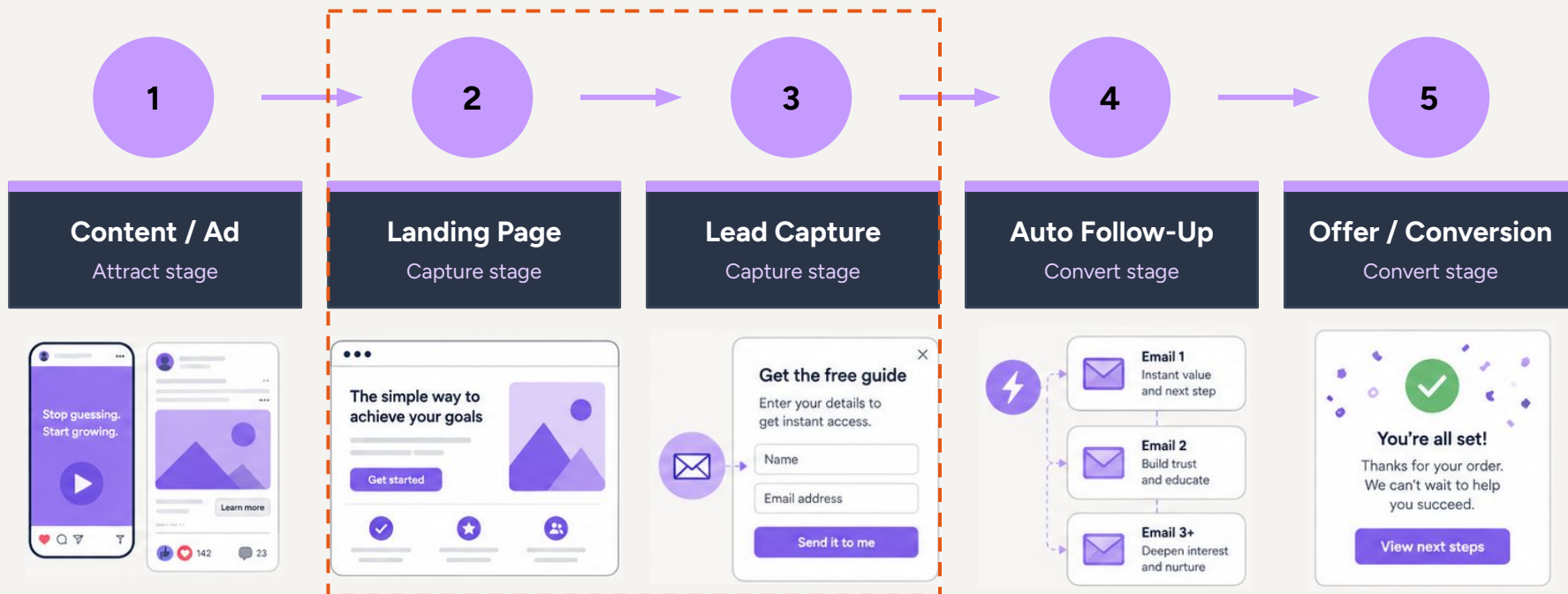
We want to entice them by offering a collection of free recipe club eBooks (one per week for several weeks) to those that subscribe.

Social post AI prompt: Please write some text to announce our free Recipe Club, where members will receive a new eBook filled with delicious sweet treat recipes & discount coupons from XYZ Donuts every week. Perfect for keeping the kids entertained over the holidays!

Capture



Your Lead Funnel: End to End



How to **capture** a prospect

Offer them something (via a Landing Page)

- Your social post promised something ...now it's time to deliver!
- A landing page captures their information & will then offer them the 'thing' that hooked them in the first place



Landing Page 101

- Unlike a homepage (which is designed for exploration), a landing page has one specific goal and one specific CTA
- It strips away distractions to convert traffic from a specific campaign
- One Page, One Goal: If you have more than one CTA, it's not a landing page - it's a website.



Landing Page 101

- Remove the Exit Signs: Eliminate the main navigation menu and external links so users only have two choices: convert or leave.
- Match the Post or Ad: Ensure the messaging matches what drove them there in the first place. Consistency & familiarity wins.



Landing Page examples

Checklist / Template

Best for: All business types

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



Free Guide / eBook

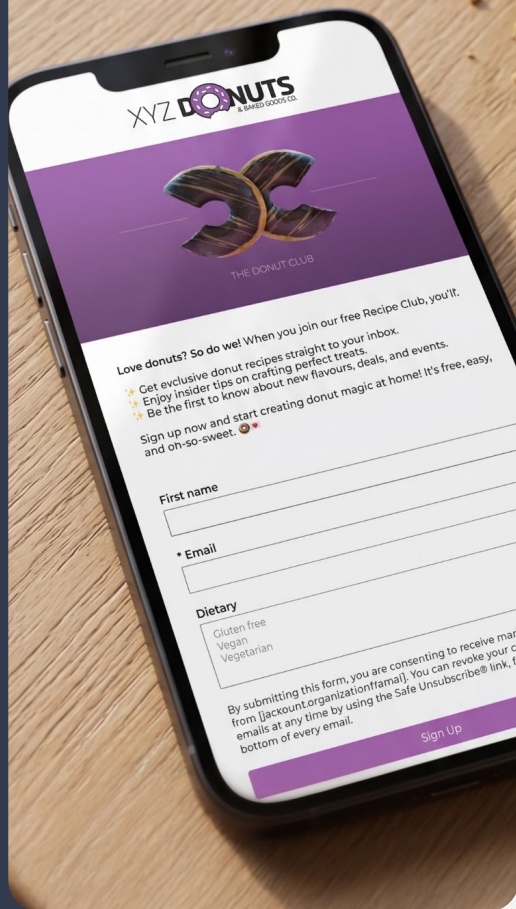
Best for: Service, B2B

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



UNPACKING THE CUSTOMER JOURNEY

Let's build a landing page

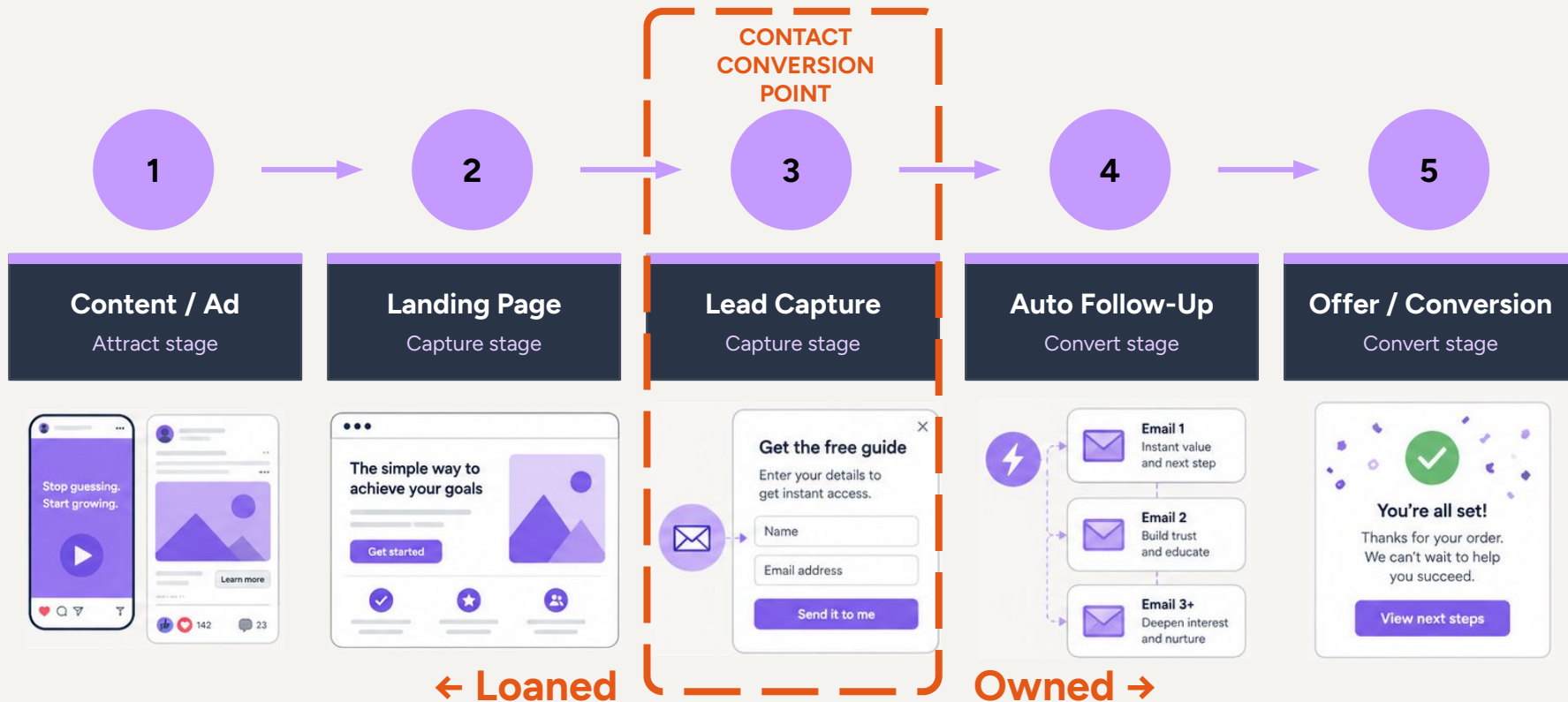


Let's build a landing page where people can fill in a form to join our free recipe club.

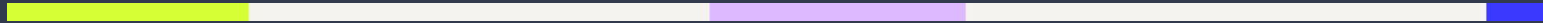
Remember: We want to entice them by offering a collection of free recipe club eBooks (one per week for several weeks) to those that subscribe.

Landing page AI prompt: Please write some copy for a landing page where we are promoting our Recipe Club. Members that sign-up will receive a free recipe booklet every week for several weeks. As a bonus for signing up, members will get 10% off any product at our store!

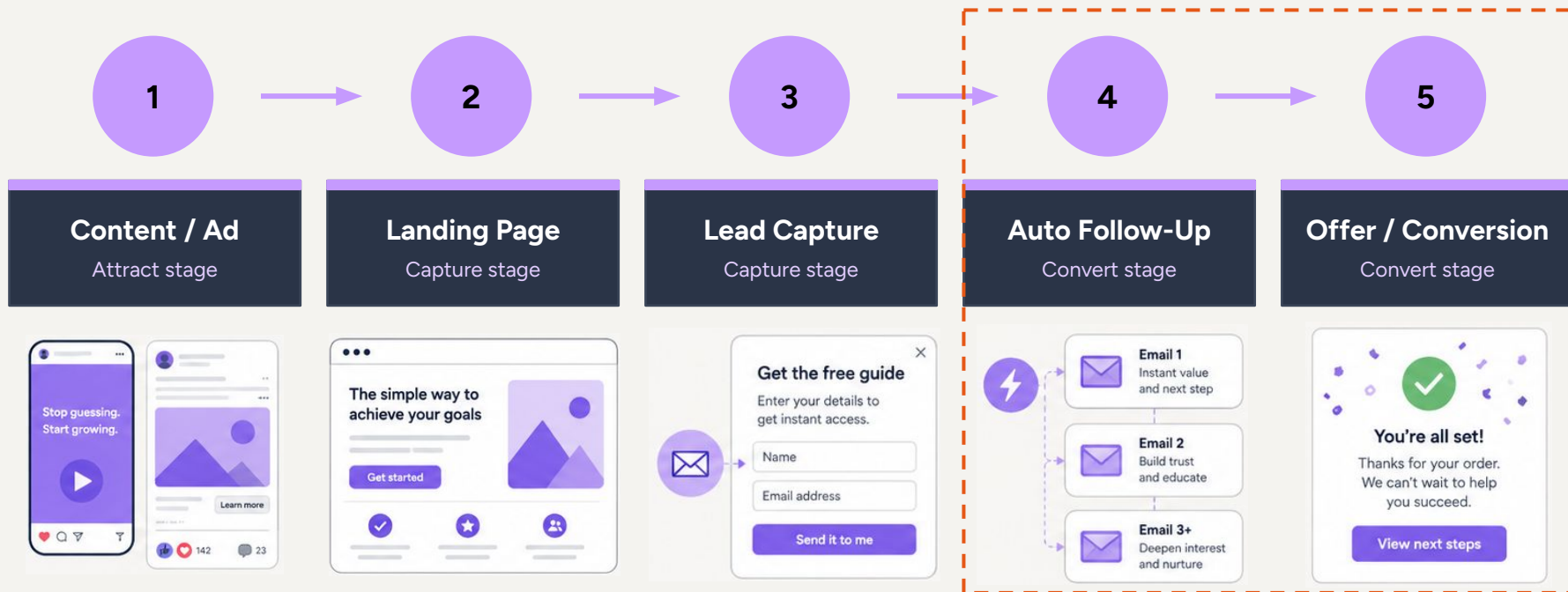
Your Lead Funnel: End to End



Convert



Your Lead Funnel: End to End



How to **convert** a prospect

Create value & be the solution

- Speak to their pain points and offer a solution to their problem
- Add value (through education & resources) ...however, realise that it doesn't happen instantly, you'll need to **nurture** the contact
- Nurturing is frequently done through email



50%

of leads are sales-ready when nurtured

4-10x

better response rate

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

Nurture a prospect

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



Nurture a prospect

It doesn't need to be complicated!

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



Nurture a prospect

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 a prospect

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.



Email 1 (immediate):
The checklist

Email 2 (3 days later):
Need moving supplies?
Local stores / click & collect

Email 3 (2 weeks later):
Move not going to plan?
Self storage near you

UNPACKING THE CUSTOMER JOURNEY

Lead Nurture Examples

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.



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 **ESWELCOMEX20RTXZWMGC** before it's gone.

T&C: Coupon is valid for 1st step from receiving this email. One use per customer. Minimum spend of \$200 applies. Not available in conjunction with any other coupon offer.

**Buy Well, Buy Once,
Go Easyshed!**
Easiest decision 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
grandier 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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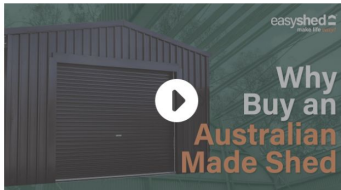
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"My daughter loves her new Art Studio - it was a birthday surprise!"

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Roll Top Roof Observatory.

"The 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
Pay in 4

EMAIL NURTURE EXAMPLE



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Why Buy an Australian Made Shed

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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:



Great email that's designed to solve many potential blockers: Trust, money, competitor USPs

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

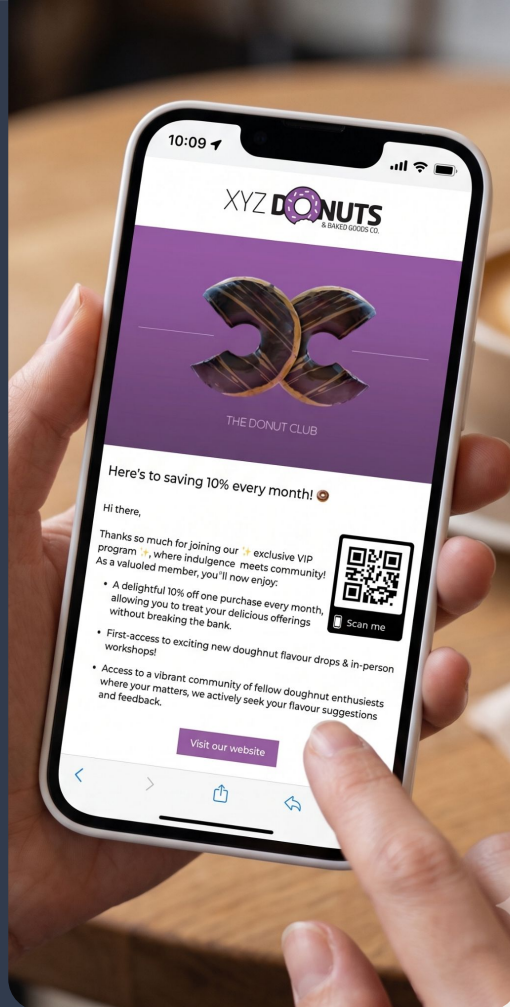
- Additional tips related to your resource
- Build trust with social proof (5★ reviews)
- Use imagery that resonates with your ICP

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

UNPACKING THE CUSTOMER JOURNEY

Let's build a welcome email



Let's build that email which offers the first eBook for download.

Welcome email AI prompt: Please write some text to thank the reader for subscribing to our XYZ Donuts Recipe Club and mention that they can download their first sweet treats recipe club eBook. Also give them a 10% off code to use at our store.

UNPACKING THE CUSTOMER JOURNEY

Let's build an email automation



Ready to tie it all together?

Let's automatically send that welcome email to everyone who fills in the form on our landing page

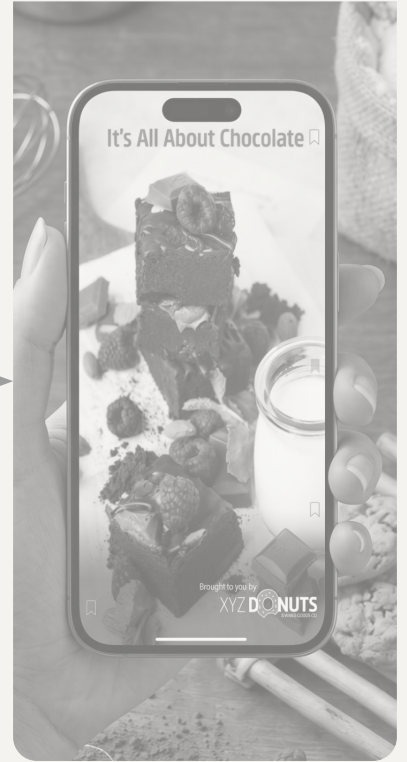
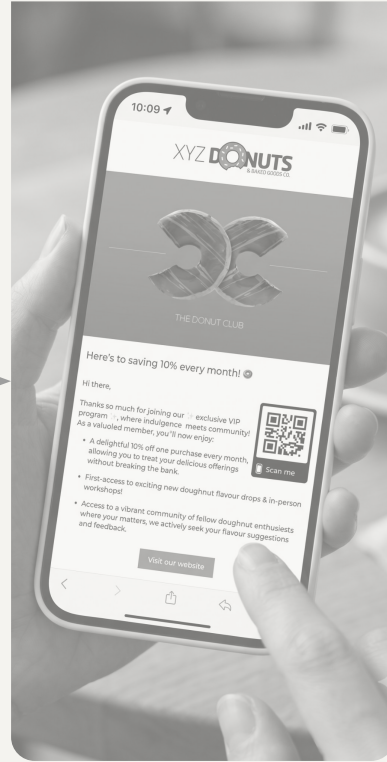
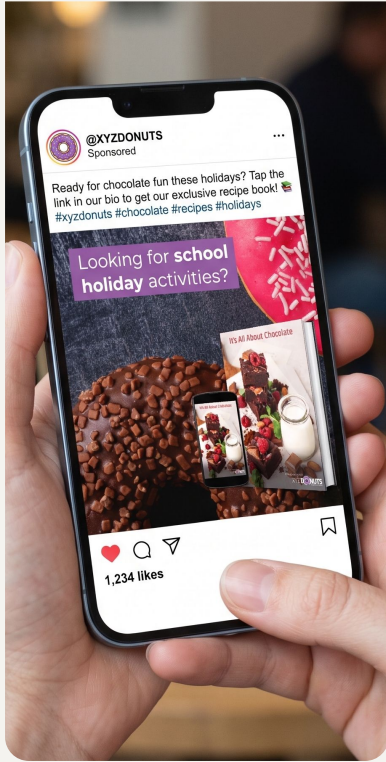
A nurture doesn't need to be short

Long 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?



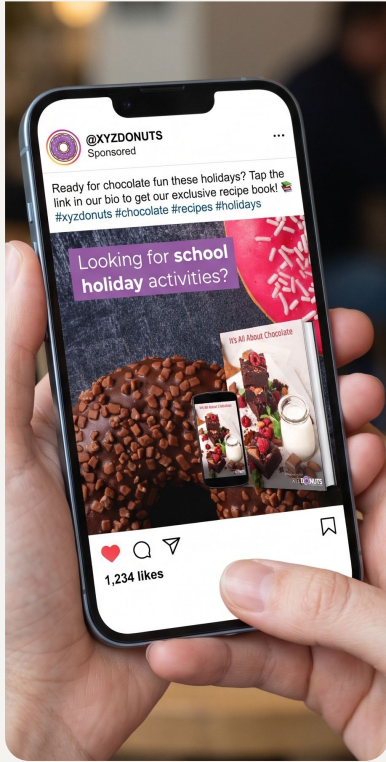
WHAT WE'VE BUILT TODAY...



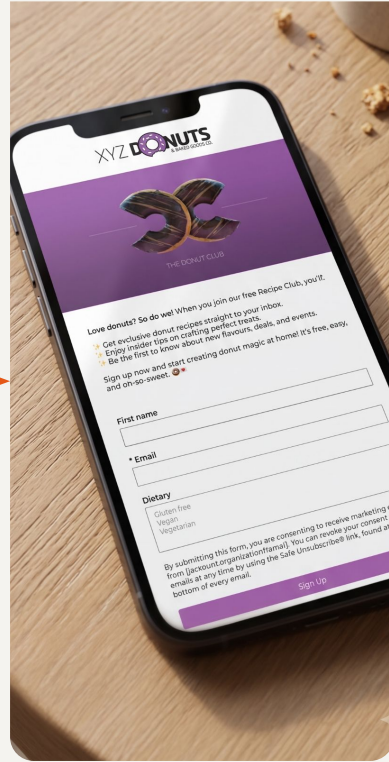
Attract:
Social post



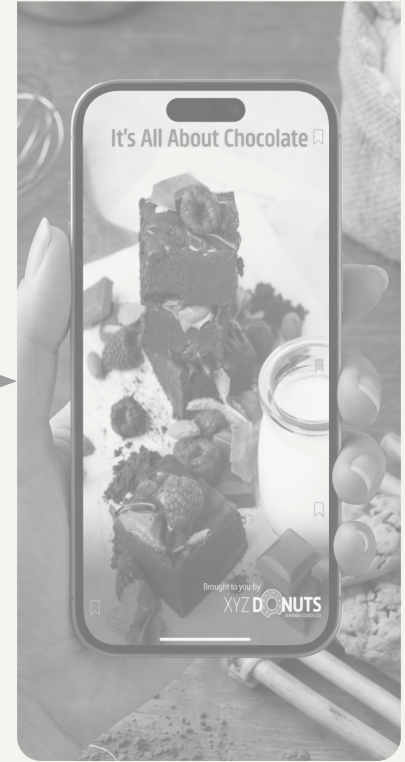
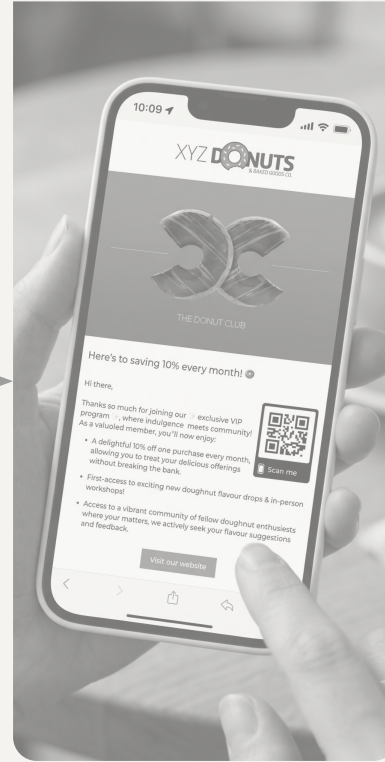
WHAT WE'VE BUILT TODAY...



Attract:
Social post



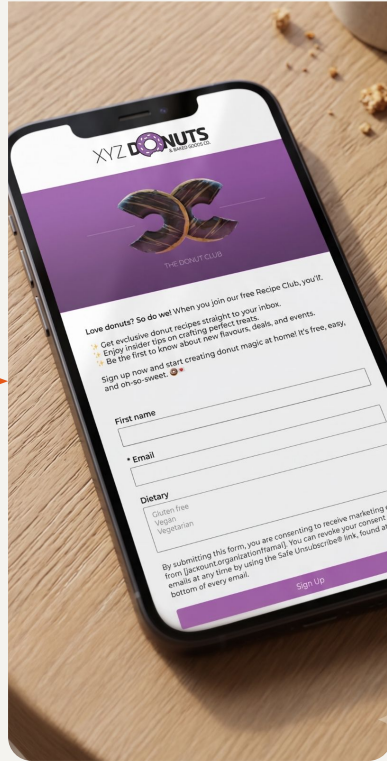
Capture:
Landing page



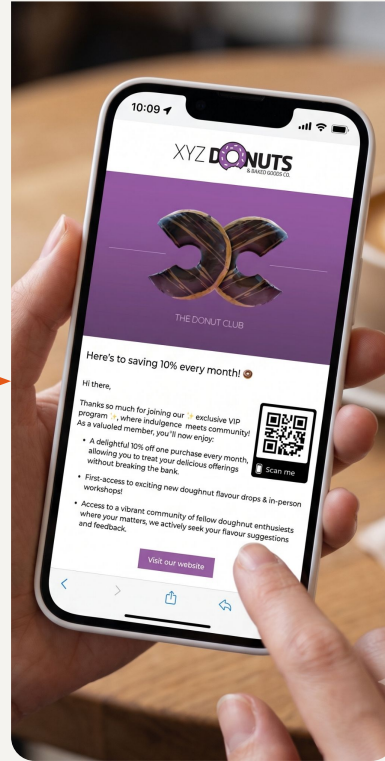
WHAT WE'VE BUILT TODAY...



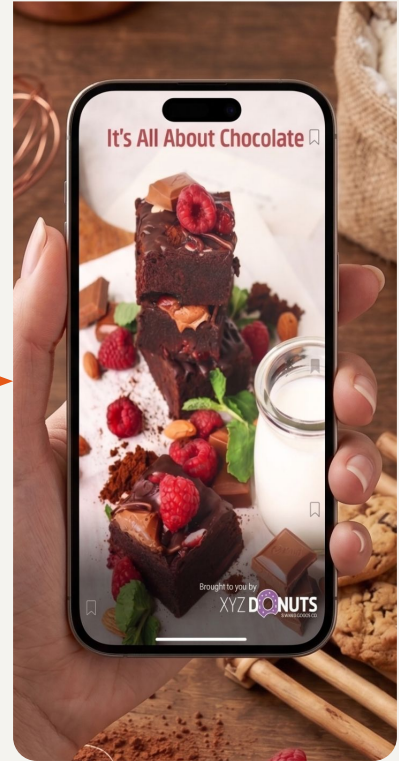
Attract:
Social post



Capture:
Landing page



Nurture & Convert:
Email or SMS send (using an automated workflow!)



Your actionable checklist

- ❑ Note down customer pain points
- ❑ Create website, social & email content that addresses 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



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

Q&A Panel

With Tom & Andy





Thank you

Keen to turn every message into more impact?
Get started with a free trial today!



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