

BUSINESS BOOST LUNCH & LEARN

Attracting customers & building loyalty

The information provided is for general marketing guidance only and does not constitute legal advice.



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Content Overview

Guest Speakers

- **Vickey Payne**, City of Moreton Bay
- **Anne Nalder**, Small Business Association of Australia

Presentations

- **Renee Chaplin**, Marketing Foundations
- **Andy Pudmenzky**, Email Marketing & Social Media 101
- **Jess Lenton**, Navigating Advertising on Meta
- **Renee Chaplin**, Build An Engaged Audience
- **Andy Pudmenzky**, Automation & AI



CITY OF MORETON BAY

Business Boost Tech Essentials Program



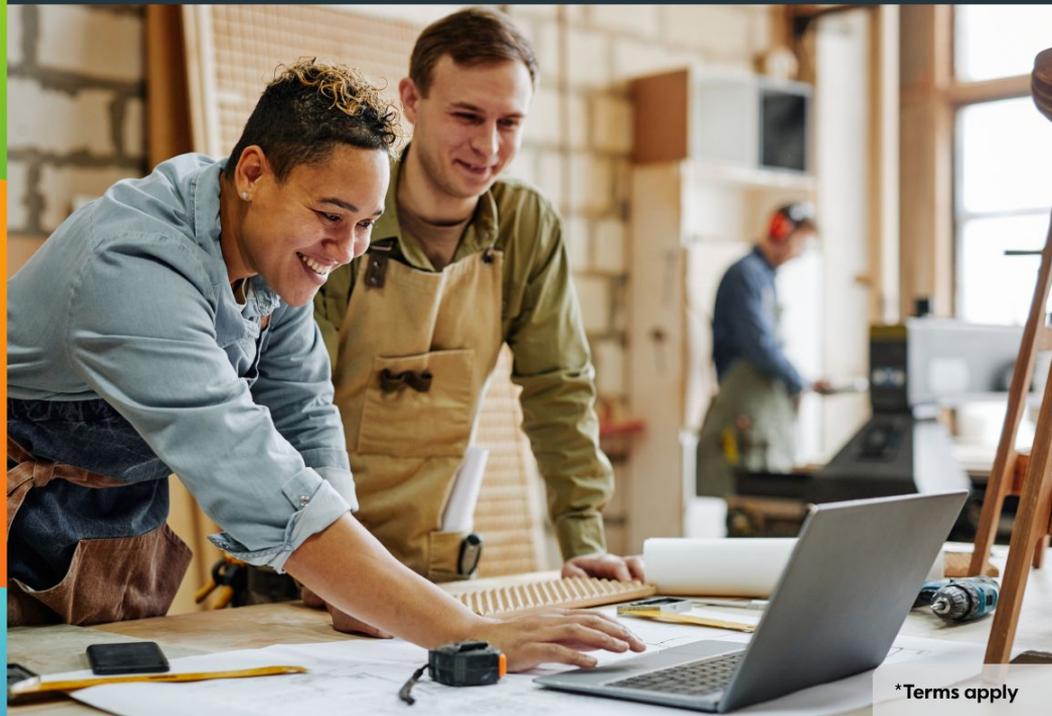


Vickey Payne

Local Business Support Officer,
City of Moreton Bay

Business Boost Tech Essentials

6 months free access* to small business tools



*Terms apply

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Local Business Support





Acknowledgement of Traditional Custodians

City of Moreton Bay acknowledges the Jinibara, Kabi Kabi and Turrbal peoples and pays respects to Elders, past, present and emerging. Council recognises that the Moreton Bay region has always been a place of cultural, spiritual, social and economic significance to its Traditional Custodians. Council is committed to reconciliation and working in partnership with Traditional Custodians and Aboriginal and Torres Strait Islander communities to shape a shared future for the benefit of all communities within the City of Moreton Bay and beyond.

Local business support officers

Reach out to our team for personalised help and to book a consultation with one of our Local Business Support Officers. We can address your specific business needs.



Vickey Payne

vickey.payne@moretonbay.qld.gov.au
Mb: 0460 021 906



Christine Wilson

christine.wilson@moretonbay.qld.gov.au
Mb: 0416 099 758



More than 520,000 resident population



3rd largest local government in Australia by population



Top 10 fastest growing local government in Australia by population



100 suburbs with an average population density of 243 per km²



2,045km² land area



294km coastline and estuaries



21 to 29°C average year-round temperature with 300 days of sunshine



39 years median resident age



3.9% residents that identify as Aboriginal or Torres Strait Islander



21% residents born overseas



44% households with children



61% local workers have a qualification



\$23.94 billion Local economy



168,158 Local jobs



32,722 Registered businesses



3.9 million Visitors each year

Our City

Welcoming over **3.9 million +** visitors every year

\$23.94 billion

economy (2024)

\$40 billion +

projected economy (2042)

522,494

population (2024)

Nearing 750,000+

estimated population (2042)

Business data

32,722 local businesses – gst registered ABS 2024

Over 107,000 active ABNs – many home based and ‘side hustles’

Moreton Bay City Economic Strategy Action Plan 2024-28

Our goals by 2041



BIGGER

Double economy to \$40B in next 20 years. Population to grow from 480,000 to 700,000 people.



BOLDER

Build a highly-skilled workforce to fill 100,000 new jobs and 16,000 new businesses.



BRIGHTER

Become one of Australia's top 10 regional knowledge and innovation hubs.

Priority industries

- **Advanced manufacturing, renewable energy and circular economy**
- **Food and agribusiness**
- **Tourism, sport and major events**
- **Knowledge, innovation and entrepreneurship**

We're small business friendly

Moreton Bay is committed to supporting business growth, resilience and innovation. With more than 32,500 businesses in our city, we're proud to provide practical support for their success.

The Queensland Small Business Commissioner's office through the Small Business Friendly (SBF) Program brings people together to enhance the operating environment to help small and family businesses thrive. City of Moreton Bay are a proud member of the SBF program.



We're small business friendly

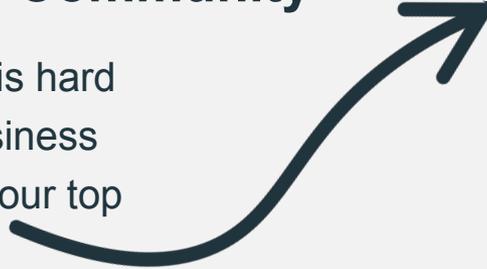
Signing of the updated
Commitment document,
reflecting the revised
program framework and
renewed objectives.



Trusted Community

Connection & Community

Staying connected is hard when you are a business owner, so here are our top recommendations



- [Business and Chamber, Industry Groups](#)
- [Moreton Business Connect News](#)
- [Business Queensland Connect newsletter](#)
- [What's on Moreton Bay](#)
- [Business Queensland event calendar](#)
- [Innovate Moreton Bay Monthly Socials](#)

These help to expand your professional network.

You're invited to join the local movement #TeamMoretonBay



Showcase your local spirit with:

- ✓ being vocal about local
- ✓ buying locally
- ✓ working together for a bigger, bolder, and brighter future

Business Owner Toolkit

What's covered in your business owner toolkit?

- ✓ Resources and training
- ✓ Business workshops and networking
- ✓ Tax time help and coaching
- ✓ Business resilience tools

“Whether you're just starting out or scaling up – we're here to help.”



You can access your business owner toolkit by scanning the QR code or by searching morstonbay.link/business-owner-toolkit

Starting your business

- Business planning course
- Support from Business Queensland
- Self employment program
- Tax time toolkits
- Worksafe guides

Growing your business

- Moreton Money program
- Mentoring for growth
- Initiatives and workshops
- Hiring and workplace safety

Doing Business with Council

- Local preference policy
- Understanding Council procurement
- Vendor registration

Building business resilience

- Disaster preparedness and recovery
- Business continuity
- Cyber security
- Mental health wellness
- Sustainability

Financial support and grants

- Financial counselling
- Business grants
- Grant writing

Networking, startup, innovation, and data

- Newsletters and what's on
- Business groups
- Industry connections
- Economic data and statistics

Permits, regulations, and compliance

- Queensland launch pad
- Navigating Council permits
- Starting a food business
- Planning an event and screening tool

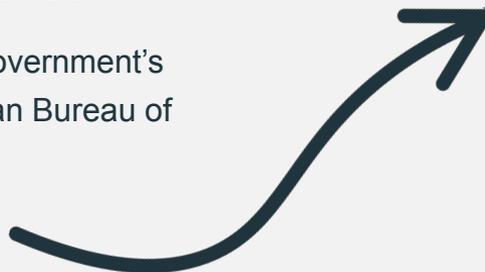
Tourism and events

- Event planning
- Best practice guides for events
- Tourism connections
- Tourism in Moreton Bay

Ask Morty

Council's easy-to-use chatbot

Ask Morty draws on the Queensland Government's Population Projections and the Australian Bureau of Statistics 2021 Census data to provide.



Ask Morty's data can help businesses:

- inform their business planning
- locate potential customers
- inform their site location assessments
- support their business case development
- improve their marketing strategy.

Where
are your
potential
customers
living

where your
potential
customers will
live in the
future

what
characteristics
do they have



What's coming up?

LEAN Workshop

Two-day Lean Manufacturing Workshop for Moreton Bay Manufacturers -
Thursday 27th & Friday 28th November 2025

North Lakes Hotel

Delivered by Department of Manufacturing partnered with City of Moreton Bay
Register on Eventbrite \$50: [Two Day Lean Manufacturing Workshop - Thursday 27th & Friday 28th November Tickets, Thu, Nov 27, 2025 at 8:30 AM | Eventbrite](#)

Grant Workshop

2 hour workshop for the new 'Transforming Queensland Manufacturing' grant
(to be released shortly) in partnership with EY.

This will be published shortly and held at North Lakes Hotel. Details will be in
Moreton Business Connect.

FREE Tax Workshop for Small Business Owners & Sole Traders

2 free workshops
coming in 2026

Still getting your head around
small business tax? You're not
alone—and this free workshop
is here to help.



[Tax clinic in Moreton Bay | UniSC | University of the Sunshine
Coast, Queensland, Australia](#)



The Digital Leap Program

What is it?

Applications are open for the 2026 intake for our FREE Digital Leap mentoring program!

The 6 - month mentoring program includes:

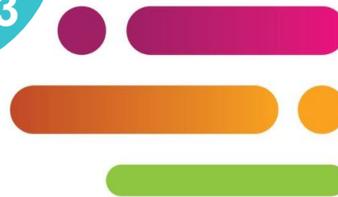
- ✓ 1-on-1 mentoring with an experienced business expert
- ✓ Support to create and roll out your own technology adoption plan
- ✓ Access to events, resources, and networking opportunities
- ✓ Connections with other local businesses on the same journey

Apply at www.digital-leap.tech

Enroll
for
Cohort 3
2026



humble.



DIGITAL LEAP
MORETON BAY
Mentoring Program

A technology adoption mentoring program

[Digital Leap Moreton Bay Mentoring Program](#)





Subscribe here:

[Moreton Business Connect](#)

[City of Moreton Bay](#)

Moreton Business Connect is your go to source for latest business news, tips, event notifications, and upcoming opportunities in City of Moreton Bay.

Stay connected



Why Business Boost Tech Essentials?

- Key challenges include rising costs, cash flow pressures, and digital adaptation
- According to the Business Chamber of Queensland *Digital Future of Work Report 2024*, 31% of business say they're struggling to keep pace with changing technologies.
- Financial literacy reduces insolvency risk by **80%** (Queensland Small Business Commissioner)
- Digital marketing helps retain customers who spend **67% more on average**
- These tools are essential for business survival and growth in the current economic climate

Economic impact highlights

The economic impacts of Uplift in sales + savings in cost of doing business are summarised in the infographic below

Operational Phase (per year)



\$ 21.94 m
Output

(\$ 14.00 m Direct
+ \$ 7.94 m Indirect)



\$ 12.74 m
Value added

(\$ 8.85 m Direct
+ \$ 3.89 m Indirect)



135
Local jobs

(102 Direct
+ 33 Indirect)



**CITY OF
MORETON BAY**



Anne Nalder

CEO & Founder,
Small Business Association of
Australia





Small Business Association of Australia

2025 SBAA INTERNATIONAL SMALL BUSINESS SUMMIT

Where Ideas Drive Reform

4-5 DECEMBER

TAFE Queensland – Ashmore Campus
Corner of Benowa Rd & Heeb St
Benowa, QLD 4214





Marketing foundations.



Presented by:

Renee Chaplin

VP - APAC

Constant Contact

Hi, I'm Renee Chaplin



Vice President - APAC Constant Contact

- 24 years' marketing experience
- SMB Growth Mentor with Qld Government
- Women in Tech Membership Engagement Committee
- Bachelor of Business Management (Marketing)
- Graduate Certificate in Business Administration
- Currently completing MBA



CITY OF MORETON BAY

Business Boost Tech Essentials Program



and 55% have reduced expenses

\$



43% of Australian small businesses **increased** their prices due to inflation pressures.

Source: Constant Contact, The Current State of SMB Marketing 2024





49% of ANZ SMBs were highly confident in their 2025 growth outlook

Source: Constant Contact: Small Business Now, 2025





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

Source: Constant Contact, Small Business Now 2023



This Session

1. **Creating an Ideal Customer Profile (ICP)**
2. **Developing your first Marketing Plan**
3. **Building a marketing budget to suit your needs**



Ideal Customer Profile (ICP)



What is your ICP?

- Describes your most valuable customers by **demographics, firmographics and psychographics**
- Characterises the customers who are the **best fit** for your business
- Looks **different** business to business and industry to industry

Key takeaway: Your ICP helps you target those who are most willing to buy.



Building Your ICP

Demographics

Who your customers are. Facts & measurable traits about a person or group. The outer profile of your audience.

- **Age**
- **Gender**
- **Location**
- **Income/Revenue**
- **Company/Household Size**
- **Occupation/Title**
- **Education**

Psychographics

Why your customers behave the way they do. Motivations, attitudes, values of person or group. The inner profile of your audience.

- **Personality Traits**
- **Lifestyle Choices**
- **Values and Beliefs**
- **Attitudes and Opinions**

Key takeaway: Your ICP helps you target those who are most willing to buy.



Building a Marketing Plan



The Essentials:

- Goals & KPIs
- Target Market
- SWOT Analysis
- Competitor Analysis
- Brand Positioning
- Marketing Strategy
- Marketing Activities & Channels
- Budget

Key takeaway: A Marketing Plan is a live document, it can evolve throughout the year.



Building a Marketing Budget

Fill in your **projected expenses** here.
(Those "\$100" entries are placeholders.)

Fill in your **actual expenses** here.
(Those "\$150" entries are placeholders.)

	JAN-YY		FEB-YY		MAR-YY	
	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL
Product Marketing	100.00	150.00	100.00	150.00	100.00	150.00
Content	100.00	150.00	100.00	150.00	100.00	150.00
Paid Advertising	100.00	150.00	100.00	150.00	100.00	150.00
Public Relations	100.00	150.00	100.00	150.00	100.00	150.00
Branding & Creative	100.00	150.00	100.00	150.00	100.00	150.00
Events	100.00	150.00	100.00	150.00	100.00	150.00
Other	100.00	150.00	100.00	150.00	100.00	150.00
TOTAL	\$700.00	\$1,050.00	\$700.00	\$1,050.00	\$700.00	\$1,050.00

Key takeaway: Leverage Xero to manage and track these expenses & report on ROI.



Building a Marketing Budget

The 70-20-10 Rule

70%

of budget on proven marketing activities.

20%

of budget on new and emerging trends.

10%

of budget on “next” ideas that are untested.



Hi, I'm Andy Pudmenzky



Customer Marketing Manager - APAC Constant Contact

- Began coding websites at age 13
- Passion for web and A/V technologies
- 28 years as a small business owner
- Empowers entrepreneurs and side hustlers to elevate customer experiences and fuel business growth





Email Marketing & Social Media 101.



Presented by:

Andy Pudmenzky

Customer Marketing Manager - APAC
Constant Contact

Creating Engagement

Creating engaging email & social content ensures...

- It reaches your audience
- It resonates with them
- It cuts through
- Your call-to-action drives engagement

So, what actually drives engagement?



Creating Engagement

Email: What drives engagement?

Opens
VS.
Clicks



XYZ Recipe Club
Exciting recipes made easy!

XYZ DONUTS
& BAKED GOODS CO.

Welcome to the club!

Thanks for joining our recipe club, we hope you'll enjoy some of our clever creations & exciting recipes to bring the family back into the kitchen.

"Cooking with Hammers"
Our first [Recipe Club eBook](#) is designed to help you get the kids interested in cooking.

Designed for kids of all ages, this one's got plenty of fun recipes and is laid out with colour-coded tasks varying in complexity - making it easy for you to 'delegate' where you see fit based on age & skill!



Kind regards,

Caroline Custard
Customer Service Manager
XYZ Donuts & Baked Goods Co

[Download now](#) [Buy the cakes](#)

Creating Engagement

Email: What drives engagement?

Opens:

- Sender name
- Subject line
- Preheader text
- Expectancy



XYZ Recipe Club
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Creating Engagement

Email: What drives engagement?

Clicks:

- Content
- CTAs
- Personalisation
- Relevancy



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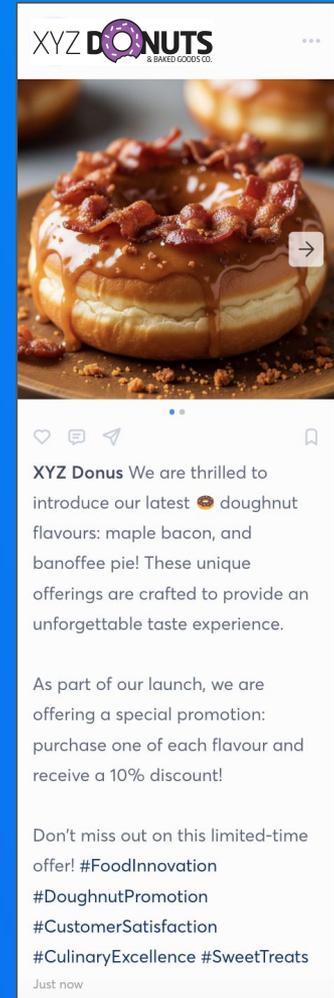
Caroline Custard
Customer Service Manager
XYZ Donuts & Baked Goods Co

[Download now](#) [Buy the cakes](#)

Creating Engagement

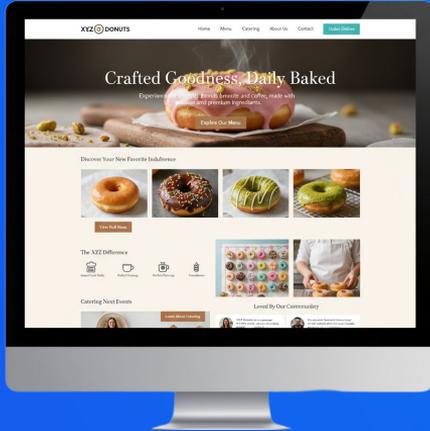
Social Media: What drives engagement?

- Imagery (crisp & sharp)
- Short-form videos (like Reels) are prioritised by algorithms
- Be entertaining, educational or emotional
- UGC (User Generated Content)



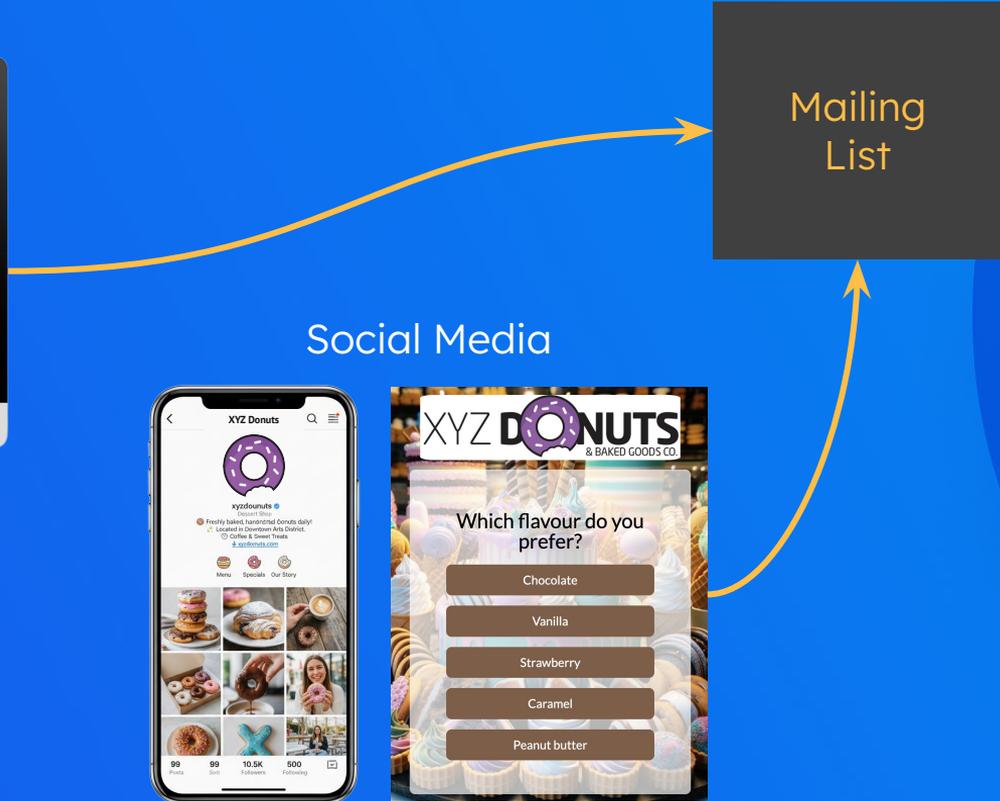
Channel Migration

Website



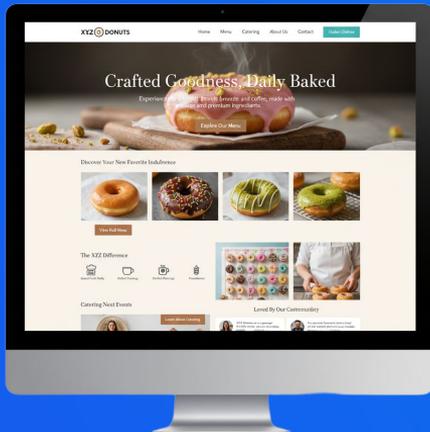
Mailing List

Social Media



Channel Migration

Website



Mailing List

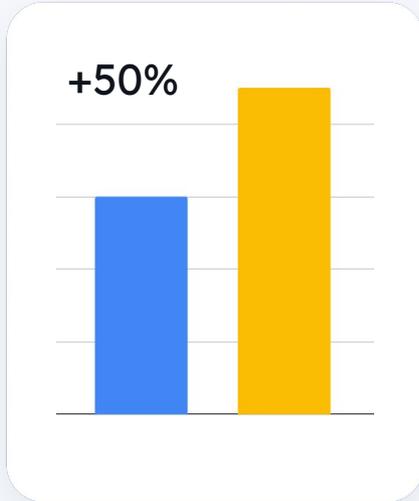
Social Media



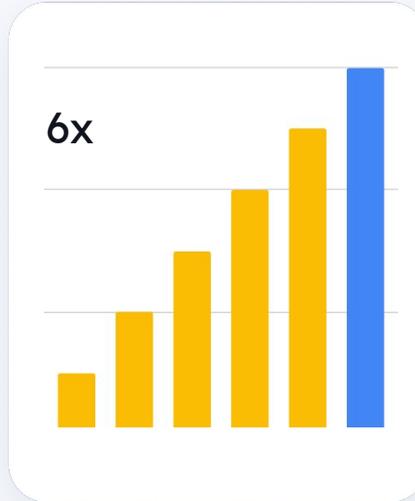
UNLOCK:

- Nurtures
- Xero financial data
- Automation
- Reporting & analytics
- Great ROI (\$1 > \$42)
- Personalisation

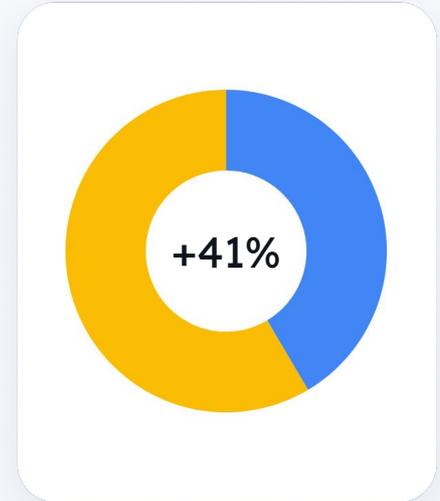
Email Personalisation



Personalised subject lines increase **open rates by 50%**



Personalised emails can generate **6x higher transaction rates**



Personalised emails can generate **41% higher click-through rates**

Email Personalisation

<input type="checkbox"/> Email address ↑	First name	Dietary	State/Province	Favourite food
<input type="checkbox"/> andy.pudmenzky@constantcontact.com	Andy		VIC	Donuts
<input type="checkbox"/> cecil.cupcake@xyztraining.com.au	Cecil	Gluten free,Paleo	NSW	
<input type="checkbox"/> danny.donut09@xyztraining.com.au	Danny	Gluten free	QLD	Cupcakes
<input type="checkbox"/> jen.jelly@xyztraining.com.au	Jennifer	Vegetarian	ACT	Donuts
<input type="checkbox"/> penelopefrosting@xyztraining.com.au	Penelope		NSW	
<input type="checkbox"/> ranjitsingh.banana@xyztraining.com.au	Ranjit	Paleo	WA	Waffles
<input type="checkbox"/> tina@xyztraining.com.au	Tina	Chocolate only	ACT	
<input type="checkbox"/> tomjonesxyz@xyztraining.com.au	Thomas	Gluten free	QLD	





THE DONUT CLUB

Email Title Here

Hello {First Name}, text goes here...



Article 1 Title

Soufflé lemon drops croissant biscuit tootsie roll fruitcake topping halvah cookie. Sweet fruitcake dragée donut cake. Muffin caramels marzipan candy canes fruitcake jelly jujubes candy jelly-o.

[Button text](#)



Article 2 Title

Oat cake cake cake waffer sweet roll pudding. Macaroon marshmallow dessert danish toffee fruitcake pastry jelly. Dessert cake sesame snaps lollipop muffin toffee soufflé chupa chups.

[Button text](#)

Gluten free contacts





Article 3 Title (dynamic block)

Soufflé lemon drops croissant biscuit tootsie roll fruitcake topping halvah cookie. Sweet fruitcake dragée donut cake. Muffin caramels marzipan candy canes fruitcake jelly jujubes candy jelly-o.

Oat cake cake cake waffer sweet roll pudding. Macaroon marshmallow dessert danish toffee fruitcake pastry jelly. Dessert cake sesame snaps lollipop muffin toffee soufflé chupa chups. Dragée pie biscuit cookie cheesecake.

[Button text](#)



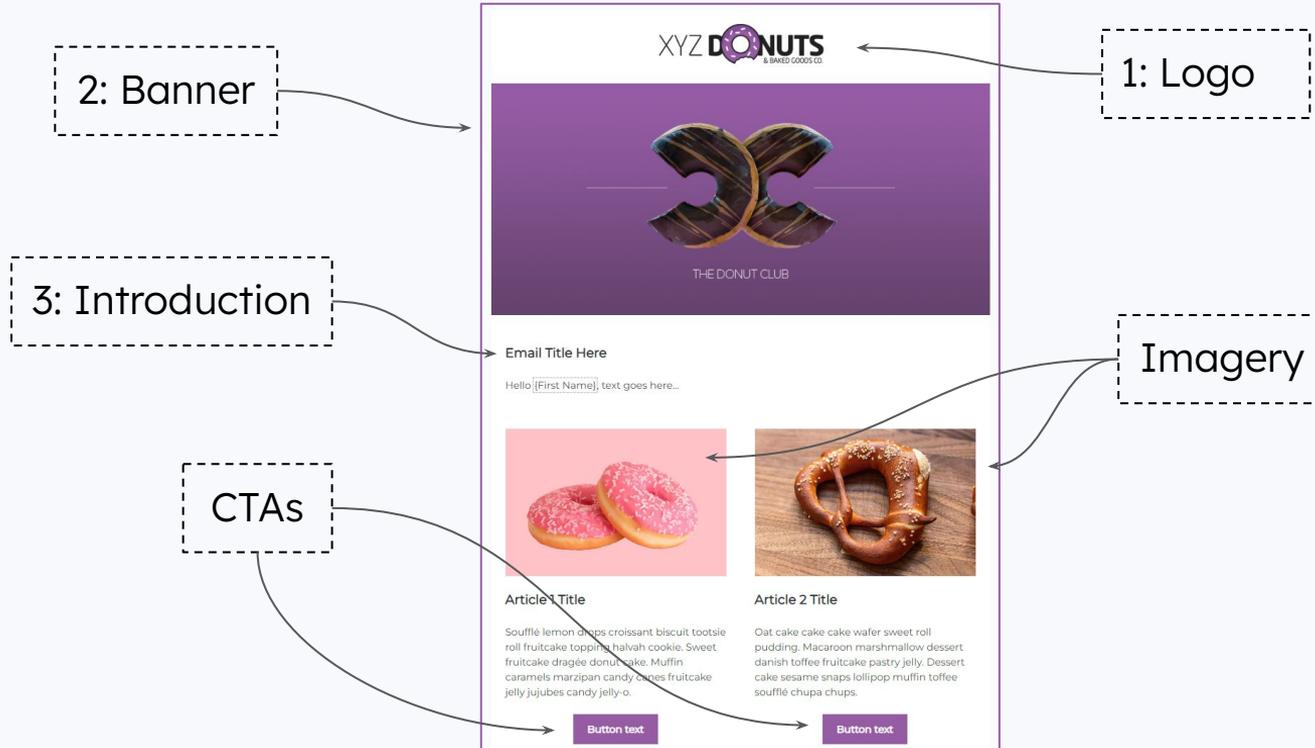
Article 4 Title (dynamic block)

Soufflé lemon drops croissant biscuit tootsie roll fruitcake topping halvah cookie. Sweet fruitcake dragée donut cake. Muffin caramels marzipan candy canes fruitcake jelly jujubes candy jelly-o.

Oat cake cake cake waffer sweet roll pudding. Macaroon marshmallow dessert danish toffee fruitcake pastry jelly. Dessert cake sesame snaps lollipop muffin toffee soufflé chupa chups. Dragée pie biscuit cookie cheesecake.

[Button text](#)

Email Design 101



Email Design 101

Let's build!

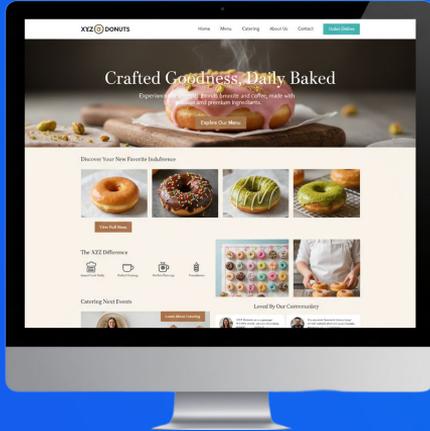


Welcome Email

Great for sending an offer to those that join your contact list.

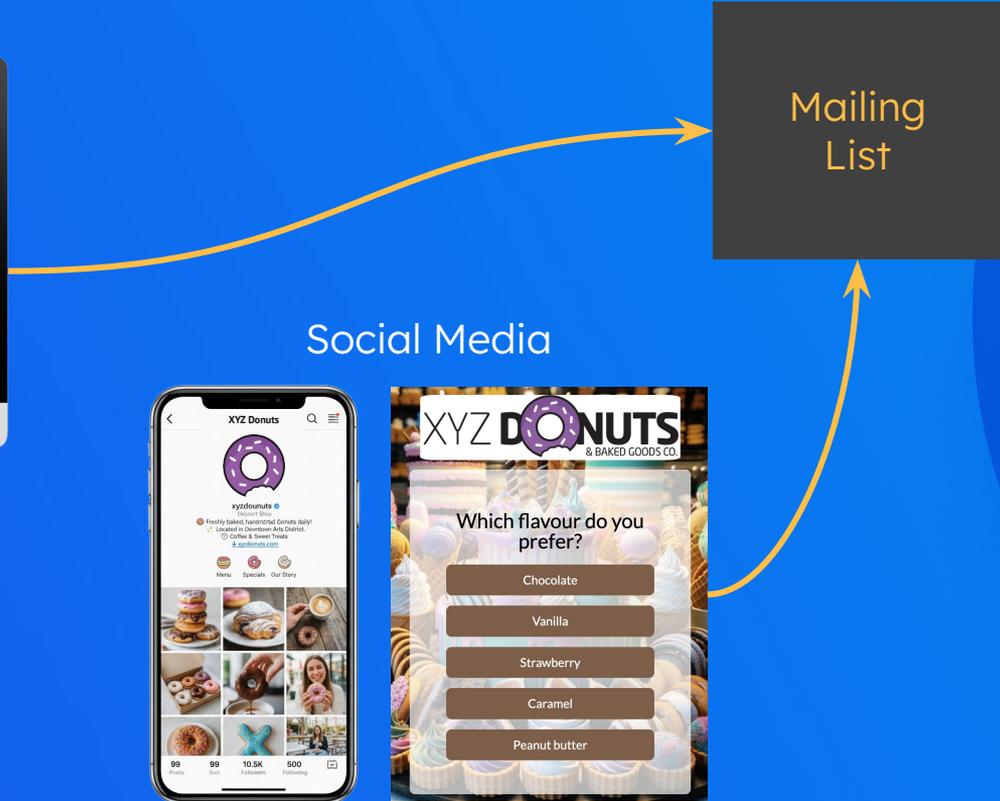
Channel Migration

Website



Mailing List

Social Media



Upcoming sessions to support you

Business Boost Workshop – Digital Marketing Fundamentals

Join our virtual digital marketing Fundamentals workshops to make the most of your small business marketing efforts!

Upcoming webinars

Recording

 Tue, Dec 9, 11:30am

Business Boost Workshop – Digital Marketing Fundamentals

Register

 Tue, Jan 13, 11:30am

Business Boost Workshop – Digital Marketing Fundamentals

Register

 Tue, Feb 17, 11:30am

Business Boost Workshop – Digital Marketing Fundamentals

Register

Show more

Getting Started with Constant Contact

Are you ready to make the most of your new Constant Contact account & grow your business? Join an upcoming webinar or watch an on-demand recording anytime.

Upcoming webinars

Recording

 Tue, Dec 2, 10:00am

Getting Started with Constant Contact (APAC)

Register

 Tue, Jan 6, 10:00am

Getting Started with Constant Contact (APAC)

Register

 Tue, Jan 20, 10:00am

Getting Started with Constant Contact (APAC)

Register

Show more





Hot Tip: emails sent on a Friday have the best open and click through rates.



Thank you 🧡





Navigating Meta Advertising.



Presented by:

Jess Lenton

Growth Marketing Manager - APAC
Constant Contact

Hi, I'm Jess Lenton



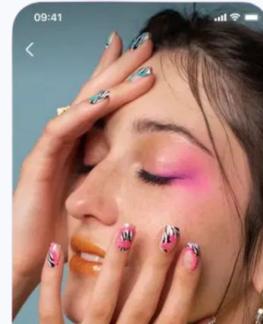
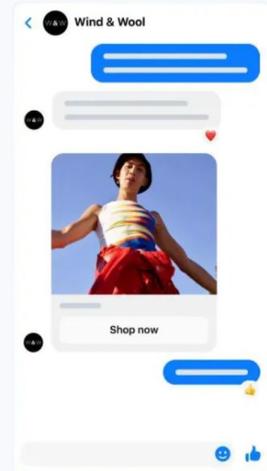
Growth Marketing Manager Constant Contact

- Former agency marketer and paid media specialist with deep expertise in Facebook and Instagram
- Passionate about creative testing to achieve stand-out campaigns
- Advocate for using AI to stay ahead in the fast-moving world of digital advertising



Why Advertise on Meta?

- Your customers are already on Facebook & Instagram.
- Meta helps you reach people in your local area.
- Works across the whole customer journey.
- Awareness → Engagement → Leads → Sales.
- Small budgets can go far with the right creative + setup.



Key takeaway: If you can get your message in front of the right people, consistently, your business will grow.

What You Need Before You Advertise

Before you start investing your money into advertising, you'll need...

- A clear **business goal**: leads? sales? appointments? awareness?
- A simple **landing page** or **lead form**.
- A basic content kit: 3–5 photos, 1–2 short videos, a couple of headlines.
- A **Facebook Page** for your business and an **Instagram Business Account**.
- A **Meta Ads Manager** account or a tool like **Constant Contact**.

Key takeaway: Ads amplify what you already have. Get the foundations right first.

Boosting a Post vs Setting up a Campaign

Boosting a Post

 *Quick visibility — minimal control*

- Easy to set up
- Good for reach & engagement
- Limited targeting
- Doesn't optimise for leads or sales

Best for: announcements, events, quick visibility

Running a Campaign (Ads Manager)

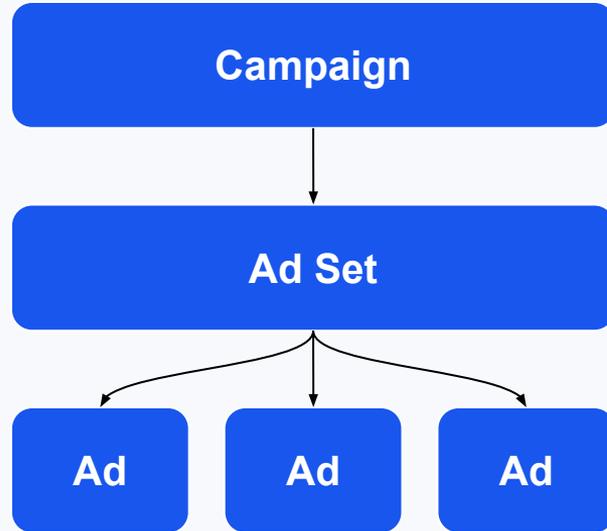
 *Strategic growth — full control*

- Choose objectives like leads, conversions, bookings
- Use advanced targeting + retargeting
- Better reporting + optimisation
- Can A/B test creative

Best for: real results (leads, enquiries, sales)

Key takeaway: Boosting is fine for awareness. Campaigns are what actually drive results.

Understanding Meta Campaign Structure



Campaign level — your objective (leads, conversions, traffic, awareness)

Ad set level — who you target (location, age, broad audience recommended, budget and schedule)

Ad level — the creative. You can add up to 50 assets.

Key takeaway: Keep your campaign structure simple when starting out.

Targeting That Works Today

- The Meta algorithm has evolved a LOT
- Broad audiences perform better than niche
- Use location + age as your core targeting
- Tailor your ad creative to your target audience
- Use keywords in your ad copy
- Let Meta learn who is likely to convert

Chubbies
Sponsored
Library ID: 1352083043216037

The polo? Effortless. Your vibe? Immaculate.

Ultra Fine Knit Range Polo
So fresh, so light, so ready to move.

WASHABLE RESISTANT PERFORMANCE STRETCH TAILORED FIT

chubbies

Your New Favorite Polo [Shop Now](#)

Chubbies
Sponsored
ID: 382778783187004

Our algorithm told us you were looking for some new sport shorts. Well, here they are.

CHUBBIESHORTS.COM [Shop Now](#)
Built For Any Workout
Seriously, Any Workout

CHUBBIESHORTS.COM
Are You Ready To Work Harder?
Because These Are Seriously, Any Workout

Because These Are

Key takeaway: Don't over-target — broader gives the algorithm more to work with.

Creative That Performs

The algorithm rewards creative that people engage with

- **Concepts and Angles:** Problem/solution, pain points, testimonials, product demos
- **Formats:** Short video, long video, static image, carousel
- Use real people - Speak to different customer types
- UGC style works best (casual, natural, speaking to camera)
- Clear CTA (Book now, Learn more, Get quote)



Key takeaway: Creative drives 70–80% of performance

Creative Diversity - Happy Mammoth

Happy Mammoth
Sponsored
Library ID: 819297957388510

What we've learned after selling 2.4 million bottles of Hormone Harmony...

We've heard and seen it all over the years...

The glowing reviews, the bad ones, and the emotional stories in between...



**Give Yourself
The Care You Give
Everyone Else**

See how Hormone Harmony can help

Results may vary based on individual. No results guaranteed.

2.4 Million Women Tried It. Should You? [Shop Now](#)

Happy Mammoth
Sponsored
Library ID: 1366911121485804

What we've learned after selling 2.4 million bottles of Hormone Harmony...

We've heard and seen it all over the years...

The glowing reviews, the bad ones, and the emotional stories in between...



**The one thing that helps
me feel balanced in 2026**

2.4 Million Women Tried It. Should You? [Shop Now](#)

Happy Mammoth
Sponsored
Library ID: 1230929182206755

At 52, I got my figure back!!! It's been 12 years since I've felt this good in my body 😊

Since menopause, my body felt... different in ways I didn't expect...

And nothing seemed to help.



**WE CAN'T SAY THIS IS YOUR
SHORTCUT TO YOUR DREAM BODY...
BUT WE CAN SAY:**

- 86% said they lost weight
- 90% felt a surge in energy
- 95% got rid of bloating & gas
- 100% said they feel like themselves again

I got my figure back at 52 [Shop Now](#)

Happy Mammoth
Sponsored
Library ID: 189376101220248

Meet Hormone Harmony from Happy Mammoth 🌱 A powerful, plant-based formula designed to support women's bodies through hormonal ups and downs—without synthetic hormones or harsh ingredients.

Here's what women are saying:



Created by nutritional scientists | Supports energy, metabolism and moods | Ingredients backed by 1000s studies

**Aligned with
your goals**

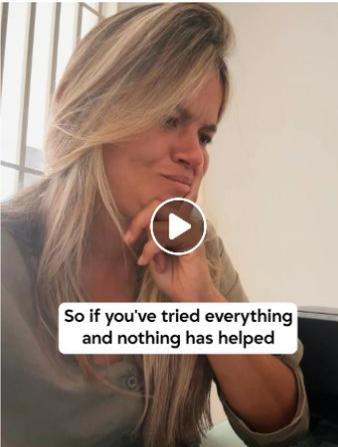
1M+ women are taking Hormone Harmony right now

Why women ❤️ Hormone Harmony... [Shop Now](#)

Happy Mammoth
Sponsored
Library ID: 1161788479404929

Meet Hormone Harmony from Happy Mammoth 🌱 A powerful, plant-based formula designed to support women's bodies through hormonal ups and downs—without synthetic hormones or harsh ingredients.

Here's what women are saying:



**So if you've tried everything
and nothing has helped**

Why women ❤️ Hormone Harmony... [Shop Now](#)

Key takeaway: The Meta algorithm LOVES creative diversity.

Budget & Performance Expectations

- Start small: **\$10–\$20/day**
- Don't judge results too early (needs **5–7 days learning phase**)
- Expect fluctuations — Meta learning updates impact performance
- Monitor only the *important* numbers:
 - Cost per lead/sale (CPL)
 - Cost per click (CPC)
 - Conversion rate (lead > sale)

Key takeaway: Creative quality and consistency beats big bursts of spend.

Simple Action Steps to Get Started

1. Pick one clear goal (eg. leads through your landing page).
2. Create 3+ versions of your ad.
3. Set a daily budget you're comfortable with.
4. Run for 7–14 days (enough time for the learning phase).
5. Improve your ad creative based on what performs best.

You don't need to overcomplicate Meta advertising.



Scan to download

Key takeaway: Start simple. Learn. Build over time.

Thank you 🧡





Build an Engaged Audience.

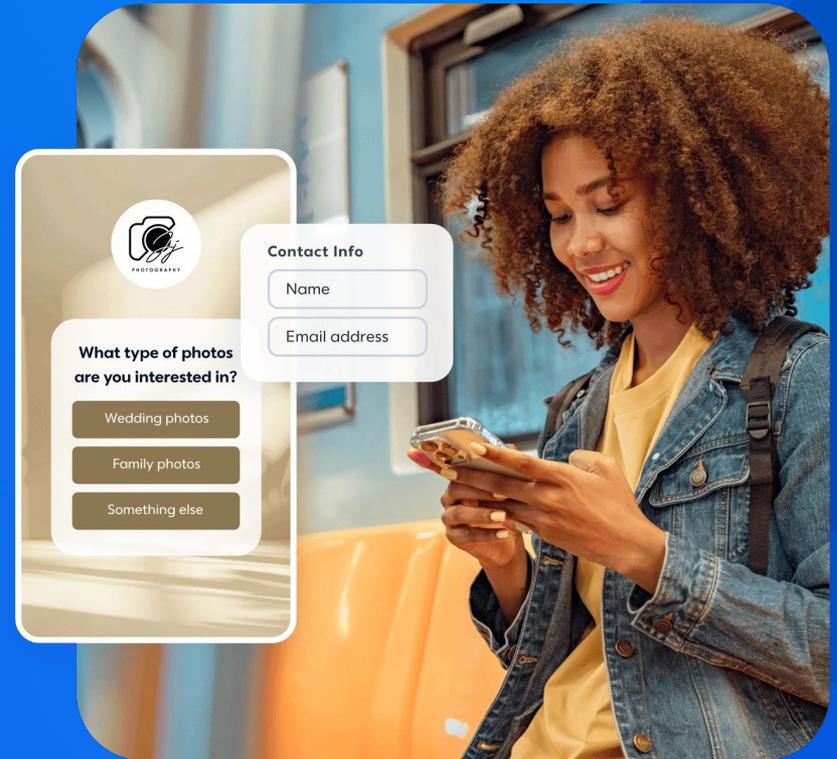
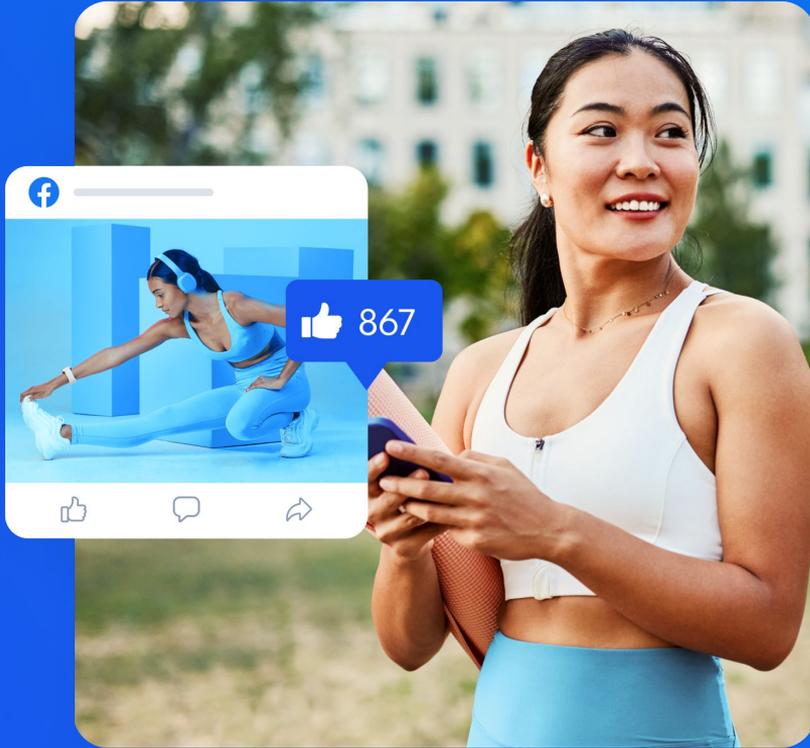


Presented by:

Andy Pudmenzky

Customer Marketing Manager - APAC
Constant Contact

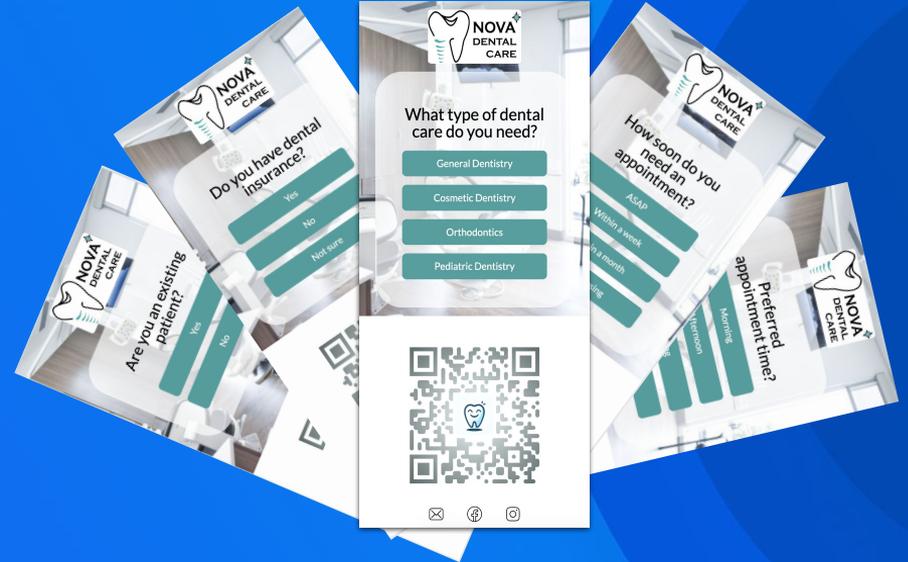
Getting followers out of the friendzone



Lead Magnet 101

What is a Lead Magnet?

- A mini survey that sits on a landing page we host for you



Lead Magnet 101

What is a Lead Magnet?

- A mini survey that sits on a landing page we host for you
- Great way to turn a social follower into an email contact



Bridge the gap
between social & email

CHANNEL MIGRATION

Lead Magnet 101

What is a Lead Magnet?

- A mini survey that sits on a landing page we host for you
- Great way to turn a social follower into an email contact
- Use AI to generate the questions & imagery, based on a simple prompt

EXAMPLE

“What should our next doughnut flavour be inspired by?”

Lead Magnet 101

What is a Lead Magnet?

- A mini survey that sits on a landing page we host for you
- Great way to turn a social follower into an email contact
- Use AI to generate the questions & imagery, based on a simple prompt
- Incentive if possible - will improve adoption

EXAMPLE

Get involved &
receive a
10% off code

Lead Magnet 101

1. Create an enticing post on social media - ask the user to “click the link in our bio”



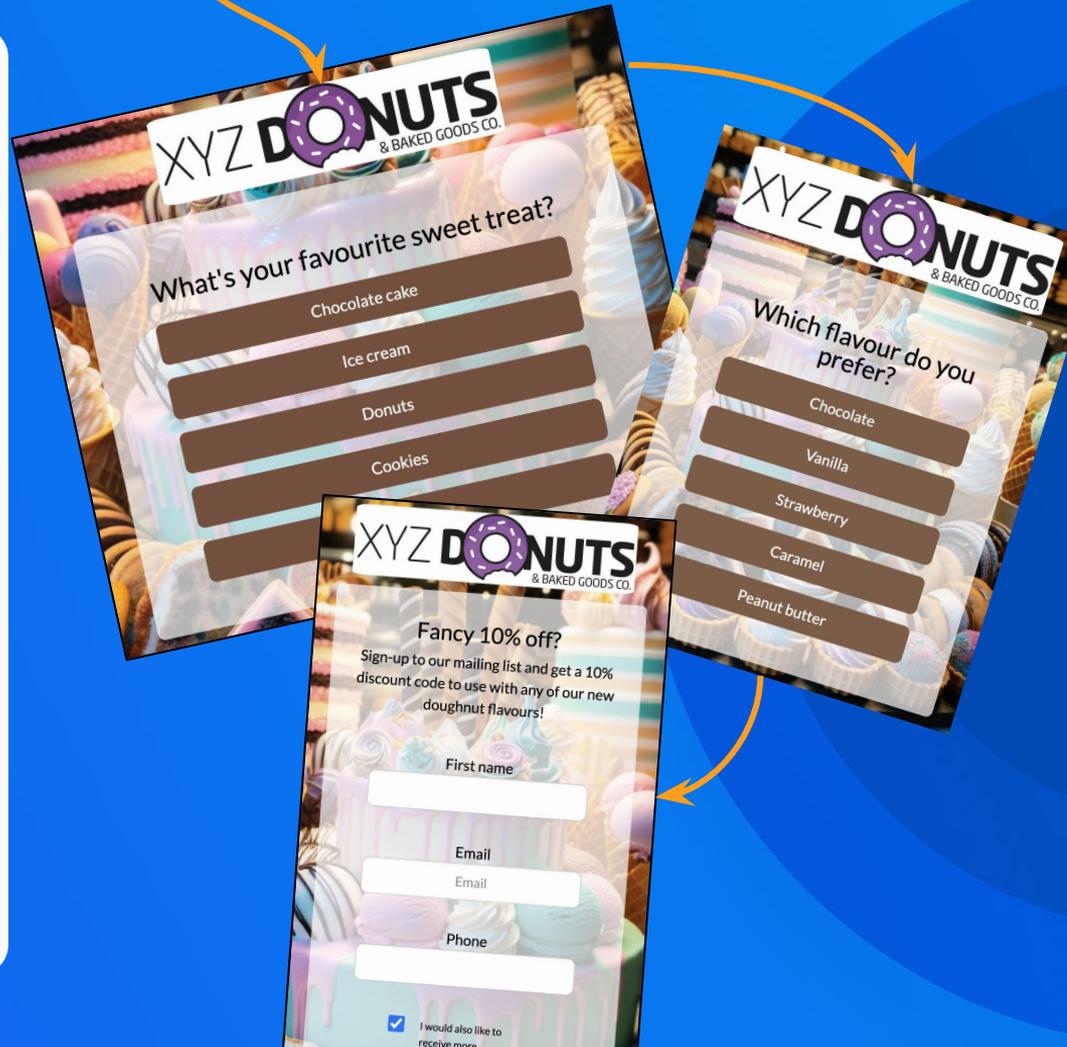
Lead Magnet 101

1. Create an enticing post on social media - ask the user to “click the link in our bio”
2. The ‘link in bio’ opens a Constant Contact lead magnet



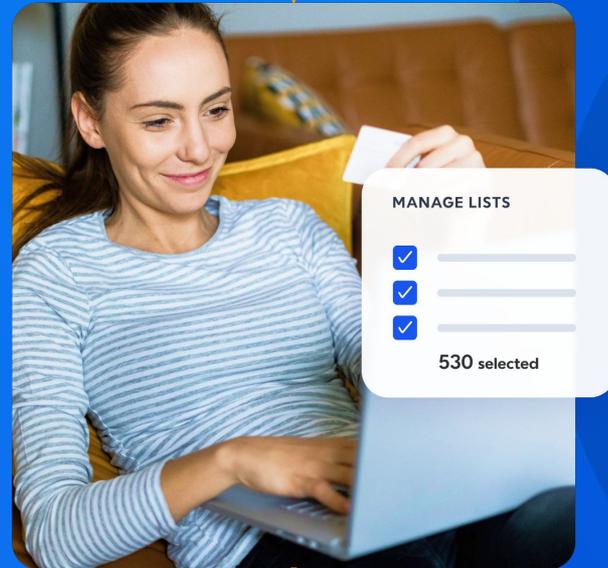
Lead Magnet 101

1. Create an enticing post on social media - ask the user to “click the link in our bio”
2. The ‘link in bio’ opens a Constant Contact lead magnet
3. User answers some questions & short incentivised form



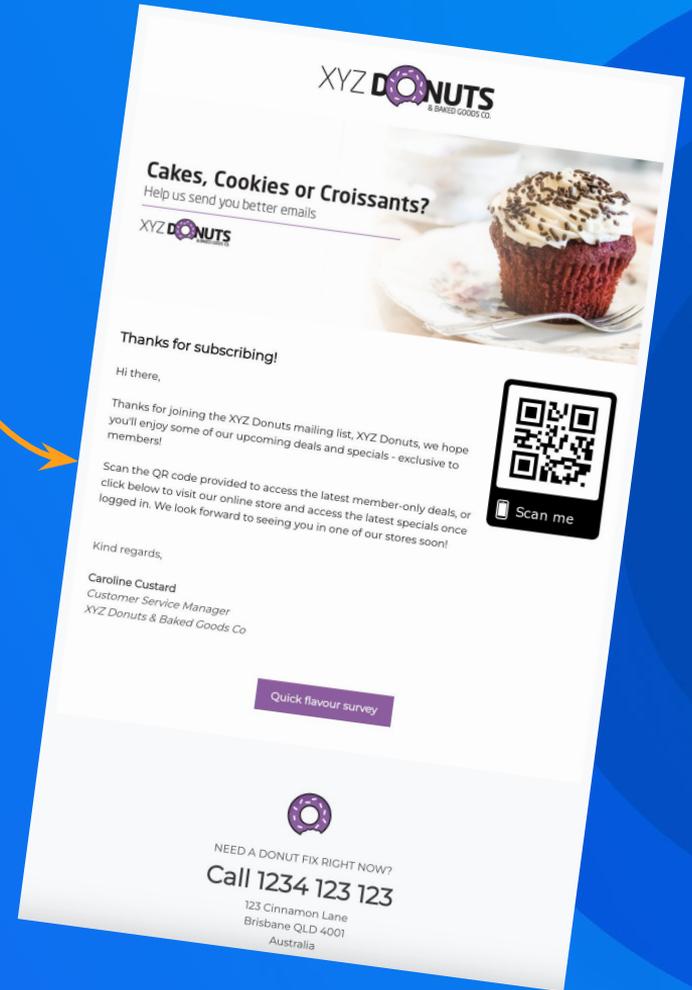
Lead Magnet 101

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4. They’re now a contact on your specified contact list!



Lead Magnet 101

1. Create an enticing post on social media - ask the user to “click the link in our bio”
2. The ‘link in bio’ opens a Constant Contact lead magnet
3. User answers some questions & short incentivised form
4. They’re now a contact on your specified contact list!
5. Auto-send welcome email 







UNLOCK YOUR CHILD'S BRILLIANCE WITH STEAM-BASED LEARNING
BUILDING TOMORROW'S INNOVATORS

Bricks 4 Kidz

Ignite your child's curiosity, fuel their passion and unlock their full potential with our STEAM programs, in an environment where learning is celebrated, friendships are made and tomorrow's innovators are shaped.

 SCIENCE
  TECHNOLOGY
  ENGINEERING
  ART
  MATH

 **ROBOTICS**
LEARNING THROUGH PLAY
 basic programming



We Learn. We Build. We Play.

All set, how can we reach you?

Name _____

How did you hear about us?

- Social Media
- Word of Mouth
- Online Search
- Flyer/Poster
- Other



We Learn. We Build. We Play.

Which Lego activity are you interested in?

- Classes
- Camps
- Parties
- Workshops
- Events





We Learn. We Build. We Play.

What age group does the participant belong to?

- 3-5 years
- 6-8 years
- 12 years
- Others

Space

How did you hear about us?



Lead Magnet 101

How to create a
lead magnet



Lead Magnet 101

Let's build!



Welcome email automation

Great for automatically sending that welcome email we built earlier!

Constant Contact + Xero Integration

- **Automatically** sync contacts from Xero into Constant Contact.
- Target contacts with **relevant messaging - tied to financial data**
- **Personalise & segment** by: customer type, location, service, industry, spend, recency or invoice value
- Spot customers who've been inactive for a certain number of months & trigger a **win-back email** with a relevant offer or reminder that keeps you top of mind



Xero + Constant Contact Power Session



The banner features a dark blue background. At the top right, the Xero and Constant Contact logos are shown side-by-side with a checkmark between them. The main text 'Power Session' is in large white font. Below it, the subtitle 'Streamline financials & marketing with Xero + Constant Contact' is in a smaller white font. At the bottom left is the Constant Contact logo. On the right side, there is a circular inset image of a woman working on a laptop. A white tooltip box over the laptop says 'CONNECT WITH XERO' and 'Integrate 200 contacts'. The Constant Contact logo is also visible in the bottom left corner of the banner.

Power Session

Streamline financials & marketing with Xero + Constant Contact

Constant Contact

CONNECT WITH XERO
Integrate 200 contacts

Available on Community!





Automation and AI.



Presented by:

Renee Chaplin

VP - APAC

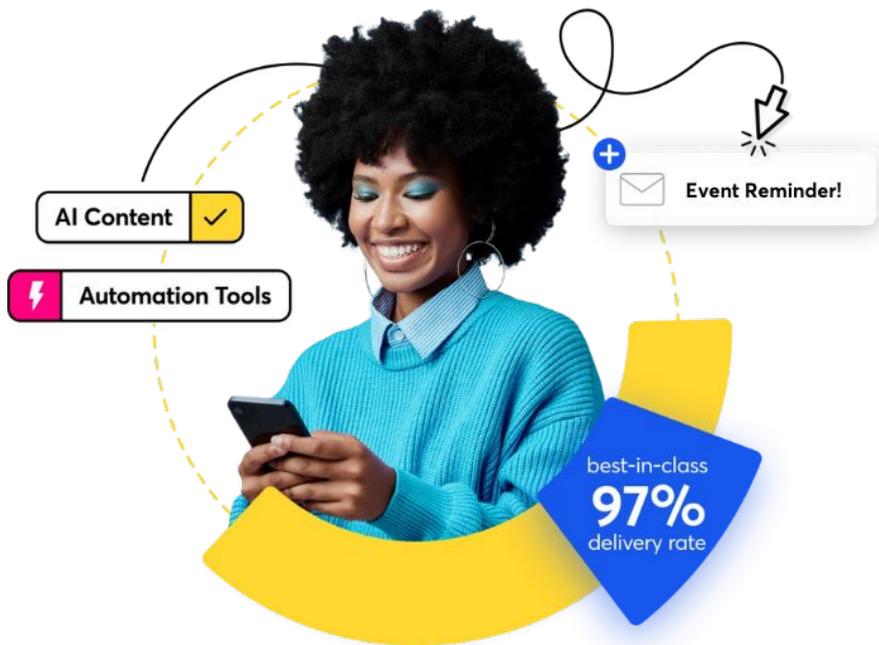
Constant Contact



50% of Australian SMBs are
using AI already.

Source: The State of Small Business Marketing in 2025





AI's impact on marketing

60%

of SMBs are **working more efficiently** in their marketing as a result of AI and/or automation.

85%

of SMBs expect to **see a positive impact** on their marketing because of AI and/or automation.





46% say they have only a beginner's understanding of the benefits of using **AI**.

Source: Constant Contact: Small Business Now, 2023



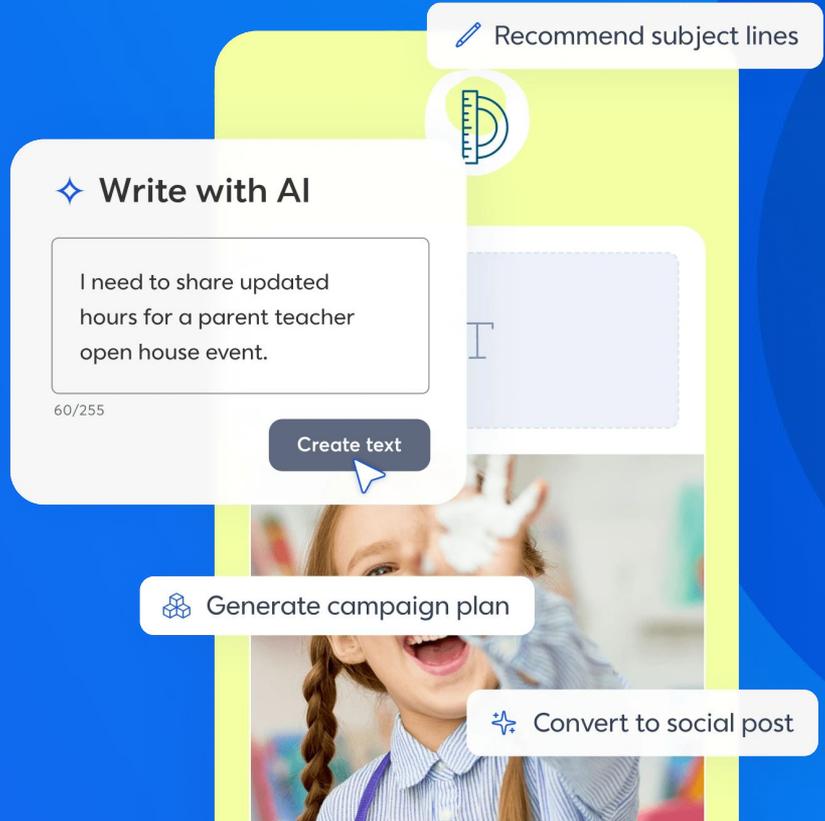
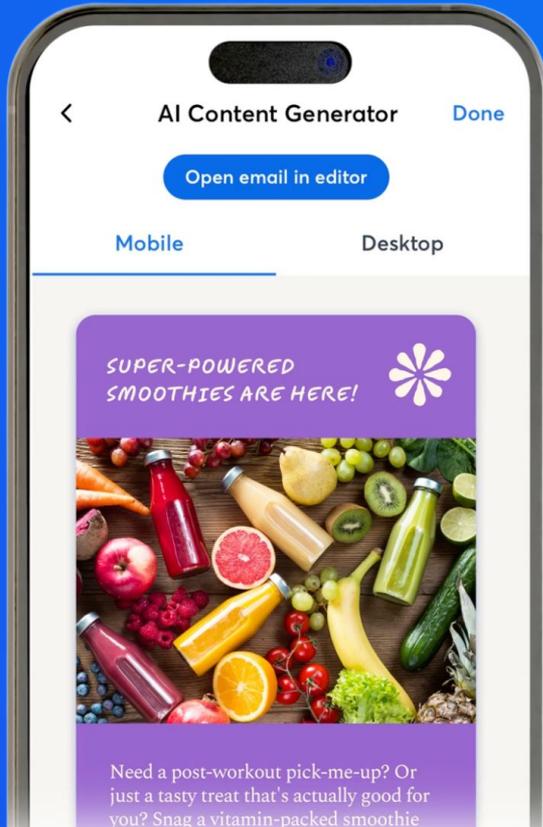
AI is revolutionary for SMBs



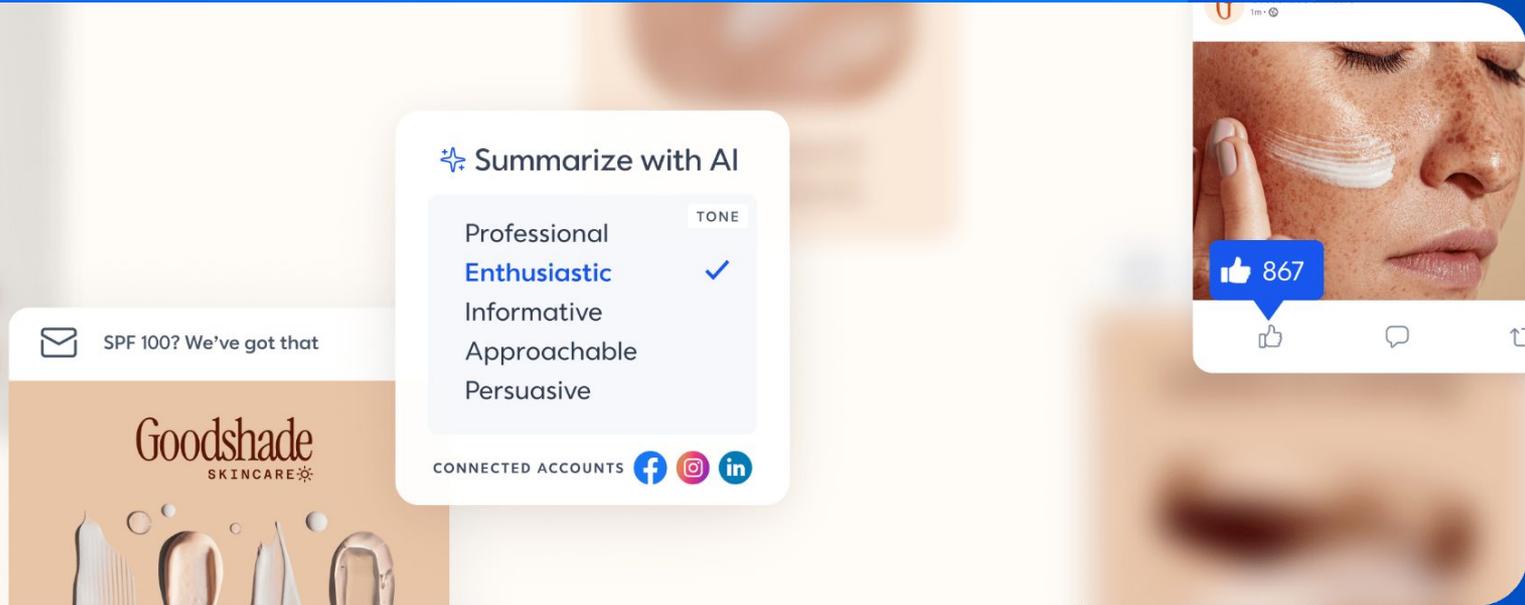
- **AI levels the playing field**
- **Insights** into customer behaviour to acquire & retain customers
- **Automates** repetitive and manual tasks
- Supports **data-driven decision-making** for faster responses to market changes.
- A path forward to **scale a company** in the midst of economic uncertainty



Leveraging AI for Content Generation



Leveraging AI for Social





The ROI for marketing
automation is almost **5.5 times**
for each dollar invested.

Source: Nucleus Research



Automations, simplified



Trigger

User abandons cart



Wait 6 hours



Send email



Birthday: Email

Let them know they're important



Preview

Trigger

7 Days before any contact's birthday

Send Email

With 1 Free item offer.

End



Donut Go There
Happy Birthday!



In celebration of your birthday,
Enjoy one on us!



Redeem Now



miss brownie.

Shop All Custom Mini Corporate Reviews

Your Journey of Custom Fudgy Delights Begins Now!

Hey Renee, welcome to our brownificious family! We're thrilled to have you with us. As a small token of our happiness, we've baked a special discount, just for you. Use your X4H6N6HW at checkout to savour your 5% off on our delectable brownies that brighten every occasion. Don't forget, from birthdays to engagements, or even just for a cheeky treat, Miss Brownie's got you covered!

Get 5% off with code

X4H6N6HW

Shop Now

Designed by **YOU**, made by **US** and delivered straight to your door



Custom Dick Brownie

Shop now



Custom Birthday Brownie

Shop now



Custom Love Brownie

Shop now



The Brains behind the Brownies

Meet Miss Brownie

Hi everyone! My name is Tiffany, the proud creator behind our custom fudgy chocolate brownies. I love seeing the magic unfold as customers' ideas take shape on our delicious fudgy canvases, each brownie a unique expression of their creativity. From personalised lettering to tailor-made designs, our goal is to bring your vision to life, ensuring every bite is as special as the occasion it celebrates. Your joy is my inspiration, and watching your creation come to life is what makes this journey so incredibly rewarding.

Delivery Australia Wide | Dispatch Tue - Thur

miss brownie.



We'd love to feature YOU on our Instagram! 🥰

We absolutely LOVE seeing our brownies out in the wild whether it's a birthday surprise, a wedding gift, or just your Tuesday pick-me-up! If you've got a photo of you and your brownies, we'd love to see it (and maybe even feature it on our Instagram!).

Just send us an email to info@missbrownie.com.au or DM us on Instagram @missbrownieau with your pic and a little story about your brownie moment



Send us your pic 📷

SERIOUSLY DELICIOUS BROWNIES

Let's be friends. @missbrownie



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DELIVERY AUSTRALIA WIDE 🇦🇺

miss brownie.

Your Custom Brownie is Waiting – Don't Miss Out!

Hey Renee,

Your personalized brownie creation awaits! Complete your order now to bring your unique brownie to life 🥰



Mini Custom Birthday Brownie

Price: \$56.00

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Your **Business Boost Tech**
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