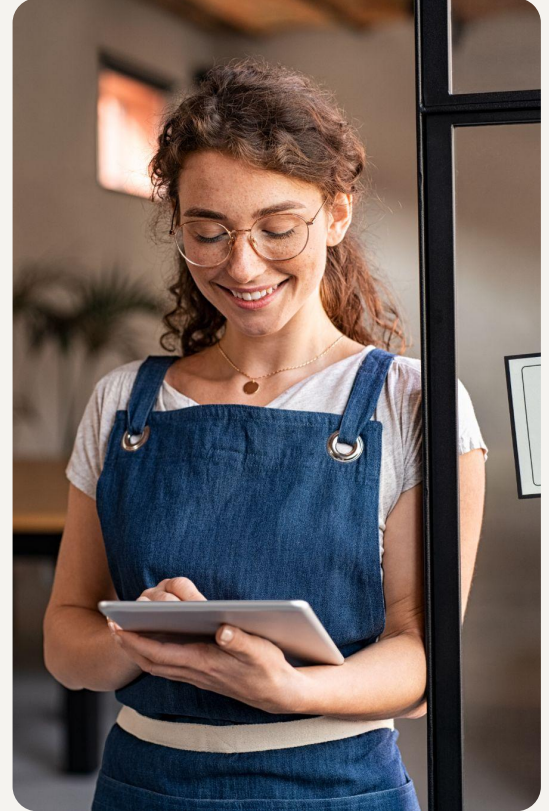


Business Boost: Lunch & Learn

Attracting Customers & Building Loyalty



Agenda

11:05am

Welcome

(Vickey Payne, City of Moreton Bay)

11:25am

Presentation Sessions:

Marketing Foundations

Email & Social Media 101

Engaging Your Audience

12:25pm

Entree

12:55pm

Lunch & Presentations / Q&A:

Navigating Advertising on Meta

Automation & AI

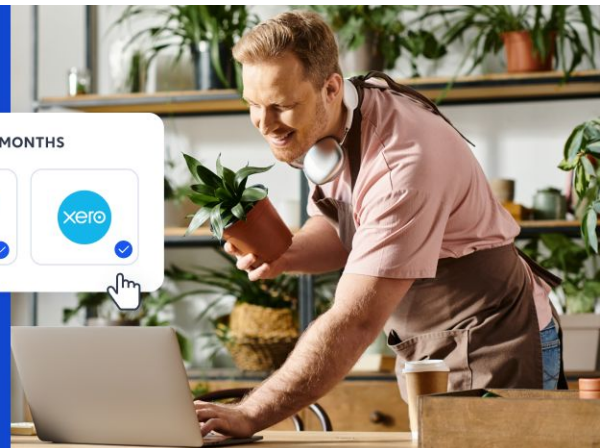
Live Q&A

1:40pm

Afternoon Tea & Networking

CITY OF MORETON BAY

Business Boost Tech Essentials Program



Provided by



Provided by



Proudly supported by



Welcome

Presented by **Vickey Payne**

Local Business Support,
City of Moreton Bay



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

\$24.77 billion

economy (2025)



\$40 billion +

projected economy (2042)

522,494

population (2024)



Nearing 750,000+

estimated population (2042)

Business data

33,587 local businesses – gst registered ²⁰²⁵

59% (19,717) are sole traders or non-
employing businesses

Over 107,000 active ABNs

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
- 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 34,000 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.



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





WINNERS ARE GRINNERS!

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.

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 moretonbay.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

Be a #TeamMoretonBay player

- Be vocal about being local
- Buy local
- Amplify positive local business stories
- Boost peer-to-peer recognition and shout-outs

moretonbay.qld.gov.au/Team-Moreton-Bay



168,158 Local Jobs

#TeamMoretonBay



FREE Tax Workshop for Small Business Owners & Sole Traders

Free workshops in 2026

Next date: 29 September

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](#)



Buy Local Campaign

Queensland Small Business Month in May

Businesses can download free posters, social tiles and learn more about how to get involved with our simple activation guide - download now

www.moretonbay.qld.gov.au/Services/Business-Investment/Choose-Local-Campaign

Businesses to register for a Printed Kit – [Ready-to-go printed kit registration form](#) - [City of Moreton Bay](#)

Shop local, choose
Moreton Bay

Support local business



Shop local, choose
Moreton Bay

Support local business

moretonbay.qld.gov.au



Shop local, choose
Moreton Bay

Support local business

moretonbay.qld.gov.au



Shop local,
choose
Moreton Bay

Support local business





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%** (former 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**

BUSINESS BOOST: LUNCH AND LEARN

Speed Networking: Connect & Discover

10:00



- What's the biggest challenge your business is facing right now?
- What makes your business unique?



Marketing Foundations

Presented by **Renee Chaplin**

Vice President - APAC
Constant Contact



A little
about us....





500k+

Customers

30+

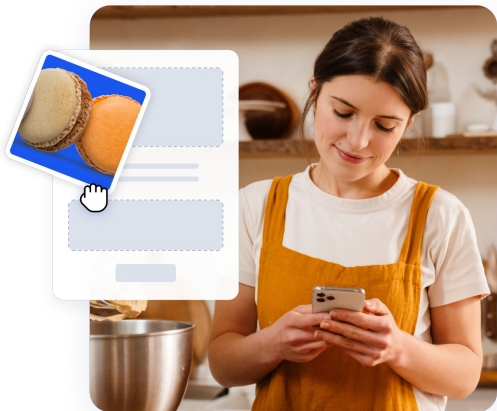
Years Operating

100bn

Emails Sent / Year



Creating Content



Templates

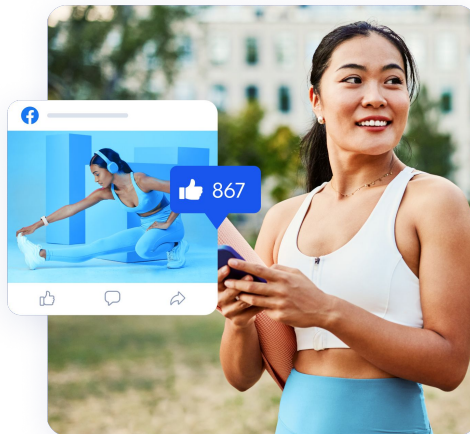


Drag & Drop
Editor



Canva &
More

Sharing Messages



Email

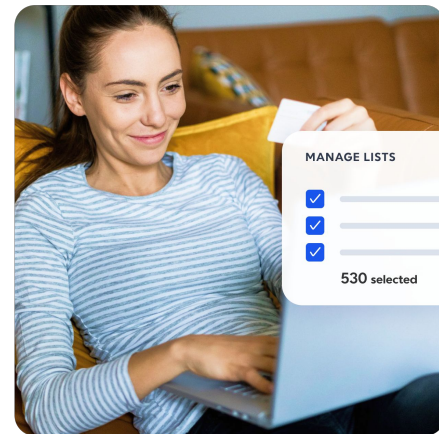


Social



SMS

Managing Contacts



Contact
Management



Forms



Landing
Pages

Free local support for all small businesses



Getting Support



**Web Chat,
Email, Phone**

Monday to Friday,
8:30am to 5pm AEST



Power Sessions

20-minute training sessions
on specific topics



Ask a Marketer

Every Monday (9am -
10am), Tuesday (4-5pm &
Thursday (11am-12pm) for
live-marketing advice



**APAC
Community Hub**

Training videos, webinars
and resources to help you
get started

Ask a Marketer!



Learn more

Drop-in session where you can chat with one of our marketing experts.

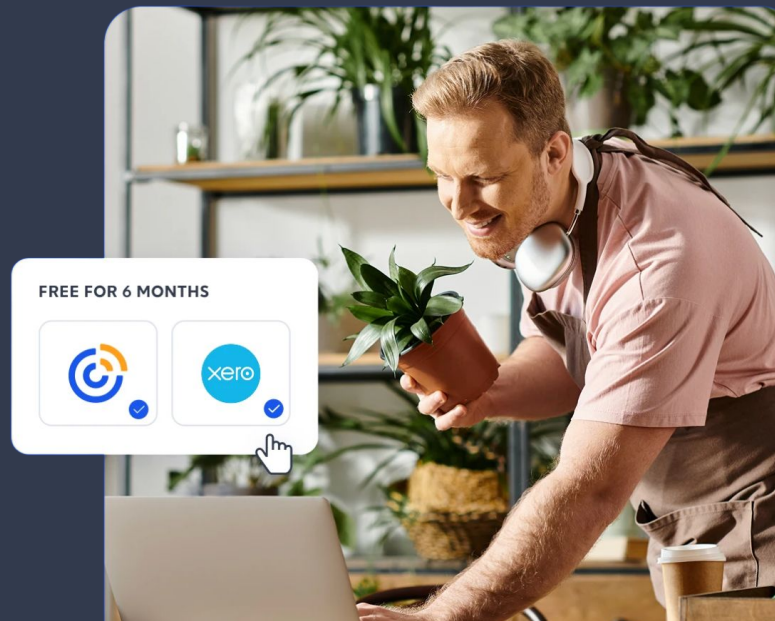
- Every Monday (9am - 10am)
- Every Tuesday (4pm - 5pm)
- Every Thursday (11am - 12pm)

BUSINESS BOOST: LUNCH AND LEARN

Business Boost Tech Essentials Community Hub



Visit hub



In this session

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



Your brand is what
people say about
you when you're
not in the room...



But first....

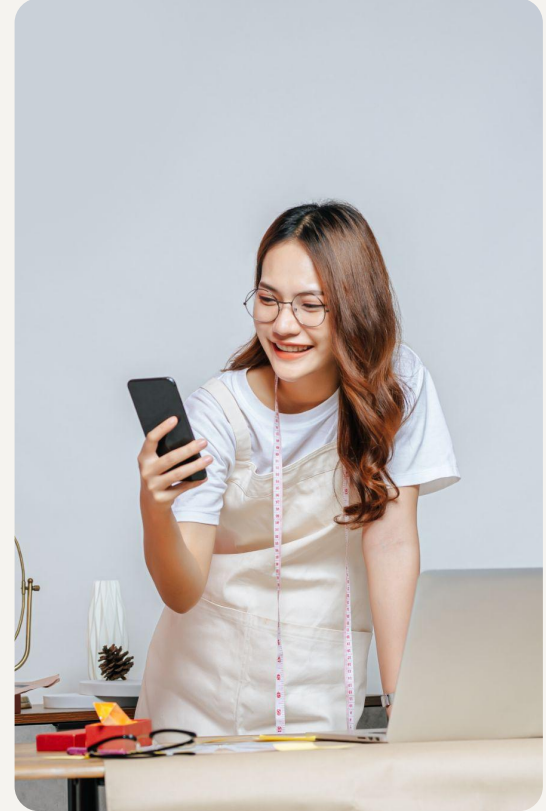
Who are your **best** customers

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.*

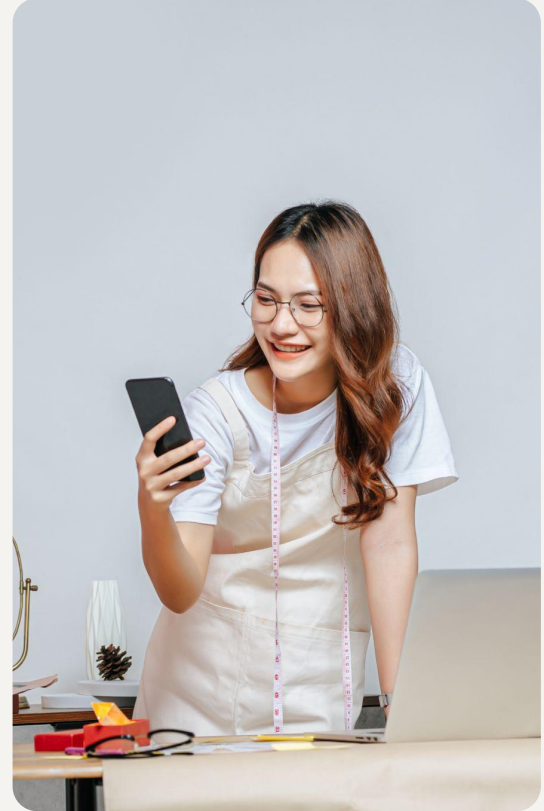


Building Your ICP

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

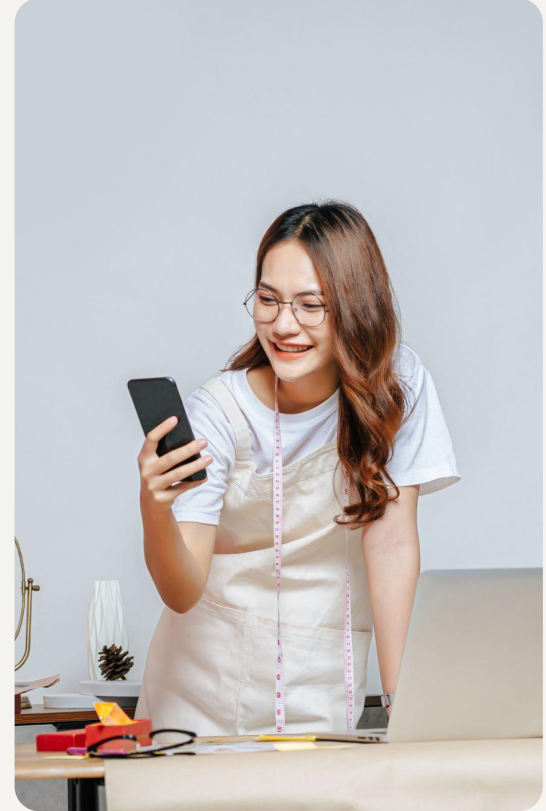


Building Your ICP

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



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.

Infiltrate the noise.

So, why **you**?

Quick test

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.

BUSINESS BOOST: LUNCH AND LEARN

Building a Marketing Plan



The essentials:

- Goals & Objectives
- Target Market/ICP
- SWOT Analysis
- Competitor Analysis
- Marketing Strategy & Activities
- Marketing Budget

BUSINESS BOOST: LUNCH AND LEARN

50% of ANZ
SMBs are
spending less
than \$15k p.a
on Marketing



Small businesses in the United Kingdom and Australia are most likely to spend more time on marketing in 2024, while Canadian SMEs are decreasing marketing resources (time and spend) at a higher rate than other nations.

Marketing Budget

				
Increasing	38%	33%	40%	46%
Decreasing	9%	11%	8%	9%
No change	53%	56%	52%	45%

-  60% of US SMBs spend \$10,000 or less on marketing annually
-  63% of CAN SMBs spend CA\$14,000 or less on marketing annually
-  53% of UK SMBs spend £8,000 or less on marketing annually
-  50% of AUS SMBs spend AU\$15,000 or less on marketing annually

Time Spent on Marketing

				
Increasing	41%	42%	49%	51%
Decreasing	9%	11%	8%	6%
No change	50%	47%	43%	43%

-  Of the Australian SMBs that plan to boost their marketing budgets this year, 23% expect to spend at least 20% more than they did in 2023.

BUSINESS BOOST: LUNCH AND LEARN

Where the magic happens

When your strategy includes email, social and SMS, the results are amplified.

Social

SOCIAL POSTS



Fit Club Update



May 26 @ 3:00 PM



Sponsored Gear



May 28 @ 3:00 PM

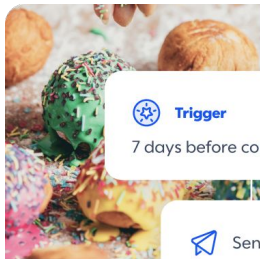


Rope Workout

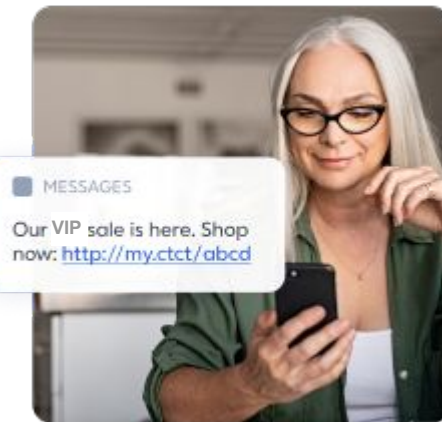


May 30 @ 3:00 PM

Email

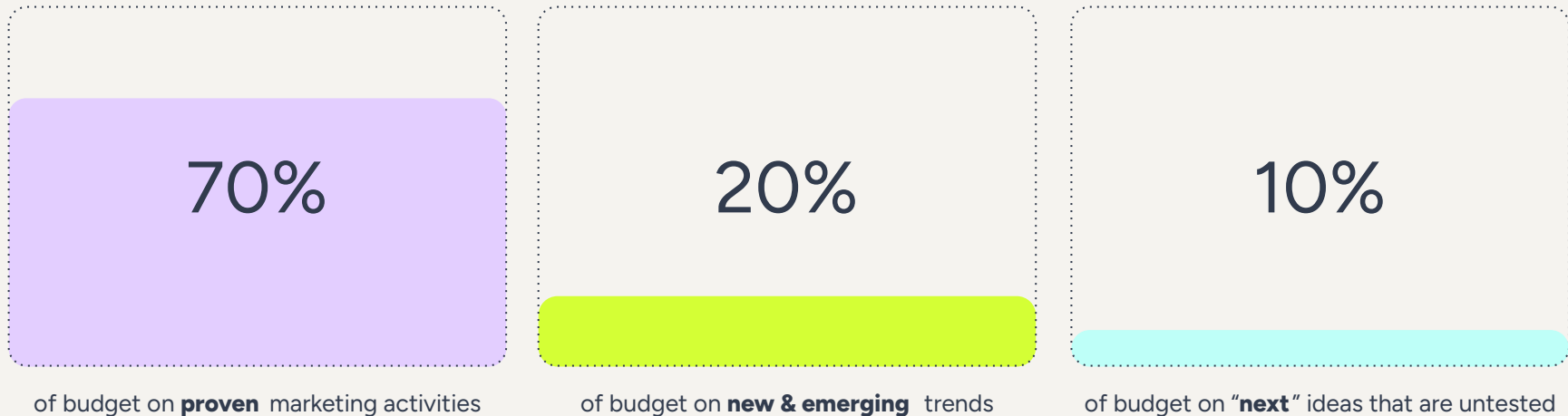


SMS



Building a Marketing Budget

The 70-20-10 Rule



70%

of budget on **proven** marketing activities

20%

of budget on **new & emerging** trends

10%

of budget on **"next"** ideas that are untested

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.

Thank you.



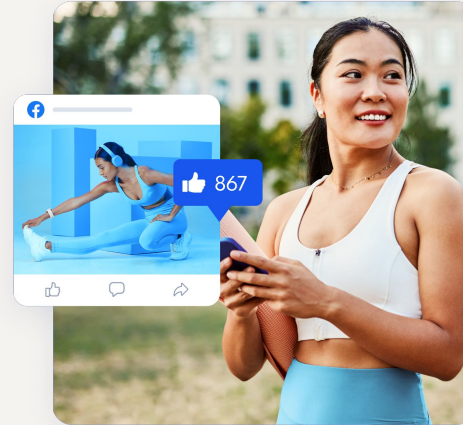
Email & Social Media 101

Presented by **Andy Pudmenzky**

Customer Marketing Manager - APAC
Constant Contact

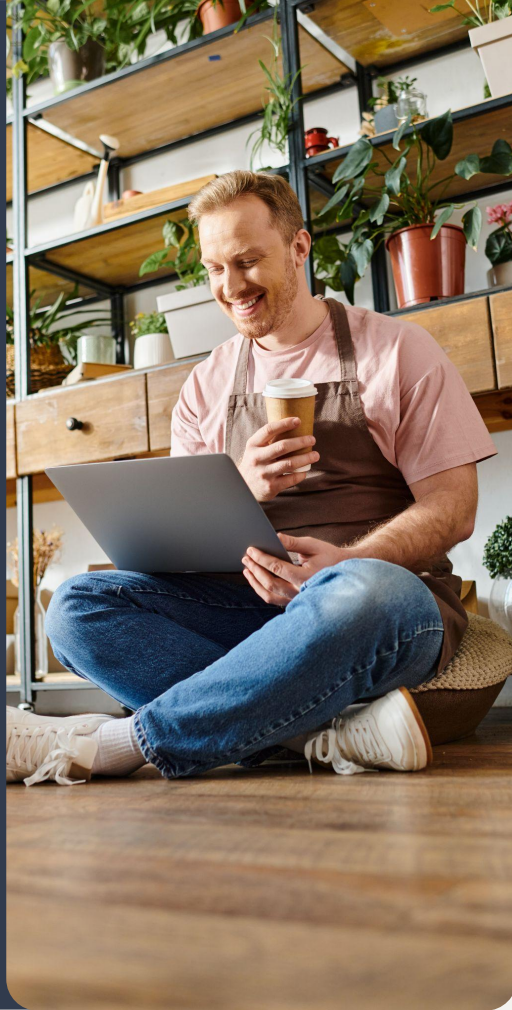


Email vs Social: Comparison



BUSINESS BOOST: LUNCH AND LEARN

Email Marketing



Things to consider:

- Has an excellent Return on Investment (\$1 → \$42)
- Great if you have an existing / growing contact list
- YOU own the audience
- Ability to segment & hyper-personalise
- Can trigger based on action / inaction
- Very measurable & trackable

BUSINESS BOOST: LUNCH AND LEARN

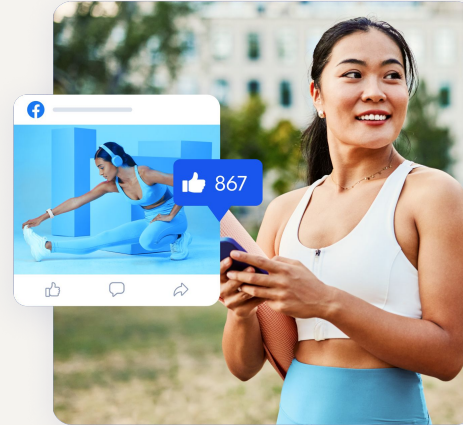
Social Media



Things to consider:

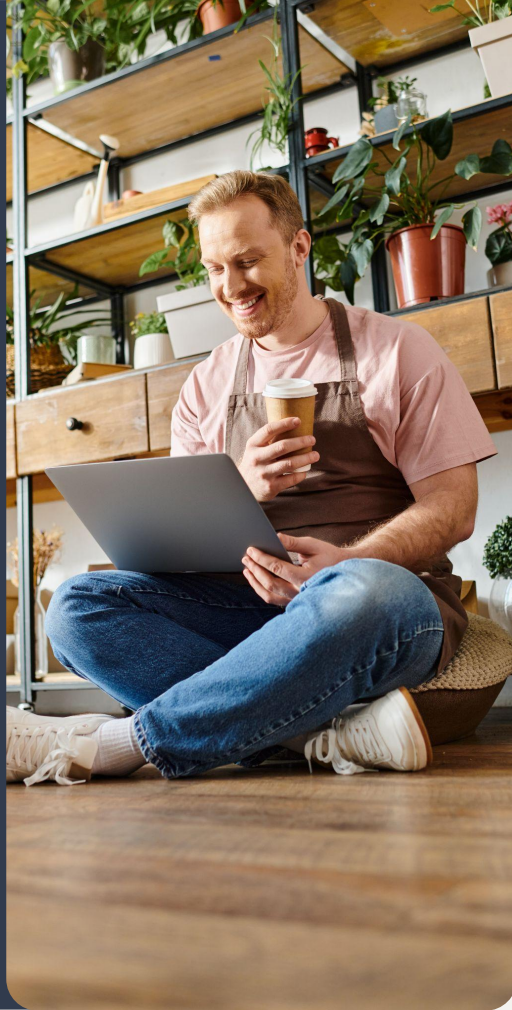
- Social helps you meet new audiences
- Good for staying visible & 'going viral' *
- Great if you don't yet have a contact list (landing pages)
- However... you **don't** own that audience
- Precision advertising & retargeting (for a fee)
- UGC & influencer partnerships

Email vs Social: Tips & Tricks



BUSINESS BOOST: LUNCH AND LEARN

Email Marketing: Subject lines

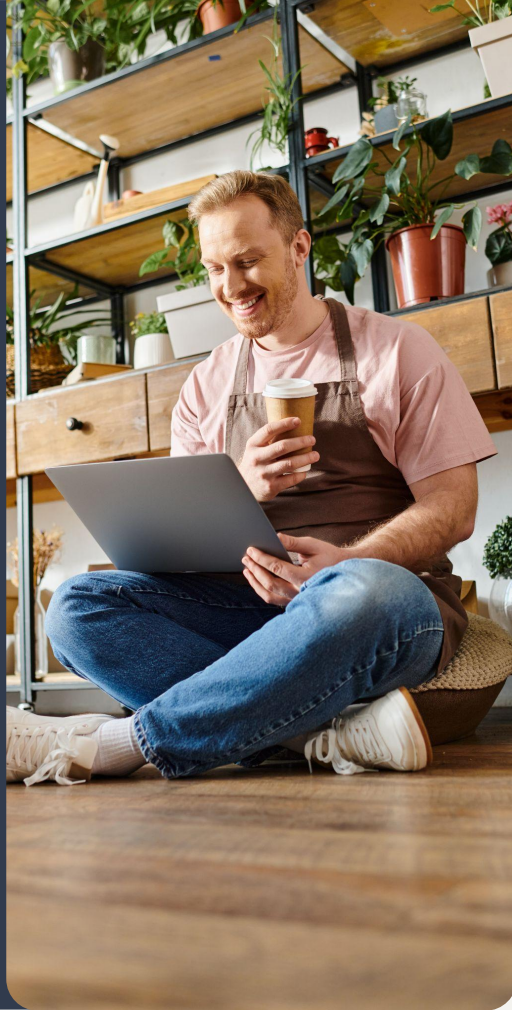


Master the 'hook':

- Your subject line is the gatekeeper ...keep it short!
- If they don't open it, nothing else matters
- Aim for <50 characters and 6-8 words
- Spark curiosity: "Can you keep a secret..." works better than "Monthly Newsletter #3"
- Use AI or subjectline.com for ideas!

BUSINESS BOOST: LUNCH AND LEARN

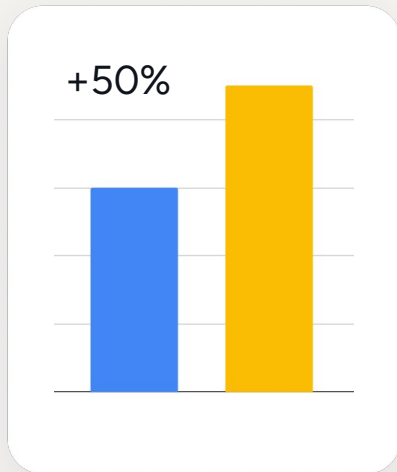
Email Marketing: Content



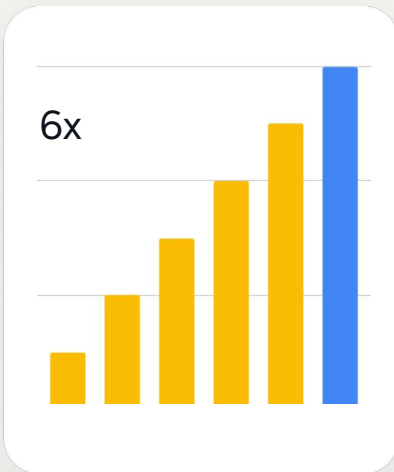
Things to consider:

- Don't send the same thing to everyone
- Personalise your content & your subject line
- Segment your list if possible
- Every email should have a clear goal & a single CTA

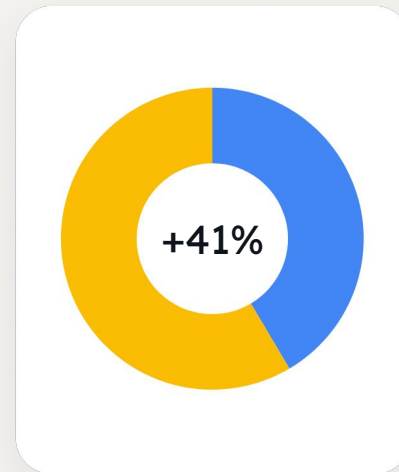
Personalisation works!



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



BUSINESS BOOST: LUNCH AND LEARN

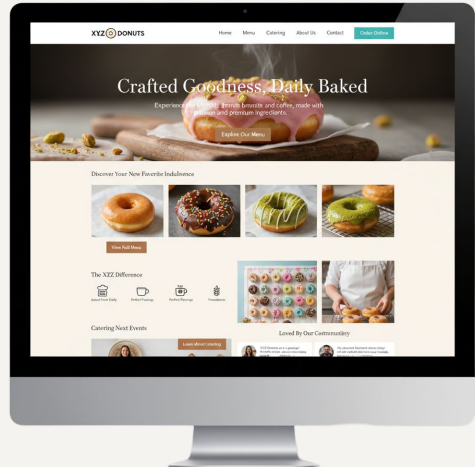
Stand out on social media



Master the 'hook':

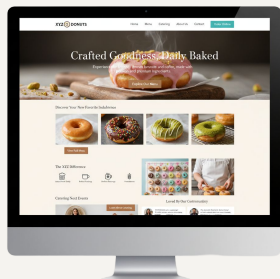
- Focus on keywords, not hashtags: Algorithms now scan your spoken words, on-screen text & captions
- Be specific: Instead of a generic caption like "Holiday boredom?" use "Fun activities to keep the kids occupied these holidays"
- Be yourself: People aren't connecting with AI voiceovers & content

Channel migration: Why prioritise list-building?



Channel migration

Website



Events



Social media

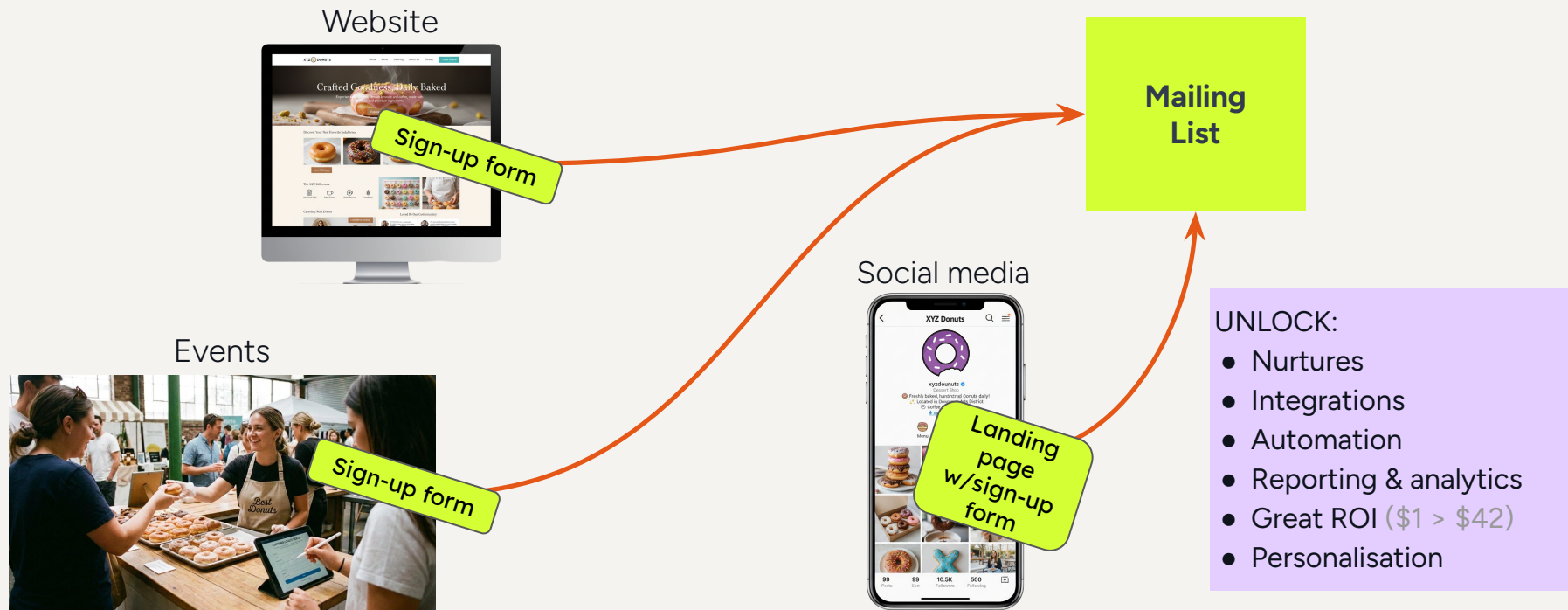


Mailing List

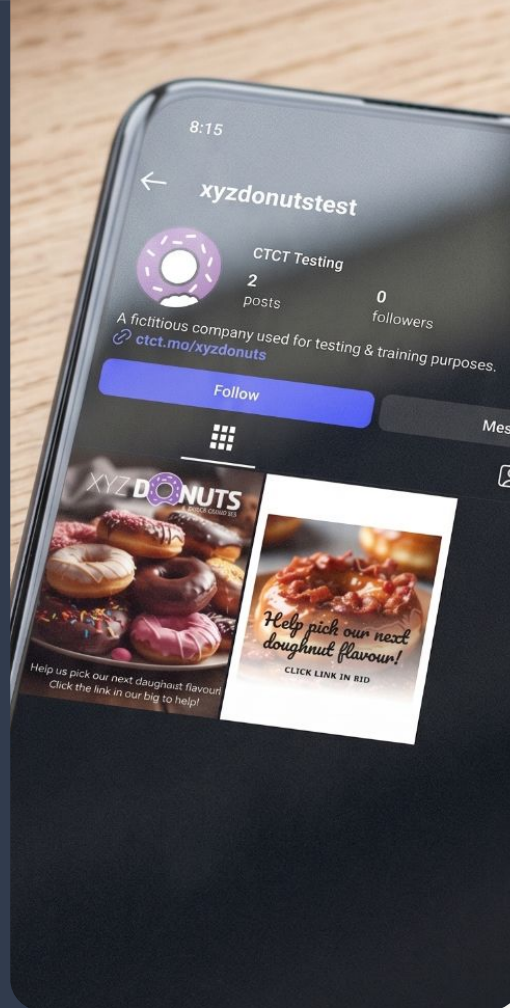
Channel migration



Channel migration

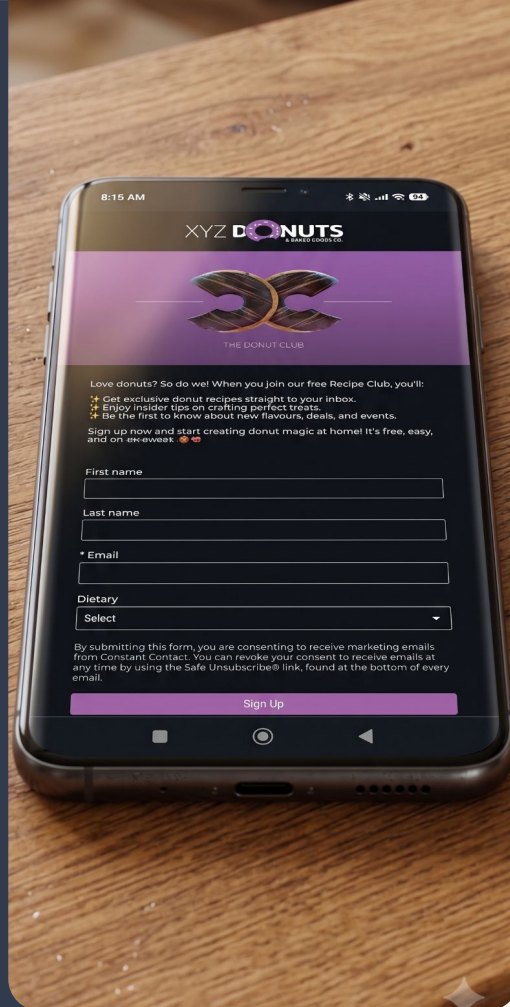


Why have a sign-up form?



- Perfect if you don't have a website.
- Great way to provide more information to your followers / prospective customers
- Entices them to join your list
- Moves the contact from 'loaned' to 'owned'
- **You** are now in control!
- If you've promised them something in return for joining, you can automate it

Sign-up form ideas

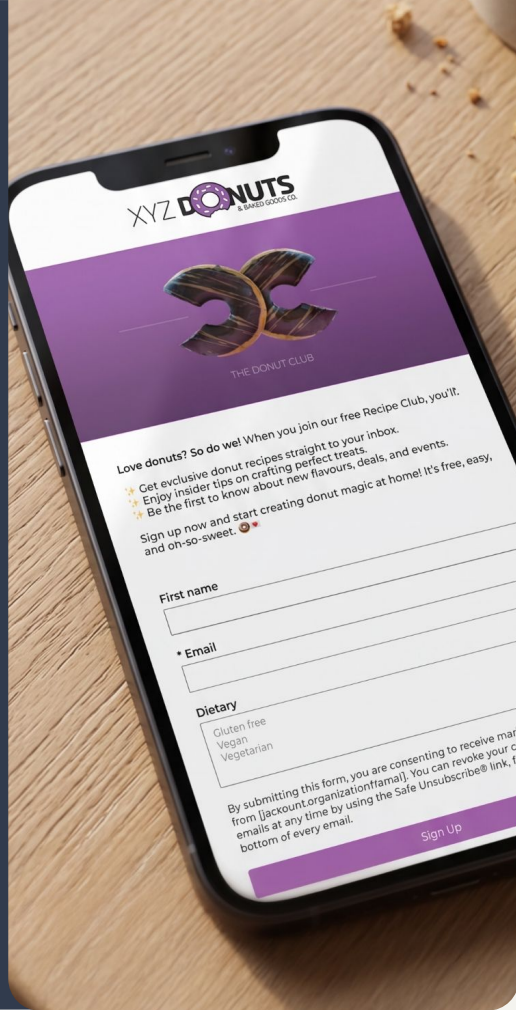


Ideas & inspiration: "Join our list and..."

- You'll get an info-pack about our services
- We'll keep you in the loop about upcoming workshops / classes
- We'll let you know which markets we're attending
- Get 10% off your next purchase
- We'll send you our free eBook
- Join our waiting list

BUSINESS BOOST: LUNCH AND LEARN

Let's build a sign-up form



Let's build a sign-up form where people can join our **VIP list**.

In doing so, we'll give them 10% off their next purchase at our market stall.

Landing page AI prompt: Please write some copy for a landing page where people who sign up will get 10% off any product at our store.

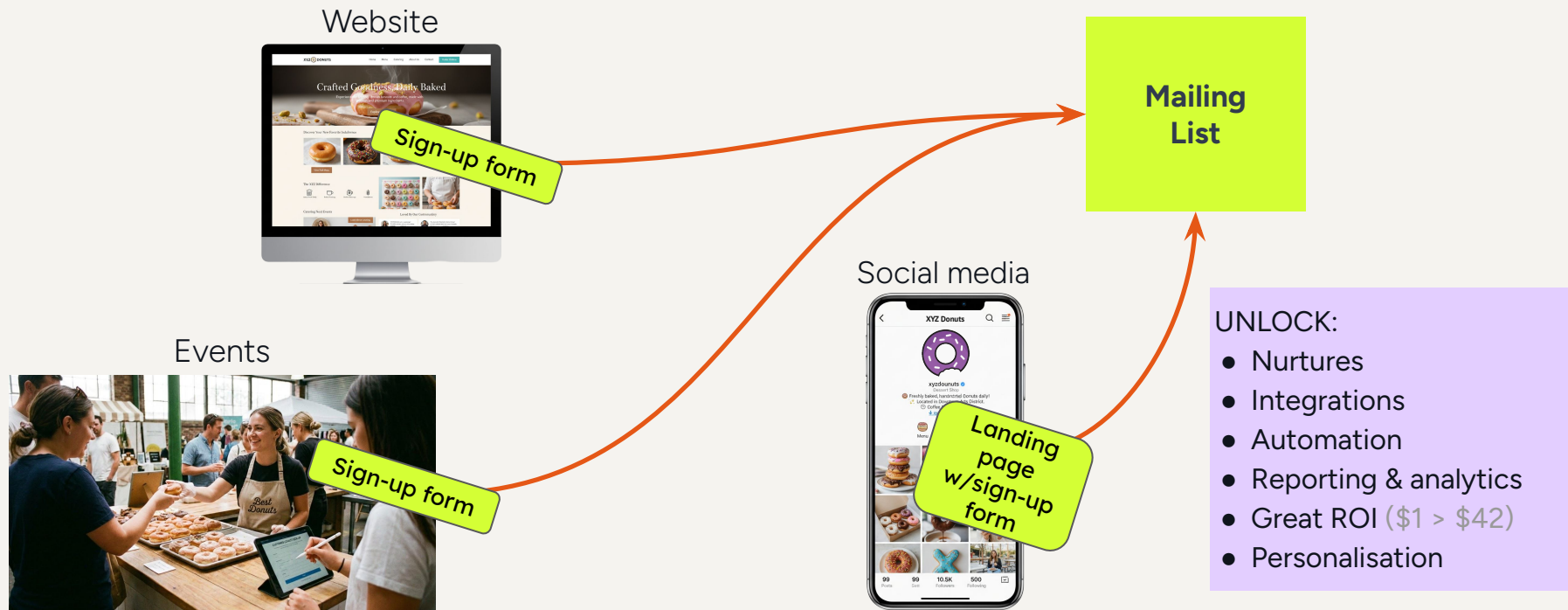
Engaging Your Audience

Presented by **Andy Pudmenzky**

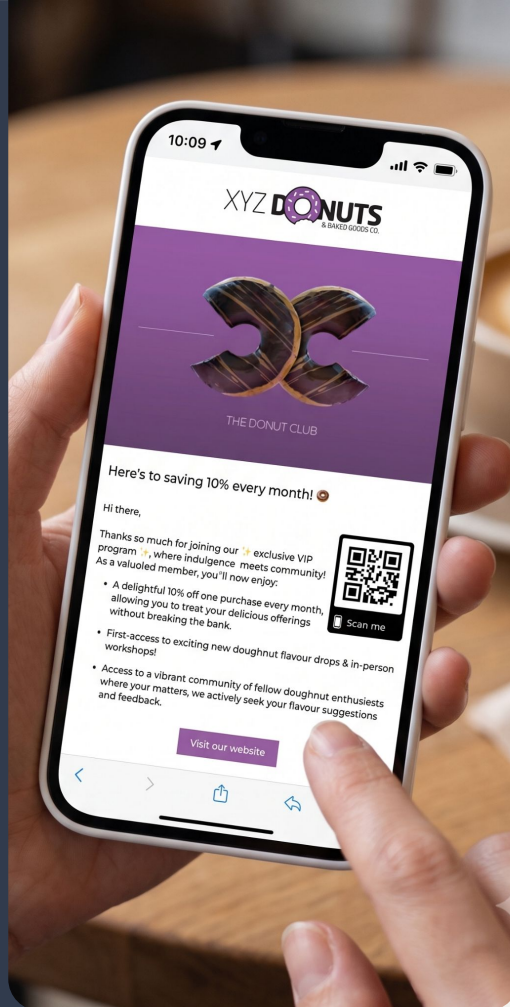
Customer Marketing Manager - APAC
Constant Contact



Channel migration



Welcome email ideas & inspiration



Things you might like to send when someone joins your list:

- Send an info-pack about your services
- Keep contacts in the loop about upcoming workshops / classes
- Let contacts know which farmers markets you're attending
- Send a free eBook or guide
- Offer 10% off the next purchase

BUSINESS BOOST: LUNCH AND LEARN

Let's build a welcome email

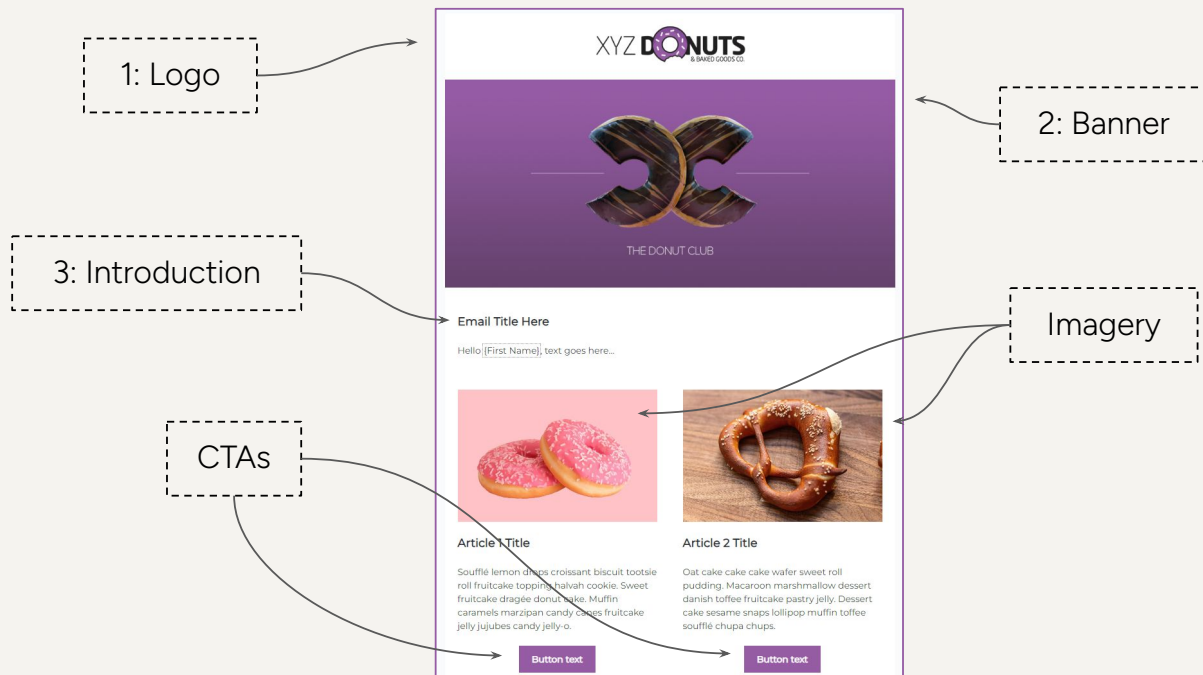


Let's build an email that thanks the contact for joining our VIP list and offers them 10% off their next purchase.

...after all, that's what we promised!

Welcome email AI prompt: Write some text to thank the reader for subscribing to our XYZ Donuts VIP list and give them a 10% off code to use at our market stall when they next visit us in-person.

Email Design 101



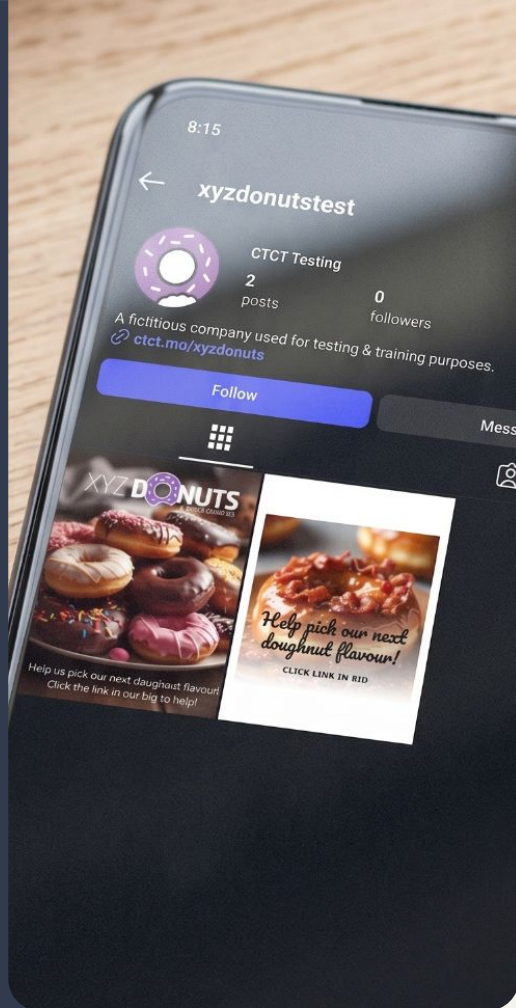
Friday

The best day to send emails
for the highest open & click through rates



BUSINESS BOOST: LUNCH AND LEARN

Closing the loop



Remember that “welcome email”...?

Let's automate it so that it sends by itself whenever someone joins the list!

BUSINESS BOOST: LUNCH AND LEARN

Want to see this again?



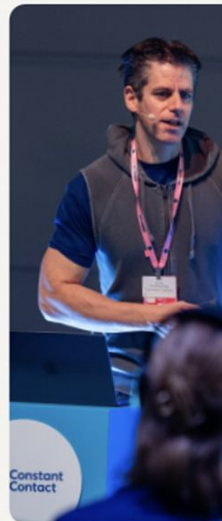
Scan me



Getting started with Constant Contact

Presented by **Andy Pudmenzky**

Customer Marketing Manager - APAC
Constant Contact



BUSINESS BOOST: LUNCH AND LEARN

Free online training



Scan me



Power Sessions for Constant Contact

Power Sessions are group training webinars, designed to be short & sharp – allowing you to gain in-depth knowledge of specific Constant Contact features – all in under 20 minutes. Power Sessions are free for everyone, even if you don't use our email marketing platform. Register today to upskill with our time-saving tips and elevate your marketing campaigns.

Upcoming events

Recordings from past sessions



Constant Contact Power Session:
Advanced Email Automation with
Engagement Tagging

📅 Thu, Jun 18, 10:00am Online



Constant Contact Power Session:
Reach & Engage Customers With
SMS Marketing

📅 Thu, Jul 2, 10:00am Online



Constant Contact Power Session:
Turn Your Designs Into Real Results,
With Canva

📅 Thu, Aug 6, 10:00am Online



Constant Contact Power Session:
Understanding Fields, Tags &
Segments



Constant Contact Power Session:
Inbox or Junk? Your Email
Deliverability Playbook



Constant Contact Power Session:
How to Use AI Without Sounding Like
a Machine

Thank you!



BUSINESS BOOST LUNCH & LEARN

Attracting customers & building loyalty

Lunch Break



Provided by



Proudly supported by





Join Viktoria
& more SMBs
at the next
local meetup!

CLAIMHUB LEGAL

You're Invited!

COFFEE & CONNECT

B2B Networking

Let's support & grow our *local business community* ❤️

Build relationships, share opportunities and work together for great outcomes.
Think local. Support local. Grow together.

DATE
3 July 2026

TIME
9:30am

LOCATION
The KOMO (Redcliffe)

Join me for a coffee & connect!

If you're keen to join,
please email me:

 viktoria@claimhublegal.com.au



Navigating Meta Advertising

Presented by **Jess Lenton**

Senior Field Marketing Manager - APAC
Constant Contact

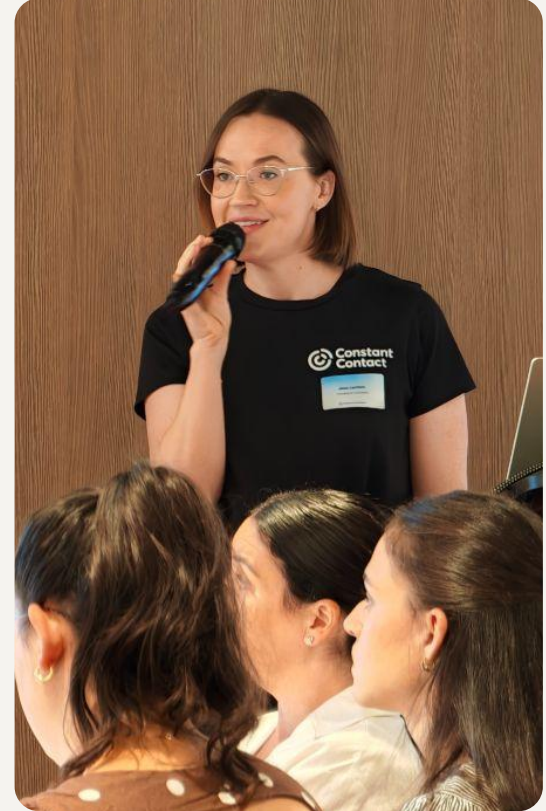




Hi, I'm **Jess Lenton**

Senior Field Marketing Manager - APAC
Constant Contact

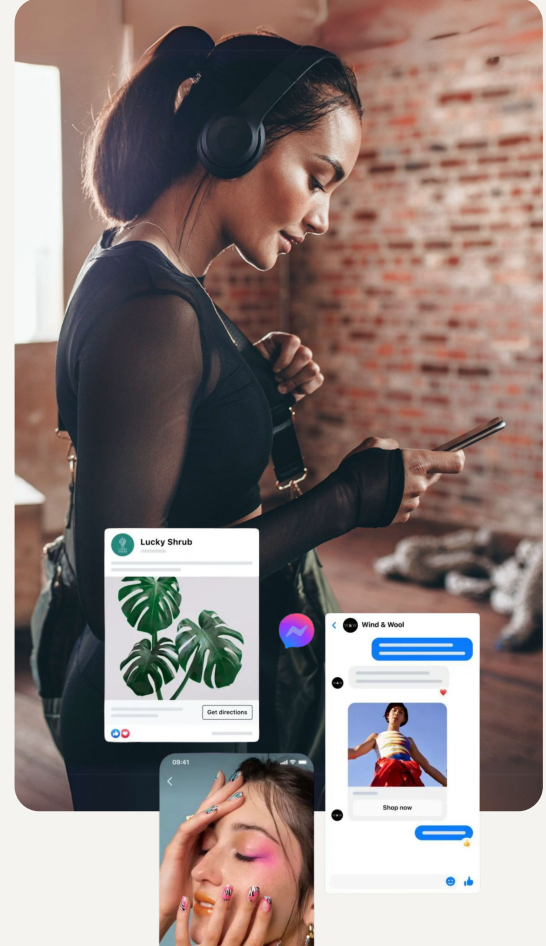
- Former agency marketer and paid media specialist with deep expertise in Facebook and Instagram
- Passionate about creative testing to achieve stand-out campaigns
- Advocate for using AI to stay ahead in the fast-moving world of digital advertising



Why Advertise on Meta?

- **58% of consumers** report discovering a new business on social media.
- 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: *Organic = visibility. Paid = predictability.*



Meta Works for More Than Just E-commerce

E-commerce

- Product launches
- Sales & promotions
- Retargeting website visitors
- Catalogue ads

Goal: Purchases

Service Businesses

- Lead forms
- Booking ads
- Free quotes
- Consultation offers

Goal: Enquiries/ leads

Local Awareness

- Local awareness
- Special offers
- Event promotion
- Booking ads

Goal: Foot traffic / bookings

Key takeaway: *If you need customers, enquiries, or sales - Meta can help you get them.*

 **mowandsow** Sponsored 



[Book Now](#) 

♡ 168 Likes

mowandsow Take back your time—let us handle your mowing, edging, trimming, and weeding.

 **Rose Mary**
Sponsored
Library ID: 728062718929505 

Celebrate winter flavors from celebrity Chef Joe Flamm with dishes like sweet potato featuring prosciutto vinaigrette and mezzaluna pasta with duck ragu. Don't sleep on the new seasonal cocktails—they're stop-in-your-tracks good.



[ROSEMARYCHICAGO.COM](#)
See the menu.
Celebrity Chef Joe Flamm

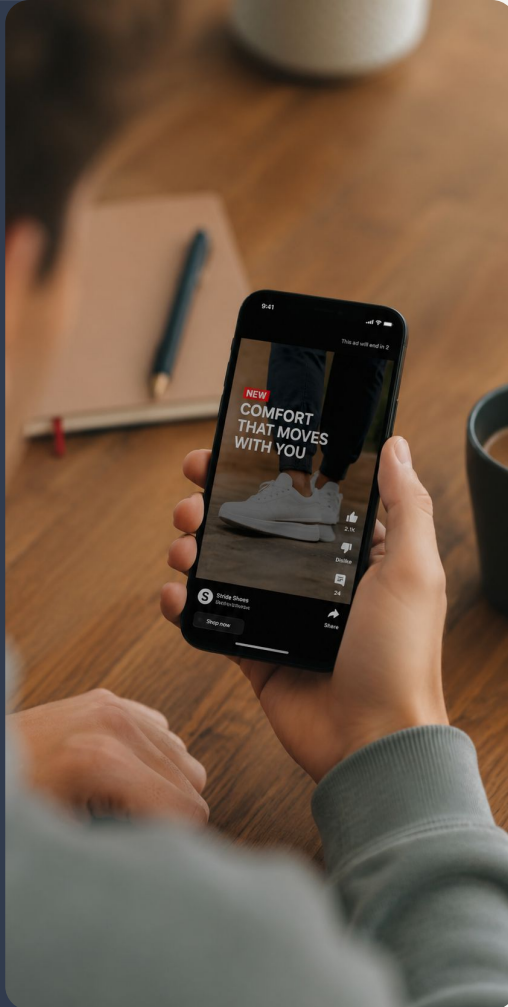
[See Menu](#)

[ROSEMARYCHICAGO.COM](#)
See the menu.
See the action!

[Celebrity Chef Joe Flamm](#)

[See the action!](#)

Are You Ready to Level-up With Paid Ads?



You're ready to start if:

- You have a clear offer
- You know your ideal customer
- You can handle enquiries/orders
- You want predictable growth

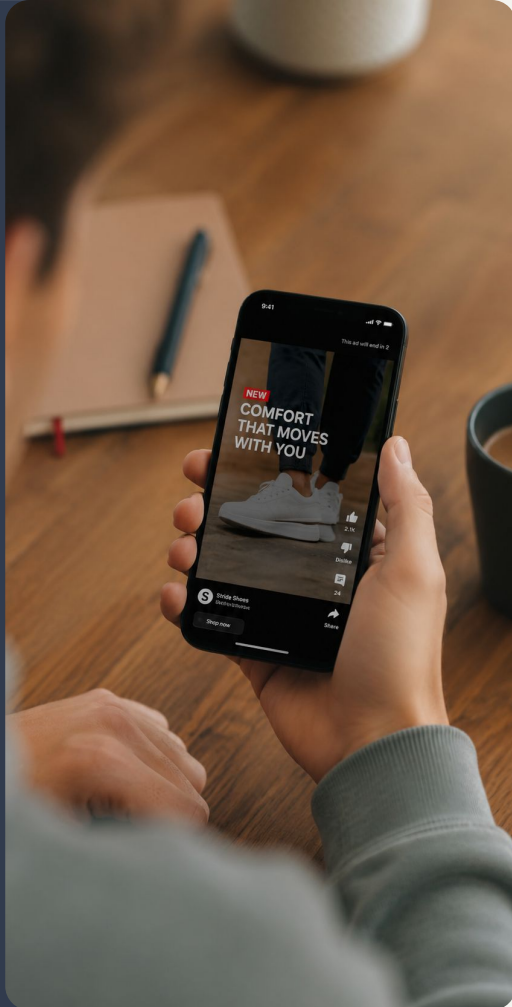
Key takeaway:

Organic = visibility.

Paid = predictability

BUSINESS BOOST: LUNCH AND LEARN

Are You Ready to Level-up With Paid Ads?



Already running ads?

Ask yourself:

- Am I testing creative regularly?
- Am I using a clear CTA?
- Do I know my cost per lead/sale?
- Am I retargeting past customers?

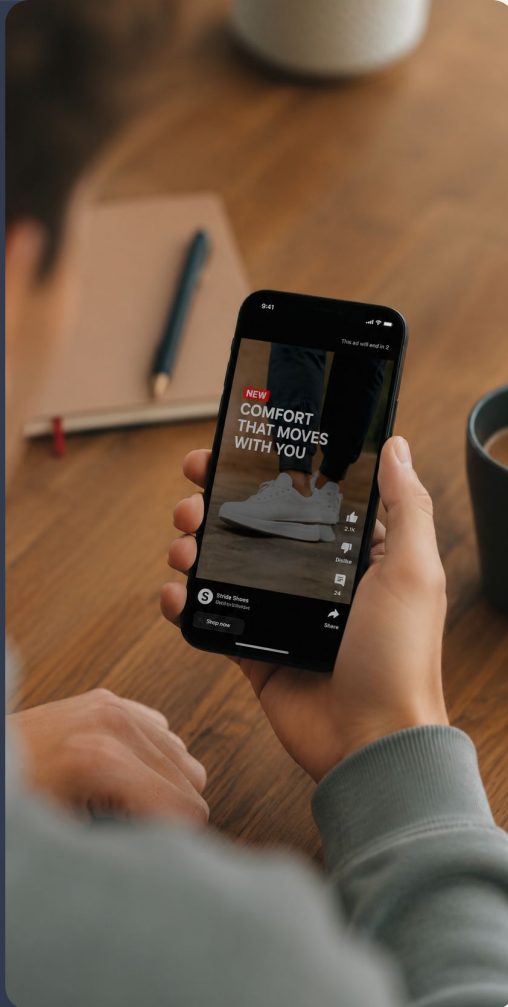
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BUSINESS BOOST: LUNCH AND LEARN

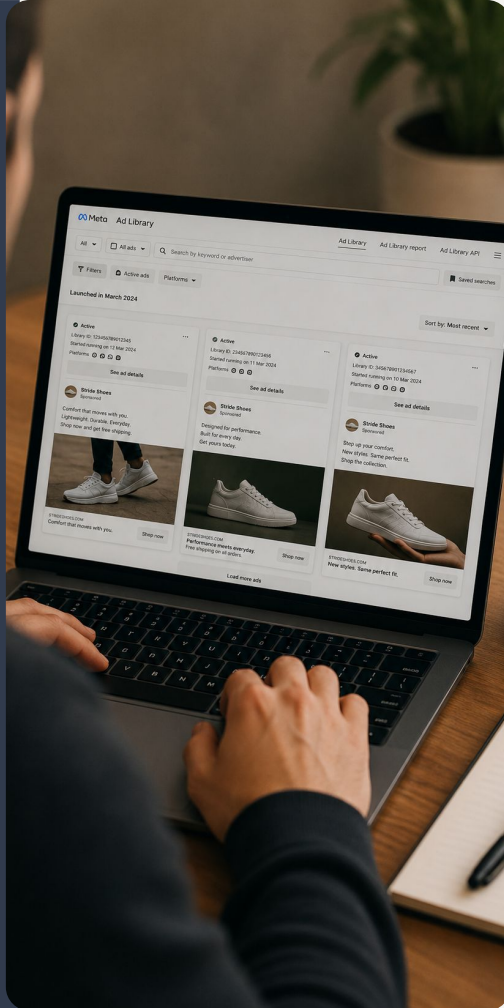
What You Need **Before** You Advertise



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

- A clear business goal: leads? sales? appointments? Awareness?
- A simple landing page / 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.

Boosting a Post **vs** Setting up a Campaign

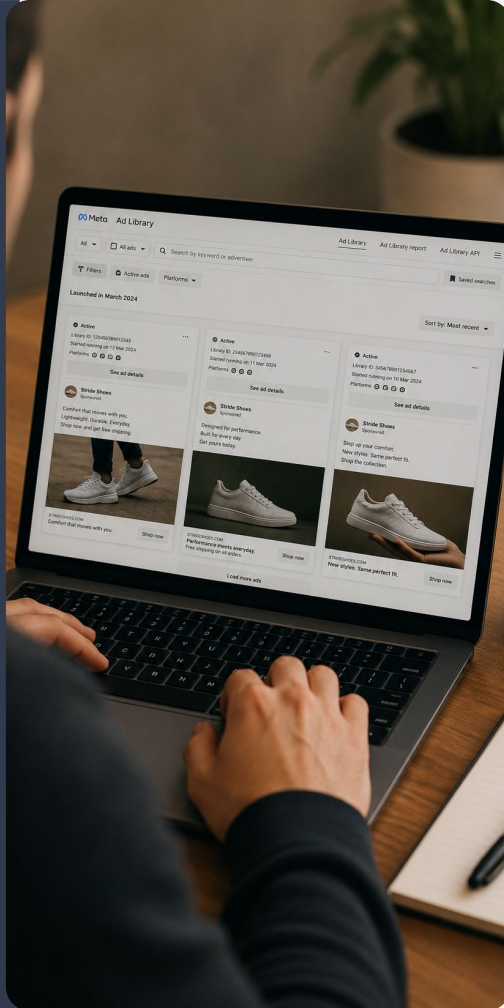


Boosting a post Quick visibility - minimal control:

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

This is best for announcements, events & quick visibility.

Boosting a Post **vs** Setting up a Campaign



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

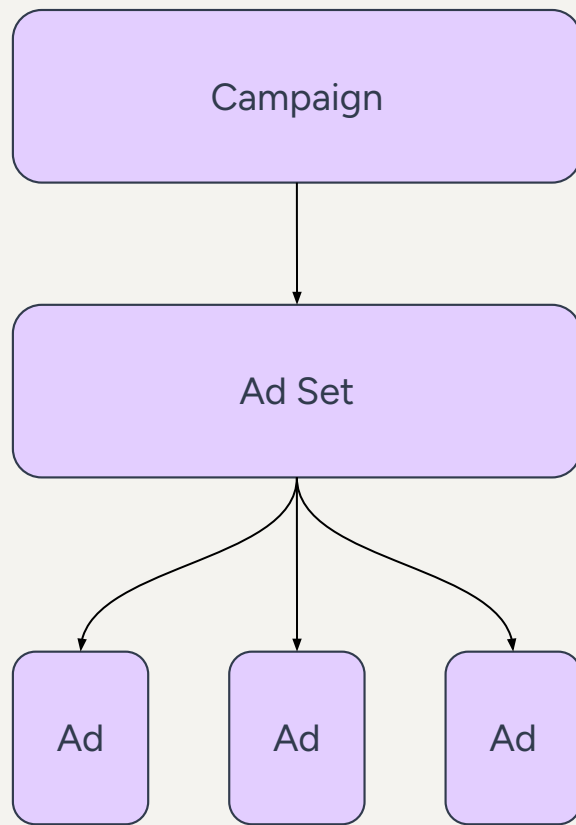
This is best for real results - such as leads, enquiries & sales.

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.*

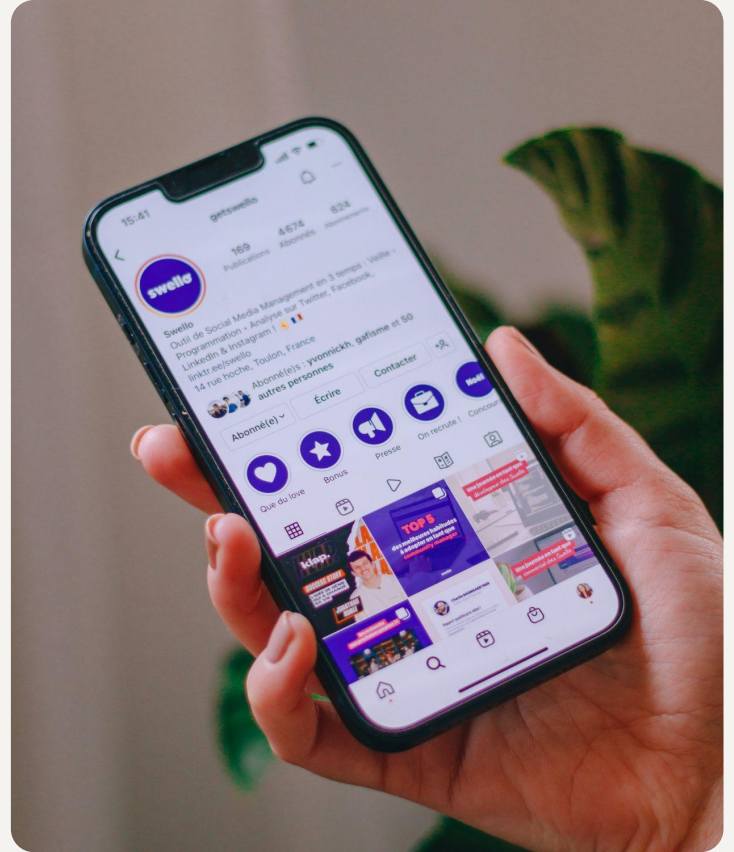


The Algorithm Is Your Distributor

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.

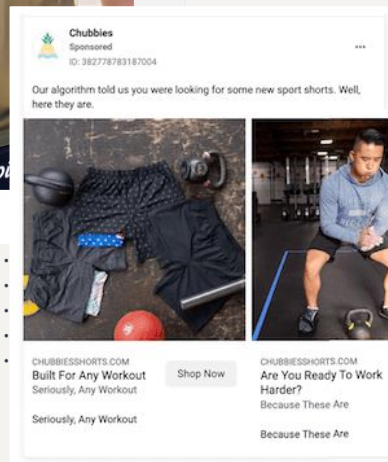
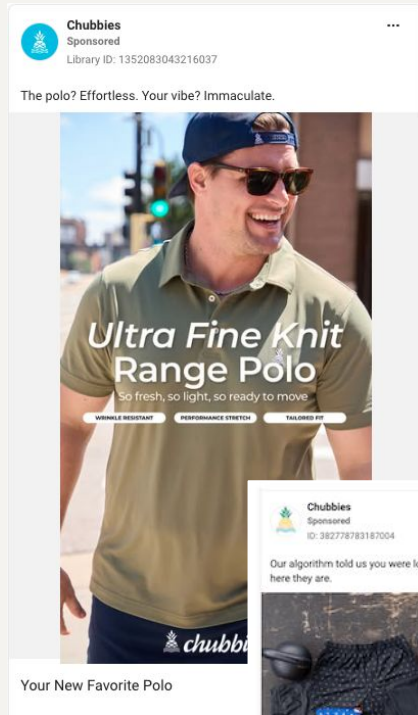


BUSINESS BOOST: LUNCH & LEARN

Targeting That Works Today

- Broad audiences perform better than interest based targeting.
- Use location + age as your core targeting.
- Meta learns from your creative. Tailor your ad creative to your target audience.
- Use keywords in your ad copy.
- Let Meta learn who is likely to convert.

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

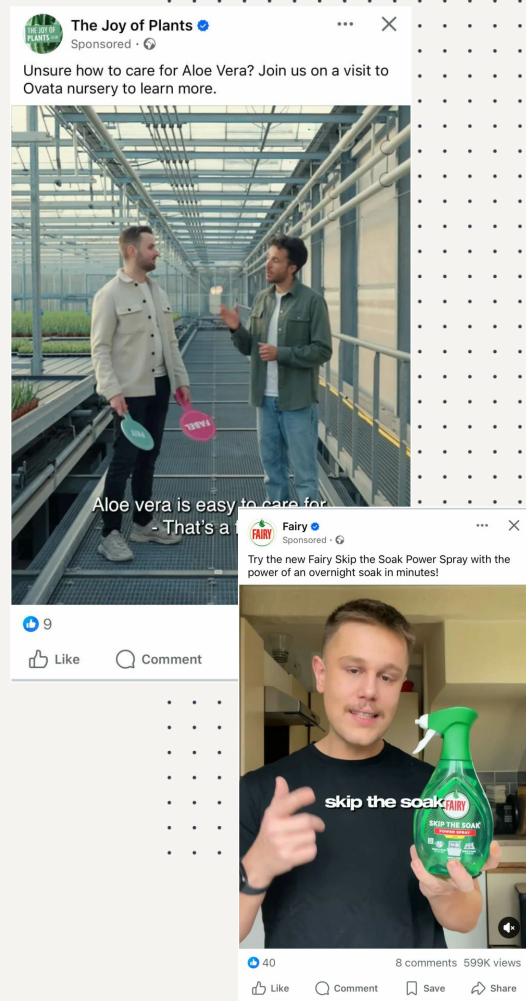


Creative That Performs

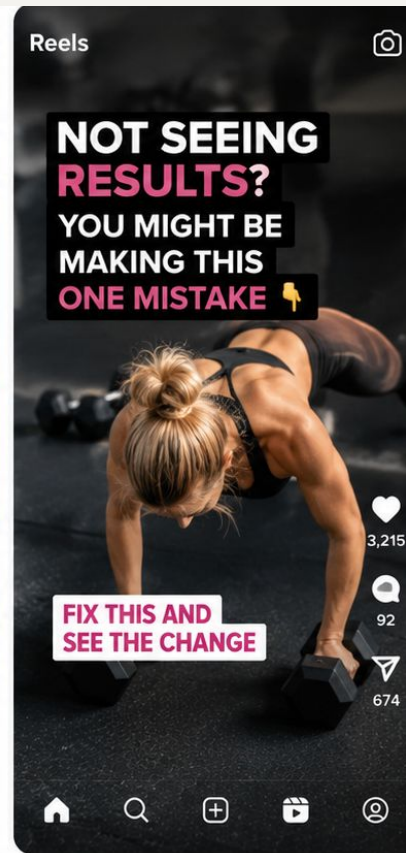
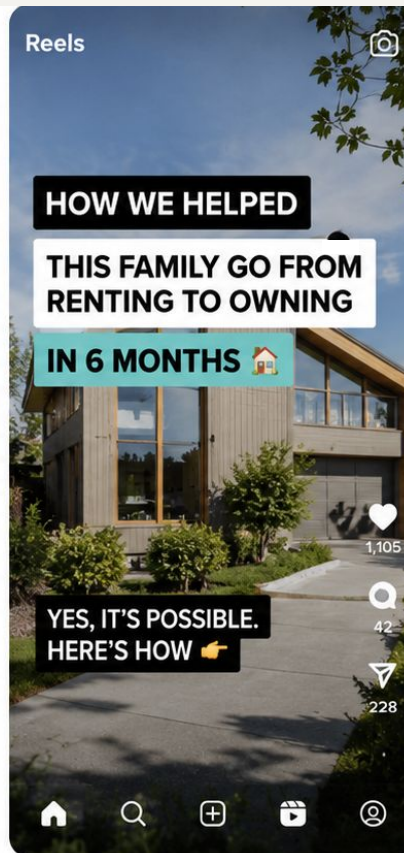
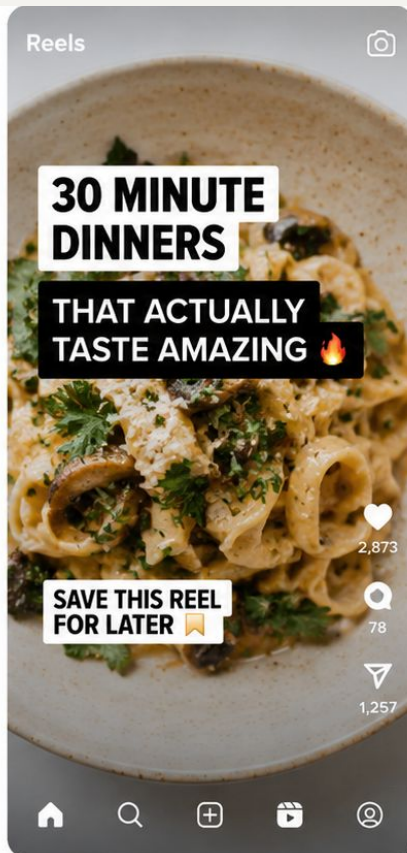
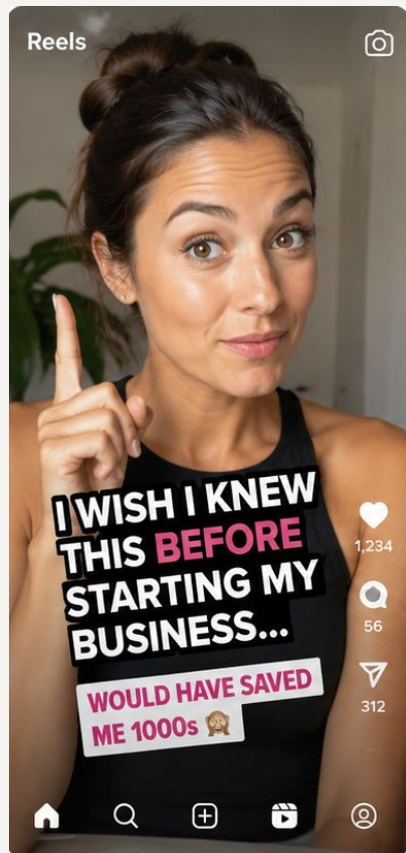
The algorithm rewards creative that people engage with.

- 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



BUSINESS BOOST: LUNCH & LEARN



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



Creative Diversity

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
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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**

Results may vary based on individual. No results guaranteed.

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

Individual results may vary

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

Happy Mammoth
Sponsored
Library ID: 1893760101220248

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:



**Aligned with
your goals**

1M+ women are taking Hormone Harmony right now

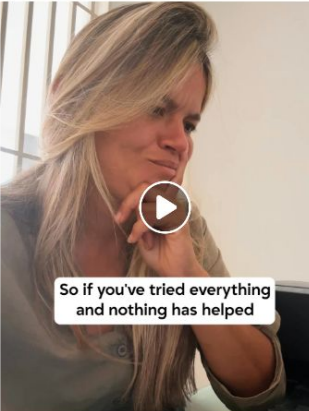
Individual results may vary

[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](#)

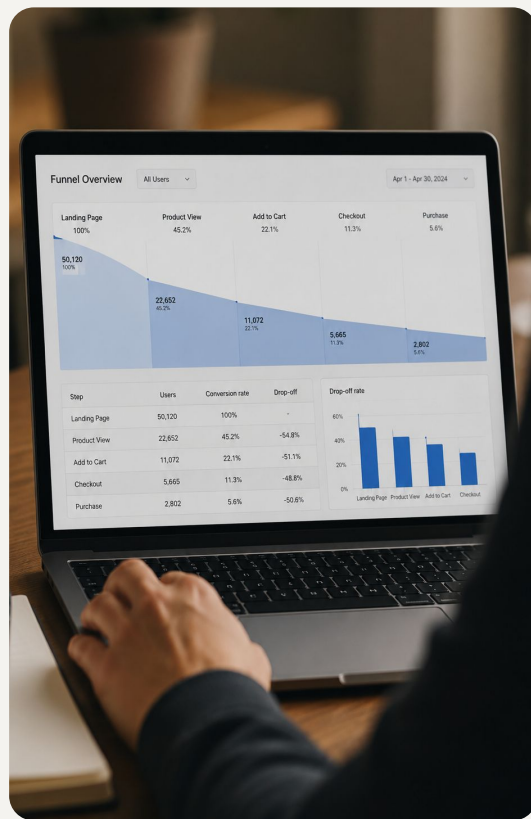
Expectations

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:
 - Click-through rate (CTR)
 - Cost per lead/sale (CPL)
 - Conversion rate (lead > sale)

Ready to scale? Increase budget by no more than 20% every 3-5 days to avoid resetting learning phase.

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



Simple Action Steps to **Get Started**

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

You don't need to overcomplicate Meta advertising.
Start simple. Learn. Build over time.



Scan me

Thank you!





Automation & AI

Presented by **Renee Chaplin**

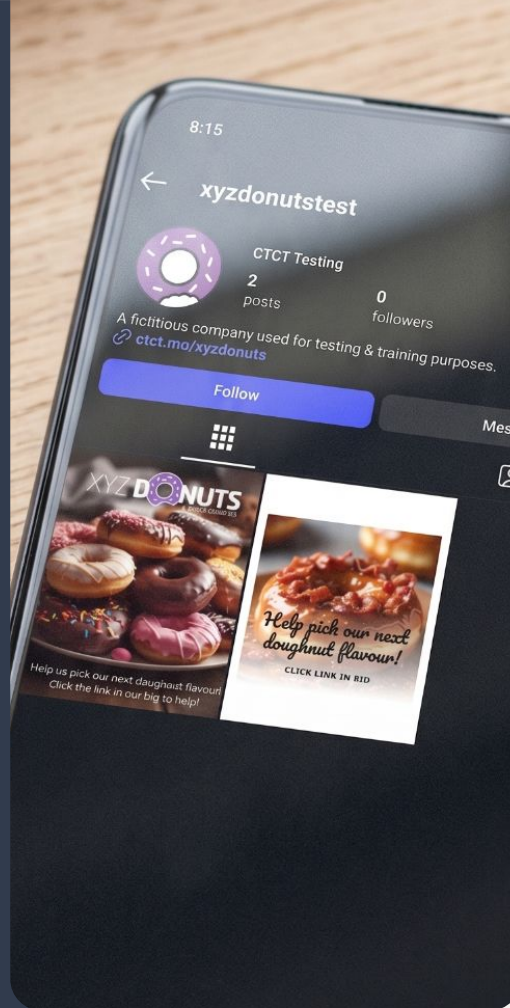
Vice President - APAC
Constant Contact



50%

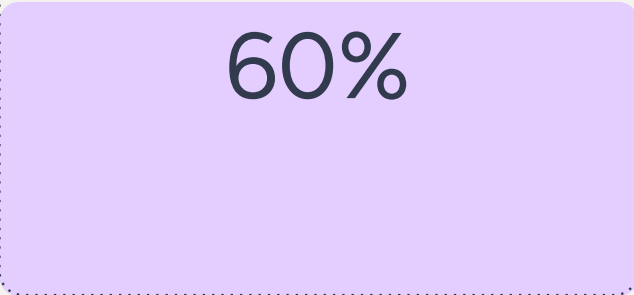
of Australian SMBs are using AI already

AI is Revolutionary for SMBs



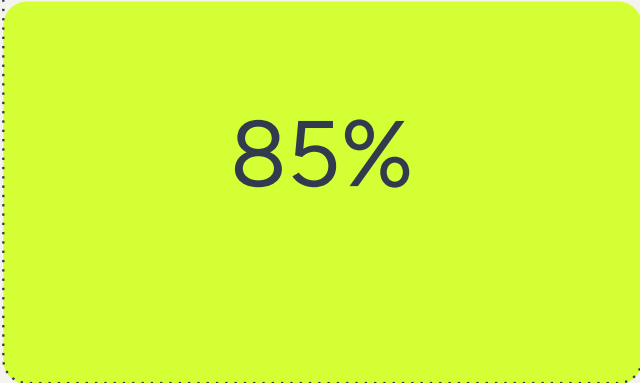
- AI levels the playing field
- Insights into customer behaviour to acquire & retain customers
- Automates repetitive & manual tasks
- Supports data-driven decision-making for faster responses to market changes
- A path forward to scale a company in the midst of economic uncertainty

AI's Impact on Marketing



60%

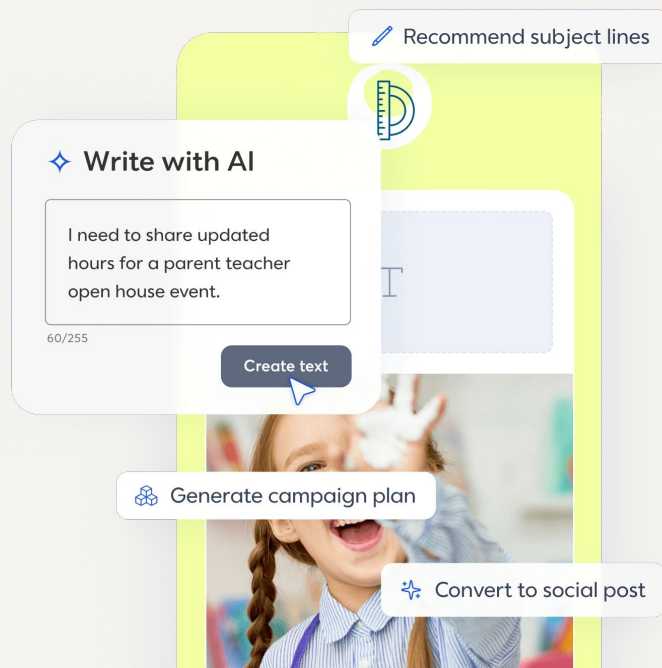
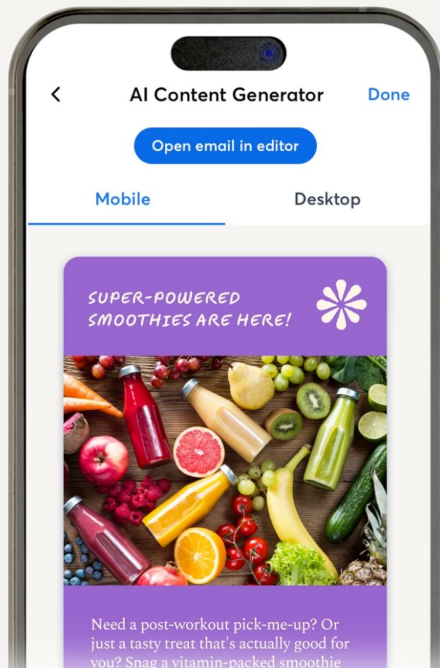
of SMBs are working more efficiently in their marketing as a result of AI and/or automation



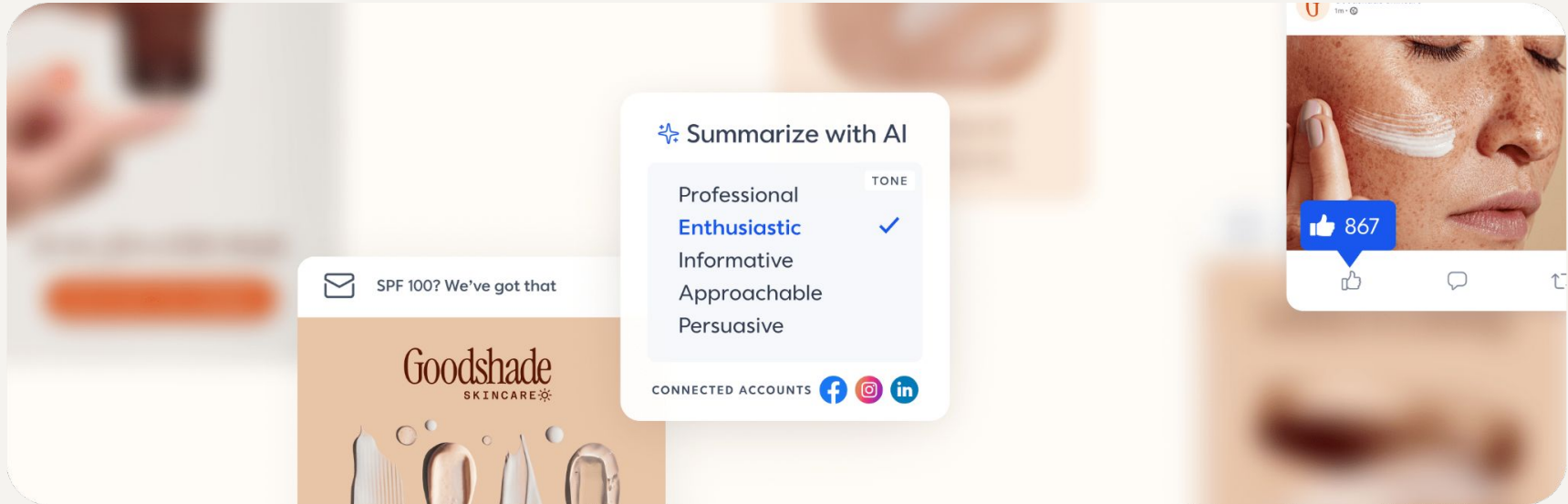
85%

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

Leveraging AI for content



Leveraging AI for social



5 tips for SMBs in leveraging AI

Start Small & Experiment

Start by picking one use case - like writing subject lines or segmenting your email list - and see how AI performs for you, then go from there.

Goal: Test & Learn.

Fact & Error Check

Always review the output. AI will make mistakes. So don't copy-paste blindly - edit for clarity, accuracy, and tone to avoid any embarrassing mistakes.

Goal: Accuracy for trust.

Human Touch

People buy from people - it's important to still sound like you. Use AI to get started, but still infuse your content with your POV to make it uniquely you.

Goal: Connect on a human level.

Key takeaway: *AI will get you going faster but still needs your eyes and personal touch.*

5 tips for SMBs in leveraging AI

Learn to Prompt

Train your AI tools to understand your voice, tone, customers, and goals. The more detailed your input, the better the output you'll get.

Goal: Use AI regularly.

Leverage Tools

Many platforms now have AI built in - working in the background. Leverage it to save time, make more informed decisions & eliminate mundane tasks.

Goal: Focus on high value tasks.

Key takeaway: *Help AI tool learn by using it regularly and eliminate low value tasks.*

Prompting successfully

- **C - Context:** Who are you, and what do you sell?
- **R - Role:** What expert persona should the AI adopt? (e.g., "Act as a veteran copywriter," "Act as a small business accountant.")
- **E - Explicit Task:** Exactly what do you want it to produce?
- **A - Audience:** Who is reading or viewing this?
- **T - Tone & Style:** Enthusiastic, professional, witty, concise?
- **E - Execution Constraints:** Word count, formatting, bullet points, things to avoid.

5 tips for SMBs in leveraging AI

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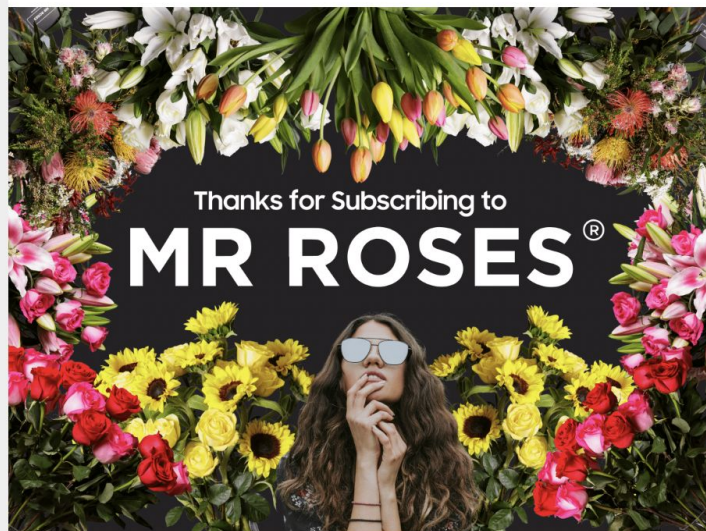
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The ROI for marketing automation is **almost 5.5x** for each dollar invested.



Welcome to Mr Roses

We're so glad you've joined our tribe.

As a member, you'll now have access to exclusive offers and pricing. We'll also send you special occasion reminders if you've opted into our occasion reminder service. If you'd like to set up some reminders, [CLICK HERE](#)

As a way to thank you for supporting us, we'd like to offer you **5% OFF** on your next Mr Roses order.

To redeem, simply **use the code: SENDJOY5** at cart or checkout. Alternatively, click the button below and this discount will be auto-applied at checkout.



DENTAL MONTH

EVERYONE DESERVES A HEALTHY MOUTH

FREE DENTAL CHECKS



\$50 OFF DENTALS



+ SPECIAL OFFERS



save
\$\$

BOOK NOW



Hi there,

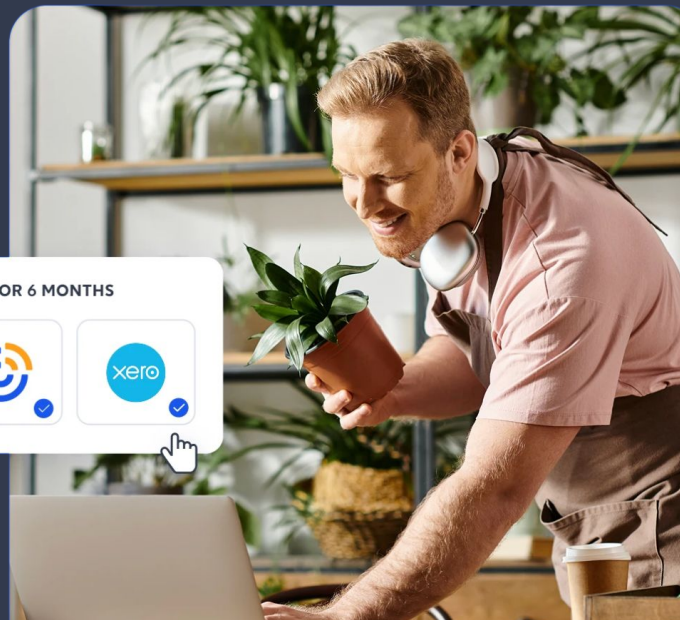
We're halfway through our annual dental wellness campaign, and there's still time to take advantage of these amazing offers to keep your pet's oral health in top shape:

BUSINESS BOOST: LUNCH AND LEARN

Business Boost Tech Essentials Community Hub



Visit hub



Ask a Marketer!



Learn more

Drop-in session where you can chat with one of our marketing experts.

- Every Monday (9am - 10am)
- Every Tuesday (4pm - 5pm)
- Every Thursday (11am - 12pm)

Thank you.

