

BUSINESS BOOST LUNCH & LEARN

Attracting customers & building loyalty



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Today's Agenda:

11:00 AM Welcome

- Vickey Payne, City of Moreton Bay

11:15 AM Presentation Sessions

- Marketing Foundations
- Email Marketing & Social Media 101
- Navigating Advertising on Meta

12:05 PM Entree

12:45 PM Lunch & Presentations/Q&A

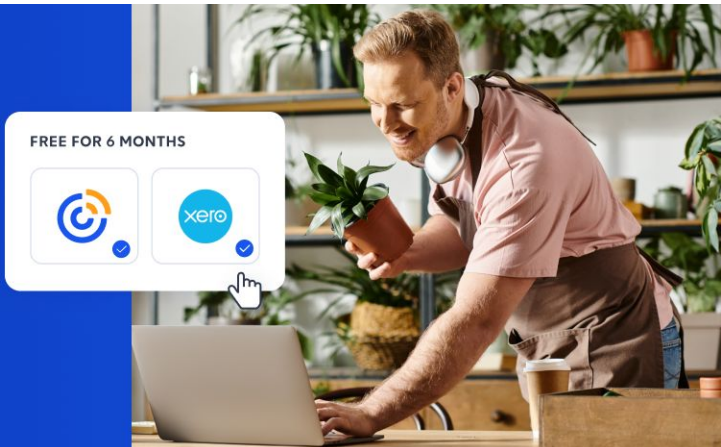
- Build An Engaged Audience
- Automation & AI
- Live Q&A

1:40 PM Afternoon Tea (event closes 2:00 PM)



CITY OF MORETON BAY

Business Boost Tech Essentials Program



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Business Boost Tech Essentials

6 months free access* to small business tools

Vickey Payne

Local Business Support,
City of Moreton Bay



*Terms apply

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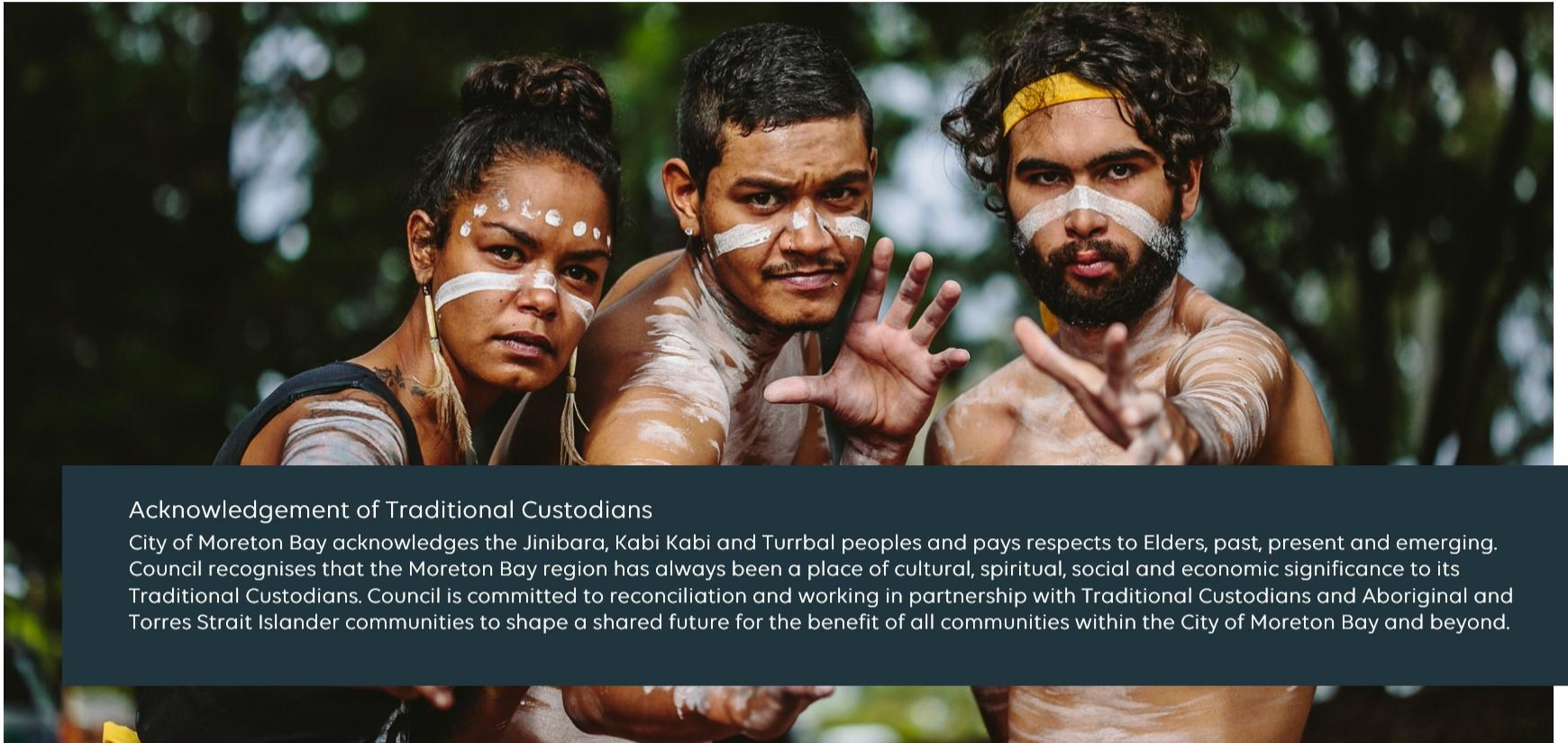


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Local Business Support





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

\$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



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.lnk/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



SHOUT OUT
**OUR
BEST**
QLD DAY
ALL THE BEST

VOTE FOR US
AS YOUR FAVE

Q | Queensland Day

Supported by



DELIVERING
FOR QUEENSLAND



Queensland
Government

**"All the Best"
Winners
announced 3
June**

What's coming up?


City of Moreton Bay presents a once-in-a-generation opportunity for our city- on Tuesday 26 May, industry and business leaders are invited to Game On: City of Moreton Bay's Path to 2032 Prosperity, a special event at Eatons Hill Hotel exploring how Brisbane 2032 can help shape the city's future.

OPENING ADDRESS KEYNOTE PANEL PANEL

MAYOR FLANNERY **ANNA MEARES** **CATE CAMPBELL** **BRENDAN HALL**

GAME ON

CITY OF MORETON BAY'S PATH TO 2032 PROSPERITY LUNCHEON

 CITY OF MORETON BAY
TOURISM & EVENTS
Moreton Bay

Tickets and sponsorship opportunities are now available.

<https://eatonshillhotel.oztix.com.au/outlet/event/3b8e5bd6-3f62-4c68-ab77-620703945d64>

Master the basics of running a business

Free workshop series for sole traders



The program is free for eligible businesses that meet the program's terms and conditions.

<https://www.moretonbay.qld.gov.au/Services/Business-Investment/Business-Boost-Initiative/SMART-Foundations-Program>

1. Financial Essentials for Sole Traders (*In person – 12 May 2026*)

Get tax ready, understand GST, BAS, PAYG and learn what you can (and can't) claim.

2. Understanding Profit, Margin & Cost to Serve (*Online – 11 June 2026*)

Price with confidence, read your P&L, and understand what your services really cost to deliver.

3. Cashflow & Savings for Stability (*Online – 9 July 2026*)

Build a buffer, forecast confidently, reduce costs and stabilise your cash flow.

4. How & When to Register a Company + Growth Planning (*Online – 13 August 2026*)

Understand business structures, compliance obligations and your pathway for growth.

5. Invoice Like a Pro — Get Paid Faster (*Online– 17 September 2026*)

Improve systems, reduce bad debt, shorten turnaround times and protect your payment rights.

6. How to Win & Keep Customers (*In person – 8 October 2026*)

Identify your unique value, increase repeat business, build referrals and maintain simple customer systems.

FREE Tax Workshop for Small Business Owners & Sole Traders

2 free workshops in 2026:

- 17 June
- 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



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Shop local,
choose
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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**



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



Small business marketing, **simplified**

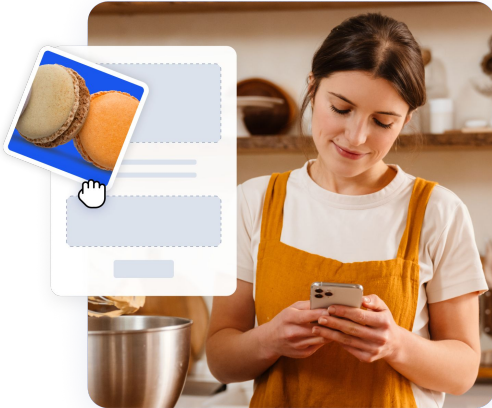
500k+
Customers

30+
Years Operating

100bn
Emails Sent (per year)

How **SMBs** leverage Constant Contact

Creating Content



Templates

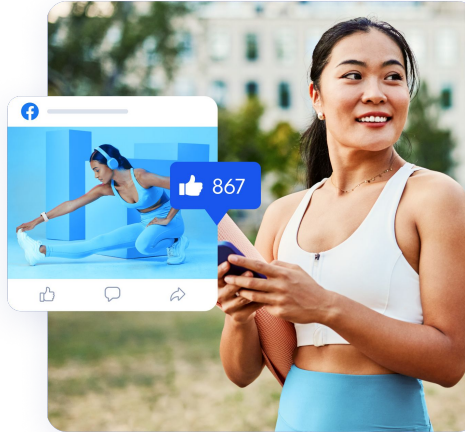


Drag & Drop
Editor



Canva &
More

Sharing Messages



Email

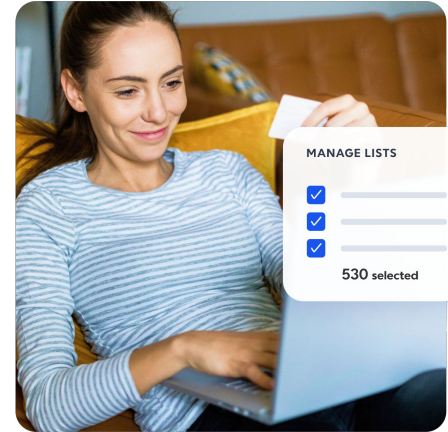


Social



SMS
(coming soon to
ANZ)

Managing Contacts



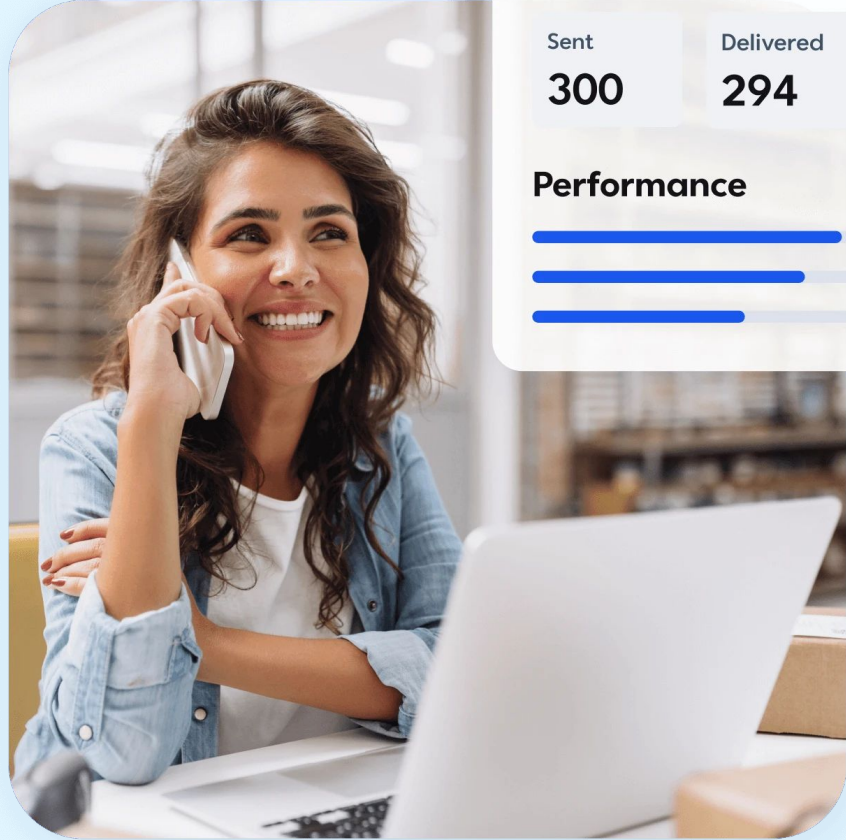
Contact
Management



Forms



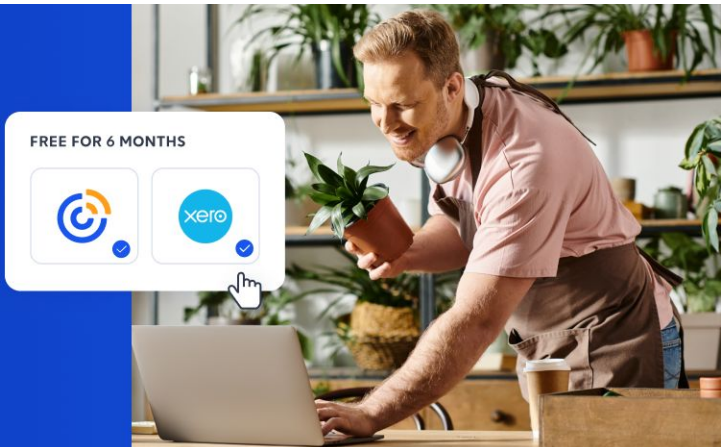
Landing
Pages



**Free local
support for all
small businesses.**

CITY OF MORETON BAY

Business Boost Tech Essentials Program



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This Session

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





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

Source: Constant Contact, Small Business Now 2023



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





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

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




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.



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.



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.





Email Marketing & Social Media 101.



Presented by:

Andy Pudmenzky

Customer Marketing Manager - APAC
Constant Contact

Hi, I'm Andy Pudmenzky



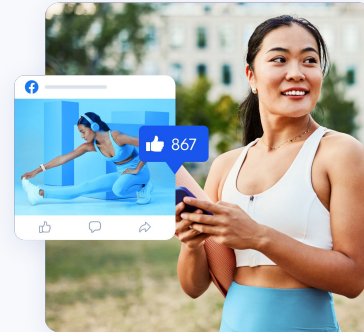
Customer Marketing Manager - APAC Constant Contact

- 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 vs. Social

A quick comparison...



Email Marketing

Things to consider:

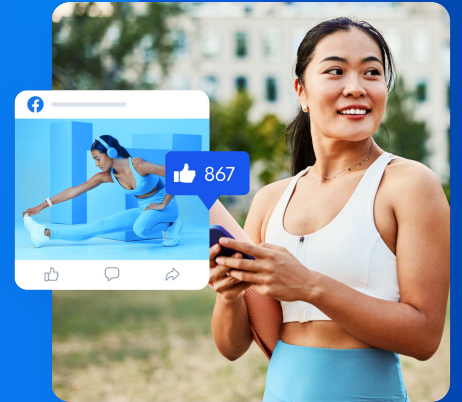
- Has an excellent Return on Investment (\$1 → \$42)
- Great if you have an existing / growing contact list
- YOU own the audience
- Ability to segment & hyper-personalise
- Can trigger based on action / inaction
- Very measurable & trackable



Social Media

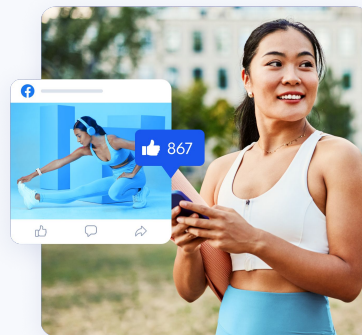
Things to consider:

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



Email & Social

Tips & Tricks



Master the 'Hook'

Email tips & tricks: Subject lines

- 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: "We have a secret..." works better than "Monthly Newsletter #3."
- Use AI or subjectline.com for ideas!



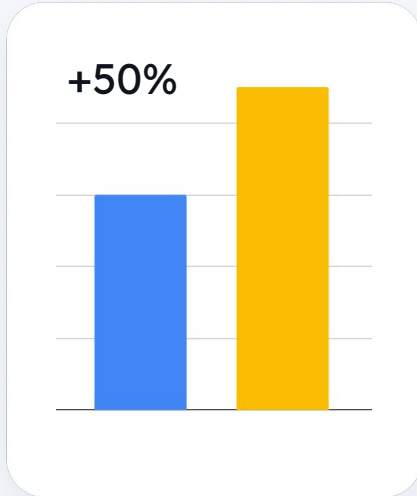
Personalisation Matters

Email tips & tricks: Content

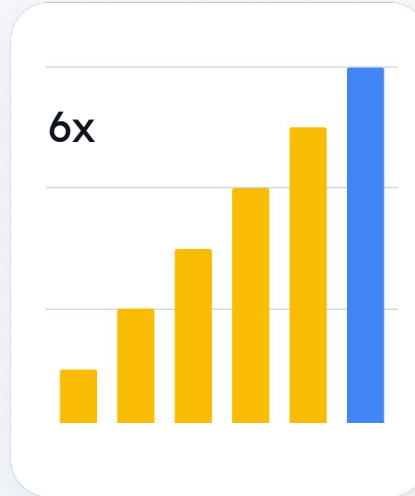
- Don't send the same thing to everyone
- Personalise your content & your subject line
- Segment your list if possible
- Every email should have a clear goal & a single CTA



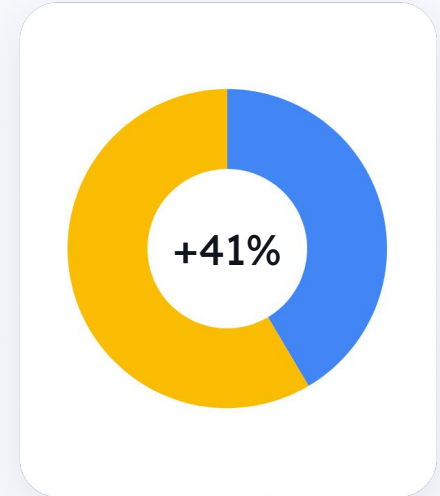
Email Personalisation



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**

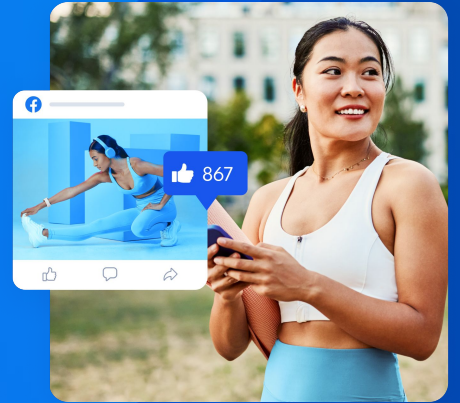
XYZ **DONUTS**
& BAKED GOODS CO.



Stand out on Social

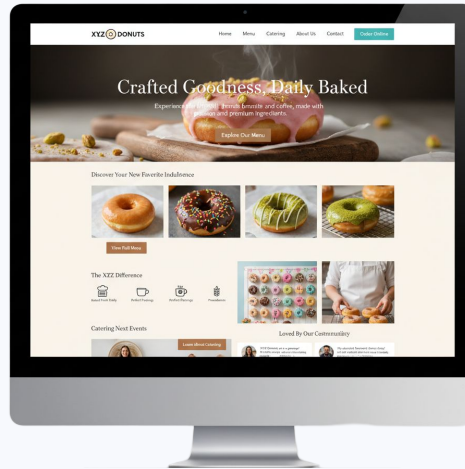
Social media tips & tricks

- Focus on keywords, not hashtags: Algorithms now scan your spoken words, on-screen text & captions
- Be specific: Instead of a generic caption like "Broken tap?" use "How to fix a leaky tap in 3 minutes."
- Be yourself: People aren't connecting with AI voiceovers & content



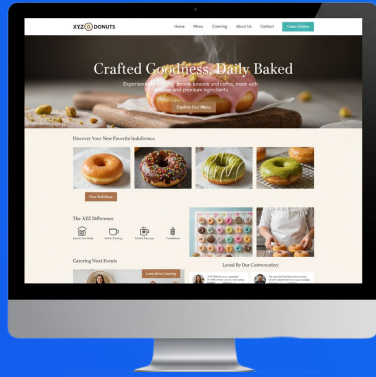
Channel Migration

Social's great... but email's better!



Channel Migration

Website



Mailing List



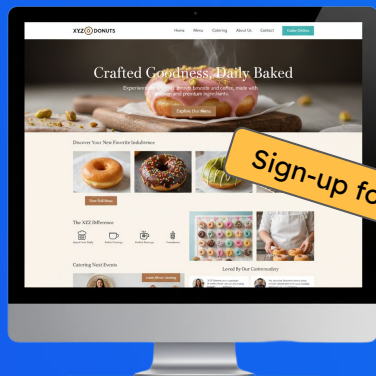
Social Media

Events



Channel Migration

Website



Sign-up form

Mailing List

Social Media



Lead Magnet



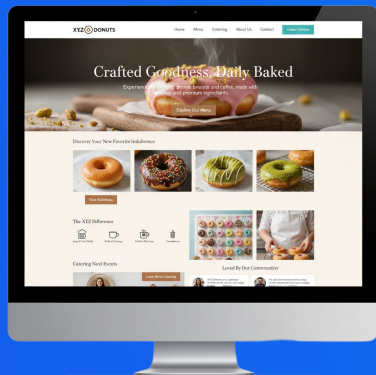
Events



Sign-up form

Channel Migration

Website



Mailing List

Social Media

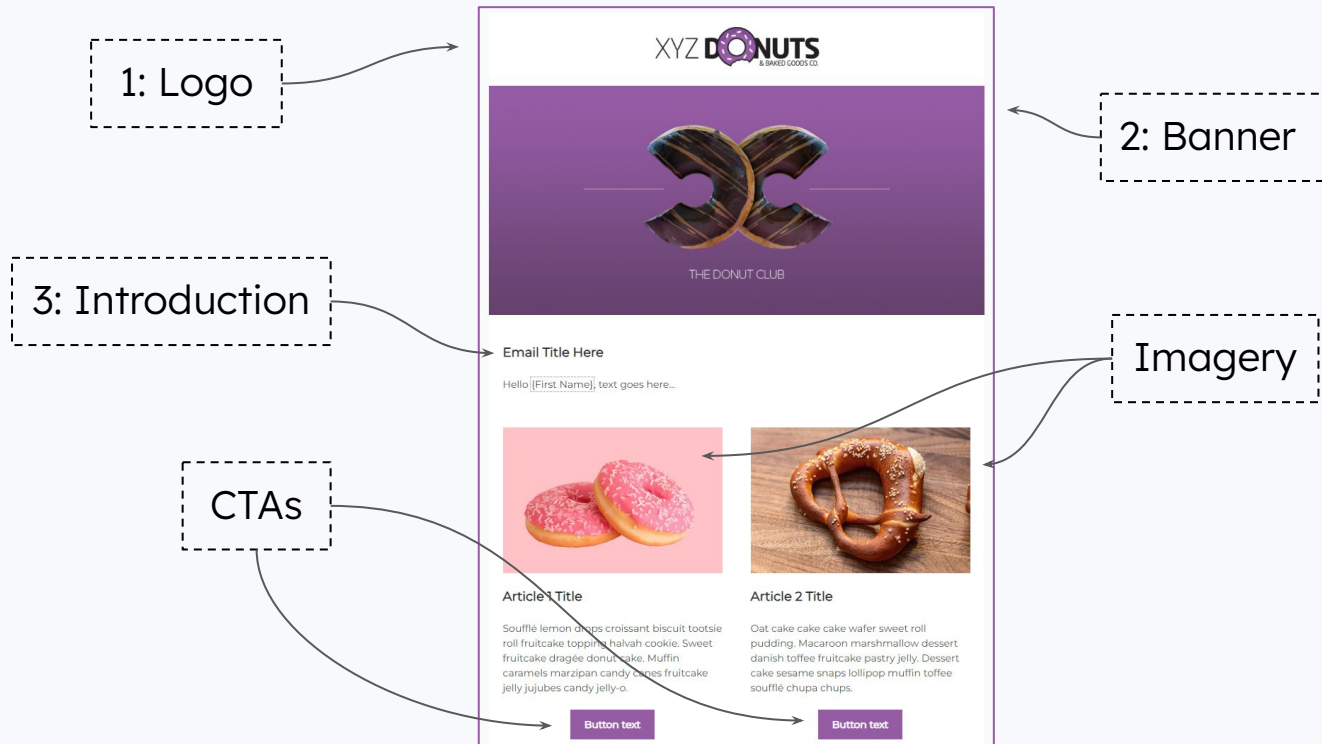
Events



UNLOCK:

- Automation
- Reporting & analytics
- Great ROI (\$1 > \$42)
- Personalisation

Email Design 101



Free online training



Constant Contact Power Session:
Tactics to Grow & Optimise your
Contact List

📅 Thu, May 7, 10:00am [Online](#)



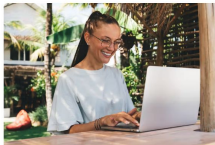
Constant Contact Power Session:
Building an eNewsletter From Scratch

📅 Thu, May 21, 10:00am [Online](#)



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

📅 Tue, Sep 1, 10:00am [Online](#)



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

📅 Thu, Oct 8, 10:00am [Online](#)



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

📅 Tue, Nov 10, 10:00am [Online](#)



Constant Contact Power Session:
Improve Segmentation With Custom
Fields

📅 Thu, Dec 10, 10:00am [Online](#)



Hot Tip:

Emails sent on a Friday have the best open & click through rates.



Thank you



Presented by:

Andy Pudmenzky

Customer Marketing Manager - APAC
Constant Contact



Navigating Meta Advertising.



Presented by:

Jess Lenton

Growth Marketing Manager - APAC
Constant Contact

Hi, I'm Jess Lenton



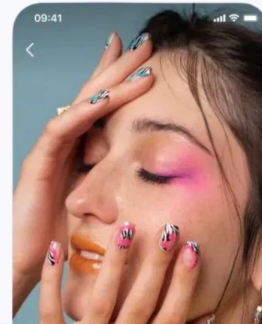
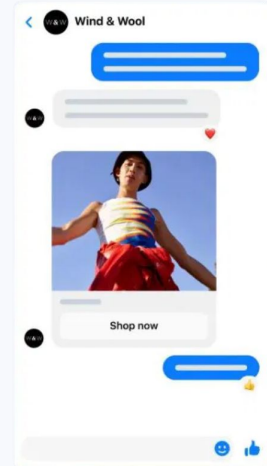
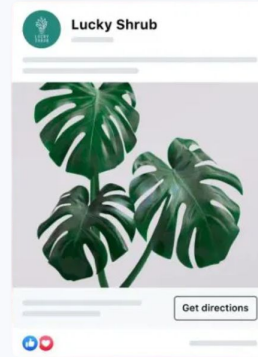
Senior Field Marketing Manager Constant Contact

- 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.

Are You Ready to Level-up with Paid Ads?

You're ready to start if:

- You're posting consistently but reach is unpredictable
- You have a clear offer
- You know your ideal customer
- You can handle enquiries/orders
- You want predictable growth

⚡ 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?

Key takeaway: Organic = visibility. Paid = predictability

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**.

BUSINESS BOOST TECH ESSENTIALS

Getting Started with Paid Social

A beginner's guide to advertising on Facebook & Instagram



Exclusive to program participants

Friday, May 1, 11am AEST

BUSINESS BOOST TECH ESSENTIALS

Getting Results with Paid Social

Create Facebook & Instagram ads that attract customers



Exclusive to program participants

Friday, May 15, 11am AEST

BUSINESS BOOST TECH ESSENTIALS

Advanced Meta Advertising

Advanced strategies to scale your Facebook & Instagram advertising




Exclusive to program participants

Wednesday, June 3, 11am AEST

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)

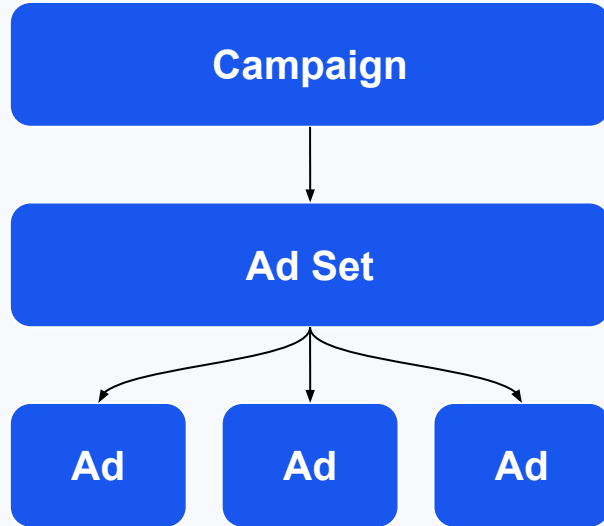
 *Strategic growth — full control*

- 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)

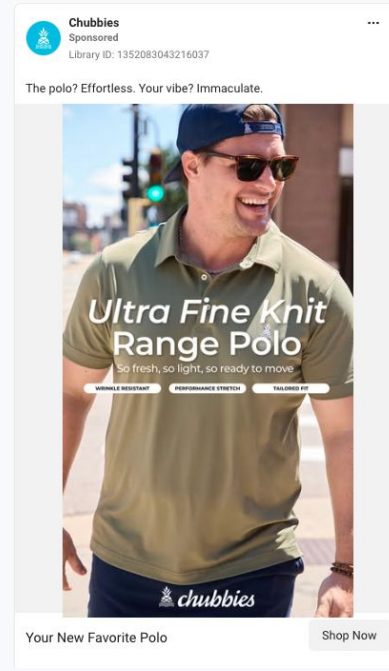
Ad set level — who you target (location, age, broad audience recommended, budget and schedule)

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 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.



Chubbies
Sponsored
Library ID: 1352083043216037

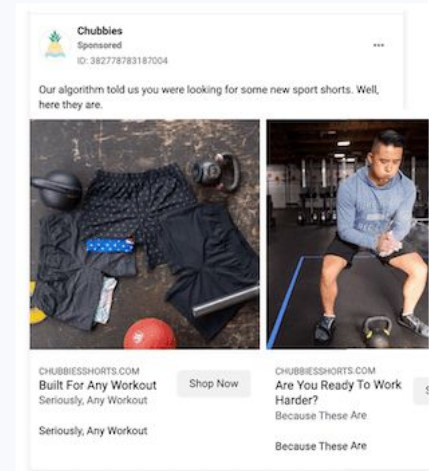
The polo? Effortless. Your vibe? Immaculate.

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
Built For Any Workout
Seriously, Any Workout

Shop Now

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)

⚡ **Level up:** Test in batches of 3–5 variants. Cut underperformers at 7 - 14 days. Scale what works.

Key takeaway: Creative drives 70–80% of performance



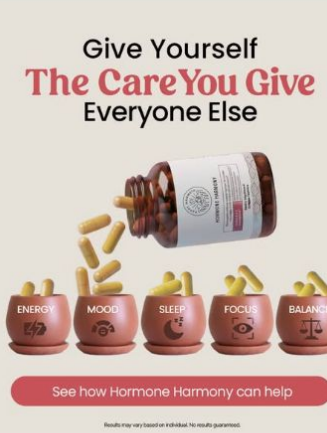
Creative Diversity - Happy Mammoth

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**

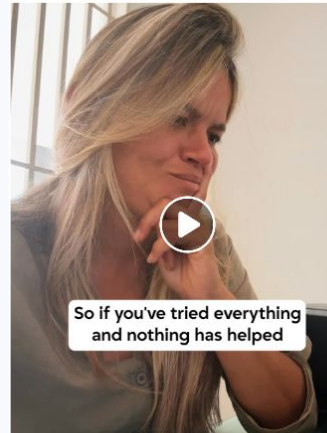
1M+ women are taking Hormone Harmony right now

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.

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 Businesses

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

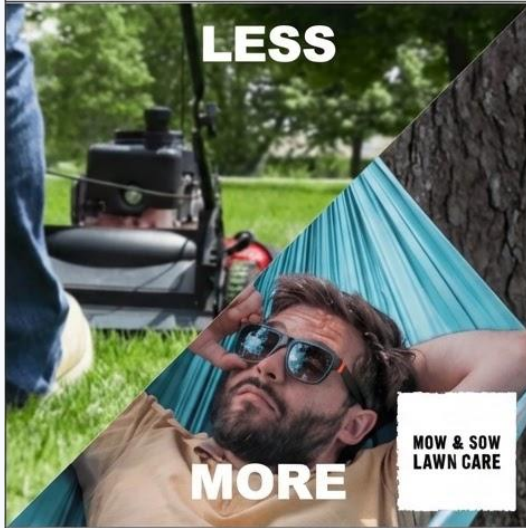
Goal: Foot traffic / bookings

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](#)

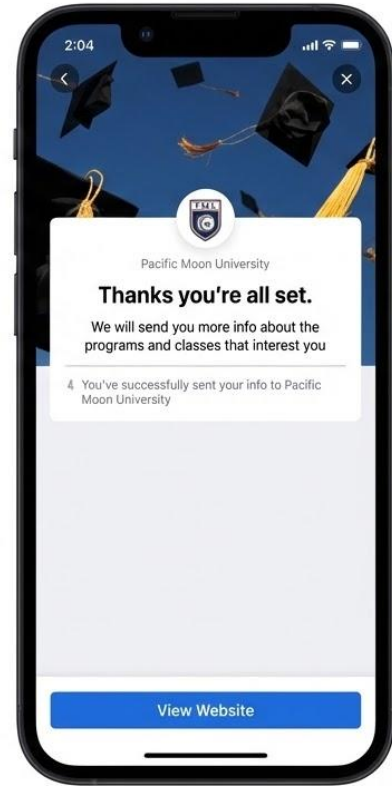
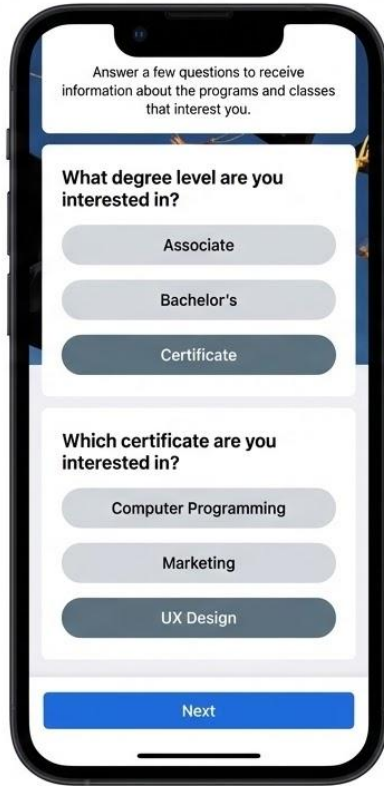
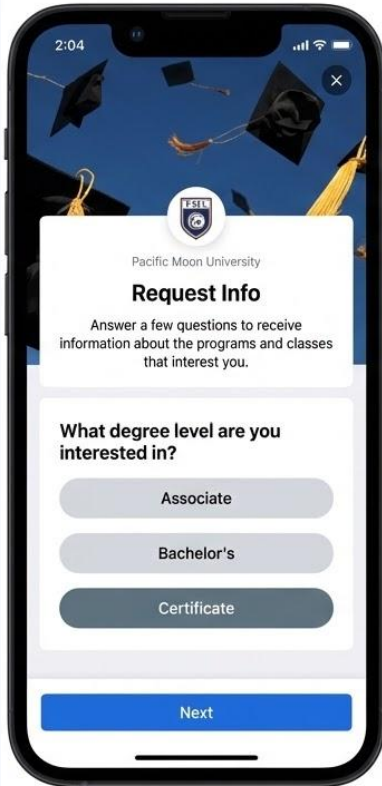
ROSEMARYCHICAGO.COM

[See the menu.](#)

[See the action!](#)


Celebrity Chef Joe Flamm

[See the action!](#)



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)

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

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
the guide

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

Want to go deeper? Join our free webinar series

Exclusive to Business Boost Tech Essentials program participants

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Advanced strategies to scale your Facebook & Instagram advertising

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Advanced Meta Advertising

Wed 3 Jun, 11am AEST



Thank you 🧡



BUSINESS BOOST LUNCH & LEARN

Attracting customers & building loyalty

Lunch Break



Provided by



Proudly supported by





Build an Engaged Audience

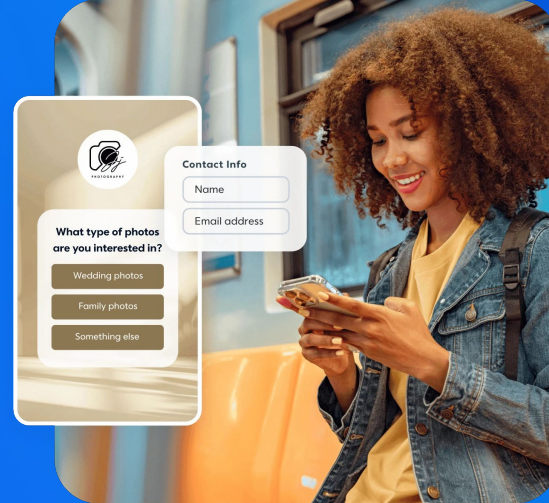


Presented by:

Andy Pudmenzky

Customer Marketing Manager - APAC
Constant Contact

Getting followers out of the friendzone with a **Lead Magnet**



PROBLEM



I need some new doughnut ideas.

IDEA



I could ask my social followers for ideas!

SOLUTION



Make a **Lead Magnet** & ask them to help!

Lead Magnet

What is a Lead Magnet?

- A mini online survey



Lead Magnet

What is a Lead Magnet?

- A mini online survey
- Helps turn a *social follower* into an *email contact*



Bridge the gap
between social & email

CHANNEL MIGRATION

Lead Magnet

What is a Lead Magnet?

- A mini online survey
- Helps turn a *social follower* into an *email contact*
- Use AI to generate the survey questions & imagery, based on a simple prompt

EXAMPLE

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

Lead Magnet

What is a Lead Magnet?

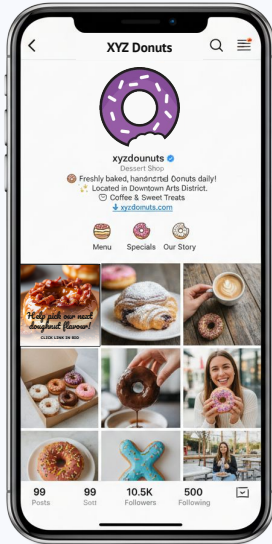
- A mini online survey
- Helps turn a *social follower* into an *email contact*
- Use AI to generate the survey questions & imagery, based on a simple prompt
- Incentive if possible - will improve adoption

EXAMPLE

Get involved &
receive a
10% off code

How to

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



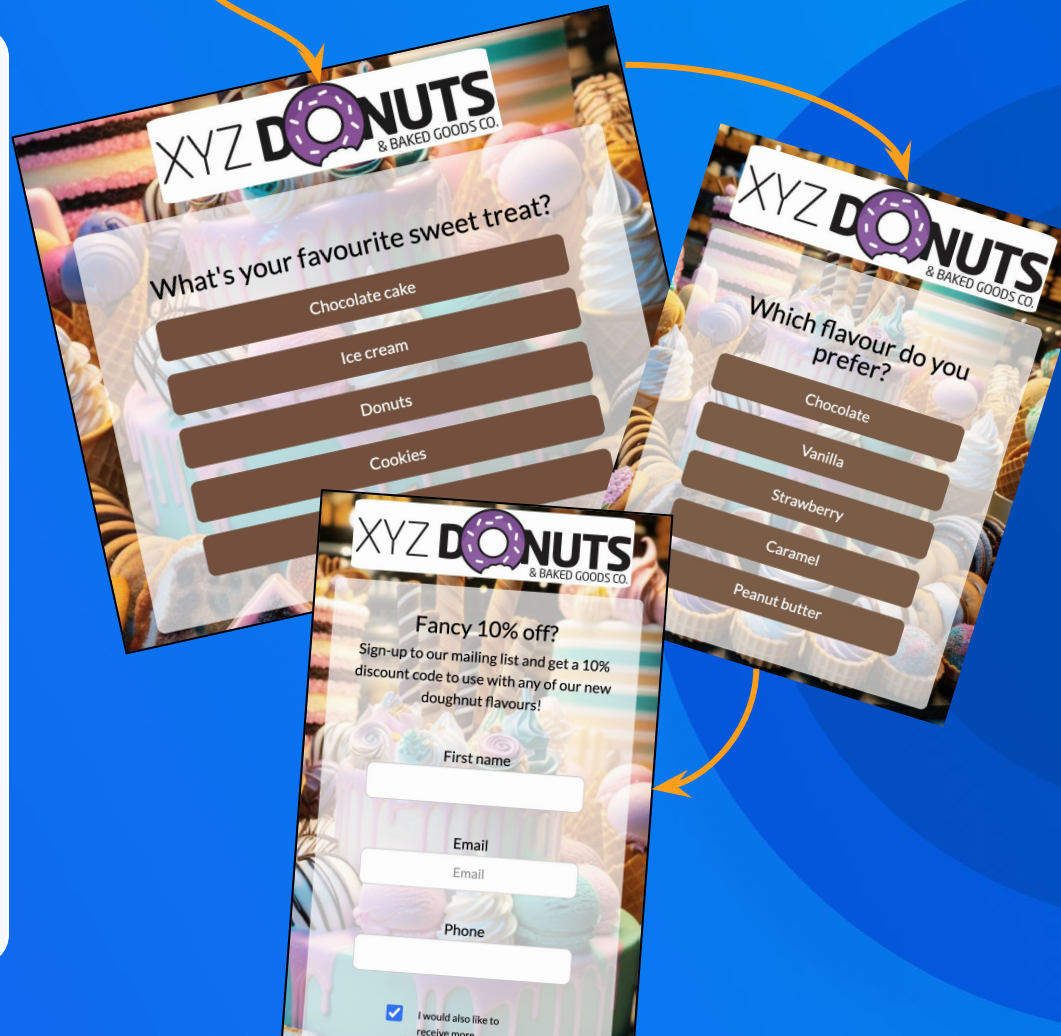
How to

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 your lead magnet



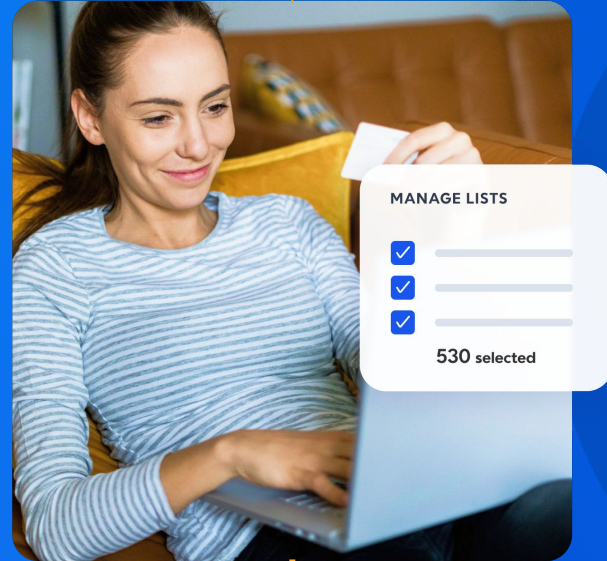
How to

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 your lead magnet
3. User completes your short survey by clicking answers



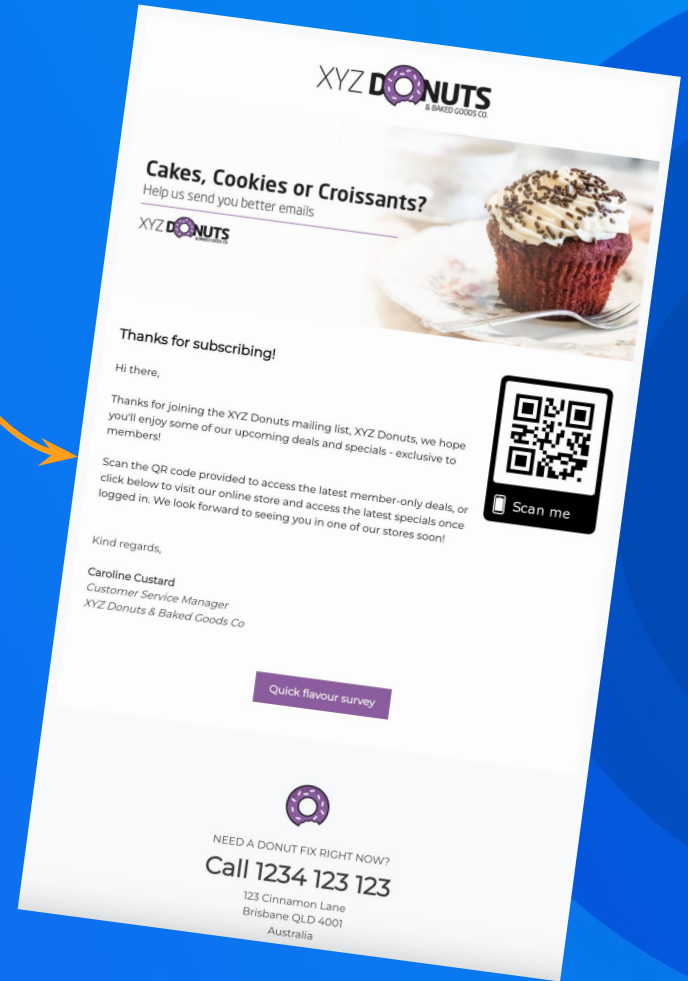
How to

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 your lead magnet
3. User completes your short survey by clicking answers
4. They’re now a contact on your specified contact list!



How to

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 your lead magnet
3. User completes your short survey by clicking answers
4. They’re now a contact on your specified contact list!
5. Send a welcome email (optional)



Let's build!



Lead Magnet



Prompt: What should our next doughnut flavour be inspired by?

Lead Magnet

How to guide:
Create a lead magnet



Brand new: Canva Integration!



Brand new: Canva Integration!

- View & create Canva designs in Constant Contact
- Edit images with Canva while designing emails
- Build emails in Canva & publish into Constant Contact
- Publish social posts from Canva to Constant Contact

Let's build!



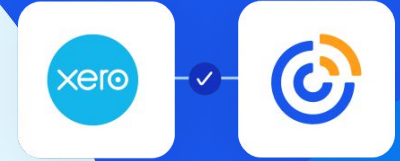
Social Post to bring people to the Lead Magnet

Text: Help us pick our next doughnut flavour! Click the link in our bio to help!

Caption: WANTED: Your Tastebuds. 🍷 Help us pick our next donut flavour and get 10% OFF when it hits the shelves! 🔗 Tap the link in our bio to vote now.

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 displayed 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.

*Available on
Community!*



Thank you



Presented by:

Andy Pudmenzky

Customer Marketing Manager - APAC
Constant Contact



Automation and AI.



Presented by:

Renee Chaplin

VP - APAC

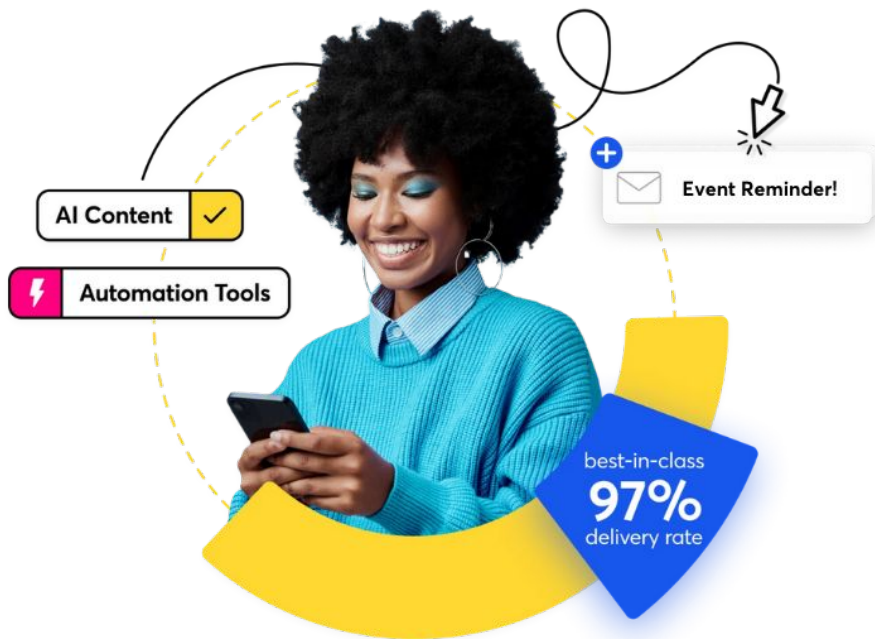
Constant Contact



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



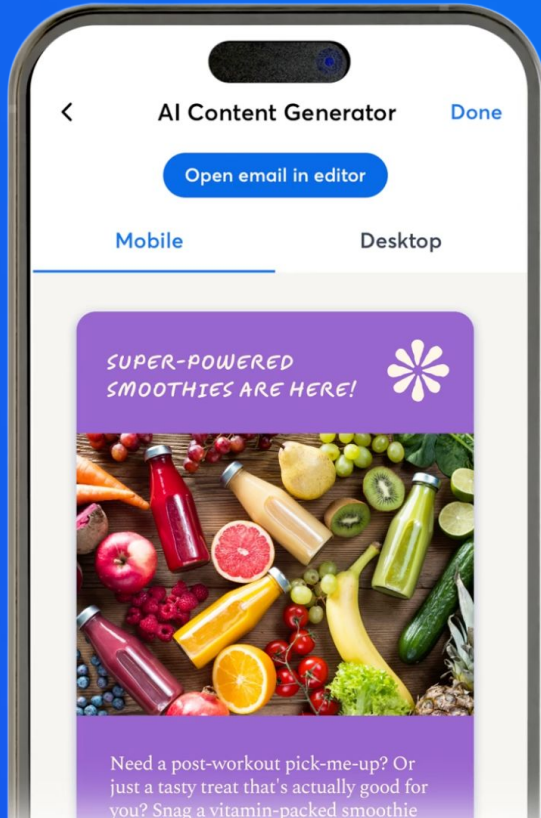
AI is revolutionary for SMBs



- **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



The diagram illustrates the AI content generation workflow. It starts with a "Write with AI" step, which includes a text input box containing "I need to share updated hours for a parent teacher open house event." and a "Create text" button. A "Recommend subject lines" button is positioned above the input box. Below the "Create text" button is a "Generate campaign plan" button. Finally, a "Convert to social post" button is located at the bottom right. The background features a green and yellow gradient with a ruler icon and a photo of a smiling girl.

✦ Write with AI

I need to share updated hours for a parent teacher open house event.

60/255

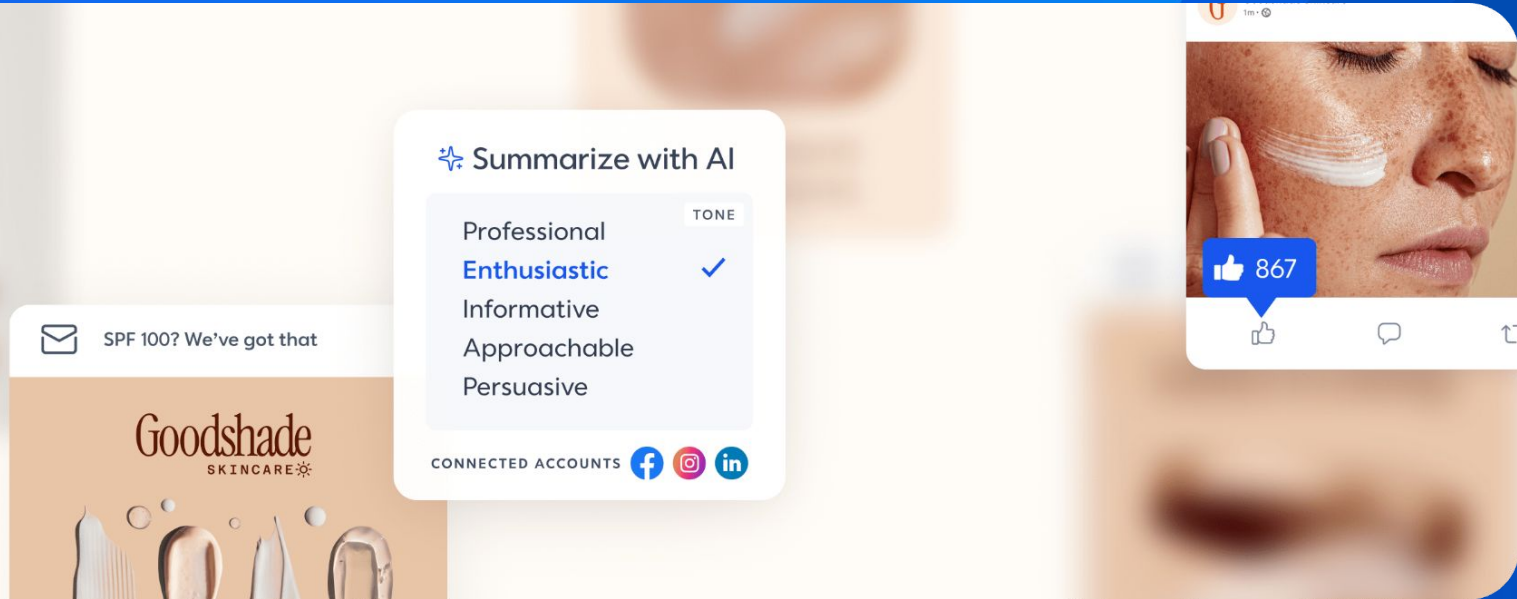
Create text

✍ Recommend subject lines

🔄 Generate campaign plan

📱 Convert to social post

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!

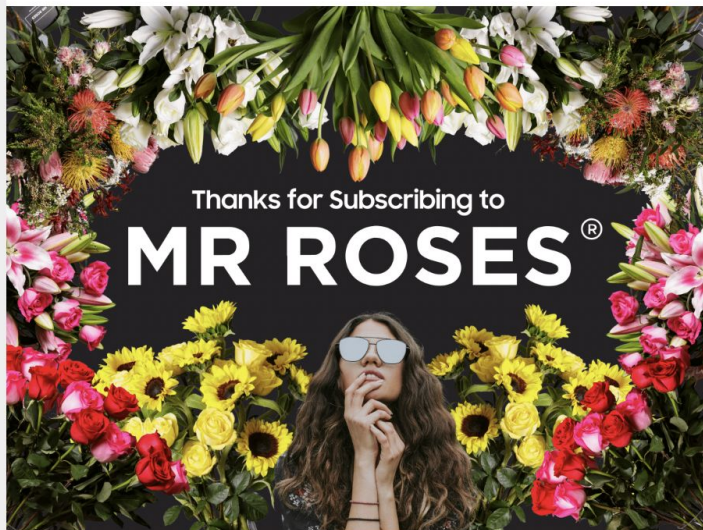


In celebration of your birthday,
Enjoy one on us!



Redeem Now





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: SENDJOYS** 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:



miss brownie.

Shop All Custom Mini Corporate Reviews

Your Journey of Custom Fudgy Delights Begins Now!

Hey Renee, welcome to our browniicious 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



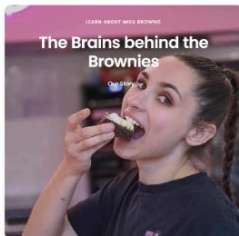
Custom Birthday Brownie

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](https://www.instagram.com/missbrownie)



No longer want to receive these emails?
[Unsubscribe.](#)

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

Shop Now

Still searching for the perfect brownie to customise? 🧡

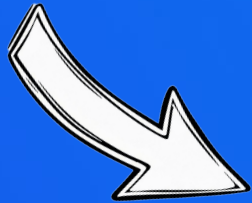




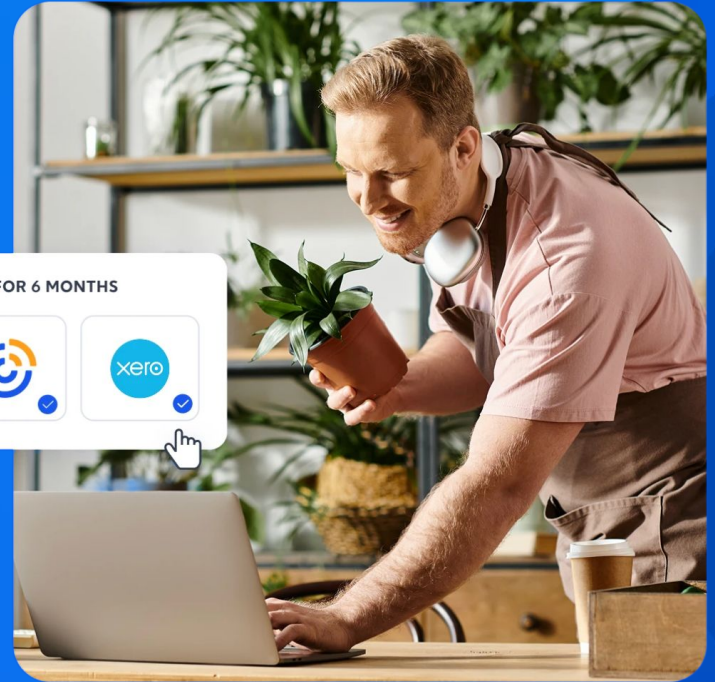
Q&A




Apply Now



[Learn More](#)



FREE FOR 6 MONTHS



A white callout box with a thin border. At the top, it says 'FREE FOR 6 MONTHS'. Below this are two logos: the Constant Contact logo (a blue and orange circular icon) and the Xero logo (a blue circle with the word 'xero' in white). Both logos have a small blue checkmark in the bottom right corner. A white hand cursor icon is pointing at the Xero logo.

Provided by



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Your **Business Boost Tech**
Essentials Community Hub.

