

Profile Media's THREE PILLARS TO GROWTH

 Public Relations  Social Media  eCommerce

The truth about PR, promotion & marketing

Social media, web site, eCommerce, PR, SEO, content marketing, investor relations – all words that cause anxiety among many business owners. Why? Because 'promotion' can feel like a minefield of empty promises.

The truth is marketing agencies can do one part of the puzzle but not the full equation. It's a lot of small and expensive bites of the big pie.

What's needed is a holistic plan, where each part relates to the others in unison – and in the process creates marketing magic.

You need all elements working together and delivered by people who truly care about the outcome for you. A team who are genuine, authentic and act with integrity.

Yes, it is possible.

A Familiar Scenario



Your company is listed on the stock exchange and after many years of hard slog has successfully completed a round of funding. This is where the headaches begin...



Public Relations

You work with an investor relations firm who promises mainstream media which is usually the odd story in a newspaper – but little online coverage and no TV or Radio. It's costing around \$8000 per month and you are unsure about the return but hey at least you are in the game.



Social Media

You know that you have to be on social media so you've hired someone specifically for this purpose. They are supposed to work with staff to generate content but the process seems ineffective. You think about getting rid of social media but figure it's too hard because they also understands what you do and can create graphics for presentations to investors so you push on. At least you have a social media presence.



Ecommerce

You have a web site builder who put together your site for quite a sum, but some of your staff had to supply the content, even though they're not experts in this. Your web site rarely draws customers or investors. At least you have a reasonable site, even though it could do with an update (more expense).



Collaboration

You decide it's time all of these contractors work more cohesively. It would make sense for the social media person to understand how you're positioning the new product on the web site, and they also ought to be promoting the small amount of media coverage you get. You call a meeting, which doesn't happen for about 6 weeks because everyone's schedule is so busy.



Burn Out

You're starting to feel drained by the effort. Finally you have a meeting with all contractors, who are either restrained and stony faced, or gushing with over enthusiasm and big promises. You can feel the tension in the air as each feels the threat of losing their part of the budget to someone else. The meeting ends with everyone promising to stay in touch and communicate better, but within two weeks the social media manager has posted something that wasn't meant to be public as it hadn't yet been announced on the ASX, and the investor relations firm says they've not heard back from the three TV journalists they've sent a release to.



Giving Up

You get a call from the chairman of the board asking how your communications is going because you seem to be spending a lot on contractors with no real results, and the share price remains flat.



There is not
a single magic bullet
that leads to more sales.
**Making a sale is a process
involving these key steps...**

The Sales Process



Step 1: Awareness

A prospect is made aware of you and understands what you do.



Step 2: Credibility

A prospect can see the quality of your work, that you have expert knowledge and that you have achieved results for others.



Step 3. Trust

A prospect is continually reminded of your expertise as you appear on their radar.



Step 4. Connection

The prospect becomes connected to you and enters the top of your sales funnel. You become aware of the prospect.



Step 5. The Sales Funnel

The prospect becomes a client as you step them through your conversion system. This is either conducted face to face or through eCommerce.

Our Three Pillars to Growth



The good news is you don't need to intimately understand social media algorithms, web coding, or how the media thinks in order to make this approach work for you.

You just need to understand the key concepts and get the right people in place to make it happen.

Let's take a deeper dive into the key concepts
– PR, Social Media and eCommerce/Web.

How to Make **Public Relations** Work



A Familiar Scenario

Many PR firms are full of jargon, empty promises and big fees. Sadly, our own industry has a poor reputation and is known to rip people off because PR practitioners don't really understand what the media want.

Our Approach

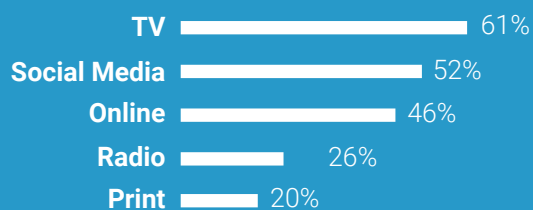
Our team of ex-journalists who've worked in TV, newspapers, radio and digital understand the media inside and out. We simply get on with the business of driving publicity. We like to call it '**PR without the BS**'

Media newsrooms are in greater need of support and good stories than ever before. Fewer journalists doing more work means news outlets are relying on external sources.

This situation provides huge opportunities for savvy businesses able to tap in to this growing demand.

What do Consumers Want?

Where is the Media Audience right now?



Audiences have shifted in the era of the pandemic. Lockdowns have had big impacts. For example radio audiences are increasing as people home alone crave the human connection provided by an announcer, as opposed to music streaming.

Key stats:

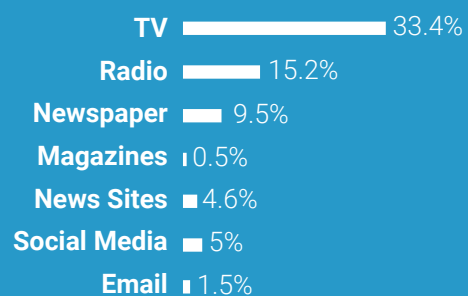
- In 2021 61% of Australians accessed news via TV news bulletins in an average week.
- Just over half found news via social media and/or blogs
- Online news accounted for 46% of the audience
- Radio news was used by 26% of the population
- Only 20% of people found news via newspapers or magazines

Source - Christopher Hughes: News sources used by consumers in Australia as of February 2021

In an era of fake news, trust is hugely important. Who do your potential customers believe and have faith in?

TV is regarded as the most trusted source of news nominated by nearly 7 million Australians (33.4%) – ahead of any other forms of traditional or digital media.

Who do Consumers Trust?



Source- Roy Morgan Single Source Survey August 2020

What does the Media Want?

With fewer journalists doing more work, they are in desperate need of great content. This means information that helps their audience in some way. It cannot be about your product or service, or sound salesy in any way.

Think audience first and foremost. What do you know that can help an audience in somehow? What problems do you solve?

Given the media is so time-poor, they will be considering how much time your story will take to do. So, do as much of their job for them as they will allow. Can you be interviewed right away, can you find them someone else to interview, do you have a case study, do you have images or video?

How to Leverage Media Coverage

Having articles, stories, interviews, opinion pieces and other media content appear in mainstream media is an important part of your promotional strategy.

Depending on your audience demographic, prioritize coverage on TV and online and create a strategy that can also deliver coverage on radio and print.

An opportunity to be on TV news or a lifestyle program such as Today or Sunrise can deliver a mass audience, provide huge credibility and generate trust like no other platform can.



Step 1 - Create stories on TV, articles on digital news sites, interviews on radio, stories in the newspaper – and get the benefit of increased awareness instantly .

Step 2 - Showcase these stories on your website.

Step 3 - Link to these stories on your social media.

Step 4 - Comment on these stories shared by mainstream media outlets on their social media channels.

Step 5 - To really ramp up leverage, consider running a short social media ad campaign targeting consumers who liked the mainstream media's post.

How to Make **Social Media** Work



A Familiar Scenario

A social media content plan is created by the marketing assistant who attempts to cajole staff into contributing information.

Staff have too much on to do anything beyond the first few weeks so it's left to the marketing assistant to post daily with little or no engagement from users on social media, or the team.

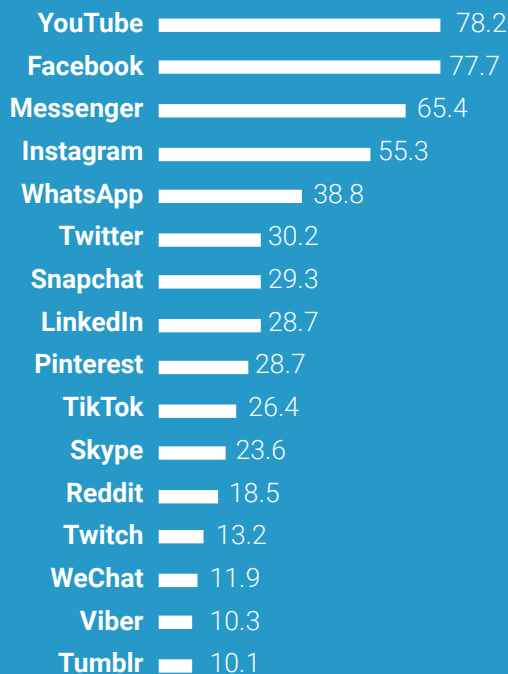
Our Approach

Create organic content that shows the business's personality, reflects your values and always has the audience in mind. It needs to sound like you. Show your warmth and authenticity.

Prepare a monthly content plan that supports your key business activities. This can be written posts, articles. Images, graphics and videos.

Content is very important for warming up potential customers. The more they enjoy your content, the more they are likely to buy from you when the time is right.

Social Media Usage



Source - We Are Social Digital 2021 Global Report

Percentage of internet users aged 16-64 that has used each platform in the past month

YouTube, Facebook, Facebook Messenger and Instagram are still Australia's most popular social platforms for internet users aged 16-64 but user of newer platforms is increasing.

TikTok has continued its growth thanks mostly to an older audience of later adopters, some of whom found their way to the platform because of mainstream media coverage.

TikTok is now one of Australia's top mobile activities, with users spending around 17 hours a month on it.

Most Engaging Media Platforms

Most Australian internet users aged 16-64 use conventional search engines to research and find information online. One in three users turned to social media to gather information. This shows that your social media presence is extremely important for communicating who you are, what you stand for and what you offer – perhaps even more important than your web site.



Used a conventional search engine in the past month (any device)





Used social media as a main source when researching brands (any device)



Key Elements of Business-to-Consumer Social Media

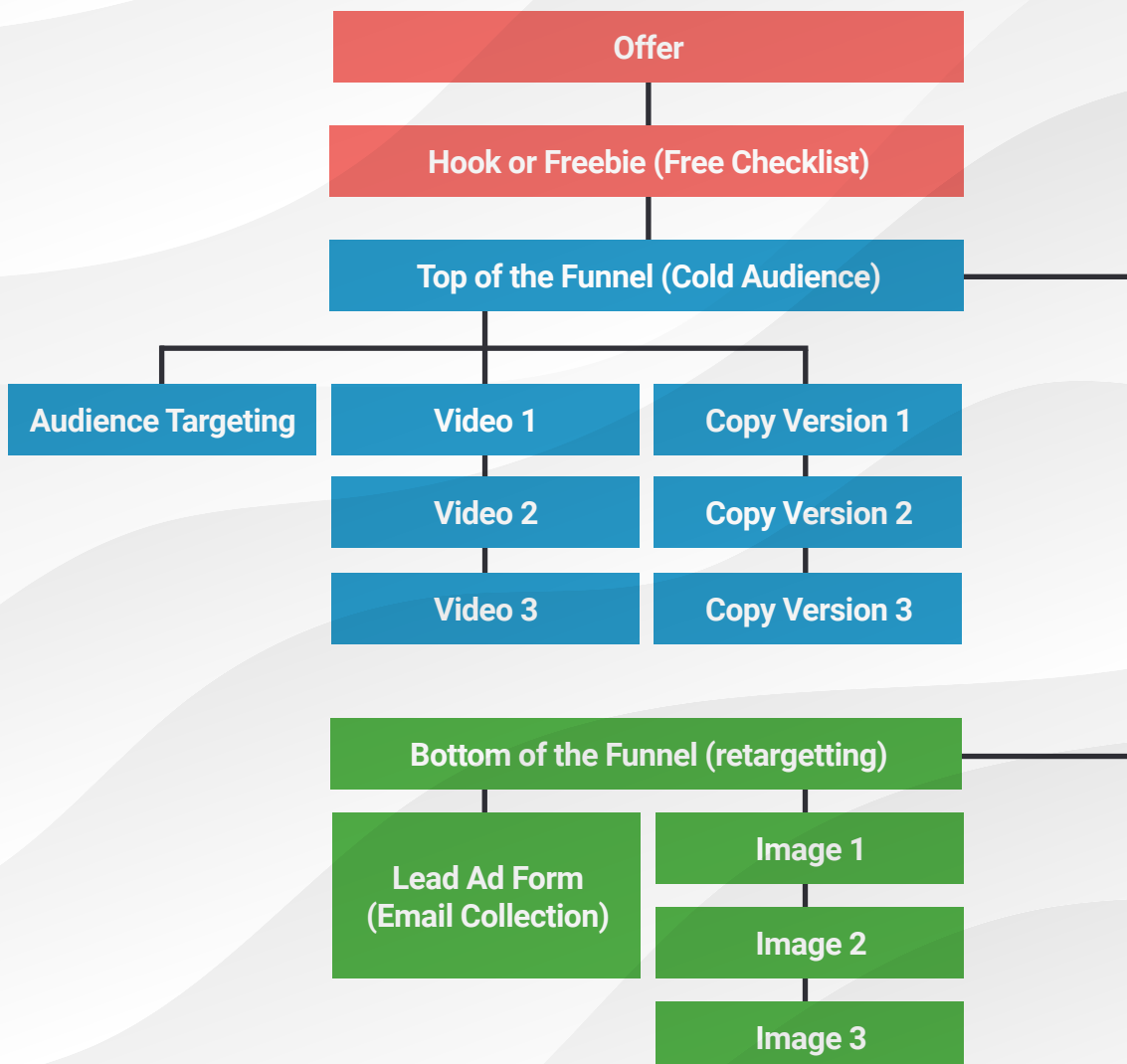
The benefits of organic content versus advertising are outlined in the table below. Both are important parts of the sales process. The first step is brand awareness to ensure more people see your content. An initial campaign to generate 'likes' on your social media pages will mean a better outcome for the conversion campaign which follows.

 ORGANIC	 ADVERTISING
Brand awareness	Brand awareness
Credibility	Lead generation
Warming up the audience to encourage sales	Grow your database for remarketing
Trust	Drive traffic to eCommerce
Connection	Social proofing via reasonable number of page likes
Information	Foot traffic in-store (retail)
Demonstration of values	
Show your personality	



Facebook & Instagram Advertising

Advertising campaigns to drive sales should be created under an overall strategy that offers different kinds of content, different messages and various audience segments. An example is included below. Each element should be tested to see which has the biggest result. This will change over time, so continue to test and monitor.





Key Elements of Business-to-Business Social Media

LinkedIn

LinkedIn is a great tool for driving credibility for organisations focussed on a business-to-business market. The key to making it work is understanding user behaviour.

Unlike other platforms such as Facebook and Instagram where most users scroll through their news feeds, sometimes for hours a day, LinkedIn draws an audience that is seeking specific information. Typically users will go to LinkedIn with a purpose to research a topic, person or an organisation.

It is therefore important to ensure your profile is easily searchable for key words, and that when users find your profile, it impresses with quality information in the form of articles, posts and documents aimed at building credibility among your prospects.



PROFILE CLEAN UP

Before you draw customers to your profile page, it needs to look and sound professional, as well as ensuring your target markets are front and centre. LinkedIn acts like a search engine so include the right keywords in profile fields. Strip back the jargon and words that sound like a CV – be conversational because people want to know who you are in simple language. Use a personable and professional photograph.

This strategy uses a key person in the business as the ambassador for the brand. Prospects don't respond to businesses, they connect with people. The company page does need to be presented well, but it is secondary in this strategy.



CLIENT VALUE

It's very important to understand what it is about your business that draws and retains your customers. You need to present your value to customers in easy to understand language, that absolutely hits the spot for them – what will they resonate with so much, the fee you charge doesn't really matter? When you're helpful and of value people will respond.



CREDIBILITY

Create a short white paper on a key issue affecting your industry that you know potential customers would find valuable. Write articles and posts featuring content that's user friendly, topical, interesting, shareable and of value to the audience. Do this on a regular basis but definitely prior to starting a lead generation strategy. You want the new people who hit your profile page to see you've been active on topics that interest them.



CONTENT QUALITY

A good rule of thumb is:

Daily – social comments and shares of other people's content

Weekly – a post of around 200 words plus a graphic

Monthly - a longer article, up to 500 words.



CONTENT TYPES

Identify three key content themes for your organisation and ensure all content falls within these themes. You'll start to become known for certain areas – can you educate and inform your audience, give them tools to make their life easier, make them laugh, make them think?



CONNECTING

There are already lots of other people who are in touch with your prospects. Connect to influencers, the head of your industry associations and media within your industry, and share your opinion wherever you can. The aim is to become known for what you have to say. Stand for something you believe in.

For example, we have created The Good News Movement to demonstrate to the media there is an audience for good news. We've had people become Profile Media clients purely on the basis of this project because it resonates with people.



LEAD GENERATION

Once you have a well-functioning profile demonstrating knowledge and credibility, the next step is to make one on one connections. This can be time consuming with relatively low conversion rates against the hours invested. There is a better way!

We have unique access to an automated software that identifies and message key prospects in a way that is not salesy. It's a two-pronged approach:

1. The targets are very niche and specific – you can drill down to only speak to the right people in the right organisations
2. The individual messages to targets are personally crafted and in language that sounds like a real person (you!) and provides value.

If handled professionally and within LinkedIn rules, you can message up to 100 people a day with a baseline conversion rate (ie they respond to your message) of around 20%.

Once you've connected your new leads start to share your content and you receive even more inbound inquiries.



The process allows you to move these prospects into a well-orchestrated sales funnel process that is focussed on conversion. This could involve a landing page and a CRM system, which allows you to continue to market to prospect.

Using this strategy, conversion rates can be quantified – ie how many messages went out, how many replies to messages did you receive and how many of these responses became prospects and then finally customers?

Ultimately this strategy draws prospects to you, rather than pushing yourself out there – a refreshing change in marketing.

You're also investing in a long term relationship with connections who may become a client now or in the future.

How to Make eCommerce Work

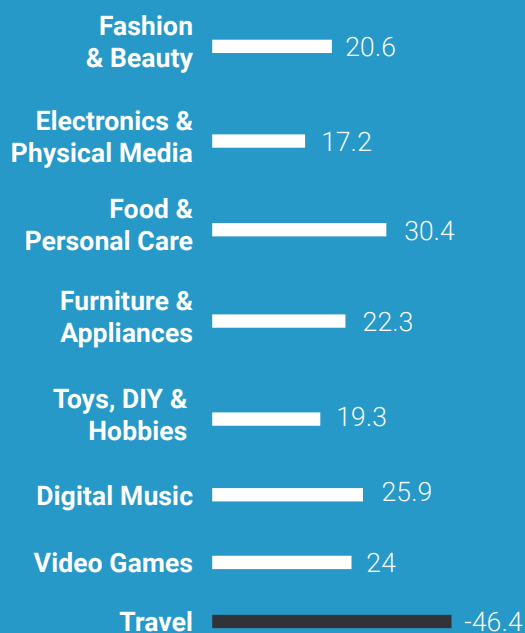


A Familiar Scenario

We don't like to dish dirt on others, but it's time bad practices are called out. The standard approach for eCommerce is a web designer takes about 3 months to build your site. It looks pretty, and sounds great, but doesn't deliver clients - yet. The web designer says you'll need to find a social media marketer for that.

Our Approach

Move quickly to get your site built and live within three weeks, then commence early social media campaigns with minimum spend to test and measure results. The site is refined consistently over the two month testing phase so by month three you have a site that converts and you know the formula for advertising investment.



Source - Hootsuite

eCommerce Growth by Category

Unsurprisingly, the amount of travel people bought online took a dive during 2020, while the biggest winner was online purchases of food and personal care items which saw a 30% increase.

Many studies have shown that the way we consume media has been significantly impacted by Covid 19. Whether or not these impacts are long lasting will be the big question over the coming years.

One thing is for certain – it's never been more important to understand how to reach and engage people in a meaningful way.

✓ eCommerce - Checklist for Success

The Basics

- Set up once for the long term
- Use a platform that has global eCommerce flexibility
- Don't use a shopping cart template – it must be customized to you
- It must be fast to load – completely, within 3 seconds
- It must be mobile optimised

Messaging

- Use conversion copywriting (a specialised skill set that you can't do yourself) that evokes emotion, drives action and persuades the visitor
- Tell a story that demonstrates your values and how they align with the values of your customer
- Inform visitors about unique products and services available on the store
- Create a relationship with the visitor that inspires loyalty and repeat business

Design

- Call-to-action content and buttons are clear and concise – they easily stand out with a skim view
- Understand what content is important for desktop users versus mobile users so you can handle these different experiences
- Differing customer personas: There must be a clear path for each customer persona to reach the content that is relevant to them
- Colour, font type and size has a massive impact on retaining visitors and moving them to conversion

Page Structure

- Focus on the problems you solve to build trust and credibility within the first three seconds
- Use conversion components (ie 'buy now' button) above the fold
- Include a video
- Include testimonials
- Use analytics data to continually test and monitor the behaviour of site users and then refine, adjust and tweak

SEO Features

- Ensure good indexability with Google, Yahoo1 and Bing
- Ensure good on-page ranking
- Each page needs a specific purpose with targeted keywords
- Source code is to be optimised with a focus on title tags, meta descriptions, headings and images
- Use Google Analytics, traffic patterns and Google Webmaster Tools to review performance

The Secret Weapon

- Test the Conversion Rate Optimisation Model
- Once the site is live within three weeks, testing commences with minimum ad spend (Google ads and/or social media)
- Create required ad components, then test and measure these
- Refine, tweak and change web site and ad elements as necessary
- Ongoing testing
- Month 3 – a well converting web site with a return on investment formula - spend \$x on ads get \$x in sales

Who is Doing the Work?

This question really matters. A lot.

You need the right kind of people to be involved in your promotion and marketing – the ones who will do whatever it takes. The kind that are known as ‘terriers’, who won’t let up until they get the result for you. The ones that care deeply and work even harder when it’s not going to plan.

That’s why Profile Media only employs specialists who think differently from the pack.

We know you can call any number of agencies and hire people to do this work – but are they the right kind of people?

Probably not. We say this because it’s taken us years to identify and then assemble the right team, who are the best in their respective industries.

For Facebook, Instagram and LinkedIn the search has led us to two experts who are trailblazers in growing audiences and converting social leads into sales. Their approaches are unique – and most importantly, they work.

The PR work is done by ex-journalists who collectively have held senior positions in some

of the best-known and high-profile TV current affairs and news programs, radio programs, digital news outlets, newspapers and magazines across Australia. We understand what the media is looking for and how to deliver it to them. We understand what makes a great story and in the age of content marketing this skill is very useful for our clients.

Our eCommerce specialist understands a lack of online sales is not usually due to a lack of traffic to your site – it’s due to a site that’s not set up to convert. Everything from conversion copywriting to page structure, messaging and SEO makes a massive difference.

We aren’t it like the rest. We aim to exceed your expectations. No blown out timelines or budgets. We do what we say we will, and if we can’t – we’ll find another way.

Finally, there is an holistic solution to not only moving you out of obscurity, but also creating sales as a result. All services under one roof, everyone communicating and understanding the bigger picture, streamlining the process and saving you thousands as a result.

We like to call our approach PR without the BS – and in an industry that’s rife with spin, it’s an important distinction to make.



The team from left to right: Sue Papadoulis, Alyshia Gates, Emma Martin, Lisa Barnes, Andrew Williams and Joe Ormsby

Our Work Matters

Our clients come from all industries and walks of life. One thing is common – your desire to reach more people and spread your message.




We get excited about the work we do when our values align. Often our clients are on a mission to grow and help their customers.

We work with organisations that add value and make the world a better place. We love to use our skills to create good news stories, which is a world away from the negativity of working in the media.

Importantly, Profile Media is a conscious business. We know who we are, what we stand for, what our values are – and what we will and won't do.

That might seem altruistic, but we don't care – it's what we do and we know it matters.



 profilemedia.com.au
 info@profilemedia.com.au
 1300 123 110

