BAW BAW SHIRE BUSINESS RESILIENCE WORKSHOP

GippsTech

MICHAEL GOSCHNICK

General Manager
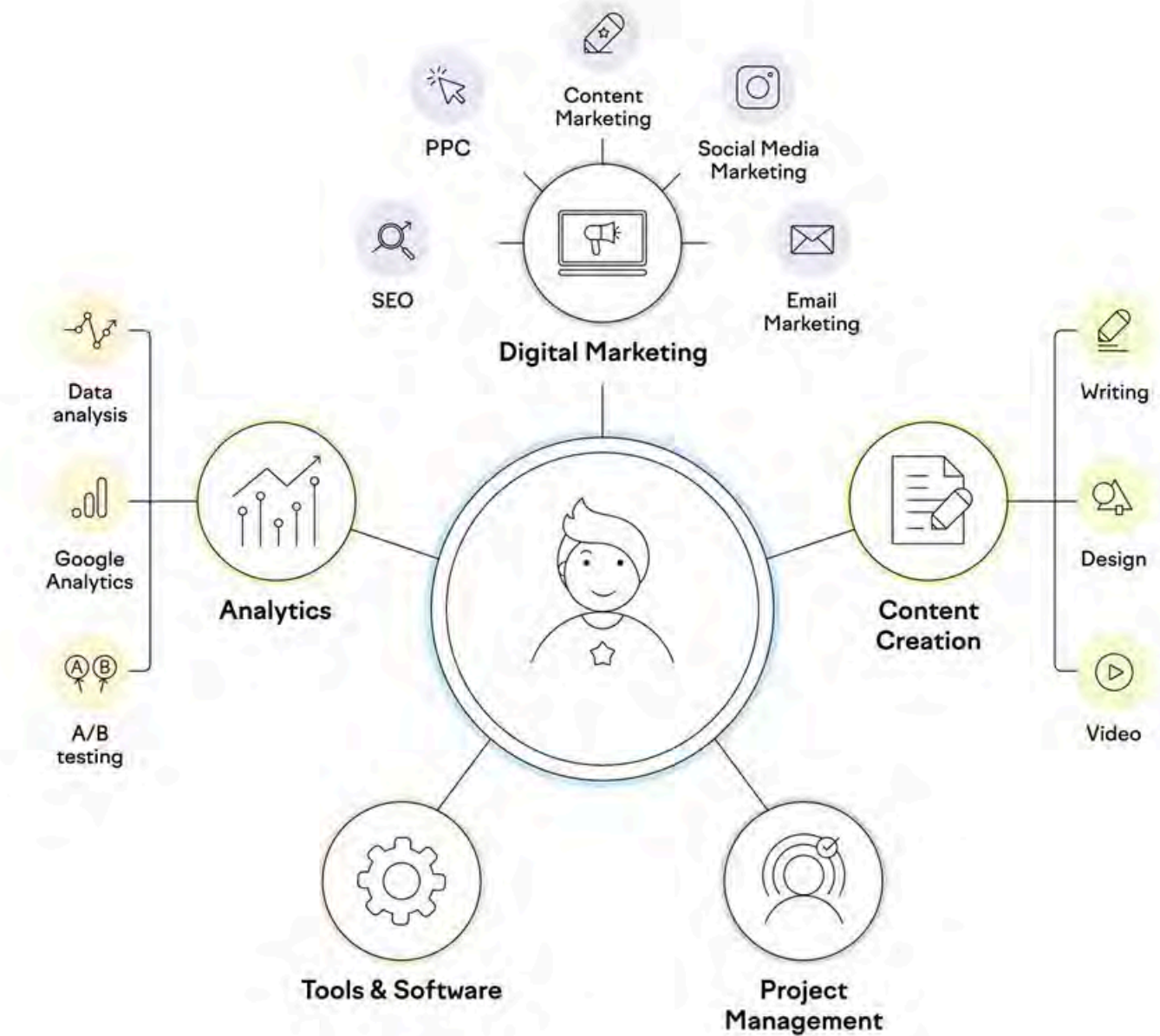GippsTech

AMANDA WATTS

Workshop Facilitator
GippsTech

MARCH 2025

www.gipps.tech

Digital Marketing Channels

- Website
- Search Engine Optimisation (SEO)
- Pay Per Click (PPC) Advertising
- Content Marketing
  - Images
  - Words
  - Videos
- Organic (Free) Social Media
- Email Marketing
- Partnerships & Collabs

semrush.com

SEMRUSH

Have you Googled your business or brand?

Having your business listed in multiple places online will mean more people can find you!

Examples:

- Google Business Profile (Google Map) FREE
- Council website listings
- Local Tourism bodies
- Trip Advisor
- TrueLocal /LocalSearch
- Hotfrog

Activity

How do your **existing** customers find your business? what's working?

What hasn't worked and why?

What's next to experiment with? Test and learn!

Activity

How do your **existing** customers find your business? what's working?

- Word of mouth
- Events
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

What hasn't worked and why?

- Facebook doesn't work!
- Website - I've never received an enquiry!
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

What's next to experiment with? Test and learn!

- Google Business Profile?
- LinkedIn?
- TikTok?
- _____
- _____
- _____
- _____
- _____
- _____

Use Case #1

PROBLEM:

A pallet manufacturer who lost 80% of their revenue overnight!

OPPORTUNITIES:
- They have a Google Business Profile but only a few reviews, the most recent review more than 4 years old
- SEO a big opportunity but will need to couple that with a strategic Google Ad campaign
- Organic video content across Meta, YouTube and TikTok can't hurt
- Established company with a long list of clients they could use to create lookalike audiences within Meta or simply sell to via robust email marketing

Use Case #2

PROBLEM:

A jewellery startup with a great product that doesn't sell online!

OPPORTUNITIES:

- UGC - Asking customers to create short video reviews / content about their product, showing potential buyers how much they love their purchase.
- Focus on features and benefits, longevity of items and one-off unique pieces.
- Behind the scenes footage of the owners process, designing pieces, making, packing orders.

Use Case #3

PROBLEM:

Winery that sold wholesale, but struggled to sell via Shopify / online

OPPORTUNITIES:
- Pricing strategies, ie: subscription / wine club
- Diversification of customer streams

Established winery which had done well selling b2b over the years but really struggled to sell b2c via his shopify website.
- Product packaging
- Pricing strategy re subscription based wine club
- Black Friday sales
- Cross-promotion via events, tourism, etc

All marketing is an experiment

Test

Measure

Learn & improve
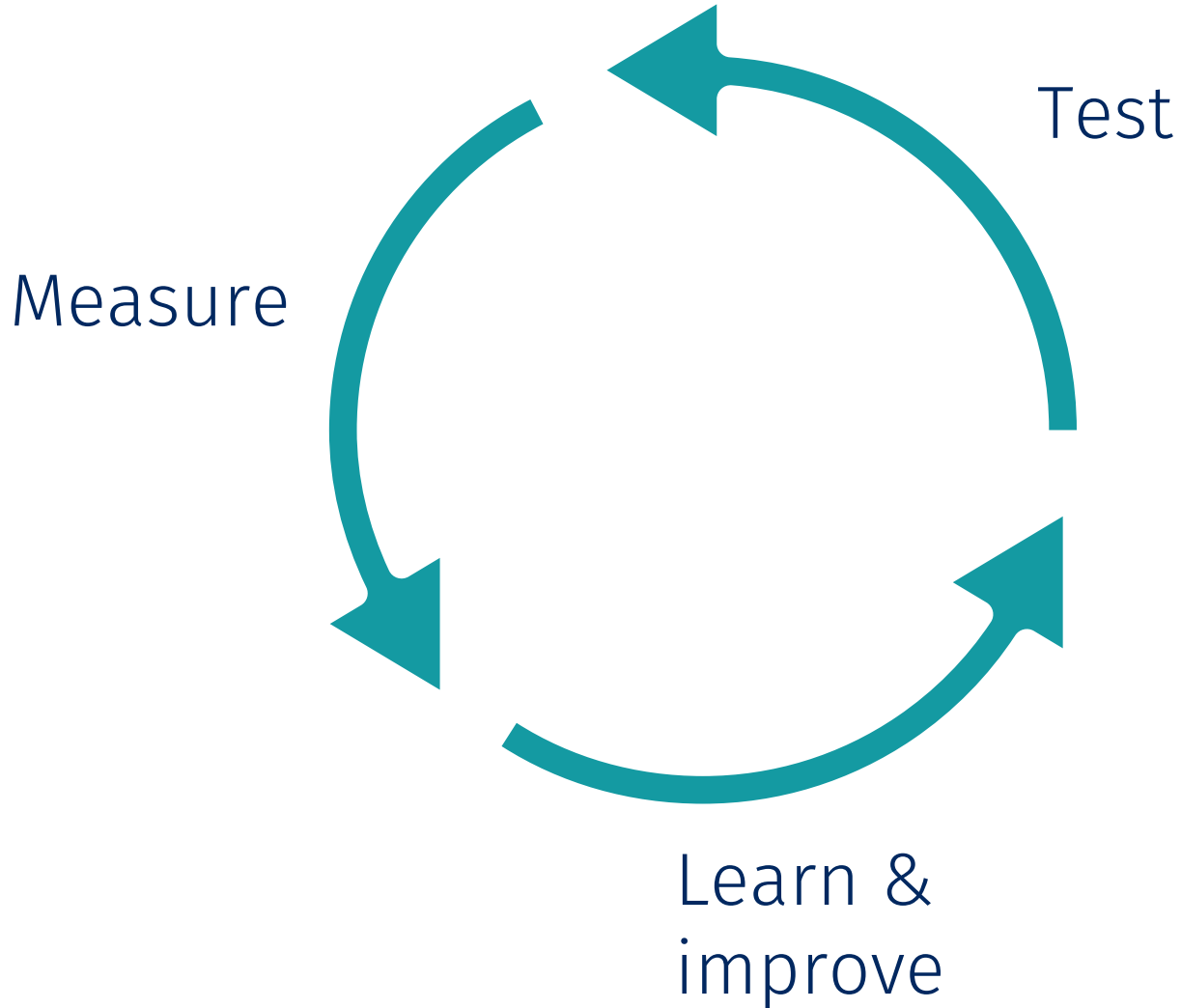
Digitising your processes

Manual

1. Double-handling of customer info from paper to online system/spreadsheet
2. Stuck on the phone to customers/enquiries and can't get any work done!
3. Manually tracking stock levels and placing reorders when necessary.
4. Adhoc price increases to reflect increased cost of supply
5. Publishing an ad listing for your upcoming event in the local paper or noticeboard
6. An email/mobile is provided for enquiries or questions about the upcoming event
7. Tickets are available for purchase at the door - cash only
8. You organise a raffle, capturing names and numbers in case the winning ticket can't stay for the draw at the end of the night

VS
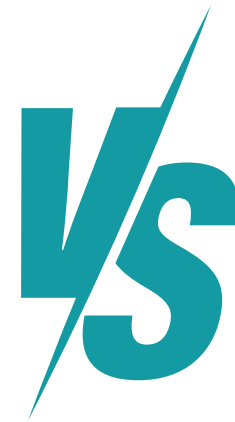
Digital

1. Invoices are automatically generated with with pre-populated customer information (CRM)
2. Set up automated email reminders for overdue invoice.
3. Inventory levels are automatically updated with each sale, triggering purchase orders when stock reaches a minimum levels.
4. Pricing increases are systematically increased in line with inflation and customers are notified over a series of communications throughout the year.
5. Publish an ad campaign using a social media management tool with pre-designed templates and scheduling features.
6. Your ad takes customers to a website with FAQs and ability to pre-purchase tickets online
7. The online order form asks for email and postcode
8. Templated email reminders are sent to customers updating them with important event details

Activity

What processes are working well? What's your bread and butter?

What's not working? What processes are costing you the most amount of time?

What's next to experiment with? Test and learn!

Activity

What processes are working well?
What's your bread and butter?

○ Check-in platform for visitors
○ Auto-schedule posts inside Facebook
○ _____
○ _____
○ _____
○ _____
○ _____
○ _____
○ _____
○ _____

What's not working? What
processes are costing you the
most amount of time?

○ Invoices - I have Xero but don't get it
○ Reviews - I forget to ask for them
○ _____
○ _____
○ _____
○ _____
○ _____
○ _____
○ _____
○ _____

What's next to experiment with?
Test and learn!

○ Zapier - automating data to spreadsheet
○ _____
○ _____
○ _____
○ _____
○ _____
○ _____
○ _____
○ _____

Use Case #1 - Digitisation

PROBLEM:

Community art show volunteers spending hours retyping entry forms on paper into spreadsheets

OPPORTUNITIES:

- Created online entry form, so the people's details were correct and streamlined artwork placecards
- More secure than writing down credit card or bank details on a form, and can take payments online now
- Entries automatically entered into Mailchimp database with segmentation tags, so can email specific segments the right information about the show

Use Case #2 - AI

PROBLEM:

Local cafe famous for their own jams they've sold in-store and online for decades is spending hours retraining staff.

OPPORTUNITIES:

- Leverage AI to improve staff recruitment, onboarding and training processes
- Owner is not a trained writer and can now write highly engaging job ads without the need for hiring a recruiter
- A lot of the job is hands-on but young staff are coming into the workforce for the first time so there's so much they could learn from a self-paced course that gets them up to speed quicker and keeps them engaged.
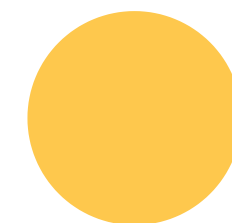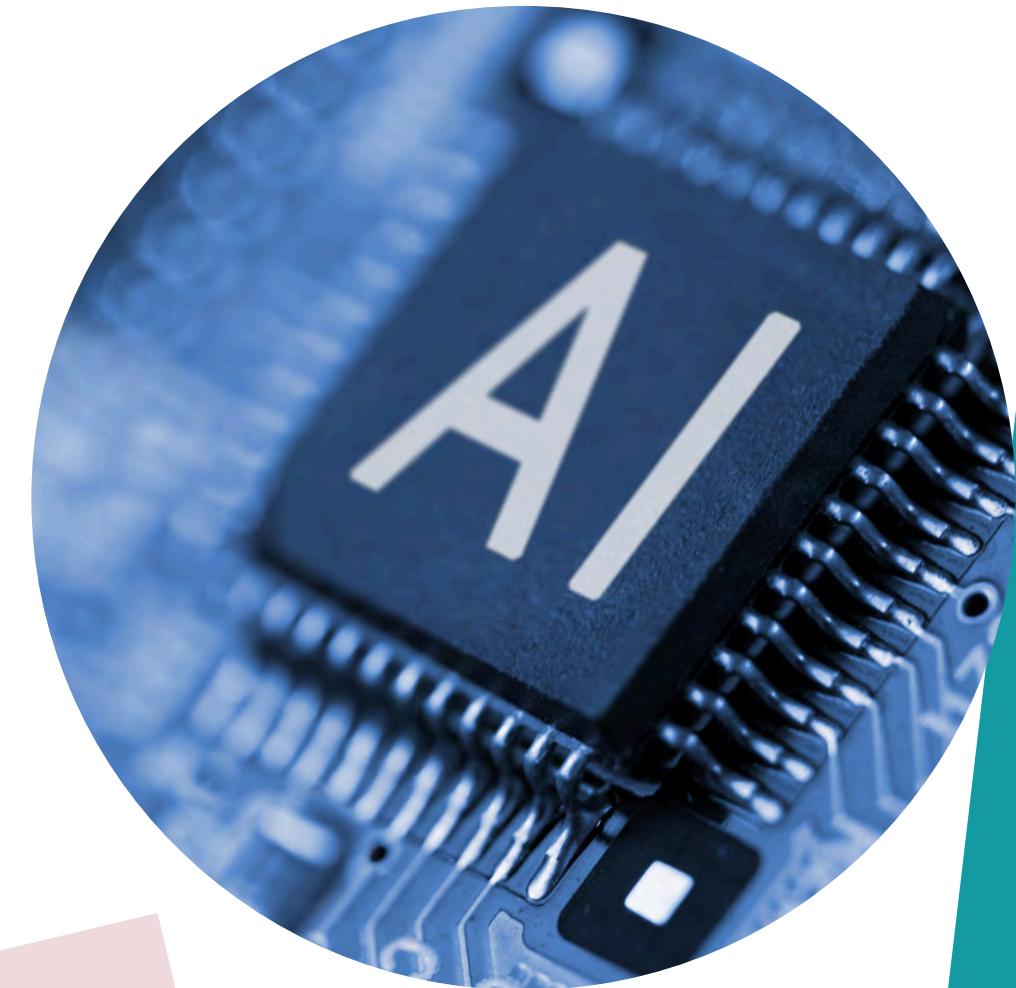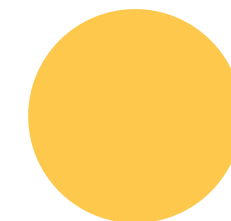
Use Case #3 - Automation

PROBLEM:

Local whisky startup has a great online presence but their customer journey is suffering without the some of basics in place.

OPPORTUNITIES:

- No incentive to subscribe or email marketing in place
- Feedback surveys
- Whisky club subscription
- Manually updating email software with every new purchase on Shopify store

Why Cyber Security Matters

Small business is the #1 target for cyber criminals

- More money than individuals

- Dealing with strangers frequently
- Often have untrained staff
- Less sophisticated processes than large corporates
- Weak links leading to larger businesses

Small businesses are **4x more likely to be targeted** by cyber criminals than large companies. (Cyber.gov.au, 2024)

20% of SMEs had at least one account compromised in 2021.

GippsTech

Keeping your business safe online & offline

Activity

Assign each item a rating, based on the 5x5 Risk Management Chart, then make a plan & set deadlines to action most severe risks

Don't use a password manager
_____ _____

Not having files on the cloud
_____ _____

Loss of data due to lost/damaged laptop
_____ _____

Can't access work documents without internet
_____ _____

Storm disrupts power connection
_____ _____

Can't access systems to contact customers
in an emergency
_____ _____

SEVERITY / IMPACT ⟶

	Negligible	Minor	Moderate	Major	Catastrophic
Almost certain	5	10	15	20	25
Likely	4	8	12	16	20
Possible	3	6	9	12	15
Unlikely	2	4	6	8	10
Rare	1	2	3	4	5

LIKELIHOOD ⟶

Activity

Assign each item a rating, based on the 5x5 Risk Management Chart, then make a plan & set deadlines to action most severe risks

Locked out of software, don't know password	**10**
Virus or malware security breach	**16**
Loss of data due to lost/damaged laptop	**16**
Can't access work documents without internet	**6**
Storm disrupts power connection	**20**
Can't access systems to contact customers in an emergency	**8**

SEVERITY / IMPACT →

LIKELIHOOD ↑

	Negligible	Minor	Moderate	Major	Catastrophic
Almost certain	5	10	15	20	25
Likely	4	8	12	16	20
Possible	3	6	9	12	15
Unlikely	2	4	6	8	10
Rare	1	2	3	4	5

Use Case #1 - Password Security

LastPass •••|

1Password

KeePass

RISK:

Sharing passwords as a team is hard to keep updated & secure

PREVENTIONS:
- Having a password manager means you have one source of truth, each person has a login and only one password to remember.
- Any updates to passwords in the manager are instant, not like on paper
- Remembers and suggests strong, safe passwords for you, don't need to keep reusing.

Number of Characters	Numbers Only	Lowercase Letters	Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters	Numbers, Upper and Lowercase Letters, Symbols
4	Instantly	Instantly	Instantly	Instantly	Instantly
5	Instantly	Instantly	Instantly	Instantly	Instantly
6	Instantly	Instantly	Instantly	Instantly	Instantly
7	Instantly	Instantly	1 sec	2 secs	4 secs
8	Instantly	Instantly	28 secs	2 mins	5 mins
9	Instantly	3 secs	24 mins	2 hours	6 hours
10	Instantly	1 min	21 hours	5 days	2 weeks
11	Instantly	32 mins	1 month	10 months	3 years
12	1 sec	14 hours	6 years	53 years	226 years
13	5 secs	2 weeks	332 years	3k years	15k years
14	52 secs	1 year	17k years	202k years	1m years
15	9 mins	27 years	898k years	12m years	77m years
16	1 hour	713 years	46m years	779m years	5bn years
17	14 hours	18k years	2bn years	48bn years	380bn years
18	6 days	481k years	126bn years	2tn years	26tn years

Time it takes for a hacker to force your password!

GippsTech

Keeping your business safe online & offline

Use Case #2 - Cloud Storage v's On-Premises

RISK:

Not being able to access documents when offline or deleting data with no backup available!

PREVENTIONS:
- Establishing an automated backup system means you don't have to do it yourself. Can backup to hard drive as well as automatically syncing with cloud systems like Dropbox.
- Protect your reputation, giving customers the confidence their data is stored safely & securely as possible. Also builds trust with customers and partners.
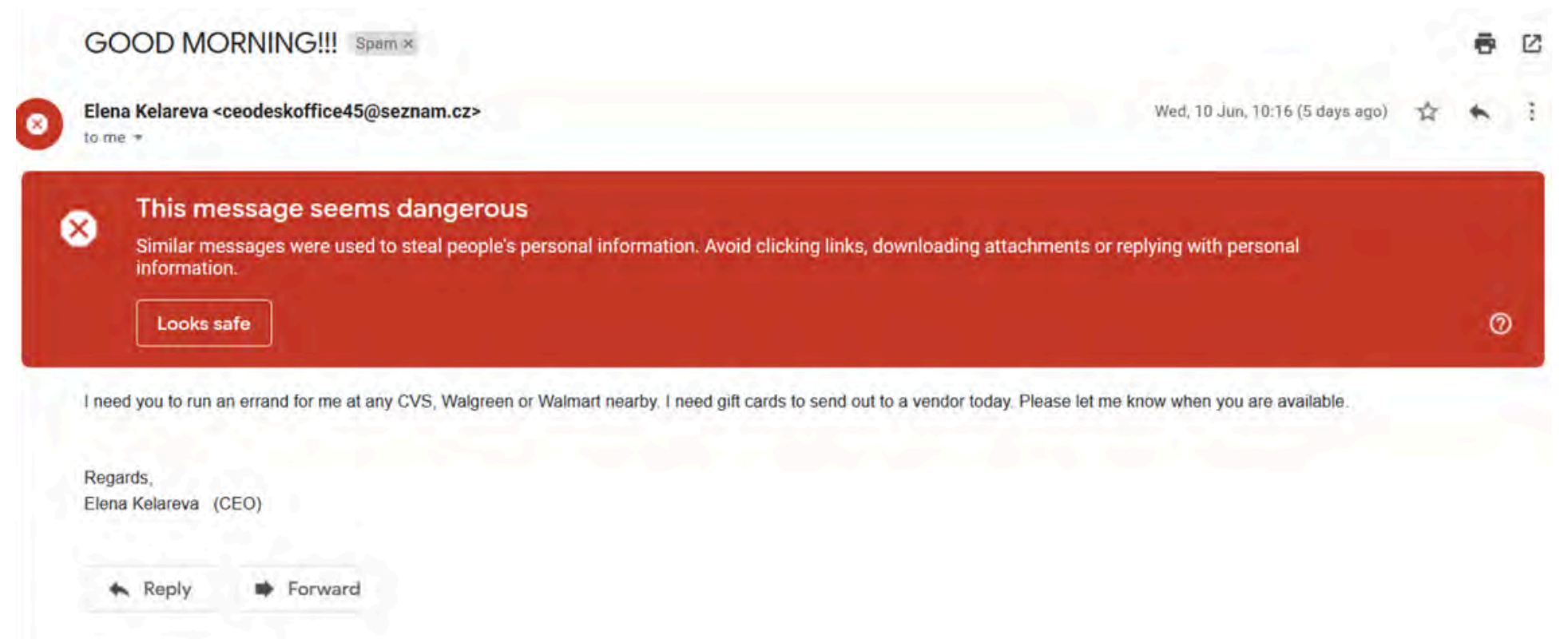

GippsTech

Keeping your business safe online & offline

Use Case #3 - Staff Training

RISK:

Staff or co-workers not knowing what do to and put customers data at risk

PREVENTIONS:
- Create onboarding or online guidelines for all staff, so they know where to go and what to do to access passwords and accounts.
- Online training such as CyberWardens that can be accessed for free

Use Case #4 - Continuity with power & internet

RISK:

Having no way to stay connected during an outage or natural disaster

PREVENTIONS:

- Purchase or review your current power generator to feel safe knowing that you can stay connected for work, as well as with loved ones in an emergency.
- Have a go-bag ready (like the Dry Bag) with a phone charger or dongle to give customers and partners peace of mind that you can deliver of your product or service during a outage.

GippsTech

Digital Tools/Resources

Mailchimp
Email Marketing Platform, free for first 1000 subscribers
https://mailchimp.com/

Canva
Graphic design, social media and brand management online platform, Free & Pro accounts
https://www.canva.com/

Google Business Profile
Take control of your online presence, free to manage, good return on time and investment
Also manage reviews, trading hours and contact information
https://www.google.com/intl/en_au/business/
(Good set up / overview article) https://blog.hootsuite.com/google-my-business/
How to set up if you are hybrid or service area business
https://support.google.com/business/answer/9157481?

ChatGPT
Help with brainstorming & content generation - Free & Paid Accounts
https://chat.openai.com/

Zapier
Bring your various digital and management tools together in one place, makes it easier to keep track of them all
https://zapier.com/

Jotform
Online form tool, collect customer feedback, online entries for competitions, Free & Paid Accounts
https://www.jotform.com/

Regional Tech Hub
For connectivity advice, information and troubleshooting tips
https://regionaltechhub.org.au/