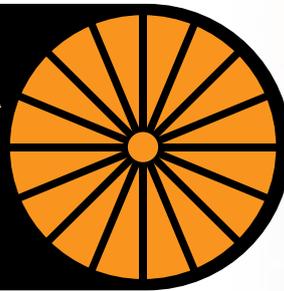


5 TIPS FOR GROWING YOUR ONLINE PRESENCE



RE-INVENT THE WHEEL, BUT MAKE SURE IT'S A CIRCLE

Most of our client relationships start with helping businesses to plan-and-build or modify-and-develop their communications strategy. The whole thing is a little bit like designing a wheel.

A central hub allows the whole thing to spin. Spokes connect the hub to the rim, and give it structure, strength and allow it to roll smoothly. The tube and tyre cushion it to glide on the road.

Apply these 5 tips to your business:

1. WHEEL HUB - YOUR WEBSITE

The wheel hub needs to spin and maintain momentum, without too much continual effort. Your website is the same - it needs to be eye-catching, engaging, up to date and have enough information and automation to allow your potential clients and customers to find what they want, find out how to find out more and to even start making choices/purchases - while you are asleep. Without a hub, the structure of the wheel is weak and won't last very long, even if it seems to roll well at first.

2. SPOKES - CHANNELS & TOOLS

Spokes give strength and support to the wheel rim. These are your supporting communications tools - traditional print items like business cards, flyers, brochures, posters or a catalogue. They also include direct communication elements like a CRM or client/customer database, newsletters and media releases. They also include social media platforms and anything else that enables you to communicate information and attach your brand.

3. WHEEL RIM - YOUR EXPERTISE

The rim is your expertise, your services, your offer in the market. These things are often overlooked in the busyness of running a business - but if you get it right and the message is clear, it will support everything you do.

4. TYRE - YOUR CONTENT

Your content needs to be relevant and interesting to your target audience, and has to work well with your area of expertise. Consider the best time(s) to post content, think about how frequently you should post, and bear in mind the huge amount of content that everyone is exposed to every day. Create a clean and consistent style, post pictures and don't feel the need to be serious all the time.

5. ONE BIG PUSH

Square, angled or wonky wheels don't roll so well - weaknesses in any of the elements above can make your wheel clunky and slow everything down. Once these are all in place, create a campaign to get things started and away you go!

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