



KATHERINE  
TOWN COUNCIL

Katherine  
Live Local  
LOVE  
Local

MARKETING TOOLS

CAMPAIGN 2020

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[KATHERINE.NT.GOV.AU](http://KATHERINE.NT.GOV.AU)

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**Katherine Town Council**

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# *Online Marketing*

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The online world of marketing has become an easy way to reach a large audience from the comfort of your office. There are platforms created to assist your business in easy online marketing. Please see the enclosed to support your journey in marketing.

# PROJECT MANAGEMENT

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## TRELLO

<https://trello.com>

A Trello board is a list of lists, filled with cards, used by you and your team. It's a lot more than that, though. Trello has everything you need to organize projects of any size. Open a card and you can add comments, upload file attachments, create checklists, add labels and due dates, and more.



Watch a how to video:

<https://www.youtube.com/watch?v=xky48zyL9iA>

# SOCIAL MEDIA

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# DIGITAL 2020 AUSTRALIA STATS

(<https://wearesocial.com/au/digital-2020-australia>)

In Australia, we now have over 22.3 million internet users and 18 million social media users. 1 in 3 minutes online is spent on social media, and advertising reach is growing across most of the key platforms. So, what does this mean for brands? Read the full report to find out more about internet, social media, mobile and e-commerce usage in Australia in 2020.

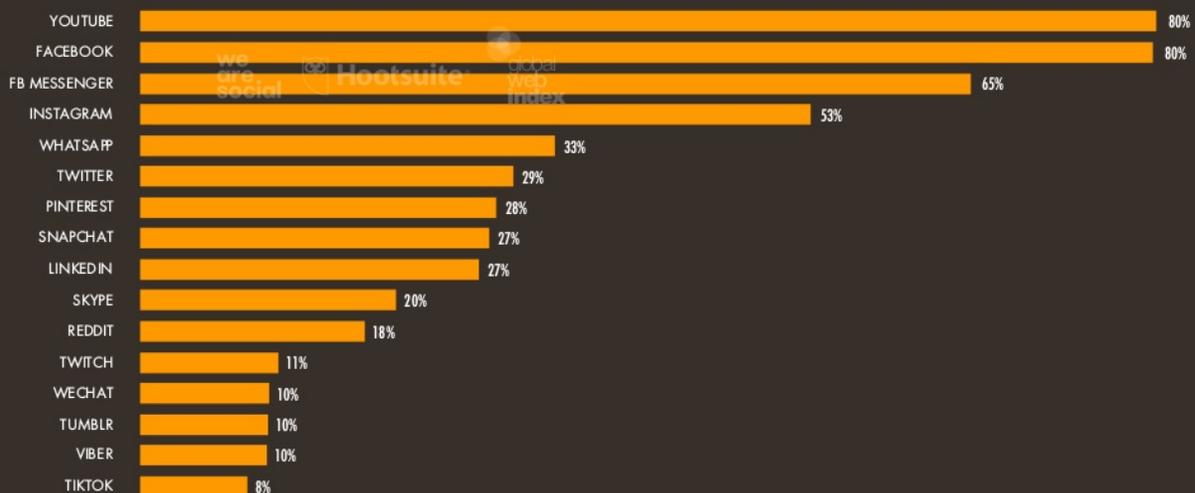
JAN  
2020

## MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH PLATFORM IN THE PAST MONTH



AUSTRALIA



43

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.  
NOTE: FIGURES ARE BASED ON INTERNET USERS' SELF-REPORTED BEHAVIOUR, AND MAY NOT MATCH THE MONTHLY ACTIVE USER FIGURES OR ADDRESSABLE ADVERTISING AUDIENCE REACH FIGURES FOR EACH PLATFORM THAT WE PUBLISH ELSEWHERE IN THIS REPORT.

we  
are  
social

Hootsuite®

# FACEBOOK



www.facebook.com

Facebook continues to be the reigning champ of social media sites, as the #1 spot where friends connect and share online. Whether you're a big corporation or a small local biz, Facebook is a powerful marketing tool - it's a great space to keep customers informed, develop brand identity, and broaden your reach.

*19 Easy Steps to Setting Up a Killer Facebook Business Page -  
(<https://au.oberlo.com/blog/facebook-business-page>)*

JAN  
2020

## FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



AUSTRALIA

NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON FACEBOOK



15.00  
MILLION

FACEBOOK'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 13+



71%

QUARTER-ON-QUARTER CHANGE IN FACEBOOK'S ADVERTISING REACH



0%  
[UNCHANGED]

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE\*



53.3%

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE\*



46.7%

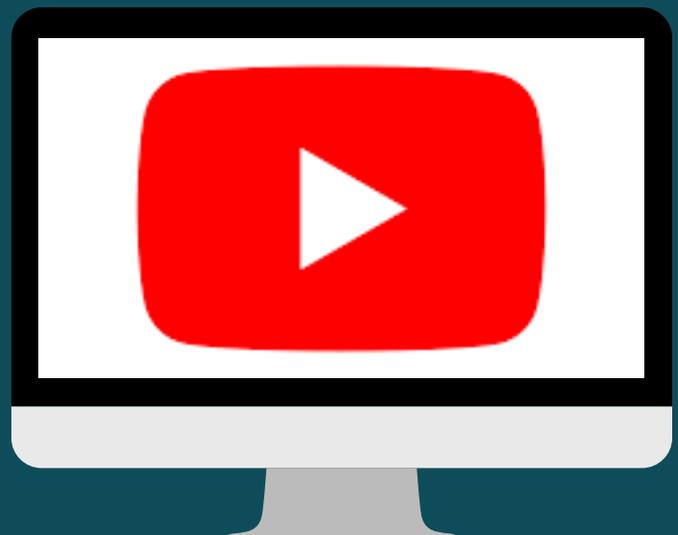
# YOUTUBE

[www.youtube.com](http://www.youtube.com)

YouTube is a video-sharing platform where users watch a billion hour of videos every day. To get started, you can create a YouTube channel for your brand where you can upload videos for your subscribers to view, like, comment, and share.

Besides being the second biggest social media site, YouTube (owned by Google) is also often known as the second largest search engine after Google. (So if you want your brand to be on YouTube, I would recommend reading up on YouTube SEO.)

Finally, you can also advertise on YouTube to increase your reach on the platform.

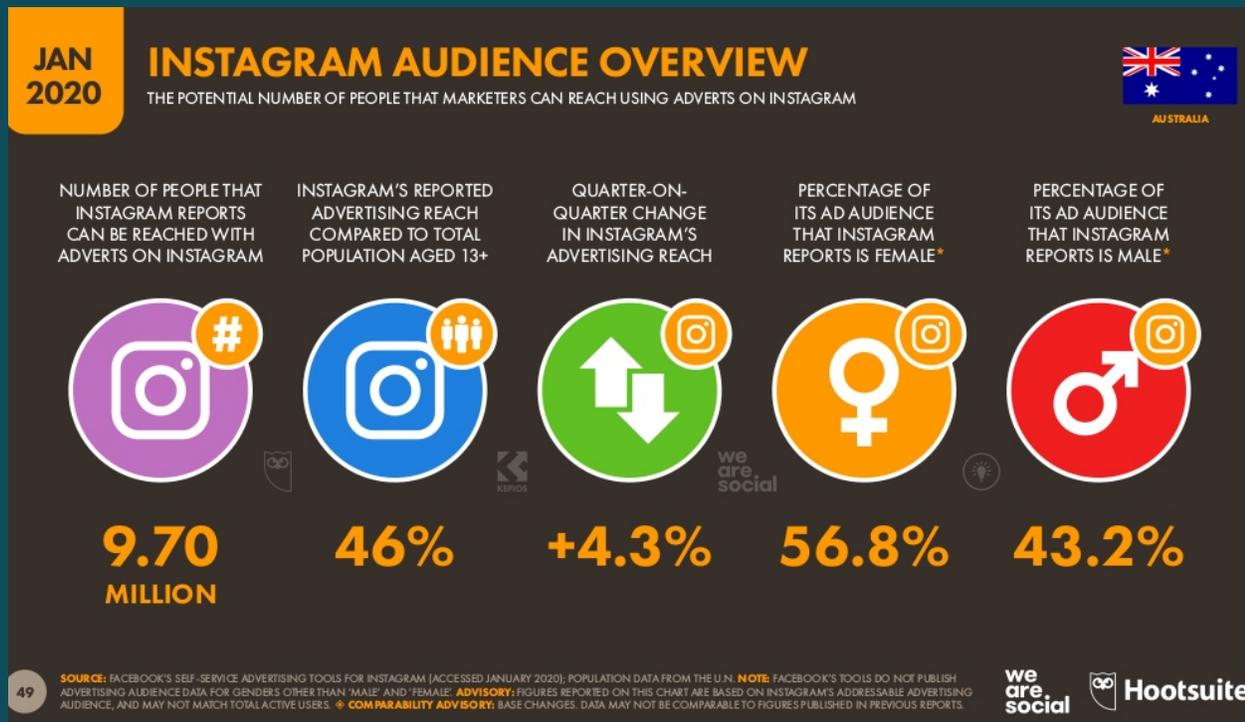




# INSTAGRAM

[www.instagram.com](http://www.instagram.com)

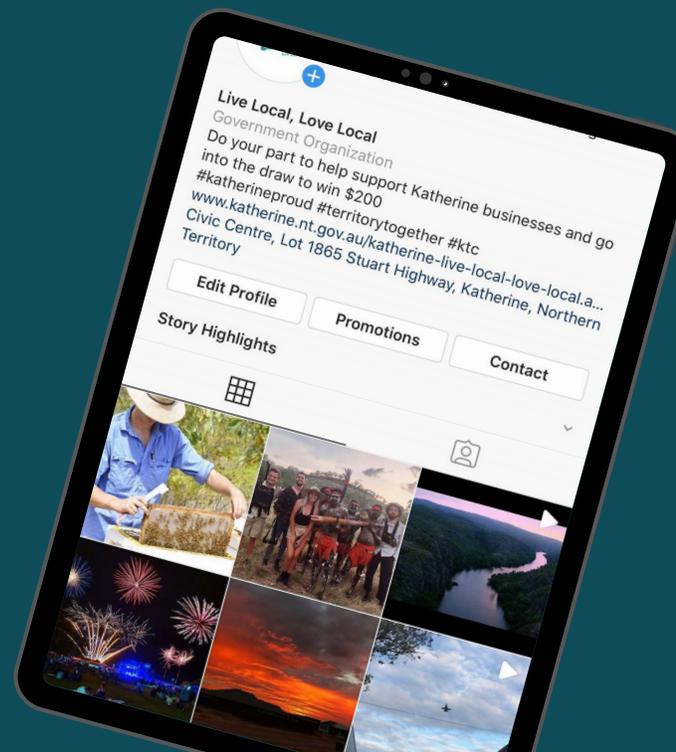
Instagram is a proven social media platform that helps businesses engage current customers and attract new ones. Instagram is a smorgasbord of eye-catching visuals and inspiring creativity. It's also a social network where product-based businesses, influencers, and coaches can thrive.



# INSTAGRAM continued.

Since introducing shoppable posts in 2018, the potential ROI for product-based businesses is higher than ever – not only can B2B's connect with a massive audience, they can link the product information and sales straight from the 'gram.

If your target demographic is under 35, Instagram is a gold mine: 63% of users are between the ages of 18 to 34, with virtually even split between male and female.



# TWITTER



www.twitter.com

If your business is related to entertainment, sports, politics, or marketing, you stand to earn tremendous engagement on Twitter. On Twitter, brands have an opportunity to craft and hone their voice – there's room to be clever and personable in addition to informative and helpful.

JAN 2020

## TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



AUSTRALIA

NUMBER OF PEOPLE THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER



6.23  
MILLION



TWITTER'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 13+



30%



QUARTER-ON-QUARTER CHANGE IN TWITTER'S ADVERTISING REACH



-3.3%

we are social

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE\*



41.1%



PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE\*



58.9%

# SOCIAL MEDIA MANAGEMENT

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# WHAT MAKES A GREAT SOCIAL MEDIA MANAGEMENT TOOL?

Most of the apps we have selected cater to a broad range of social networks, particularly the big four: Facebook, Twitter, Instagram, and LinkedIn. Some packages include support for a huge number of niche networks, which is a unique feature in itself. Others focus specifically on one or two networks, particularly when it comes to visual networks like Instagram and Pinterest.

One of the main reasons people turn to social media manager apps is for queuing and scheduling updates.

Social media tools allow you to coordinate autonomous campaigns that run according to a schedule of your choice. All the apps included in this roundup are able to schedule posts in advance. Some tools can help you recycle your best-performing updates. Others analyse your patterns of engagement in order to tell you the best time to post.

Being able to schedule and post across all your chosen networks at once can be a big time-saver. Some networks take it to the next level by allowing you to customize each update to suit the platform you're targeting. That means you can do things like tag locations for Facebook and add relevant hashtags on Instagram.

With the right tool, you can set up keyword searches, monitor mentions, and follow hashtags to better engage with your audience, pass honest feedback to your team, or identify issues that need addressing. If your business connects with customers via Twitter direct messages or Facebook Messenger, having all your correspondence in a single "social inbox" makes it easier to follow up on leads.

While many of these products offer the same features in different clothing, each one offers something unique that sets it apart from the rest of the pack—everything from built-in support for lead generation to media search engines for royalty-free images and GIFs.

# Comparison - Buffer vs Hootsuite vs Later

<https://www.capterra.com/social-media-marketing-software/compare/143492-121701-152254/Buffer-vs-HootSuite-vs-Later>



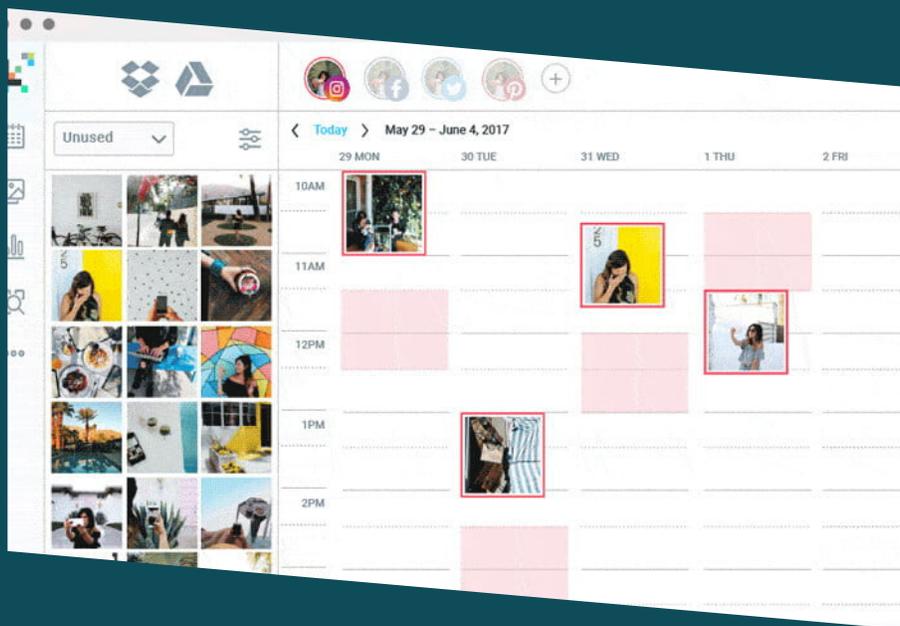
# LATER APP



[www.later.com](http://www.later.com)

Later is a social media scheduling app. First developed for Instagram, you can also use it for Facebook, Twitter and Pinterest.

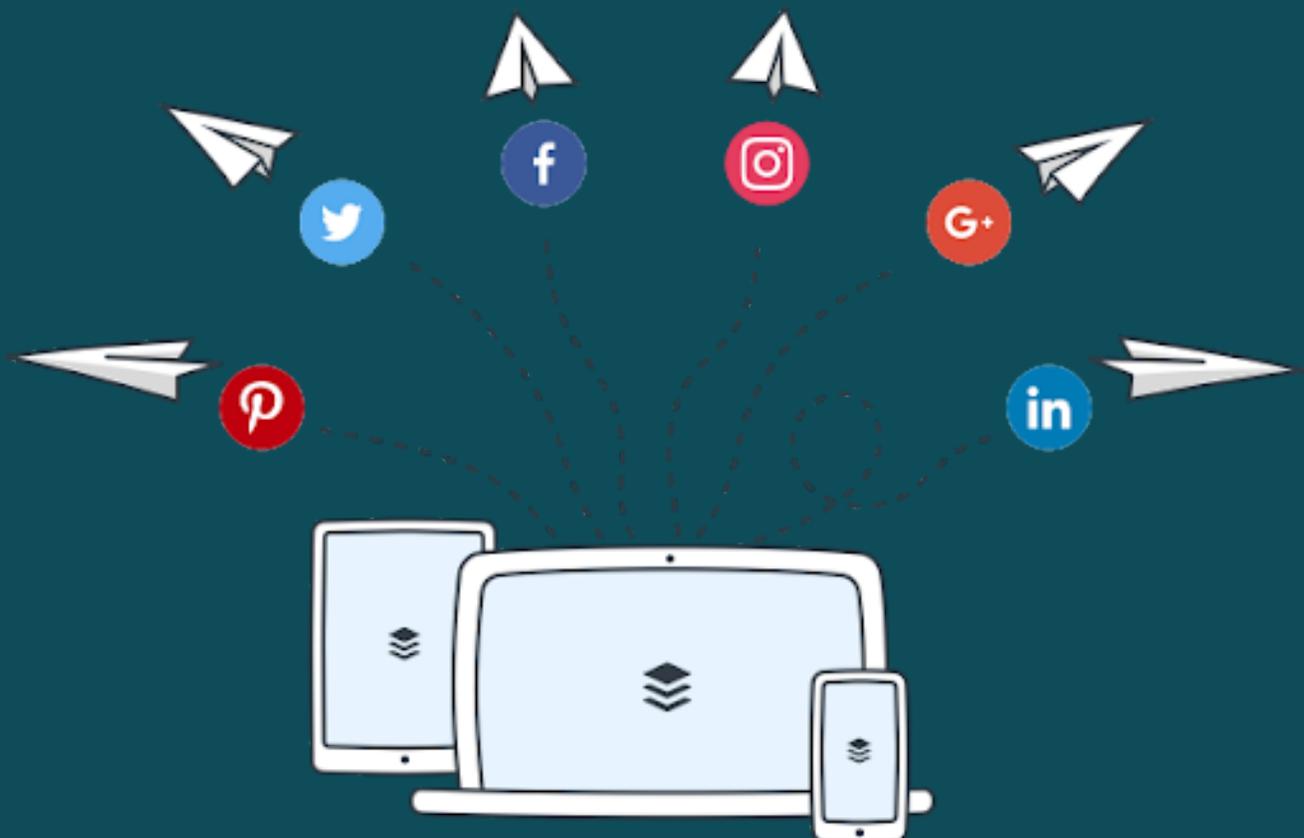
Later is the social media management app for people who think visually. It requires you to focus on your visual media first, adding text, links, and hashtags later. Excellent for Instagramers, less so for those who prefer to focus on other social platforms.



# BUFFER

[www.buffer.com](http://www.buffer.com)

Buffer is a software application for the web and mobile, designed to manage accounts in social networks, by providing the means for a user to schedule posts to Twitter, Facebook, Instagram, Instagram Stories, Pinterest, and LinkedIn, as well as analyse their results and engage with their community.

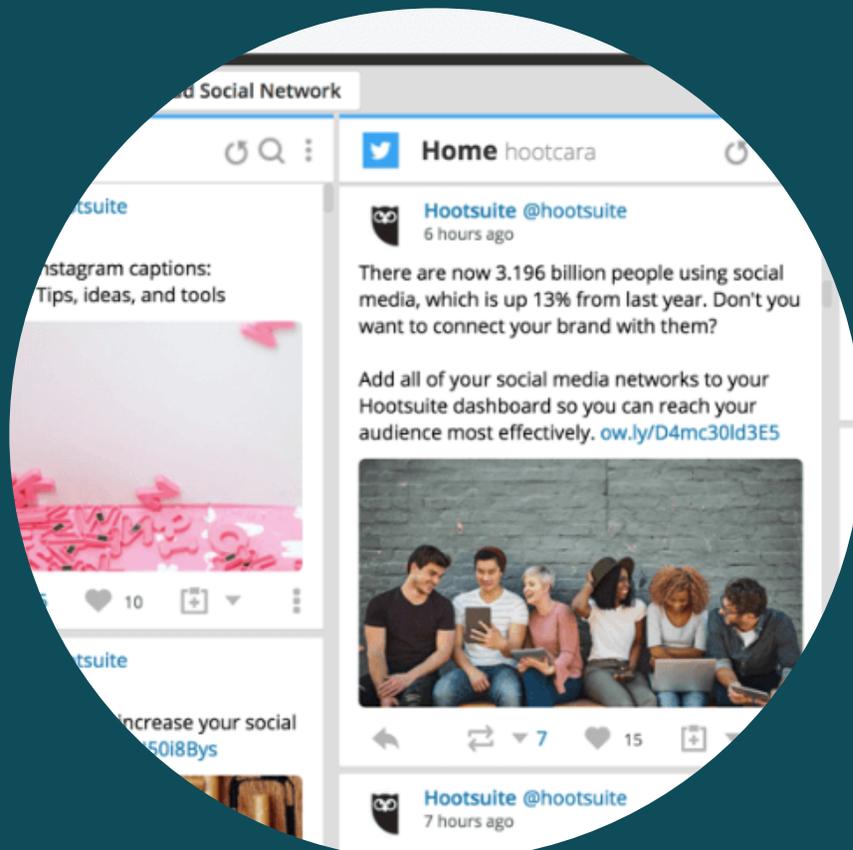


# HOOTSUITE



[www.hootsuite.com](http://www.hootsuite.com)

Hootsuite is one of many tools referred to as a "Social Media Management System" or tool. It helps you keep track and manage your many social network channels. It can enable you to monitor what people are saying about your brand and help you respond instantly.



# CREATIVE

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# CANVA

[www.canva.com](http://www.canva.com)

Canva offers pre-made templates, shapes, and images to users in order to create visual campaigns. Templates include social media sized layouts, presentations, posters, blog headers, blog graphics, cards, letters, certificates, eBooks, and more. Various colour schemes, backgrounds, text styles, and layouts are available in the tool. It is easy and quick to use, and the final results are aesthetically impressive.



# EMAIL

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# MAILCHIMP

[www.mailchimp.com](http://www.mailchimp.com)

Mailchimp is an all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties. Mailchimp's approach to marketing focuses on healthy contact management practices, beautifully designed campaigns, and powerful data analysis.



# WEBSITE

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## What is SEO?

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.

## What is Google Analytics

Google Analytics is one of the most popular digital analytics software. It is Google's free web analytics service that allows you to analyze in-depth detail about the visitors on your website. It provides valuable insights that can help you to shape the success strategy of your business.



# SEO SITE CHECKUP

<https://seositecheckup.com/>

It's a free on-page SEO tool for your website. SEO SiteCheckup checks & improves your web page to perform better on google & other search engines.

# GOOGLE ANALYTICS

<https://analytics.google.com/analytics/web/>

A complete & free analytics tool offered by google. Google Analytics provides insights into different traffic sources, real-time tracking, page views, demographics & setting up website goals.