Optimise

Internet Marketing News

Ready to Create a Killer App?

Five things to consider pre-launch

Are you Ready to Get Serious About your Blog?

Tips for growing your blog in 2017

Digital Disruptors to Follow in 2017

Startups that are changing Australia's future

Google Rankbrain

How should it impact your SEO strategy?

Welcome

Welcome to 2017!

What does the year ahead look like for you and your business? Have you got a well-prepared plan, or are you content to sail into 2017 with a more carefree attitude? Wherever you're currently at, it pays to start developing a plan. If you're after some inspiration on organising your business for the New Year, be sure to check out pages 36-37 for our 'Getting Back to Business' feature, as well as our tips for better keyword targeting on pages 8-9. Likewise, if you're after some helpful advice on developing your content marketing and growing your blog, we've got you covered with a triple page feature on pages 11-13!

As part of our cover special for this issue, we're featuring five Queensland tech startups that are disrupting the digital landscape with revolutionary creations! Flick through to page 21 to discover who they are, and get the inside goss on which startups you should be following in 2017. From augmented reality games and social networks for travellers, to AI prostate diagnosis systems and more, these are the developments you need to know of!

Speaking of startups, have you ever dreamed of creating your own app? If so, you'll absolutely love our article on pages 34-35! With so many things to consider during the creation process it can be easy to forget that creating an app is about more than just the design - you've also got to factor in a lot of important decisions regarding how you launch your program. Get up to speed with our feature: 'The Top Five Things to Consider Pre-Launch!'

And if that's not enough, we've also got plenty of general industry news, such as the latest algorithm updates, and fascinating advancements in the world of Facebook and artificial intelligence (including robotic zooids that can bring your phone to you!). Your only problem will be deciding what to read first!

I hope you enjoy our latest issue of Optimise, and as always, if there's anything you'd like to see in our future editions be sure to let us know!

Happy reading!

Ben Bradshaw

Editor in Chief, Optimise Magazine
CEO & Founder of SponsoredLinX

Meet the...

OPTIMISE EXPERTS
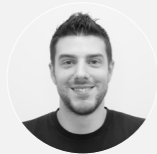
Doug Carpenter

Nathan Moody

Zaine Wilson-Hoyle

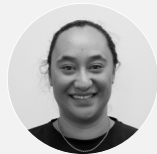Jas Rawlinson

Fiona Hoy

Drew Ioannides

Nativity Dunbar

Amy Ambrose
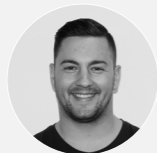
Aimee Devitt

Ian Sorohan

Kylie Vaughan

Sumeet Bhindi

Adam Conroy

Alex O'Toole

Mr. E Nigma

CONTENT In this Issue:

SECURING YOUR WORDPRESS
WEBSITE IN 2017

Stop hackers in their tracks.

By Doug Carpenter

Whether you run a single blog on WordPress, or host your company's entire site, have you considered your WordPress security? After all, it's always far better to be prepared for the event of a website security breach, than to find yourself furiously fumbling to try and get your site back online as quickly as possible.

To help prepare you for any future nasty security problems, we've come up with a list of elements you should consider when securing your WordPress website in 2017.

Backup Strategy

Realising that your website has gone down is a terrible feeling, but that feeling is a hundred times worse when you haven't backed up your content.

If you run your website/blog through a good-quality hosting platform, they should back your website up regularly; however, there have been incidents where the host's own data has been hacked - meaning your backups could also disappear. This is why, in order to be properly secure, your website needs to be backed up externally - and there are many different plugin options to help you do this. Personally, I recommend BackupBuddy, UpdraftPlus Backup, and Backup Creator for WordPress. If you care about keeping your data safe at all times, ensure you have one of these!

Change Your Password Regularly

One of the easiest ways for a hacker to get into the back of your WordPress site is for them to crack your password. So the stronger your password, the less likely they are able to gain access. To generate a strong password for your website, simply use a password generator (easily found online).

Alternatively, another way to keep your password safe is to change it regularly. This will give hackers a smaller chance of gaining entry, so try to change your password at least once per month.
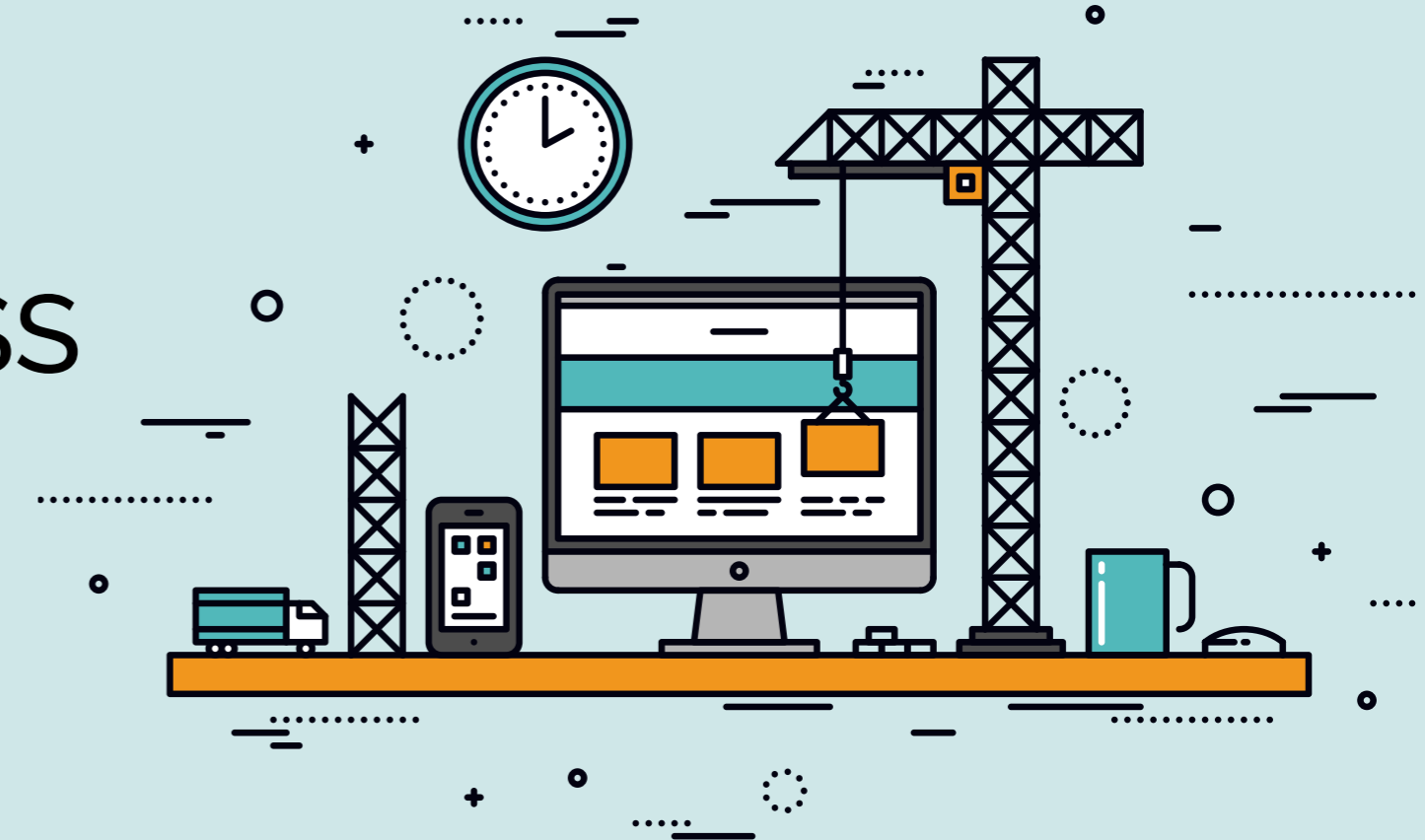
Limit Login Attempts

Sometimes hackers will try repeatedly to get into your WordPress site; using different password combinations until they discover the right one. One way you can protect your site against these types of attacks is to install a plugin, such as Login LockDown or Login Security Solution, which limits the number of login attempts from one IP address.

This means that if a hacker tries multiple times to gain access to your site, they will eventually be locked out for a period of time. This not only gives you time to address the hack attempt, but can also deter them from trying again. Additionally, these plugins will note down the IP address of the attacker, allowing you to see where the bot/hacker is operating from.

Hide Your Login Page

If a hacker can't even find the page from which to login to your site, they probably won't even attempt to hack you. Therefore, to protect yourself, you can hide your login page by moving the location of the files needed to do so.

There are a number of WordPress plugins which can help do this, including Rename wp-login.php and Lockdown WP Admin.

Tools for Scanning Your Site

At times, someone may maliciously hack into your WordPress account without you even noticing. They could be hacking in just to steal information - such as your newsletter contact list - and then exiting the site before you even know what's happened.

To prevent malicious attacks from happening without your knowledge, ensure you scan your theme files on a frequent basis. There are a number of different plugins that can do this for you, including Theme Authenticity Checker, Ultimate Security Checker, WP Antivirus Site Protection, Sucuri Sitecheck and CodeGuard. I wholeheartedly recommend you install and activate one of these plugins to help keep your information safe!

With these tips, your website should stand a lot stronger against the threat of hackers, and you can continue doing what you love with minimal need for concern.

DETERMINING WHICH KEYWORDS TO TARGET FOR YOUR WEBSITE'S SEO STRATEGY

Be prepared for 2017

By Nathan Moody

Understanding what is viable from an SEO perspective is crucial when planning an SEO campaign - as once the process has begun, you'll be committing to a lot of work for an extended period of time. It's also vital to understand - when working on your keywords - that there is a limit as to how many you can target and effectively work on. So, taking the above into account, let's look at the fundamental tools needed to research and select the best keywords.

Tool #1 - Common Sense

This is your first tool, and even better, it's free! There is little to no point in choosing keywords that are unobtainable or irrelevant to your business. For example, those such as 'iphone', 'home loans' or 'lawyer', would be a waste of time for small to medium businesses. Why? Because unless you have a full time team comprised of the 'best of the best,' you'll be constantly coming up against those companies that already do. For a small business, the chance of beating the big banks and worldwide retail behemoths is next to nil. When it comes to highly competitive brands, it's always best to think local - as well as actioning relevant long tailed keywords.

Using the lawyer example above, and knowing that Google's search results will vary wildly depending on the location of the person doing the search, the best way to target this area would be to use a long tailed keyword such as 'Criminal Lawyer (insert suburb or town here)'.

Tool #2 - Your AdWords Account

Between your Search Query Report (the historical data of what was searched by individual users that triggered your ads and lead to clicks) and Google's Keyword Planner, you will not only get an accurate idea of how much search traffic there is for your key phrases, but you'll also be able to cross-reference this with past conversions. For example, if one of your searches triggered 10,000 impressions, leading to 1,000 clicks and 10 conversions, then that keyword is undoubtedly one you should pursue!

Just imagine the benefits for your business if you were appearing 24/7 for a phrase like that, and getting a larger percentage of the traffic? Yes please! With Google's Keyword Planner (found within the "Tools" section of your AdWords account) you are able to:

- Search for new keywords using a phrase, website or category

- Get search volume data and trends

- And multiply keyword lists to get new keywords

In a nutshell, this tool lets Google do much of the thinking for you. Not only can you quickly discover what Google thinks your website is currently about, but you can also grab historical data for the monthly search volume of keywords (as well as their recommended CPC), and discover how competitive they are. For example, using our SponsoredLinX Optimisation/ Google AdWords Management page on option one, you can yield 617 suggested keywords. From there, all that is required is to go through each of these keywords with our first tool - common sense - and cull the unwanted and unachievable options. For example, as much as I wish it weren't true, I don't think we will beat Google to position one for "AdWords" (even though it would be nice to have 1,500,000 searches a month!).

Tool #3 - Competitors

This is your third and most important tool. Looking at businesses who are successful locally, nationally and internationally, means you can learn what keywords they are ranking for, and more to the point, analyse how they are doing it. SEM rush is one of just many tools available; auditing sites and providing a comprehensive list of organically ranking keywords.

While the process may seem somewhat tedious, it's important to note that time and effort are key requirements of a successful SEO campaign. And when you take that into consideration, it goes without saying that getting your keywords right is of utmost importance!

Get In Touch

Ready to put your plans into action for the New Year?
Call our expert team on **1300 859 600** and make sure your keywords are on point!

ARE YOU READY TO GET SERIOUS ABOUT YOUR BLOG?

Tips for growing your blog in 2017.

By Jas Rawlinson

Reach new customers with a tailored social media campaign.

Sponsored linX
ADVANCED ONLINE MARKETING

www.sponsoredlinx.com.au

By now you've probably come to realise that unless you're a celebrity, or a huge, well-known brand, raising your blog profile can be hard work. And while it won't happen overnight, you can get there! Below, I share my top tips for improving your blog readership in 2017.

Find Great Content Quickly

Blog writing is time-consuming, and often, picking a starting topic can be your biggest staller. For a head start, I recommend Scoop.it - a great site which can help you more easily discover and curate better content. Not only are there two different versions to choose from, but each serves a different purpose. For example:

Scoop.it Content Creation will help you to:

- Discover content based on keywords of choice
- Curate your blog information
- Post it to your page, and
- Publish blogs across your social media channels

Meanwhile, Scoop.it Intelligent Content Marketing Automation will help you to:

- Create better content faster
- Use predictive insights to generate more results from your content
- Plan, execute and audit all content in one place
- Measure ROI from your content

Get Your Proofing On Point

No matter how efficient you may be at proofing, it's always easy to miss mistakes when you're reading (and re-reading, and re-re-reading) your own work. Sometimes even the best of us need a little help from time to time. Personally, I like to use Grammarly and PageProof.

Grammarly: Self-dubbed as 'the world's most accurate online grammar checker,' Grammarly is a proofing tool that makes solo-editing a hell of a lot easier. Not only does it pick up on 250 types of spelling, grammar, and punctuation errors, but it also recognises sentences that could be phrased in a more succinct way.

While they do have a free version, I recommend you invest in their paid upgrade if you're getting serious about your blog. The main reason I recommend this is that Grammarly Premium checks for over 250 types of grammatical errors (as opposed to only 150), and also provides vocabulary enhancement suggestions. On top of this, it can also:

- Detect plagiarism and provide citation suggestions.
- Be implemented into Microsoft Word.
- Be downloaded as an extension for Chrome or Safari.

To get started, all you need to do is upload a file, or paste your text into their box. Then wait for Grammarly to 'suggest' edits to you.

PageProof: This is a great tool if you're working with several proofers! As a fully encrypted, cloud proofing, approval system, PageProof allows you to proof artwork, documents, presentations,

branding, videos, and photography! Essentially, it's an easy way to get feedback on your file from other team members or clients.

To get started, you simply upload a file and then use your digital red pen to add comments to the document. For example, is there a word in your artwork/presentation that needs to be amended, or perhaps a paragraph that isn't formatted properly? Just drag a red comment box around the area, write your suggestion, and then wait for your other contributors to read through your comments and add their own.

PageProof also allows you to:

- Keep tabs on what needs to be adjusted – without messy, back-and-forth emails (or having to print every version for your team to edit by hand). For example, say you're working on a new blog or magazine, and you want to check that your team have implemented all of your suggested changes? Just check back over your comments as you read through the new version, and approve or reject their suggestions.
- Keep track of your 'Workflow' and see where your proofing staff are at. When a mandatory proofer has finished, they simply select the green 'Finished' button to let you know they are done reviewing.
- Select your file from Dropbox, Google Drive, Box or OneDrive!
- Choose from free, premium or business plans.

Optimise Your Website for Google Searches

We know that mobile use only continues to skyrocket, so it's absolutely essential that your site is optimised correctly. Doing so can be as simple as making sure your settings are switched to 'mobile friendly view', and ensuring your privacy options are set to public (so that all internet users can find your awesome content!).

Make the 'WordPress' Switch

WordPress.com is great when you're starting out with blogging - or if you're not fussed about making money - but if you're ready to start getting paid for your content then you really need to move over to WordPress.org. This version will allow you a lot more freedom, while still retaining the user-friendly design you've come to love. Some of the biggest benefits include:

- Being able to add your own plugins (such as specific SEO options).
- Owning all of your data.
- Custom theme uploads.
- Custom analytics and tracking.
- The option to make money by including your own ads.

The main thing to note with wordpress.org is that you will need a hosting site and your own domain (WordPress recommends the use of Bluehost - your domain is free and they give you 50% off your hosting plan). Once your new site is set up, the next step is to export all your content from your WordPress.com site (which is reasonably easy to do), and then import it to your new site.

So there you have it! My top tips for a better and brighter blog future in 2017. Before you go though, I should mention one last thing; perhaps the most important tip you can take. Above all, don't forget why you started your blog in the first place. Have fun, dream big, and chase your passions!

START 2017 FRESH WITH A **NEW WEBSITE**

But don't forget your organic rankings!

By Fiona Hoy

Developing a new website can often be a costly procedure - not just financially, but also in terms of your organic rankings. So, if a new website is on the cards for 2017, here are some key points to consider when aiming to avoid a loss in online traffic and visibility.

Consider Your Branding

It's always fun to refresh your branding, but shy away from changing it too dramatically. After all, you still want your users to recognise your logos even if they do change.

Consider Your Domain

Will you be keeping the same domain? Personally, we always recommend that you do - even if you've found another that might be more relevant to your business.

Your original domain has a history with Google, and to change it would essentially be like building a brand new friendship. Obviously you're going to trust a long term friend more than a newbie, right? Domain history has an irreplaceable authority.

Consider Redirects

Will your chosen web developer be doing redirects? When creating a new website you'll often change your URL structure from your current site to the new one (for example, the link www.address.com.au/about-us/our-team/ could become www.address.com.au/our-team/). However, Google can take many months to finally decide a page no longer exists. This means that, during this timeframe, Google will continue to give your website the opportunity to replace the page - just in case an error has occurred. The problem?

If Google has your old link as the landing page for a search term, people will be landing on a blank page. And we all know what happens when we encounter a '404 error' message right? We quickly bounce off and move onto another website.

By putting a 301 redirect in place (to either the new replacement page or homepage) you are allowing your users to land on a fully branded page that is relevant to their needs. What's more, a 301 redirect will also tell search engines like Google that the page no longer exists, and that there is a replacement.

Speaking of URLs, I also highly recommend having a customisable URL. This will allow you to clearly communicate to Google what your page is about, and will also allow your users to identify with what page they are on. For example, how much easier is it to identify with a URL such as www.yourbusiness.com.au/products/, as opposed to www.yourbusiness.com.au/page-1/?

Consider Your Content

New content or existing content - which should you go for? This is a bit of a tricky one, but going off the latest Google algorithm update (an extension to Penguin) we can confirm that Google definitely prefers fresh content. Why? Because they want search results to be as recent and relevant to the user as possible.

TIP: Be sure to use unique content custom written for your website, as Google will punish heavily for plagiarism - and this can take years to recover from!

Consider Your Metadata

Does your web development package include metadata? It may seem a bit of a silly question, but there are web developers out there who don't include the creation of metadata in their work (such as page titles and descriptions), and these options are vital for enticing users. For example, when your customers search for you online and your website shows up in the results, what do you want your title page to say? Would you prefer users see a title that says "Your Business," or "Your Business | The Team You Can Trust?" The second option is without a doubt far more enticing, isn't it?

Finally, think about adding a description underneath such as: "Your Business has been the most trusted team for your needs for over 20 years".

Consider Update Frequency

Your last tip! How often should you update your website? This depends on many different factors - such as your industry, competition, and if there are any changes in the nature of your business. However, the average lifespan of a website is between two and five years - which is why you want to make sure you get it right the first time. After all, your website can potentially make or break your business!

So there you have it! By following these simple key points and using a good quality web developer you should not only be on your way to a fantastic new website, but also higher organic rankings. And what's not to love about that?

SAY HELLO TO EXPANDED TEXT ADS

Why you should be making the switch, and how to get ready.

By Mr E. Nigma & Drew Ioannides

Have you heard the news? Standard Text Ads will soon be a thing of the past! But first, what do you need to know about the new layout, and how can you best prepare for the switch? In this two-part special, our SponsoredLinX expert Drew Ioannides, and mystery writer Mr E.Nigma, dish out their knowledge!

Part 1: Welcome To The Future of AdWords Advertising!

Mr E. Nigma

When it comes to the world of marketing, bigger is better. I know that's not always true, but humour me for a moment. In my industry, a recurring issue I often hear about and experience, is not having enough room in a text ad to say what needs to be said. But it's not just me - people have been crying out for years demanding more space in their ads. Now, not only have Google finally heard our pleas, but they've taken serious action. Allow me to introduce you to your new AdWords BFF, Expanded Text Ads!

So, What's New?

As exciting as these new ads are, the name gives away a lot of the surprise. Yes, they are text ads, and yes, they have been expanded. If you're not familiar with the previous layout of Standard Text Ads, the original AdWords format gave only 25 characters for the Headline, 35 for Description Line 1, and 35 for Description Line 2.

However, with the new Expanded Text layout you now have the following space:

How Will This Affect Marketers?

With more room, comes the ability to say more, offer more services, mention extra features, and pitch yourself harder than ever before. Additionally, you'll also draw more attention! For example, if you see a Volkswagen Beetle sitting next to a Monster Truck, 9 times out of 10 your eyes will be drawn to the truck yes? This is because it's big, imposing, and it means business. The entire idea of advertising is to get attention, and that's exactly why you need Expanded Text ads.

More Perks, No Catches

"So how much does this change-over cost?", I hear you ask. Well, here's the best part of this new deal - there is absolutely no extra cost! And while Expanded Text ads will occupy the same space as the classic text versions, and run on the same Cost Per Click bidding system, they will effectively dwarf any standard ad! What's more, the additional room also makes it easier to include more keywords, ensure your ad is as relevant as possible to your landing page, increase your Quality Scores and save money per click. What's not to love about that?

With each passing day, more and more people are changing to these expanded ads, so it's only a matter of time until your competition is the Volkswagen Beetle, and your ads are the Monster Truck. To discover what you need to do to get ready for this change-over, keep reading!

Final URL [?]

Headline 1 [?]   30 characters

Headline 2 [?]   NEW 30 characters

Path [?]   www.example.com /   /

Description [?]   80 characters

Part 2: How To Make Your Transition From Standard Text Ads As Smooth As Possible.

Drew Ioannides

While Mr E.Nigma may have filled you in on all the perks of Expanded Text Ads, there is probably one very important question you're asking yourself: 'what does this change mean for my old Standard Text Ads?' The truth is, while the older ads will still continue to run for the meantime, the ability to create new Standard Text ads or edit existing ones will end in late January. So how can you make your transition to the new format as smooth as possible?

Test Both Formats In the Short Term

With the change-over to Expanded Text Ads, instead of just changing a price, promo or landing page, you will need to create entirely new adverts - and if not done wisely this could lead to disaster! So for this reason, many advertisers are finding it easiest to setup and run the new layout alongside their best Standard Text Ads; giving themselves time to split test and get their new ad format copy right. This also ensures a smooth transition without upsetting your campaign's delicate ecosystem.

Getting Your Copy Right

When it comes to writing your new ads there are a few tips you can follow to make sure your new ads are as successful as possible. First of all, start with the copy from your best existing ads, and then build upon them. You now have two headlines, so keep your most important information in headline one, and then mention a great selling point or unique benefit to your service in headline two.

With the extra ad space, don't just pad out your existing texts, add something new. Give people a reason to choose you over your competitor.

Pay Attention to Your URLs

While many people don't often look at display URLs, Google certainly does - so be sure to include your keywords within them. This will greatly help with the 'relevancy score' of your ad, which is a definite bonus!

If you still need a harder nudge toward making the change, just know that most users have seen considerable Click Through Rate increases with the new Extended Ad format; experiencing on average, a 30% jump in CTR (that said, we have seen results two to three times that!). This means better Quality Scores and ad rankings, and ultimately, greater ad positions for less money!

So what are you waiting for? Now is the time to get on board and start embracing the new Extended Text ad format!
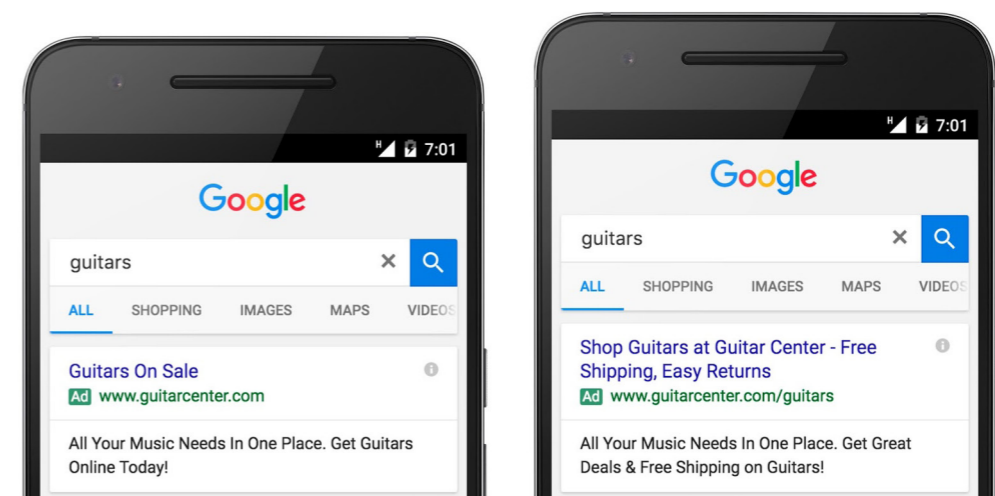
COULD THIS ROBOTIC INNOVATION SOLVE A MYRIAD OF TINY PROBLEMS?

Enter the world of Zooids.

By Nativity Dunbar

It's the New Year, and as always, we all look forward to progressing further than we did the year before; whether that be in our personal life or business. But when we prepare to organise our lives for the year ahead, how often do we think of robots helping us out? Let me introduce Robotic Zooids, the newest technology that could help both humans and their business ventures to excel beyond their wildest dreams!

So what are Zooids? Created by the visionary Ivan Sutherland (who pioneered the 'Trojan Cockroach'), Zooids are essentially a type of 'swarm user interface.' Think of them as tiny little robots that look like insects and work together. At just 2.6 centimeters in size, these little colonies of electronic soldiers transport and act autonomously to achieve a task set by their user. For example, Zooids can collect your mobile and bring it to you - a very simple yet highly convenient task. Meanwhile, in businesses they have the potential to move objects around, escort clients, create entertaining displays, and also replace small administration tasks in and around the office (removing the need for some hired human help). Further, Zooids even have the potential to do the cleaning every night after trade!

While they are not considered to be anywhere near the intelligence scale of many artificial intelligence robots, Zooids could solve a myriad of inconvenient problems that exist today. What's more, they are an incredible example of technological developments. Who knows, perhaps one day you could even get these little robotic colonies to deliver your slippers in the morning, or sweep up your food after dinner? As technology is constantly evolving, almost anything is possible these days!
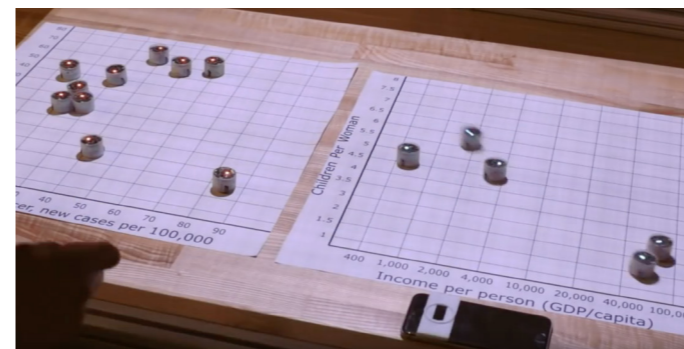
WHAT DOES **PENGUIN 4.0** MEAN FOR YOUR WEBSITE?

Get informed, don't be left out in the cold.

By Amy Ambrose

A big part of my job in SEO is to spot patterns. I like to think of it as playing detective, because whilst Google will release some information on the changes to its algorithm, it tends to keep specifics under wraps; leaving it up to us to follow the crumbs and figure out exactly what has changed!

Within Google's algorithm, there are over 200 unique signals, and the clues Google looks for on your page helps it decide whose website, and keywords, are most relevant. In turn, this helps the algorithm to display the most relevant results to users.

In September we saw the announcement of two major algorithm changes, one of which was Penguin 4.0. While Penguin is designed to combat the darker side of SEO - link spam - past limitations meant that Google would at times take months to lift spam penalties for those who had repented of their SEO sins. Thankfully, this new update rectifies this issue, with Penguin 4.0 operating in real time. This ultimately means better recovery time for Google link spam penalties, as Google is more likely to see (and develop trust in) the changes more quickly.

On the flipside, it also means that Google will be more responsive to activity it deems 'spammy', with penalties delivered more quickly. Although not yet confirmed, there is also the possibility that Google will no longer be penalising entire sites; instead focusing on the pages receiving the spam.

SEO Tips To Take Away

• Have quality content that gives your customers more information about what you do and who you are with a natural link profile.
• Have a well structured, up to date website that is easy for Google to crawl.
• And above all, stay away from SEO companies that promise to "get you to position one overnight." If it seems too good to be true, it probably is. After all, Google themselves have warned that no-one can guarantee a #1 ranking on Google.
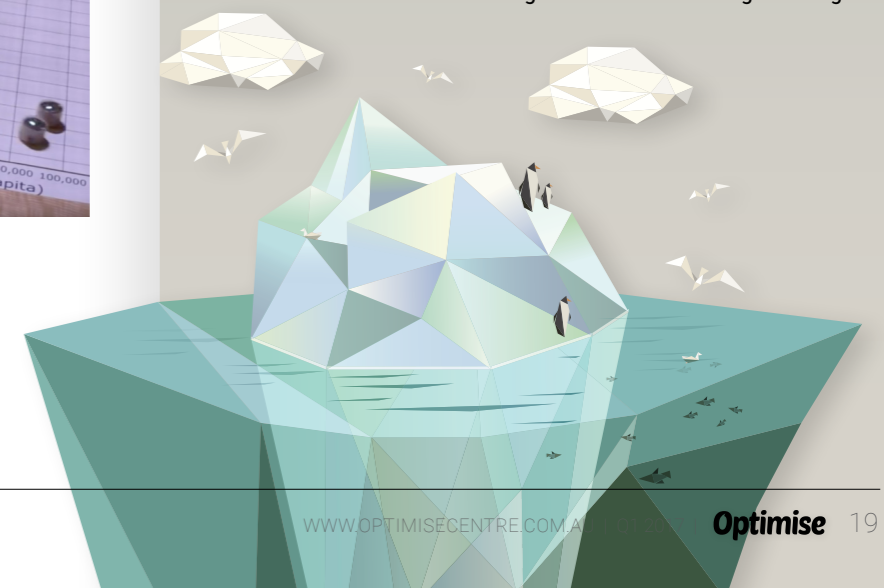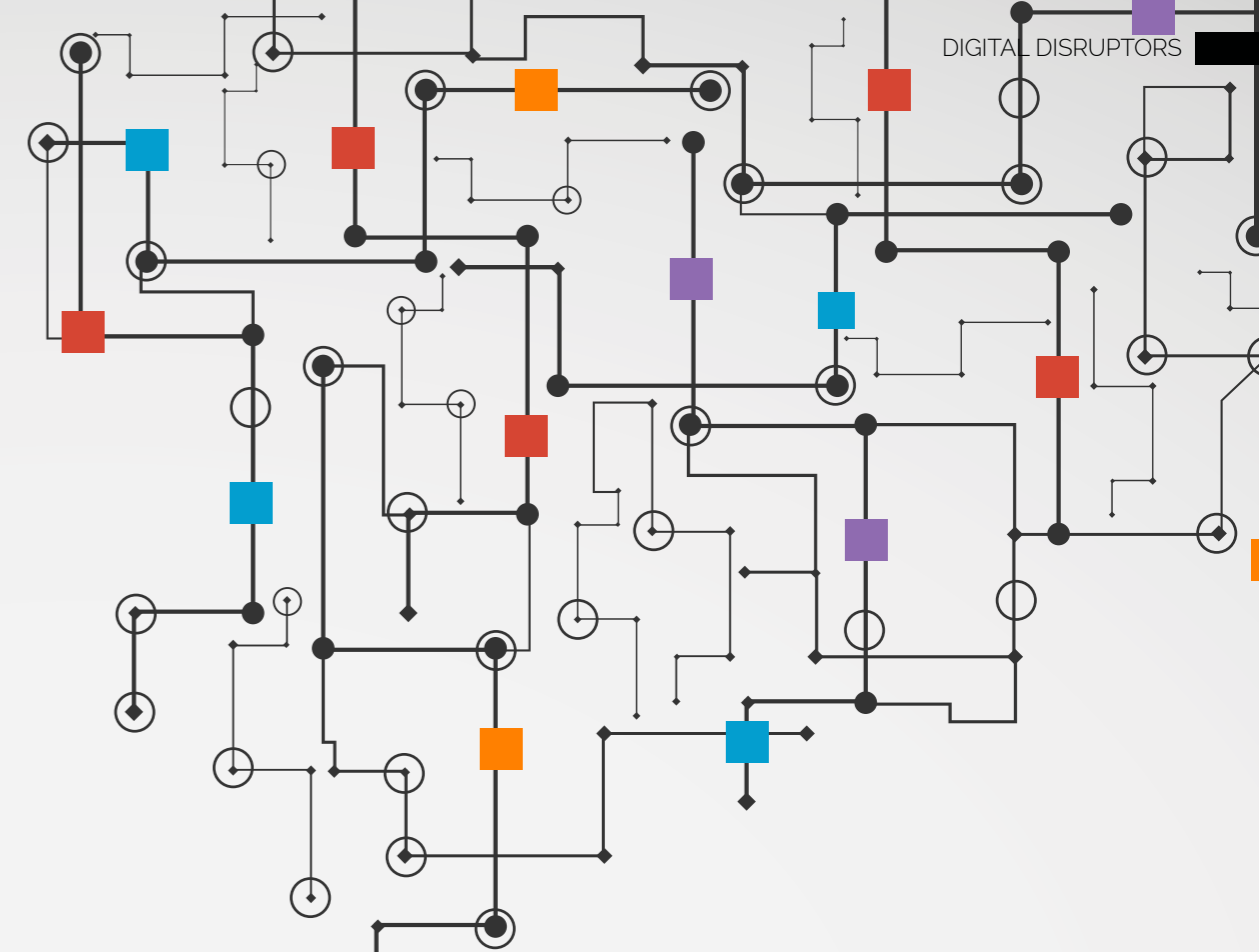
DIGITAL DISRUPTORS TO FOLLOW IN 2017

Startups that are changing Australia's future

'Digital Disruption' seemed to be the buzz phrase of 2016 - and for good reason. With the rapid succession of advancements in the world of digital and artificial intelligence, there's never been a more opportune time to follow your passions as a startup company or budding entrepreneur. And with tech collaboration hubs such as River City Labs offering supportive and inspiring spaces for startups to develop their dreams, the Australian landscape of digital disruptors is growing all the time.

River City Labs CEO, Peta Ellis, sees hundreds of passionate entrepreneurs through their programs each year, and thousands more who visit the hub for weekly educational startup events (hosted by RCL). "Being able to help entrepreneurs at all stages of their development is a unique offering we are privileged to facilitate at River City Labs," she says. "From ideation to building MVP's, finding co founders, raising capital or structuring the company for growth and everything in between, we have the resources and expertise to support startup founders within our network."

Below, the organisation give us their top five recommendations for 'world changing' digital disruptors you should be following in 2017!

SiteSee

Cohort Solutions

Not to be confused with the web design brand of the same name, SiteSee is a web platform for telcos that leverages 3D maps of mobile towers in order to streamline the design and management of mobile networks. Developed in 2016 by Dave Crane, Lucio Piccoli and Lachlan Crane, SiteSee is looking to target the SE Asian and US market in the year ahead.

Recently securing $60,000 in seed funding through River City Labs' 'muru-D accelerator program', Jordan Birchall says SiteSee's aero-lens drone technology will change the world; assisting telecommunications companies with the future management of their vital infrastructure.

Studying overseas is more often than not an expensive venture, but one company believes it doesn't have to be! Founded by Mark Fletcher and Paul Jones, Cohort Solutions are changing the world by making international education more affordable and accessible to all. Examples of some of their services include an international tuition payment service, a comparison and application service for temporary visa insurance, airport transport, and temporary accommodation packages.

Backed by well-known Australian Entrepreneur (and River City Labs Founder) Steve Baxter and specialist payment investor Vix Investments, the startup provides services to students in over 180 countries, and has already developed a customer base in excess of 30,000!

Maxwell MRI

Travello

Did you know that 1 in 7 men will be diagnosed with prostate cancer during their lifetime? Sadly, these statistics are a cold reality, but Maxwell MRI is looking to turn these figures around.

Founded by Matthew Brown and Elliot Smith, the startup is currently in the development phase of a prostate cancer detection and diagnosis tool, which uses artificial intelligence algorithms to assist radiologists, GPs, and specialists with detection. As well as working on a solution to prostate cancer, Maxwell MRI are also developing 'deep learning based diagnostic models' for both lung and breast cancer.

Having only come to River City Labs in mid 2016, the preventative health startup have since secured $60,000 in seed funding through River City Labs' 'muru-D accelerator program'.

"With the ability to detect potential health issues much earlier than what is currently being achieved, Maxwell MRI are going to change the world," says River City Labs Operations Manager Jordan Birchall.

Founded by Queenslanders Ryan Hanly and Marc Cantoni, Travello began as an idea to connect travellers around the world, and has since developed into a huge social travelling network in over 180 countries worldwide! With features that allow you to search for other like-minded travellers (so you can meet up, make new friends, or ask questions when in the same town), as well as discover WiFi hotspots and events nearby, Travello is a clear disruptor in the digital travel industry.

As well as securing $1.26 million in investment to further the international expansion of this social network, the two Queenslanders were also selected as part of River City Labs' 'muru-D Accelerator program (Cohort 1, 2015). Jordan Birchall believes the success and appeal of the app lies in its ability to easily connect travellers all around the world; allowing them to share their experiences and knowledge.

Genesis Augmented Reality

Watch out PokemonGo, you've got competition! Founded by two Queensland teenagers, Ryan Neale and Long Roos (who were just 17 at the time of development), Genesis is an augmented reality gaming company that allows trading cards to come to life with the help of a smartphone; revealing an array of battle characters with specific skills.

Joining with River City Labs in June 2016, the pair entered a Credit Union Australia 'Sponsored Entrepreneur program' with the Brisbane tech hub, and are certainly on their way to huge things!

About River City Labs

Based in Fortitude Valley, River City Labs is Brisbane's premier technology startup hub and central clubhouse for tech startups.

As a not-for-profit organisation with over 100 members, they are focused on providing the right environment for entrepreneurs; allowing them to make valuable contacts while learning from peers, mentors and industry experts along the way.

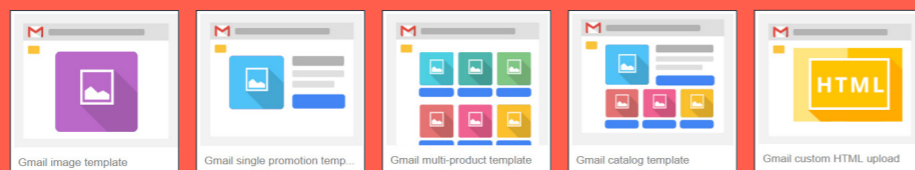# WHY **GMAIL ADVERTISING** IS A KILLER STRATEGY

Your readers won't even know they're ads

By Ian Sorohan

Back when Google first began offering advertising packages, there were limits to what a business could utilise with search ads. However, this has changed over the years, with Google introducing the Display Network, followed by YouTube advertising and Google Shopping. With these changes, there is now greater flexibility than ever when it comes to how, when and where your business is advertised; including Gmail.

"Wait a minute, you can advertise in Gmail?" I hear you ask. "I thought it was just for reading emails?" Interestingly, there's a lot more to Gmail than many know - and that's why advertising through this platform is so unique!

Gmail image template | Gmail single promotion temp... | Gmail multi-product template | Gmail catalog template | Gmail custom HTML upload

So, What's the Big Deal?

Although you can target keywords, interests, affinity audiences, demographics and more, I find the best thing about Gmail ads is being able to target domain names. As Gmail is owned by Google, they are able to determine whether an email you've received contains a domain name, and instead of starting an online bidding war against your competitor's business names, you can instead use Gmail to target the domain names and advertise against them with your own product or service offerings.

While Display ads and the Search and Shopping networks are all great options, the difference with Gmail is that it allows you to target all of your competitors. Everyone in the wide world of the internet who has ever signed up to an online catalogue - or a member discount email - has likely been captured in hundreds of email remarketing lists. Use this information to your advantage!

Is It an Email, or an Ad?

One thing you'll probably notice when looking at examples of Gmail advertising, is that at first glance, the ads looks like emails. And to be honest, this is a massive selling point. However, there is the possibility that some might clue on to the fact that your email is an advertisement, which means you absolutely must ensure your subject line convinces people to click!

When crafting your headline, my advice is to start out with a teaser of a display icon (along with a short 25 character headline and description) before adding your advertising template to the body.

Imagining that your business sells bright and affordable children's summer wear, you could create a subject line as follows:

Cool clothes 4 kids
Ad **Brand New Summer Designs**
New catalog out now, just in time for Sum…
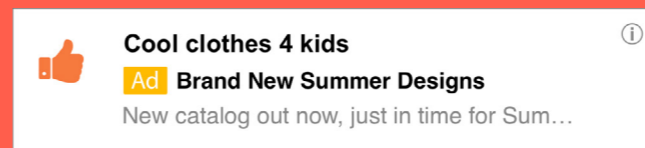
Enjoy Free Content Clicks

Although you will pay a 'bid fee' whenever someone clicks on your ad, the great thing about Gmail ads is that any further clicks through to your content are completely free! As explained by Google in their AdWords Support blog, once a user clicks on your ad headline, "you won't be charged for any clicks on the expanded state, so your CPC bids apply only to the initial click on your collapsed ad." Google also advise that it's a good idea to "choose a CPC bid that matches the value of someone seeing your fully expanded ad."

TIP: To view how many Gmail ad leads you've had (resulting in clicks, saves and forwards), simply add a Gmail metrics column to your reporting table, go to the reporting tab, click 'modify columns,' and select 'Gmail Metrics.' From there, all you need to do is 'add' all columns and click apply!

Make an Impression

Bear in mind that Gmail based ads are a push advertisement. What I mean by this, is that much like any Display ad, you're pushing your brand, service or product to the customer - as opposed to pulling them in from search - so your ad really needs to make an impact! They say first impressions count, and this is even more so the case in digital advertising. You might only get the one chance for a potential customer to turn into a sale!

With a solid Gmail marketing strategy, you could be seeing a lot more than just high impressions; so if you're yet to talk to your Client Manager about this format, now is the time to do so! Gmail ads have been in test phase for what seems like forever, but they're now fast becoming a medium that you can, and should, use.
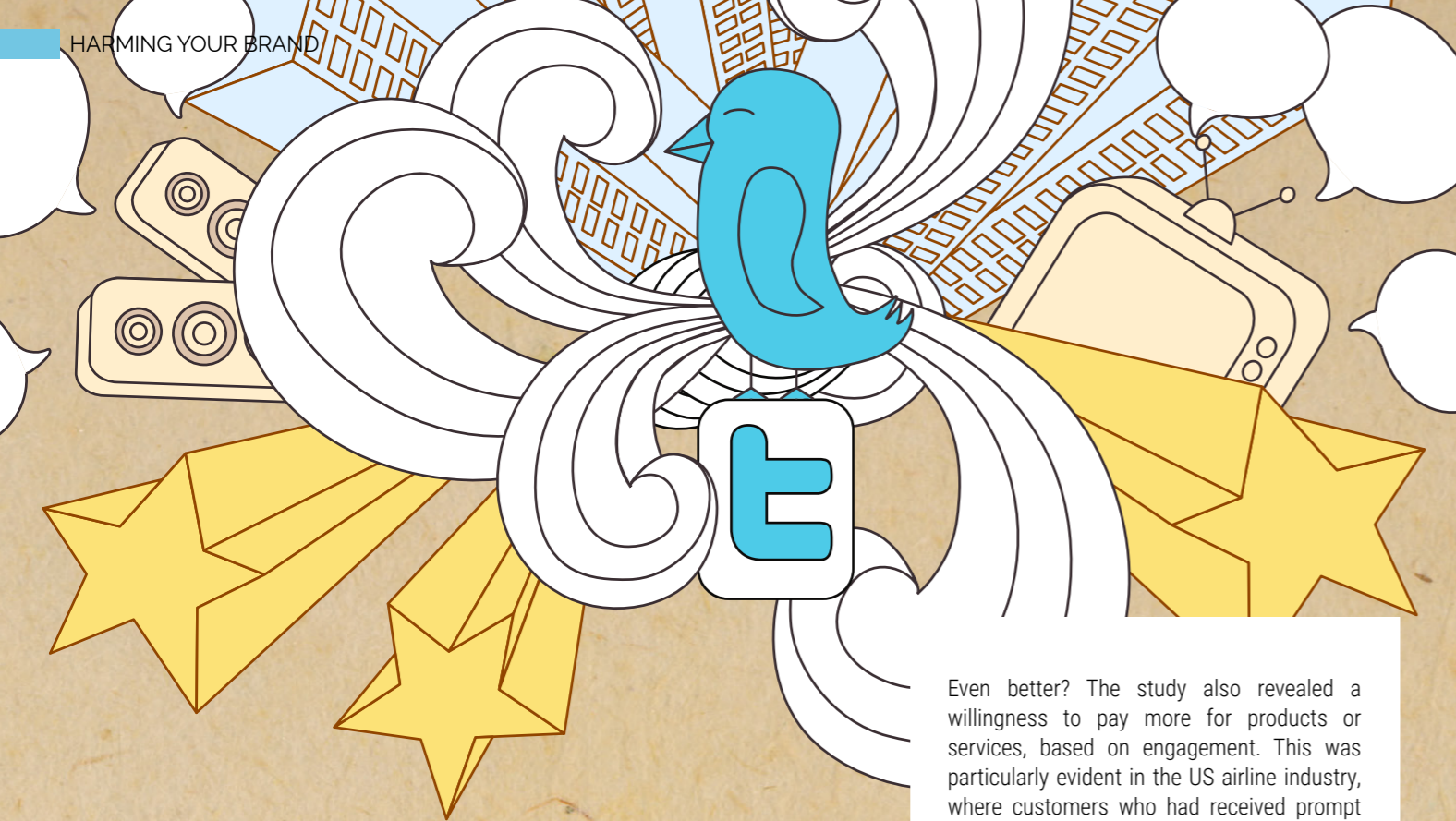
COULD YOU BE HARMING YOUR BRAND?

The benefits of responding to customers on Twitter.

By Jas Rawlinson

No doubt if you own a business, you've had to respond to less-than-perfect customer feedback from time to time. When it comes in via social media though, what is your practice? Do you respond, or ignore negative feedback? Do you vary your response depending on the medium? Well, if you're on Twitter, I've got some interesting research that may surprise you!

As the second largest social media platform in the world, Twitter is both loved and hated for its 'honest' and sometimes brutal feedback. As writer Jon Ronson has stated many times, what was once a community for people to share their secrets, has now become a battlefield where people - and companies - are often exposed to public shaming and scathing attacks.

But just because someone says something negative about your business, doesn't necessarily make them a troll - and even though you may feel like ignoring or blocking their negative feedback, this is in fact the worst thing you can do for your brand.

When it comes to Twitter, research has confirmed that businesses who positively engage with their audience - including responding to negative feedback - see significant improvements to their brand rating. According to a 2015 research study from Twitter and Applied Marketing Science, it was revealed that customers who received a response from a company were 30% more likely to recommend the brand! Likewise, of those who tweeted a complaint, 69% admitted to feeling more positive about brands who engaged with them.

Even better? The study also revealed a willingness to pay more for products or services, based on engagement. This was particularly evident in the US airline industry, where customers who had received prompt replies from the airlines were willing to pay more for their tickets.

And it's not just the airline industry reaping benefits! As you might expect, the results were equally positive across other sectors. According to Twitter's study, customers who received a Twitter response to their tweets were willing to spend 3-20% more on an average priced item from that business in the future.

To increase your brand reputation and customer satisfaction, it's recommended that you try to respond to customer queries within 60 minutes - particularly if addressing a negative tweet. According to a 2013 publication from Lithium, the number of Twitter users who expect this kind of speedy response to complaints is a whopping 72%!

Understandably, this level of customer service and social media monitoring can be difficult for small businesses, but nevertheless, highlights the importance of a social media presence. If you're going to be on Twitter, prepare to be diligent with your accounts (and if you're going on holiday, make sure you have someone to cover it!).

So the next time someone tweets your business - whether positive or negative - make it your mission to respond to them objectively and help resolve their queries. It doesn't take too much effort and can result in huge benefits to both yourself and your customers.

IMPROVING YOUR DIGITAL BUSINESS FOOTPRINT IN 2017

The connection between digital customer service and a great review.

By Sumeet Bhindi

As businesses continue to advance through the digital era with increasingly dynamic approaches, so too do customers - who more than ever, are looking to digital means as a way of finding and critiquing businesses. No longer do customers rely on primitive techniques such as word of mouth; these days business impressions can be developed in a matter of seconds - simply by jumping on a digital customer-rating platform.

For example, just think of popular platforms such as Trip Advisor, Urbanspoon, and Google Reviews… When it comes to sharing their experiences, customers are spoilt for choice! But as you'd well be aware by now, if your customers are not satisfied with the level of service being provided, they can quickly put a digital black mark against your name simply by sharing their experiences online.

Why Your Digital Business Footprint Matters

According to a 2012 report from Echo, only 7% of consumers said that customer service experiences exceeded their expectations. It's quite an astounding figure, and means that you need to ensure your customer service is hitting the mark - particularly if you want other clients to come to you. Think of it like a reference check. Just as you would with a potential employee, customers also care about conducting their own research.

Ensuring Your Customer Service Meets the Needs of Clients

Despite what I've just stressed about the importance of digital customer service, the reality is that customers actually care very little for what that strategy is. What they do care about however, is that their end-to-end experiences and needs are met as efficiently and quickly as possible. For example, as explained by Cognizant: "For many of us, the notion of an 'experience' can seem completely nonsensical; we're simply trying to pay our bill or change our flight or schedule an engineer as quickly and painlessly as possible. Our customer 'experience' - most of the time - is hardly an experience at all".

So What Can You Do To Ensure Your Digital Business Footprint is Clean?

1) Regularly search yourself and your company. Review your Facebook, Google and other social media platforms, and if you spot a negative review, be proactive by contacting the customer to discuss a solution with them.

2) Build a positive reputation by not only providing superior service, but also encouraging your customers to post their feedback.

3) Shut down any social media platforms that are not in use. This removes the risk of reviews popping up on sites that you are not actively monitoring, and ensures customers don't feel that their feedback is 'falling on deaf ears.'

Make it your priority for the year ahead to listen to customer feedback, and to work toward a quality digital business footprint. The experiences of your customers today, will influence the attitudes of future clients, so ensure the message they are putting out is reflective of your customer service strategies.

GOOGLE **RANKBRAIN**

How should it impact your SEO strategy?

By Adam Conroy

While we've discussed Google's relatively new (and highly impressive) RankBrain system in previous articles, it's about time we discussed how it should - or shouldn't - be altering your SEO strategies.

If you're not yet familiar with Google RankBrain, essentially it's the name Google has given the machine learning part of their search algorithm. RankBrain is a ranking signal designed to learn by itself without direct input from the software engineers at Google, and according to the tech giant, is the third-most powerful type of signal when determining where a website will be placed in Google's Search Engine Result Pages (SERPs). Given these signals could be almost as powerful as things such as website content (and backlink profiles) it's something people need to be aware of.

However, when determining how - or even if - something should impact your marketing strategy, it's important to look at what it's designed to do, and how it will do this. Put simply RankBrain helps the Google algorithm to reach a high level of autonomy, greatly reducing the amount of human work that needs to go into it. This has obvious benefits for Google but is also designed to make things a lot smoother for Google's users. With approximately three billion Google searches per day worldwide (Steven Levy, Backchannel), having a system that learns from itself will allow for much faster improvement of information delivery.

RankBrain allows the Google algorithm to learn from people's search behaviour. For example, if someone searches for something, and then immediately thereafter performs a similar search to their original, that's an indication they didn't find what they were looking for on the first search. If this happens frequently enough, the algorithm makes an interpretation that most of the people looking for the first 'thing,' are actually looking for something else (whatever has been commonly searched second). It then refines search results automatically.

So what does this mean for SEO? Well first and foremost, it's evident that genuine relevance has never been more important. For example, if you manage to get onto the first page for something you aren't actually relevant for (as part of an ambush marketing strategy for example), then RankBrain will be able to see that most of the people visiting your site leave quickly and come back to Google to search other sites. As a result of this, your rankings will then be automatically lowered for that particular keyword. So if you've been driving SEO hard up until this point without much thought for relevancy, it's time to refine your strategy and target only the keywords most relevant to you!

Another key factor to consider is user engagement. While user-friendly websites have been an important part of SEO for years, I can certainly vouch for the fact that some sites continue to slip through

the cracks. It's hard to get one's head around, but there are a lot of businesses who choose to throw all their money at SEO for a crappy website in the hopes of achieving dominant rankings (which in the past, sometimes happened). However, with RankBrain now in operation this is far less likely to happen, as the algorithm will be able to tell (thanks to people returning to Google and searching again) that these initial websites did not satisfy their query.

The question of whether RankBrain will impact your SEO strategy is quite clear: if you're trying to deceive search users with irrelevant content, Google will know, and it certainly won't work in your favour. If you want to rank well then you'll need to deliver quality products or services, using a well built/user-friendly website - if not, people will give the algorithm all the cues it needs to drop your rankings in favour of someone who is actually providing what people are looking for.

With each update to the algorithm, Google has made it more difficult to fake relevance - and RankBrain likely represents the final nail in the coffin. Google has been working towards something like this for a long time, and we can't say they didn't warn us!

FACEBOOK MARKETING TRENDS FOR 2017

How will they impact your business?

By Zaine Wilson-Hoyle

Facebook has emerged as one of the biggest platforms to engage with internet users, and as the brand continues to change, we as marketers must ensure we adapt; developing new strategies for audience engagement. These days, companies are spending more than ever in their attempts to capitalise on the power of Facebook marketing - for brand awareness, sales, leads and so much more!

So what are some of the biggest Facebook marketing trends to look out for in 2017?

Redirecting Your Landing Page Approach

In 2017, it's likely we'll see a shift away from Facebook-to-website landing pages, in favour of Messenger redirects. For example, instead of having a user click on a Facebook ad and be diverted to a website, marketers are now re-directing users straight through to their Facebook Messenger. This new marketing direction is becoming increasingly favourable amongst advertisers, as they look for ways to engage potential customers and ensure they have the prime information needed to convert. It also allows businesses to more efficiently track leads and answer queries.

The Continued Rise of Video Advertising

Did you know that 90% of internet users rate product videos as being an important and helpful part of their purchase decision-making process? Video content is the future, and it's not going anywhere!

This is particularly true for Facebook, whose users watch an average of 100 million hours of video daily! As a result, Facebook is always looking for new ways to help marketers capitalise on this trend, releasing advertising formats in the last year such as Video Carousel and Slideshow ads. Given that it was discussed last year but has not yet been released, I also believe it's highly likely we will see the inclusion of ads during Facebook Live broadcasts.

With the way things are going, I have little doubt that Facebook video advertising will continue its global takeover in 2017. Don't believe me? Just think about this: in the past year alone, the average number of daily Facebook video views has increased from one to eight billion (Social Beat, 2016).

The Future of Digital Marketing

We've said it before, and we'll say it again - much like video content, digital chatbots are here to stay! Designed to simulate the intelligence of a human being, Facebook businesses are increasingly using Messenger chatbots to assist with customers - and they're becoming more intelligent all the time! As well as giving simple automated answers, chatbots (such as Zoey, from Automated.ai) can even analyse your digital campaigns through Facebook Messenger!

In this way, it's likely they will continue to become more popular in the year ahead, as companies search for ways to provide 24/7 customer service!

With incredible advancements and trends such as these, it's fair to say that 2017 will be an exciting year!

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WHY YOU NEED TO LOOK AT ADWORDS AS AN INVESTMENT

It's all about the marathon, not the sprint.

Kylie Vaughan

All too frequently I come across business owners who expect immediate and magnificent returns from their marketing strategies - in particular, AdWords. What they don't yet understand however, is that despite best wishes, AdWords doesn't work by casting a magical spell to convince the masses to purchase your product/service. Remember - you are entering into a marathon, not a sprint, and the end goal should be a strong, robust marketing foundation. Likewise, you want your brand represented to the highest standard while you remain on the cutting edge of change and adaptability.

Getting your AdWords account heading in the right direction - and achieving productive results - takes time, effort, know-how and patience. Essentially, it's the risk you need to take in order to achieve better rewards for your business. Instead of looking at AdWords as a quick cash cow, see it for what it is: an investment that will plant the right seeds for future rewards.

So, once you've signed up with AdWords, what should your next plan of action be? Having worked with hundreds of clients, there are four main questions I believe are crucial for every business to ask themselves.

1. "What is a Conversion Worth to My Business?"

As the great Stephen Covey says, "Begin with the end in mind." What does a lead (converted into a sale) mean to your business in actual profit? How many of these "conversions" does your business need per week, month, quarter and year? Researching these important questions will put you on the right track toward identifying your daily Google spend.

For example, bearing in mind that your cost-per-click (CPC) is approximately $2, it's likely to take around three to seven clicks to result in a conversion; which means that your best starting budget will be around $98 - $100 (over a seven day week). In other words, if you need a minimum of five conversions per week, each conversion is worth a net total of $100 to the business.

2. "What is My Annual Marketing Budget?"

Once you've identified how many conversions you need per week, month, quarter and year, you'll then be in a good position to establish the details of what your annual marketing budget should be. When making decisions about this figure, always aim to be as informed as possible, as it can mean the difference between your marketing strategies surviving or thriving. This is an investment, and unless you are prepared to give it both the time and money it deserves, you will always be left chasing your proverbial tail.

3. "How Many Conversions Do I Need in Order to Survive Each Week?"

This is a crucial question, as it will help you determine the bare minimum result you are looking for, and what your AdWords account should be achieving. For example, let's say you own a Yoga studio and that your marketing strategy is focused on gaining two new students each week. Estimating that your average cost-per-click is sitting around $2.50 (through a Google Search Campaign), and you've set a daily budget for $20, it's safe to say that this would achieve a maximum of eight clicks per day; giving you a conversion roughly once every fortnight. Understandably, this doesn't really meet your expectations. So from here, you and your Client Manager would need to work together to set a more realistic daily budget, and assess the best type of campaign, in order to raise your conversions.

In this particular instance, I would recommend you begin by further researching your target audience. You could do this by:

a) Looking at your location and its proximity to clients (eg. are you near their place of employment, schools, childcare etc?).

b) Pinpointing who your local competitors are.

c) Discovering your unique selling points. Eg. Do you offer hot yoga or an onsite nutritionist? Are you child friendly? These things may seem small, but they all add up!

d) Identifying the circle of influence for your clients (ie. yoga equipment, fitness gear, boot camps, clean eating etc). The trick is to understand your clients and their needs.

4. "How Many Do I Need to Begin Growing?"

Likewise, this is also a very important question for SMEs, because while it's great to be able to pay the bills, you need to be looking toward your future - and that means growth! It also means you need to revisit your marketing strategies and see how they're working for you. For example, where you once may have used a Search campaign, you might now recognise that this isn't the best option. Maybe the best solution for your business is a Gmail campaign, or even a combination of Display and Remarketing ads that best represents your products and services? As I mentioned earlier, AdWords marketing is a constant and evolving journey.

Taking this viewpoint (that you are entering into an investment) will help you stay grounded, focused, and informed of the expectations. Even better, by having your account managed by a professional (who will analyse the data, help you make informed decisions and stay abreast of updates to the platform), you'll have more free time to invest into your business. And after all, that's where you are most valuable!

Happy marketing!!

Get In Touch

Not sure where to start with your AdWords? Contact our expert team on 1300 859 600 and let us help you achieve greater results!

READY TO CREATE A KILLER APP?

Five things to consider pre-launch

By Jas Rawlinson

These days it seems you can find an app for just about everything, and yet every day, hundreds of new creations come flooding into the market. So if you're thinking of adding one of your own, what should you know before launching into the app-creation process?

Below, I share my top five pre-app creation tips!

1. Conduct Market Research

As great as your ideas are, it's unlikely your product or service is one of a kind - but that's not necessarily a bad thing! Instead, spend time researching your competitors, reading their app reviews, and seeing what has or hasn't worked. You can then take note of areas of frustration, and research ways to ensure your app doesn't repeat the same mistakes.

TIP: Want to make your app stand out? Consider building a version that works both online and offline.

2. To Give Freebies, Or Not To Give Freebies

This one can be tricky. Should you charge money for your app, or list it as free with 'in-app purchases?' Ultimately it's a question unique to each app creator, but according to Digital Entrepreneur, Himanshu Sareen (Entrepreneur, 2014), it's important to first look at other apps in your genre. This will allow you to gain valuable insight into whether your competition is monetising their apps, and how successful they are as a result.

TIP: Use an App Insight website to track the download rank history, ratings, and other performance insights of your competition. For example, want to know how your competitor Pokemon Go is faring? Just jump on App Annie for a detailed insight! Likewise, App Trace can

deliver detailed insights into daily rankings worldwide - as well as keywords people use to search for the app - along with the general sentiment of users toward the product. All of these insights are incredibly helpful for allowing you to see what is and isn't working for customers in your app genre.

3. Decide Which Platform Your App Is Best Suited To

Do you want your app to be available via mobile only, or would you like it to work across PC and tablet as well? Is Apple iOS the safest option, or should you also make your app available to Android users? There's no easy answer, but what I can say is that it's imperative you master one platform before moving to another. For example, did you know that Instagram took almost two years to release an Android version? Sometimes it's better to take your time - no matter how much promise your app shows - rather than doing 'too much too quickly'.

4. Hire a Beta-Tester

An outside perspective is absolutely essential to the app-creation process, so before you go ahead with the launch, make sure you hire a beta-tester. Not only will these people give you honest and constructive feedback, but if they like what they see, they could also become your biggest supporters/word-of-mouth marketers!

Additionally, having beta-testers is also a great way to build buzz. According to Savvy Apps Editor Whitney Rhodes, the allure of beta-testing can 'draw even more excitement around your app, rewarding those who are already close to the concept, and building interest in those who, until this point, have been out of reach.'

5. Get Descriptive

Creating a catchy and succinct summary of your app is one of the most important parts of the creation process. You need to grab the attention of iTunes Store/Google Play users, and then convince them to download your app instead of your competitors - and you don't have much time to convince them! Considering the Google Play and Apple Store only display around two to three lines of your description (before a user has to tap on the 'read more' link), it's vital you make the first few sentences really stand out!

Creating your first app is an exciting journey, but don't forget to breathe, slow down, and give yourself plenty of time to get it just right. That way you can rest easy in the fact that you've done everything you can to give it the best start possible. Good luck!

Did you know?...

According to Statista in June 2016:

- The Apple Store had 2 million iOS apps

- Google Play Store had 2.2 million Android apps

BACK 2 BUSINESS

Accelerating your digital marketing strategies post-Christmas.

By Alex O'Toole

With Christmas and New Year over, all that remains are those lights your neighbour still hasn't gotten around to taking down, and enough leftover ham to last until July. Inevitably, this also means that it's time to get back to business and refocus on kicking commercial goals, both old and new. Whether you've been pedal to the metal over the business Christmas period, or running a bare bones marketing strategy over a hard-earned break, there's no better time to reassess your digital marketing plan.

Even if you haven't thought about accelerating your business growth just yet, or even how to do so, don't sweat. Here are our top three digital marketing tips to kickstart 2017!

1. Get Your Website Up To Scratch

Firstly, have your web developer prepare a report on the general health of the website, because while it's an intensive process, it's definitely worth it. From a digital marketing perspective however, be sure to also address the following practices for a successful website:

• What are your website load times?
Slow-to-load content is a surefire way to lose leads and customers!

• Is your value proposition and call to action featured high up on the home page?
These should be visible as soon as somebody lands on your website, without even needing to scroll.

• Ensure some kind of lead-capture exists on the homepage, and on every page of your website.
This would preferably sit directly adjacent to or beneath the aforementioned value proposition and call-to-action. Failing this, a sign-up or contact box should be present in the website footer.

• Is your website multi-device functional?
The user experience on your website should be seamlessly simple, no matter the device. With mobile being such a commonly used medium for Google searches, it is integral to optimise for all devices. Failure to do so means you're missing out on up to 60% of your potential traffic!

2. Organise Your Analytics And Conversion Tracking

As a savvy business owner, having the ability to measure return on investment for your spend is one of the most important - yet challenging - aspects of marketing. Fortunately, Google and SponsoredLinX have a number of easy to implement tracking codes and platforms for both web and digital marketing analytics, including:

• Google Analytics
As the starting point of any great digital marketing strategy, this will provide all of the essential web analytics - such as traffic source, bounce rate and key demographics (which also inform optimisation across your digital marketing mediums).

• Conversion Tracking
Including AdWords Conversions and Advanced eCommerce Tracking, there are many different options (dependent on your particular business model, online needs and web provider). Regardless, it is imperative you have some iteration of conversion tracking integrated into the back-end of your website, or through a Tag Manager. This will allow you to quantify your return and focus or limit your spend in key areas of value.

• Get Social
It was predicted that 2016 would be the year of social, and boy, did it prove to be exactly that! Facebook and Instagram have now well and truly proven themselves not only as veritable means of brand awareness and engagement, but also as drivers of direct sales and enquiries. Any business worth its salt is on Facebook or Instagram, and you should be too!

Likewise, LinkedIn and SnapChat are also fantastic platforms for cultural transmission; building positive brand reputation and association. You'd be amazed just how effective these platforms are in giving people an insight into the day-to-day inner workings of your business, and ensuring your brand is front-of-mind when it comes time to buy.

If you've been avoiding signing up to social media because you think it's not worth the time, or you simply don't have an understanding of it yet, put that thought aside and sign up today! Remember - the early bird gets the worm, so adopt now or adapt later!

3. Content, Content, Content

Have you noticed a recent influx of emails from your favourite brands? Or maybe an increased trend in eBooks, slideshows, articles, and even discounts - all freely downloadable at the cost of nothing more than your name and email? This is called content marketing, and is a strategy which has become an essential part of every digital marketing strategy.

As the importance of building longstanding - and even somewhat personal - relationships with customers has grown, so too has the need to provide valuable information. As a starting point, think of an array of topics that you and your staff could write about and then try creating some blogs, e-books, or webinar content. Keep in mind, however, that content creation is just the start - you also need to promote it to your customers through organic and paid digital marketing.

💡 Get In Touch

With just a few strategies such as these, you'll be on your way to kickstarting 2017 with a digital bang! If you're unsure how to get started, give our experts a call on 1300 859 600 and we'll help you implement a plan for your business.

CROSS DEVICE **REMARKETING**

Why it's a big deal!

By Aimee Devitt

Have you heard of Cross-Device Remarketing? Revealed late last year by Google, the phrase refers to a tool used to assist advertisers with 'closing the loop' across different devices. Most commonly used across the Display network, Cross-Device Remarketing is essentially a new feature that can target a single viewer on different devices - whilst maintaining a fluent message across the board.

This is huge, because previous remarketing strategies meant you had to target viewers separately for both mobile and desktop; effectively causing the user to be listed twice. It also meant that the frequency capping and negative list exclusion had to be set at the browser or mobile ID level on each device. This was true even for users signed into a Google account on multiple devices, because Google previously relied on cookies and mobile IDs to identify users for remarketing lists.

However, with Cross-device Remarketing the whole process is much easier; allowing you to target the same people or users as they alternate between their devices.

So What Might an Example of Cross-Device Remarketing Look Like?

1. A customer uses their tablet to read about the new air con units ina sponsored article, before clicking through to the retailer's website.

2. The consumer then browsers through the website viewing each product, but before they can purchase, they become distracted and leave the site.

3. Later that afternoon, the retailer shows relevant product category ads - possibly with alluring discount features such as 'free installation' - to the same consumer whilst they are surfing through YouTube on their mobile phone.

4. The customer then shows interest again with the ad and clicks through to the website; deciding to make a purchase via their mobile.

Drive Conversions More Easily

Given that 90% of consumers (according to Google) accomplish online activities across multiple devices - such as researching and online shopping - Cross-Device Remarketing makes the conversion process even simpler; allowing advertisers to more easily reach and track those customers.

Without a doubt, there's never been a better time to start implementing Cross-Device Remarketing for yourself! Why not make it part of your 2017 resolutions?

c⊙nvertopages 2.0

Upgrade for only
$20
per week*

The Convertopages 2.0 platform allows you to convert more enquiries for your business, using results proven optimised conversion websites.

This world-first service now offers your business even more tools to stay on top of your marketing budget, and get ahead of your competition.

In just five business days our expert web development team can custom create your Convertopages site, giving you instant access to all of the tools you need to be successful online.

*For SponsoredLinX clients

- ✓ Simple Point and Click Interface
- ✓ Easy to Understand Analytics
- ✓ Mobile Responsive Site
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