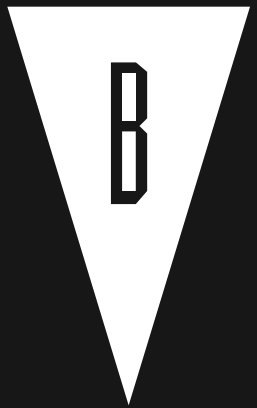


Hello





At work

The **importance** of investing  
in **online technology**  
in order to stay **relevant**

## Contents

1. Facts, stats & advantages
2. Going beyond a website
3. Building an audience on social media
4. Getting more bang for your buck

Part 1: Facts, stats & advantages

**Move** with the times  
or get left **behind**

## Usage

**97%** of households with children under 15 are **connected** to the internet.

**99%** of households with children under 15 used a **mobile** to access the internet.

## Trends

**40k** Google searches are conducted per second, worldwide.

Online spending growth outstripped traditional retail by **16.2%**

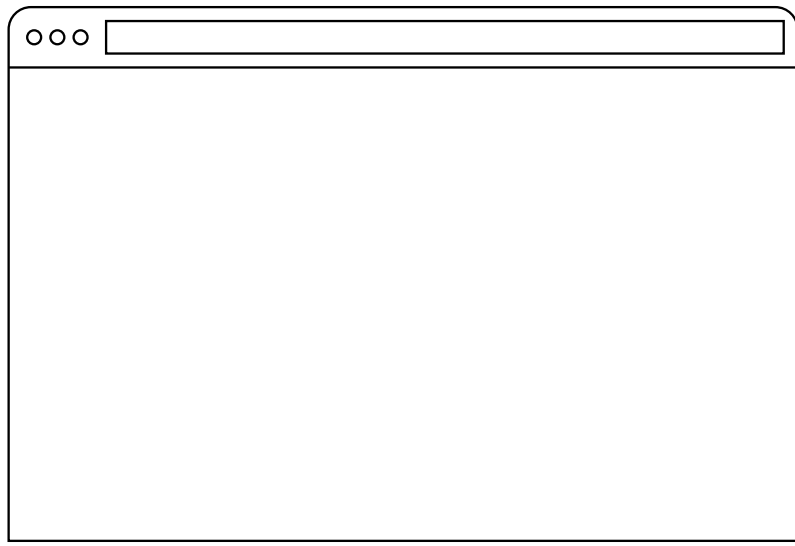
What are the advantages?

**Accessibility** –  
establishing an online  
presence enables you  
to be accessible 24/7.

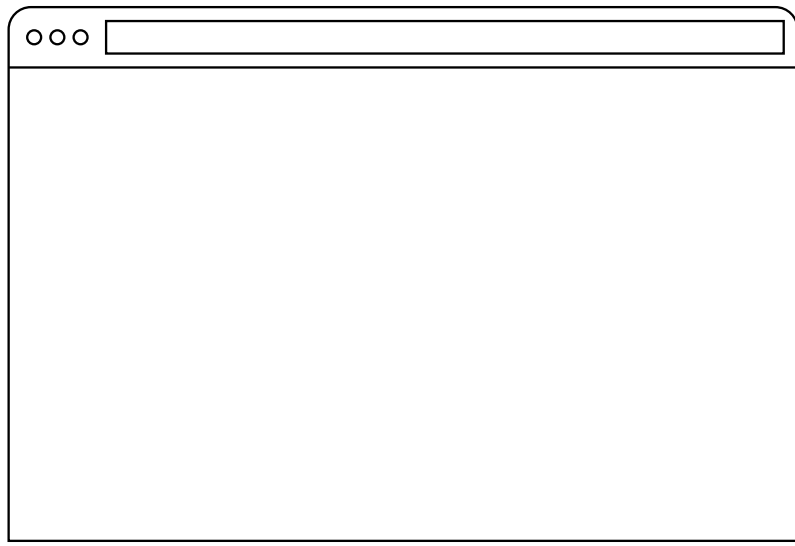
**Customer growth** –  
an online presence  
enables you to reach  
a wider audience.

Part 2: Going beyond a website

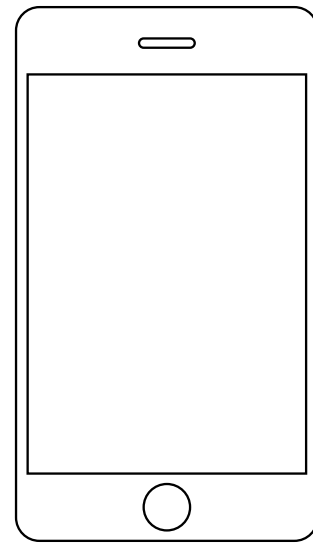
These days, staying  
**relevant** means more than  
just building a website.



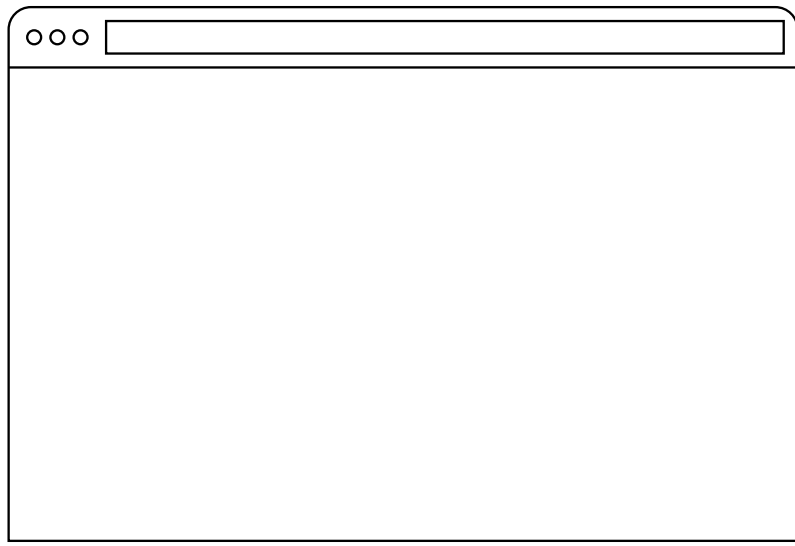
Website



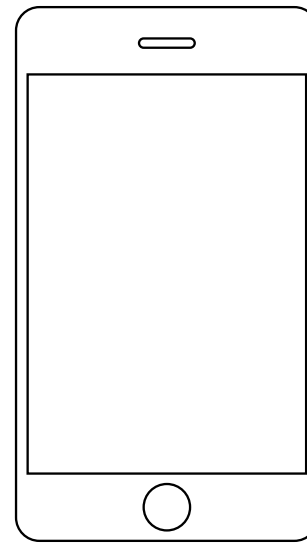
Website



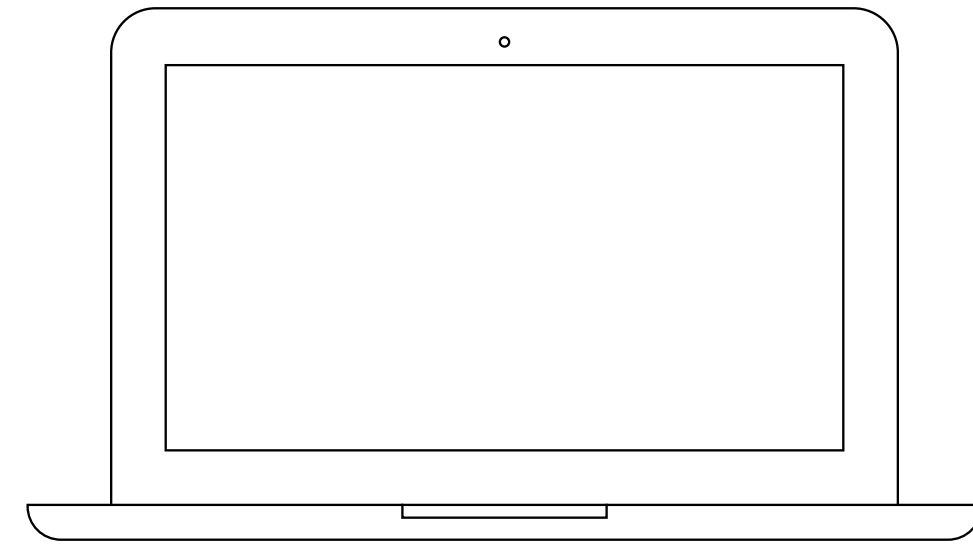
Social



Website

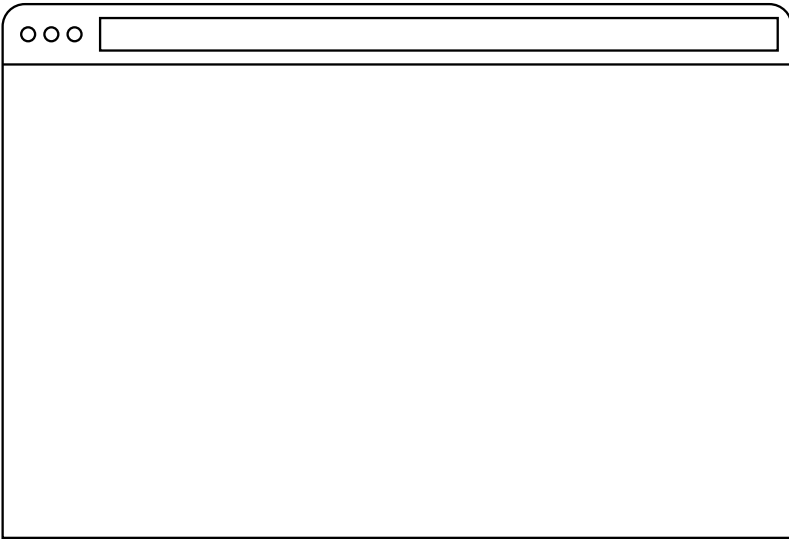
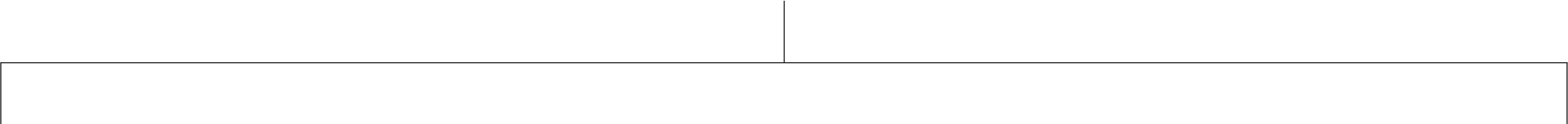


Social

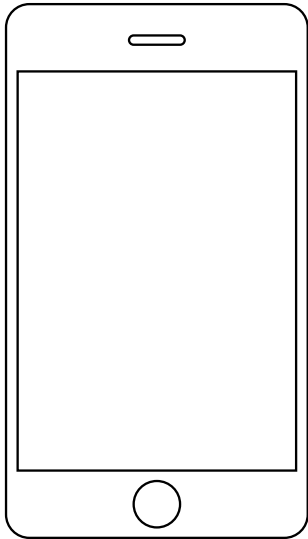


eMarketing

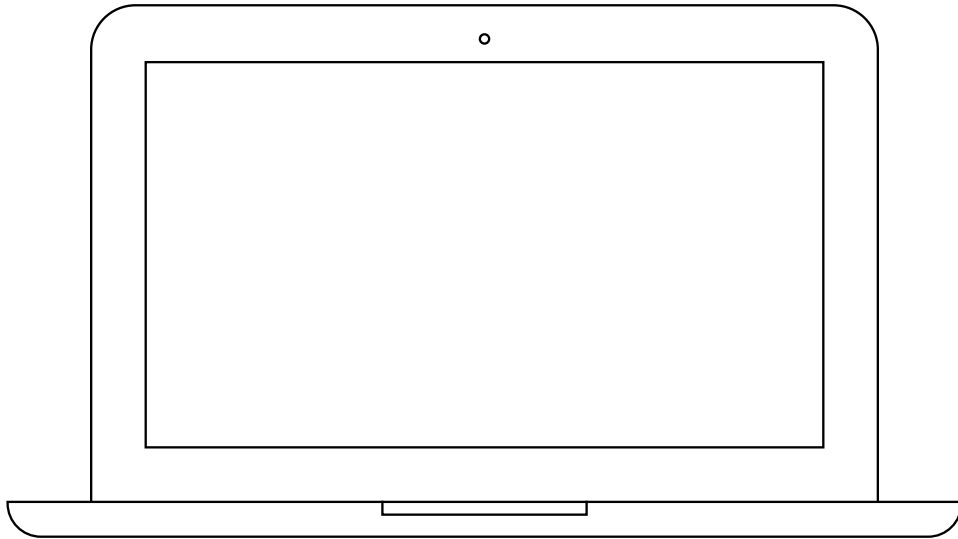
# Digital Strategy



Website

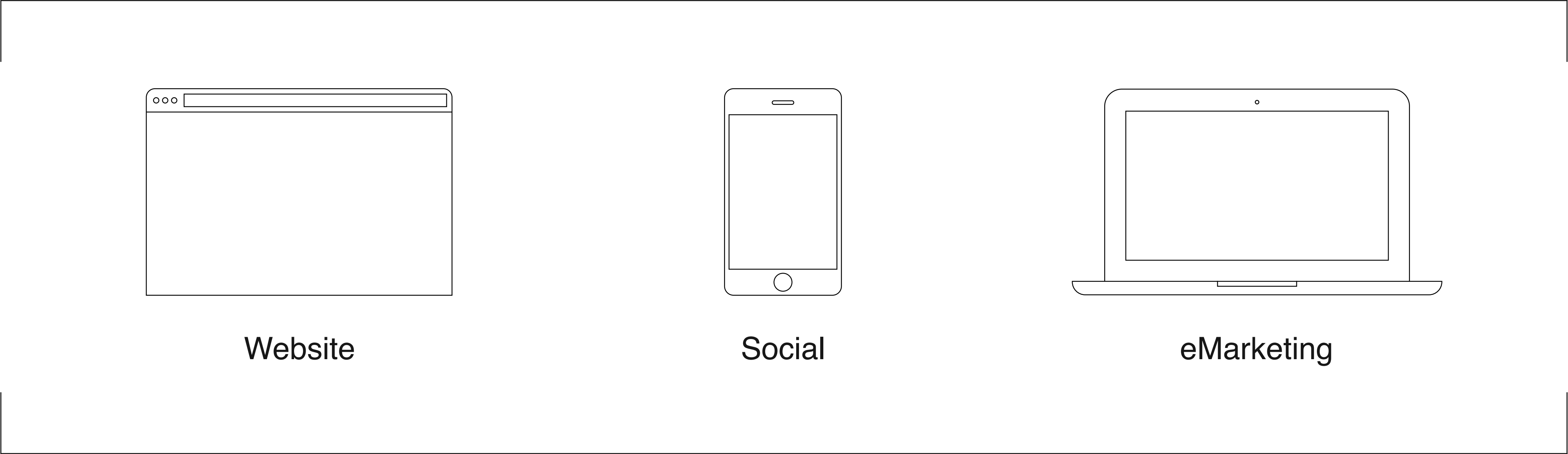


Social



eMarketing

# Digital Strategy



Website

Social

eMarketing

# Content Strategy

Case Study

# Building a strategy with BIGSOUND Festival





# BIG SCOWIN

## FESTIVAL

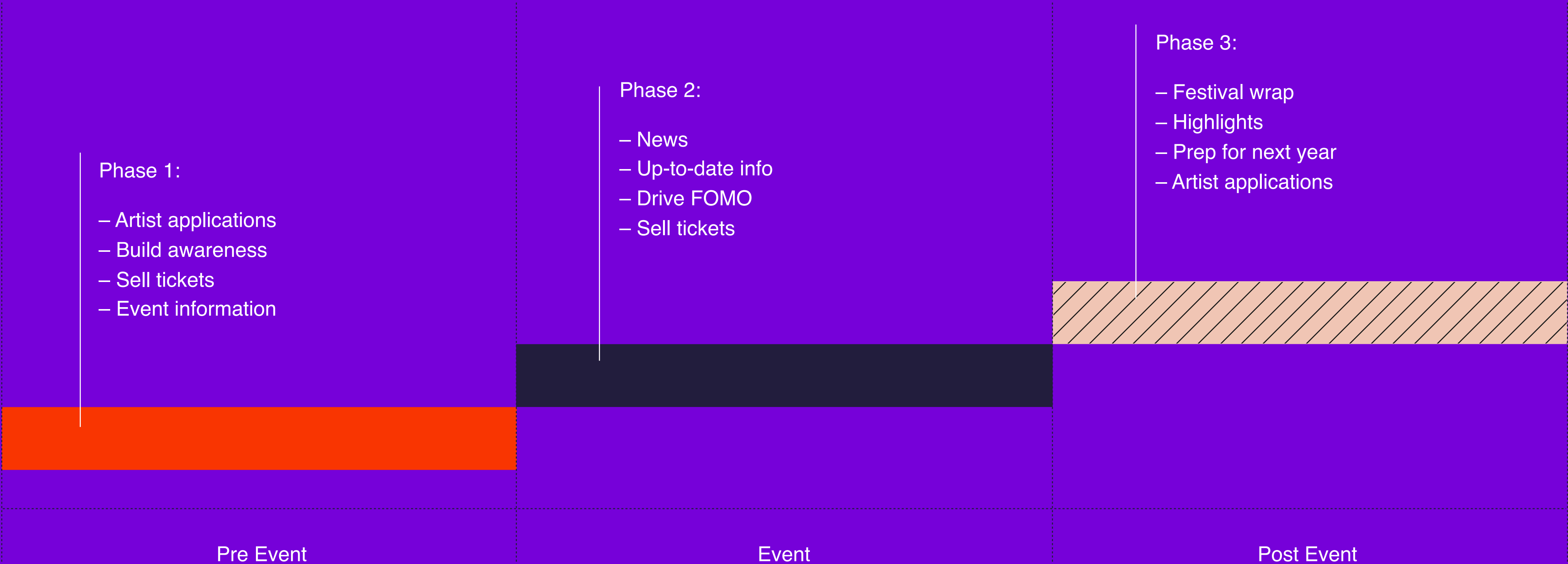
YEAH!

YO!

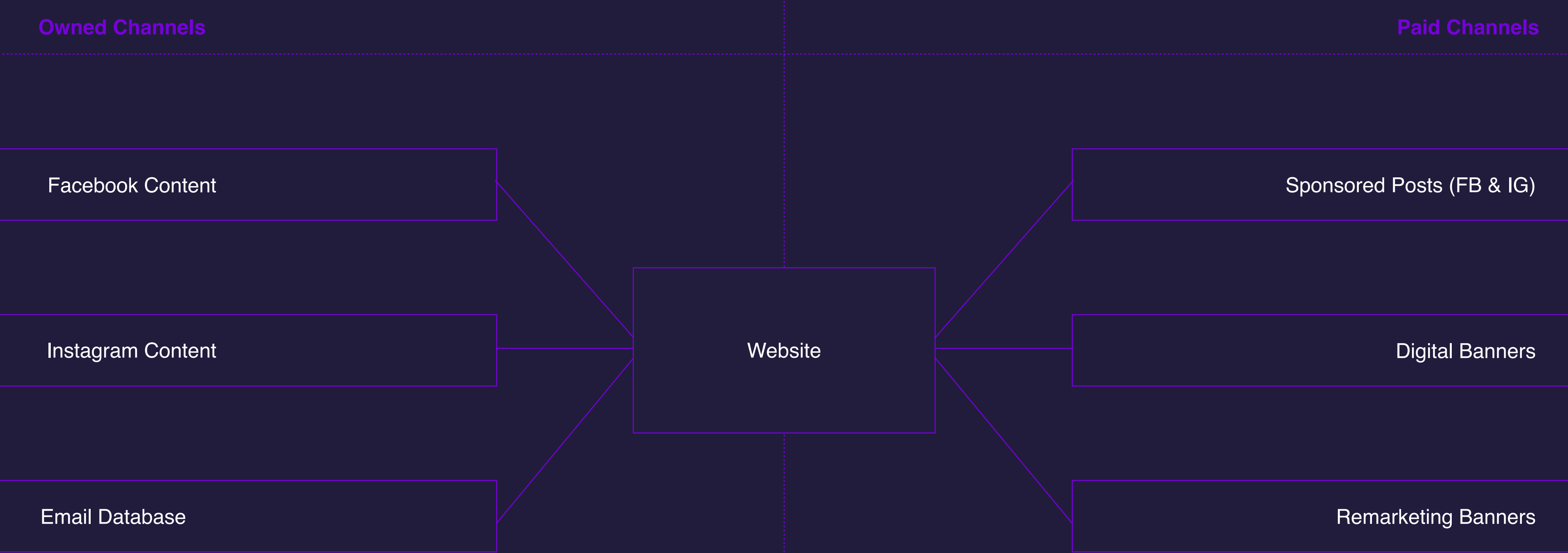
NO!



# Digital Strategy: Phase Objectives



# Digital Strategy: Campaign Ecosystem



CLICK TO PLAY ►

**BIGSOUND**  
SEPT 5 - 8

[Apply to play](#)

[What's On](#)

[Event Info](#)

[Tickets](#)

  
NEWS

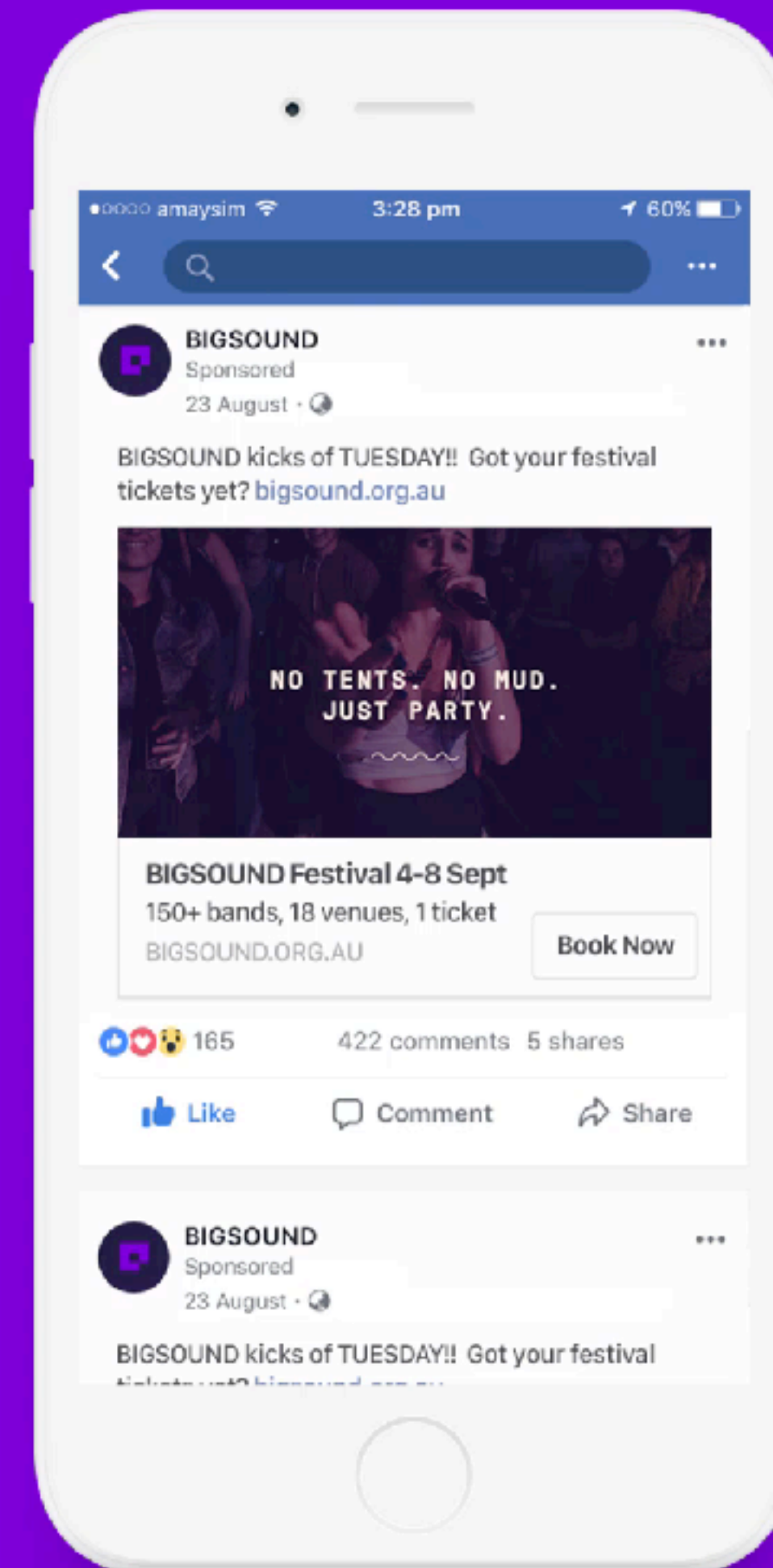
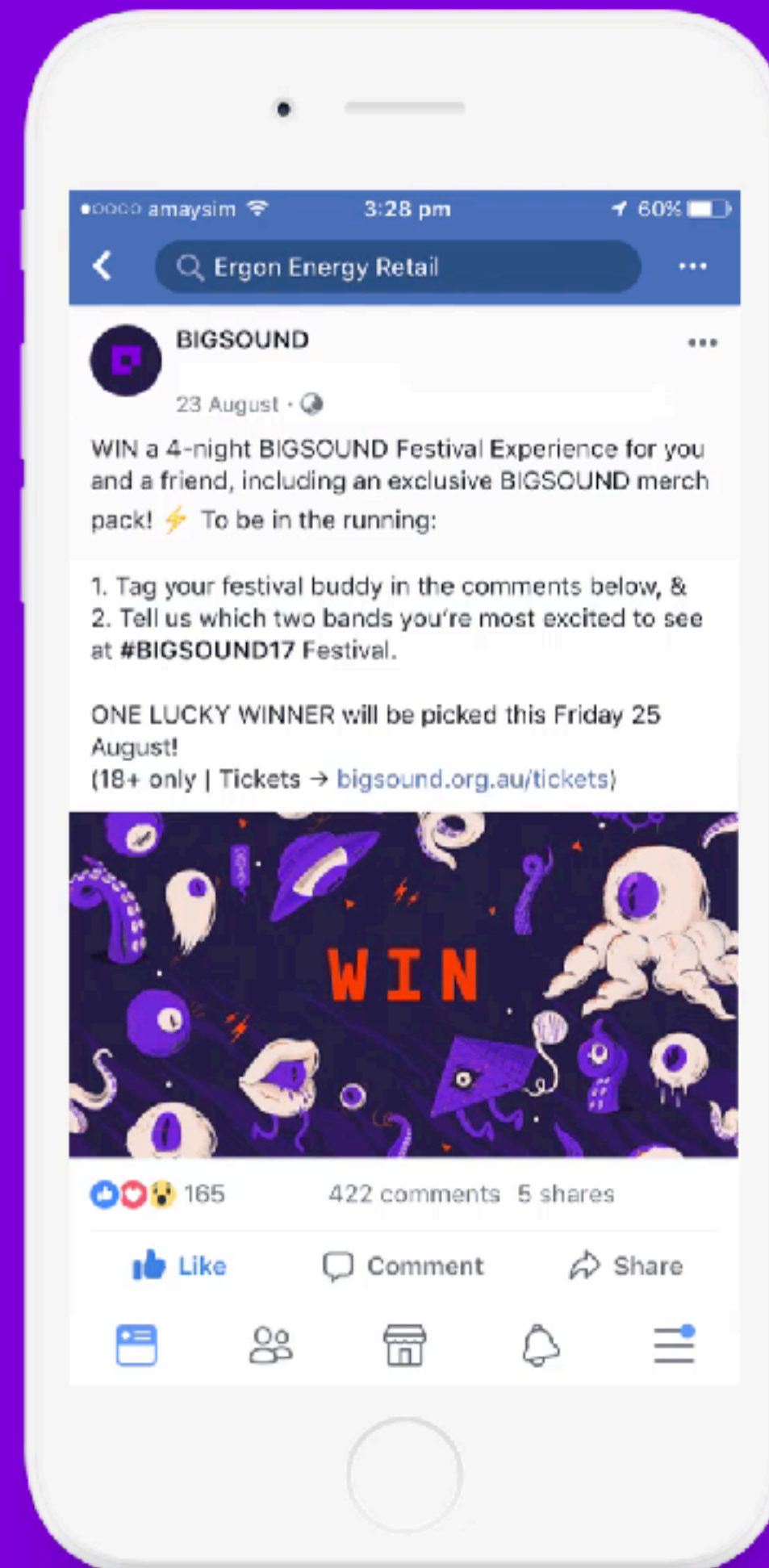
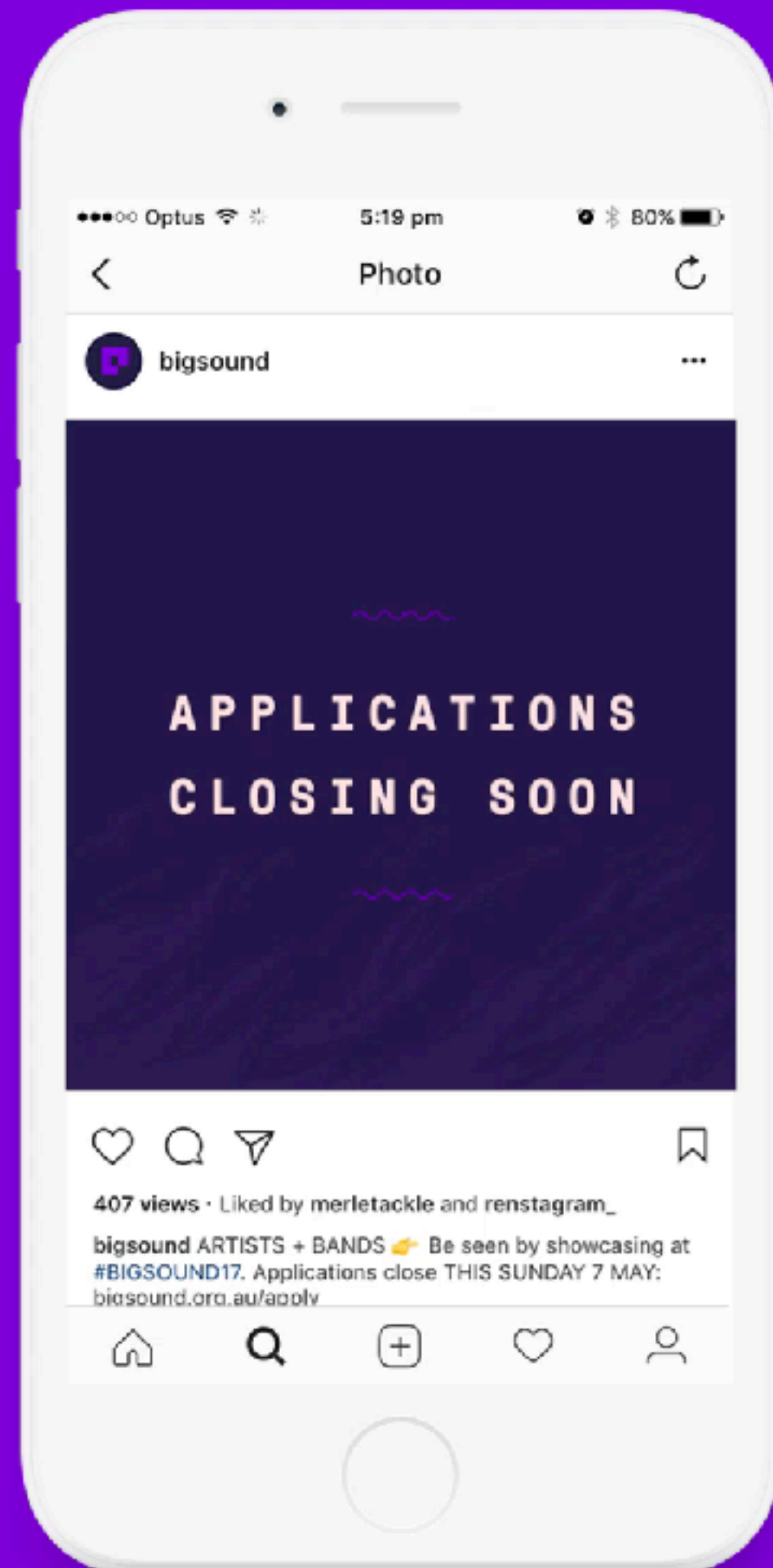
# BIGSOUND

## FESTIVAL

Sept 5-8  
The Valley, Brisbane

[Buy Tickets](#)

[Lineup](#)



BIGSOUND

SEPT 5 - 8

Artists A-Z

Speakers A-Z

What's On

Event Info

Tickets

PORTAL

SCHEDULE

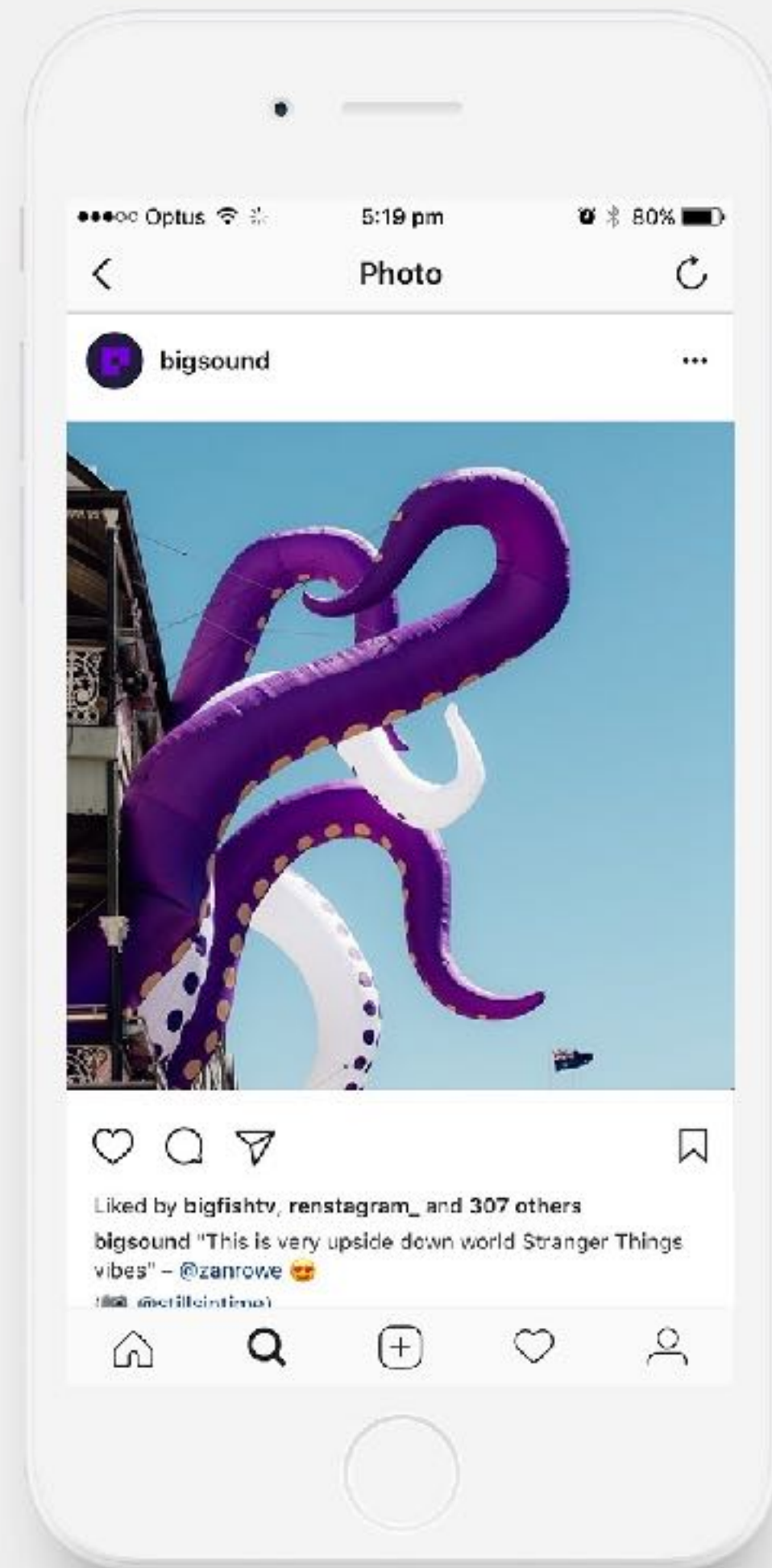
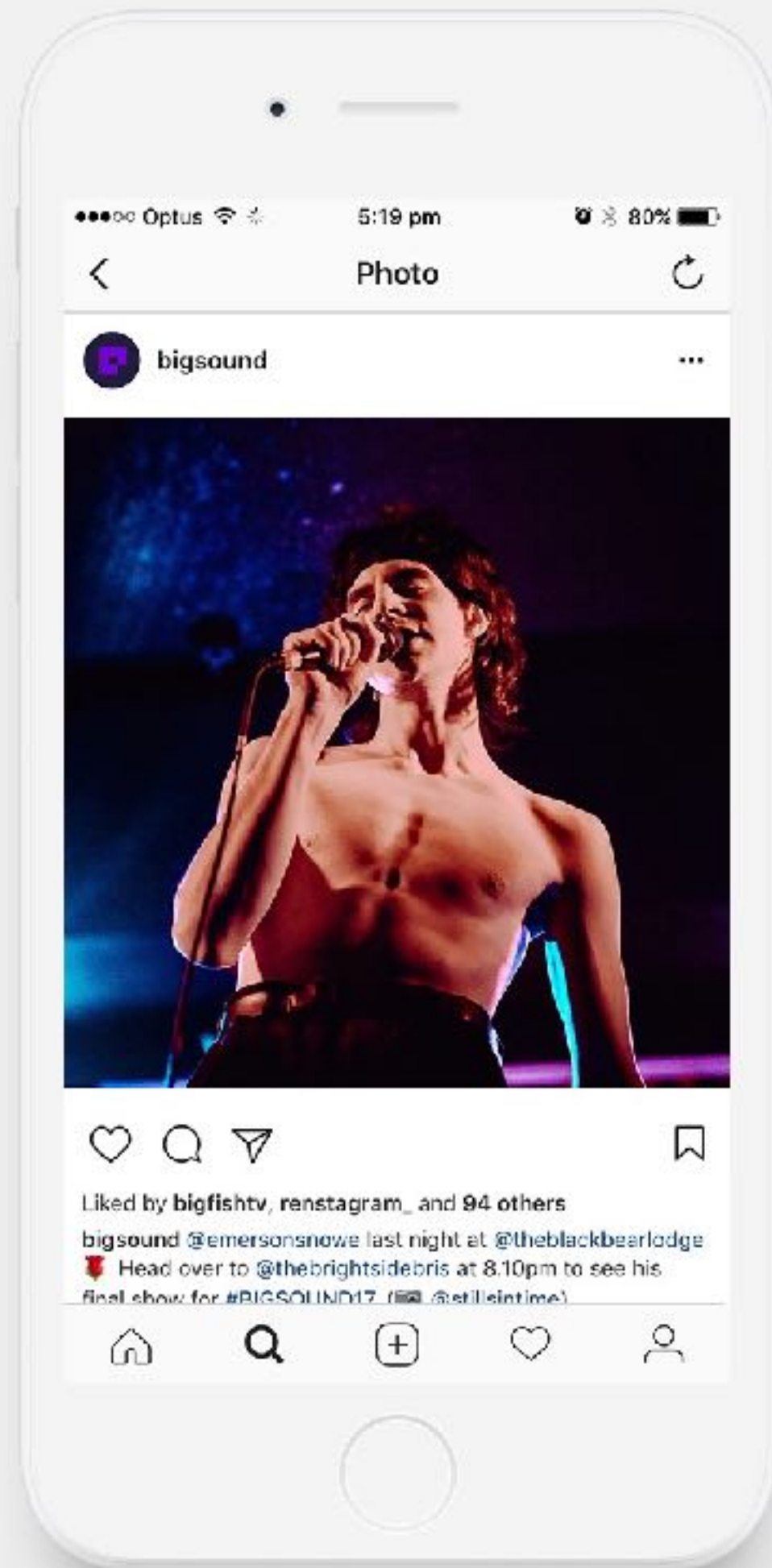
NEWS

CONFERENCE

FESTIVAL

< TUESDAY >

	8:00pm	8:30pm	9:00pm	9:30pm	10:00pm	10:30pm
CUPO						
The Brightside		AlithiA 8:20PM - 8:50PM		Tempest Rising 9:10PM - 9:40PM ★	Drown This City 10:00PM - 10:30PM	Endle 10:50PM - 11:20PM
Ric's Big Backyard		High-tails 8:10PM - 8:40PM		DARTS 9:00PM - 9:30PM	Sloan Peterson 9:50PM - 10:20PM	Abbe May 10:40PM - 11:10PM
The Brightside Outdoor Stage		IV League 8:10PM - 8:40PM		WEST THEBARTON 9:00PM - 9:30PM	Good Boy 9:50PM - 10:20PM	WAAX 10:40PM - 11:10PM
Eleven Rooftop Bar						
The Elephant Hotel		BLESSED 8:10PM - 8:40PM ★		Jesswar 9:00PM - 9:30PM	DOBBY 9:50PM - 10:20PM ★	Ziggy Ramo 10:40PM - 11:10PM
Music Industry College						
The Foundry		Fierce Mild 8:20PM - 8:50PM		Seavera 9:10PM - 9:40PM	Machine Age 10:00PM - 10:30PM	Spirit 10:50PM - 11:20PM
The Triffid						
Alehouse Stage @ The Woolly Mammoth		Angie McMahon 8:00PM - 8:30PM		Oh Mercy 8:50PM - 9:20PM	Two Steps On Th... 9:40PM - 10:10PM	RVG 10:30PM - 11:00PM
256 Wickham		Aurelia 8:00PM - 8:30PM ★		ALTA 8:50PM - 9:20PM	Thandi Phoenix 9:40PM - 10:10PM	Tigerilla 10:30PM - 11:00PM
Black Bear Lodge		Jim Lawrie 8:00PM - 8:30PM		Jess Ribeiro 8:50PM - 9:20PM	Alexander Biggs 9:40PM - 10:10PM	nyck 10:30PM - 11:00PM
Crowbar Brisbane		Easy Life 8:10PM - 8:40PM		Pagan 9:00PM - 9:30PM	Deadlights 9:50PM - 10:20PM ★	Belle Haven 10:40PM - 11:10PM





**LAST NIGHT AT**

**LAST NIGHT AT**

CLICK TO PLAY ►

**BIGSOUND**  
SEPT 5 - 8

Artists A-Z

Speakers A-Z

What's On

Event Info

Tickets

PORTAL

SCHEDULE

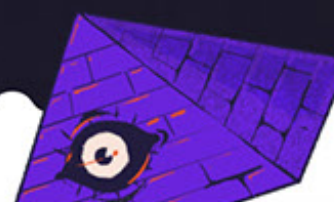
NEWS

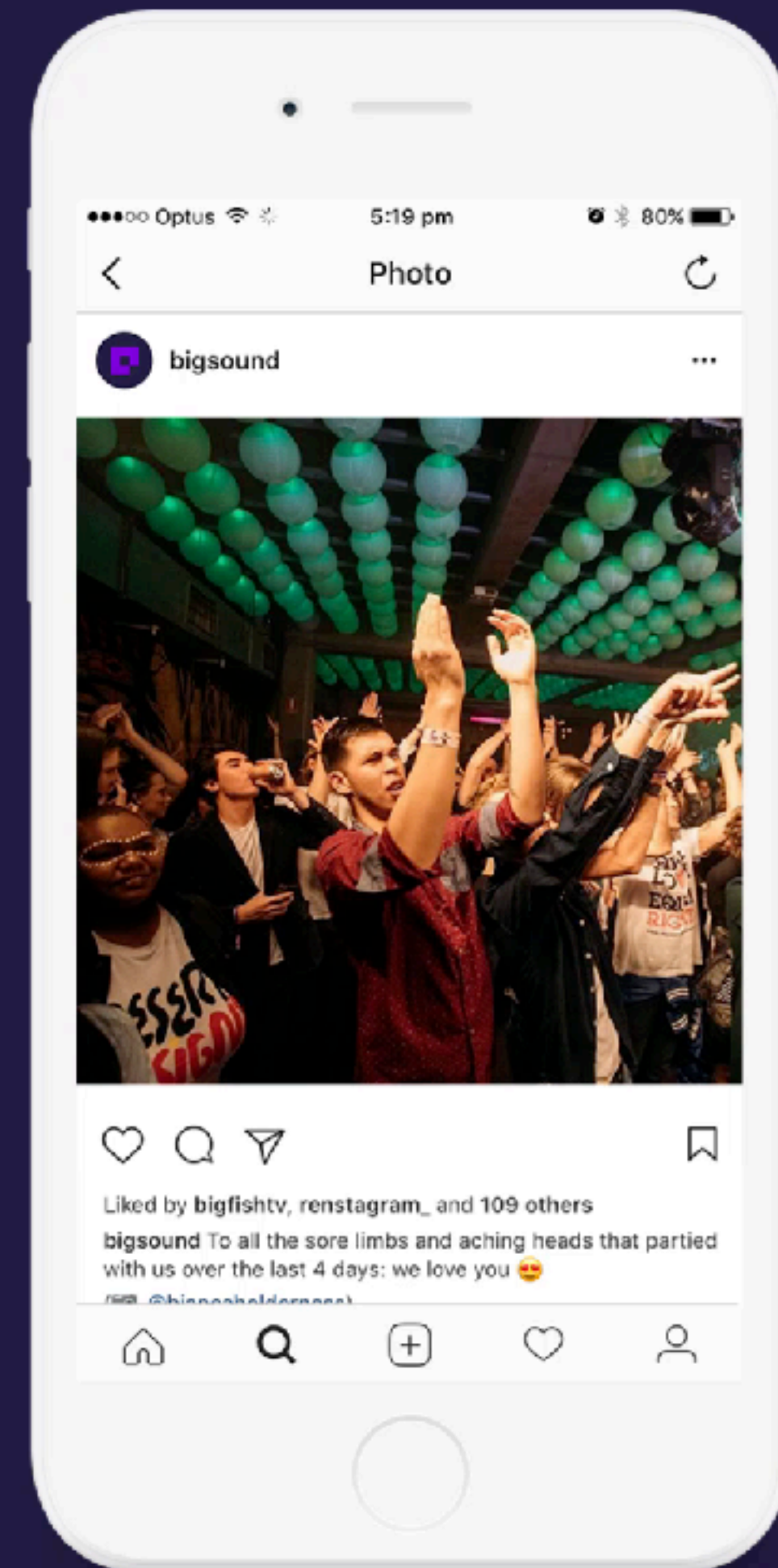
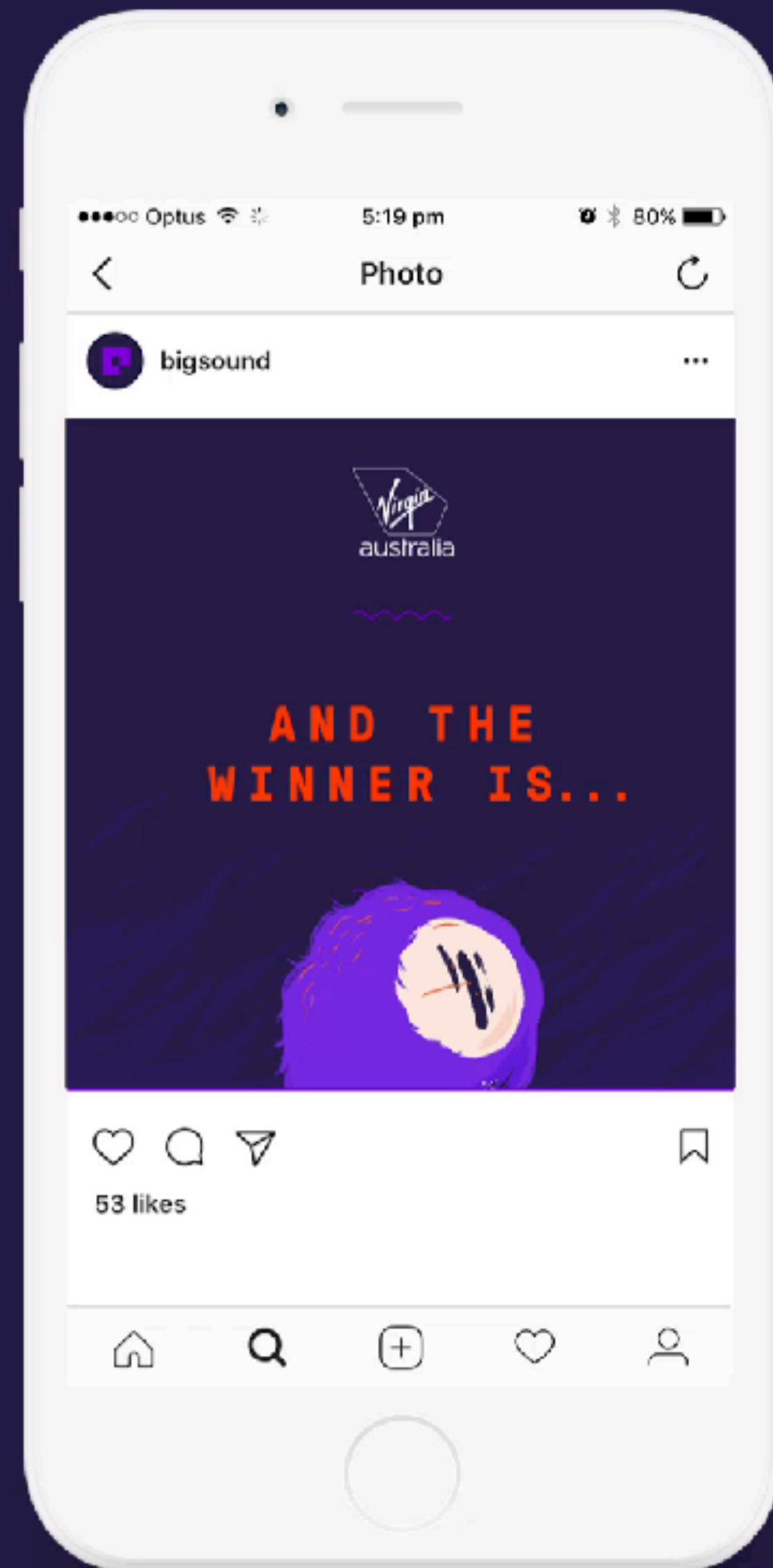
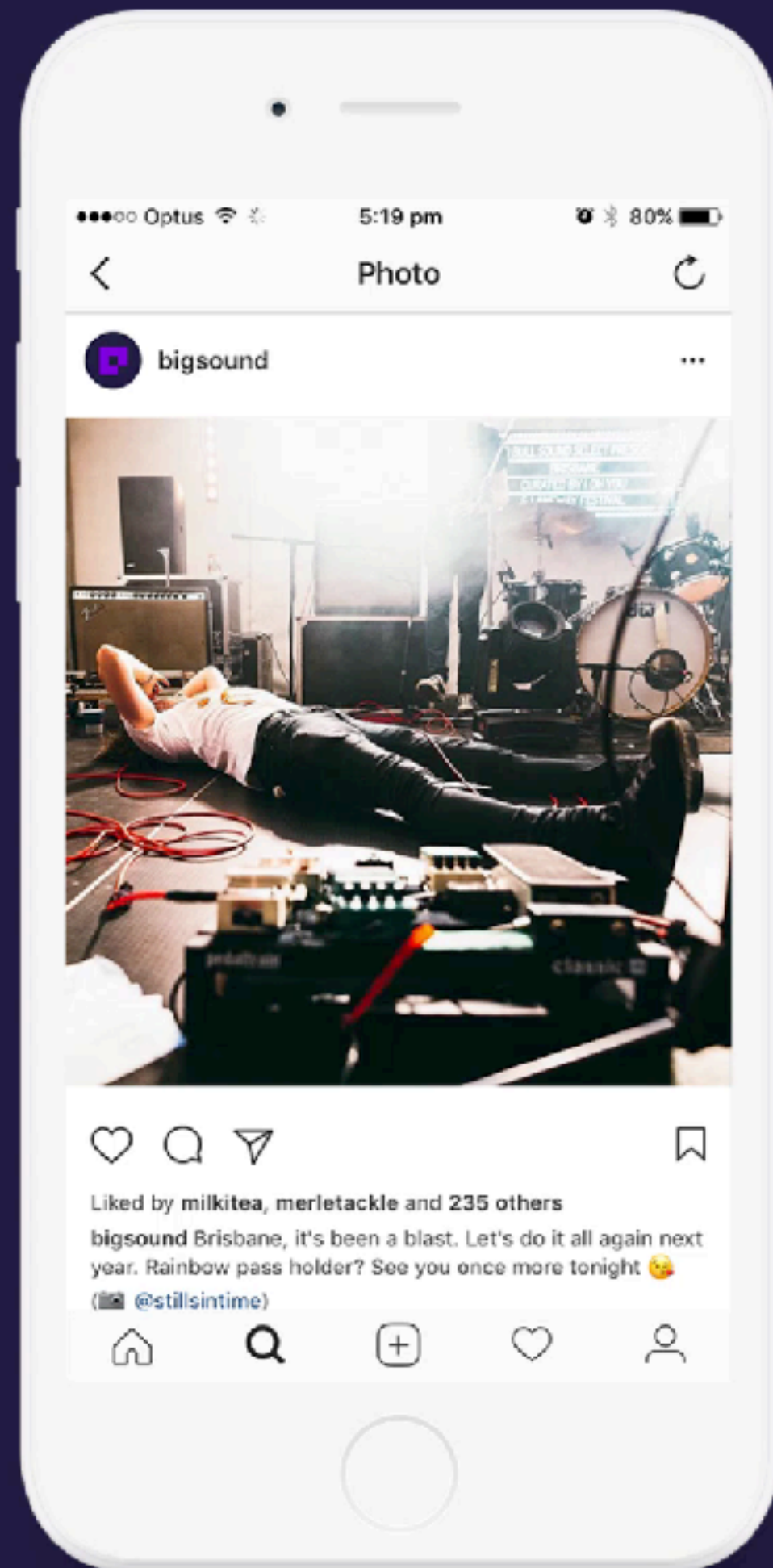
# APPLY TO PLAY

Artist applications to showcase at BIGSOUND Festival will open in April, 2018. Sign up to our mailing list to find out first.

Sign Up

Selection Process







Become a  
**REWARDS**  
member  
Instant Discounts + Reward Points

60

BEAT

FESTIVAL HOUSE

5 BARS  
6 BARS  
7 BARS  
8 BARS  
9 BARS  
10 BARS  
11 BARS  
12 BARS  
13 BARS  
14 BARS  
15 BARS  
16 BARS  
17 BARS  
18 BARS  
19 BARS  
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77 BARS  
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87 BARS  
88 BARS  
89 BARS  
90 BARS  
91 BARS  
92 BARS  
93 BARS  
94 BARS  
95 BARS  
96 BARS  
97 BARS  
98 BARS  
99 BARS  
100 BARS

## Results

**40%**

increase in ticket  
sales

**654k**

website visits  
from launch

**33%**

increase in  
IG followers

**9%**

increase in  
FB followers

**1084**

artist applications

**570k**

social ad  
reach

Part 3: Building an audience on social media

The world of selfies,  
memes and hashtag  
**challenges.**

The keys to success

**Invest** in some great  
**content** to engage  
your audience.

Remember:

- Be Relevant
- Be Entertaining
- Be Purposeful





SO YOU

YES'S'D

The keys to success

Get **up close** and **personal** with your platform of choice.

Remember:

- Use analytics
- Understand targeting
- Be aware of changes

The keys to success

Ensure your content  
has every chance  
to **succeed.**

Remember:

- Be prepared
- Be consistent
- Work hard

## Case Study

# Building a following with **Ergon Energy Retail**



# Ergon Energy *Retail*



RETAIL

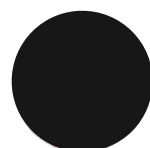
Barriers

  5

2 Comments 1 Share



██████████ Might be free while the trial is on. But I bet after that the tennants would be charged for them. The government will want their money back somehow.

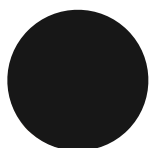


██████████ Lowering the price of electricity and paying people a fair price for their solar power would save everyone hundreds every year 🙌

 1

 4

1 Share



██████████ Wish the Ergon Outage Finder actually worked during an outage. Just rang their paid 13 number and this confirms an outage current in our area, but the useless Ergon website shows no outage. Get your act together Ergon - you charge us through the eye fo... [See more](#)

 2



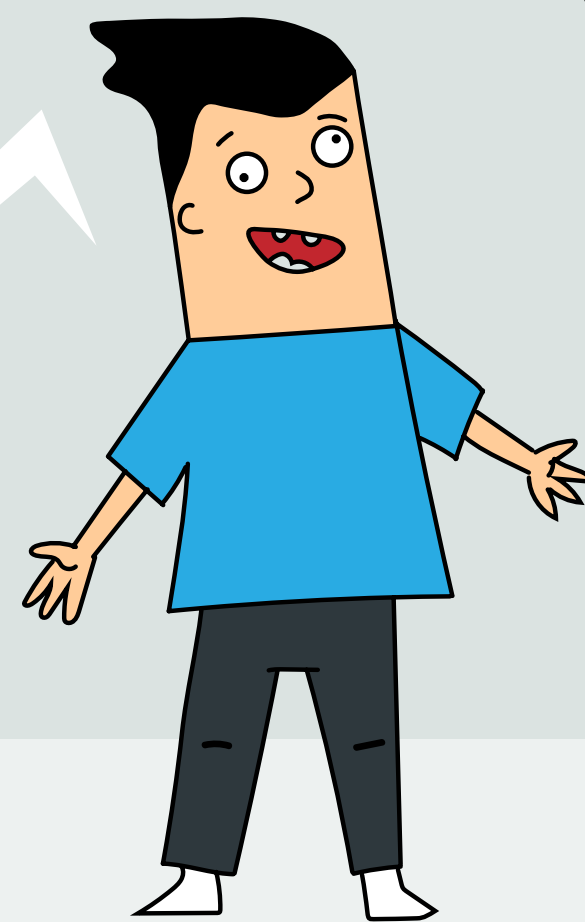
██████████ Here is a fun fact about electricity! Living in a rural area where the only provider you can get is Ergon so you have to keep paying through the roof for power but heaven forbid there is one drop of rain then the expensive power we pay for cuts out!! Maybe if we were somewhere more important Ergon would care!

 1

MEET

**BARRY**

THE BILL BUSTER





Ergon Energy Retail

Home

Create

ERGON ENERGY

RETAIL

Ergon Energy Retail

@ergonenergyretail

Home

About

Photos

Videos

Notes

My Queensland

Events

Posts

Community

Info and ads

Create a Page

Liked

Following

Share


...

Send Message

Ergon Energy Retail

8 May · 🌐

Meet Barry, our new resident bill buster! He's here to take care of a quarterly power bill for four lucky Ergon Energy Retail customers. To enter, simply:  
1. Like our page.  
2. Share your best bill busting tip in the comments.  
Good luck! Entries close Friday 1 June. Terms & Conditions: <http://ow.ly/qR9F30jSzLm>



4.6K

4.2K Comments

881 Shares

43K Views

Like

Comment

Share

Most relevant

Write a comment...

Carolyn Dare

When those powerhungry teenagers move out of home, a wonderful downward spiral occurs on your power bill!

Like

Reply

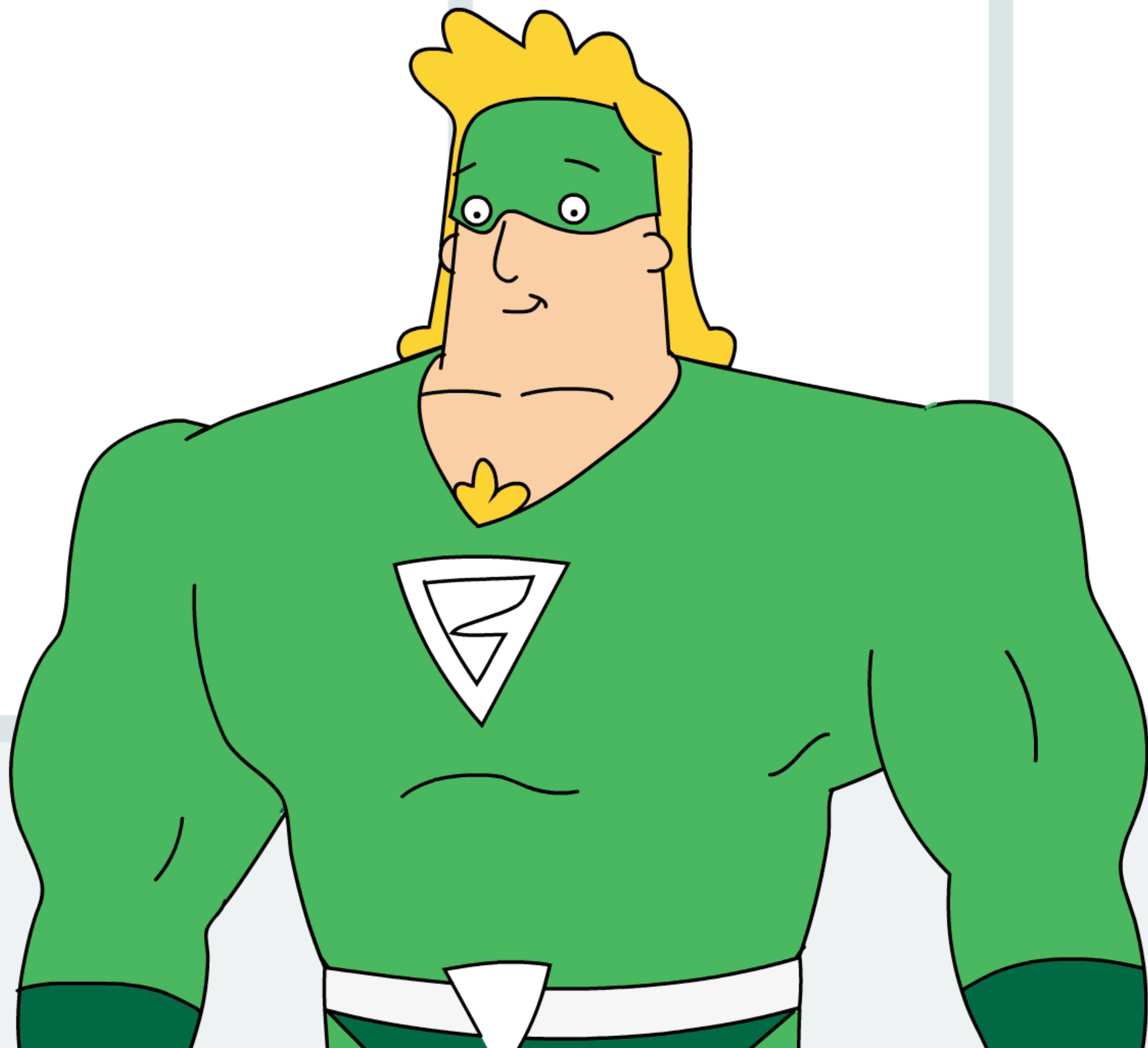
12w

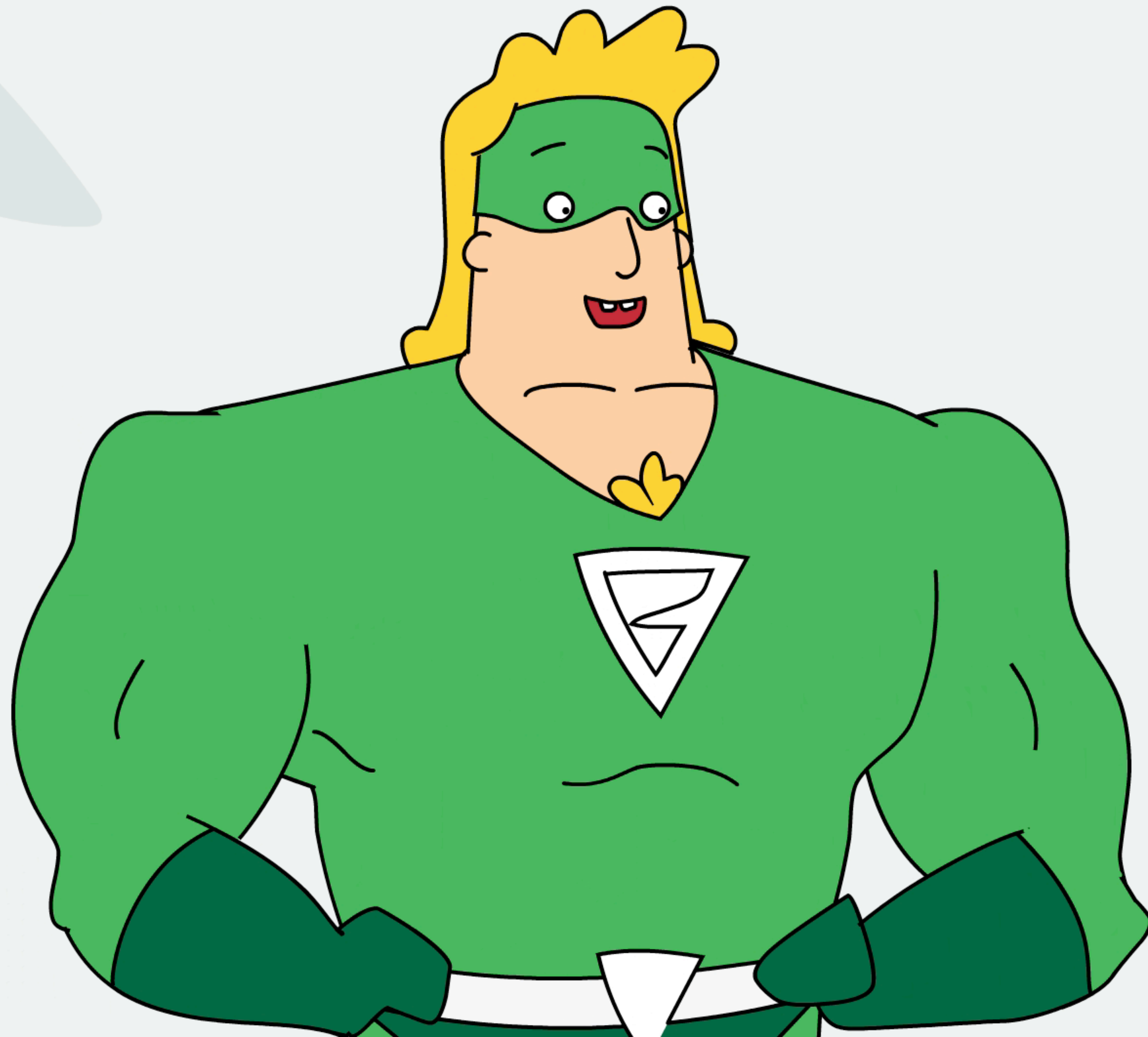
48

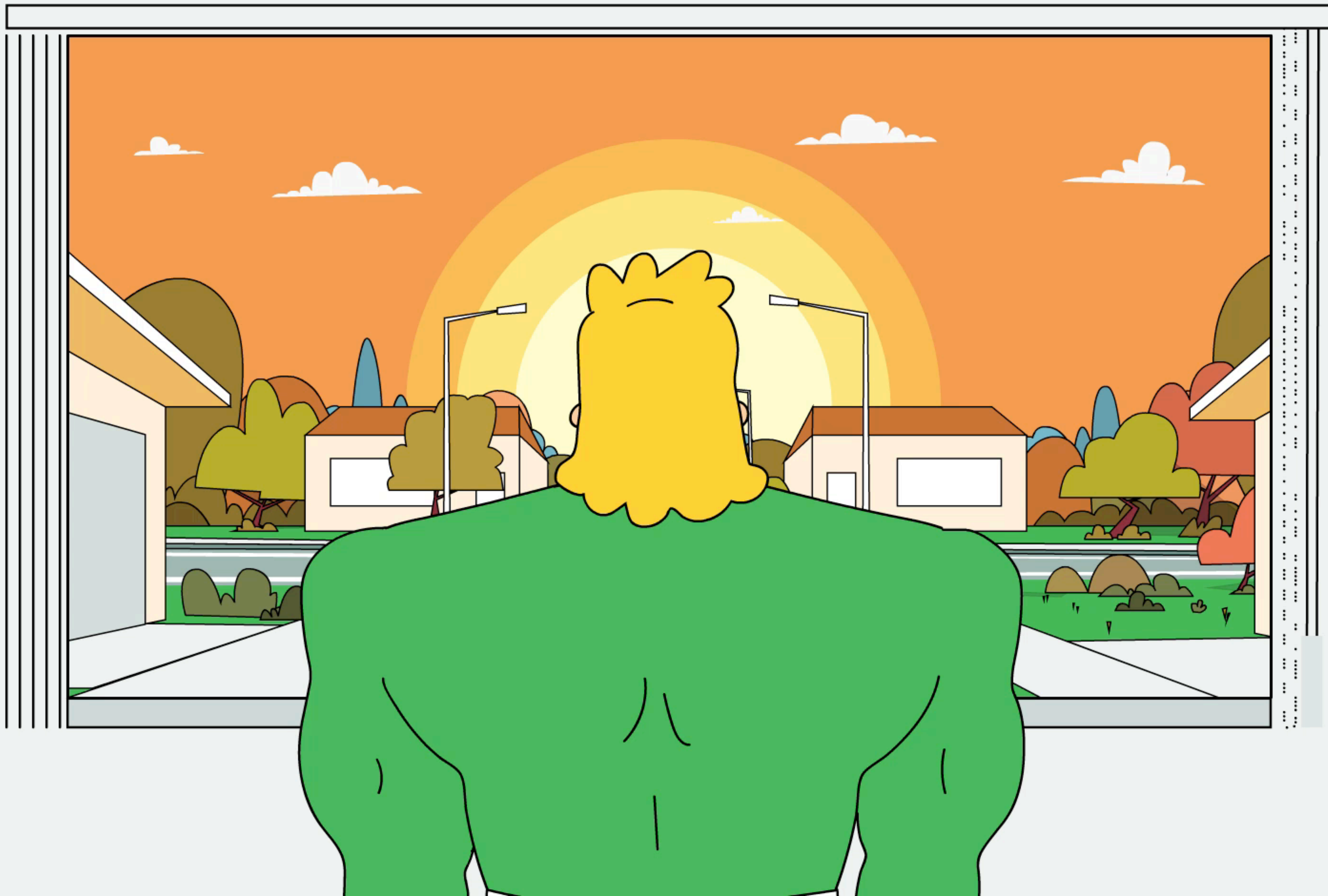
Ergon Energy Retail

Nice one Raymond. Solar &

Chat (23)









COMPOSE



Unread

Promotions

Spam

Sort by: DATE ▾

Inbox

★ Starred

! Important

▾ Sent

▾ Drafts

Categories ▾

👤 Social

📧 Promotions

✱ Updates

📄 Forums

More ▾

💬 Chats

📧 All Mail

✕ Spam

🗑️ Bin

📄 Receipts

🏢 Work

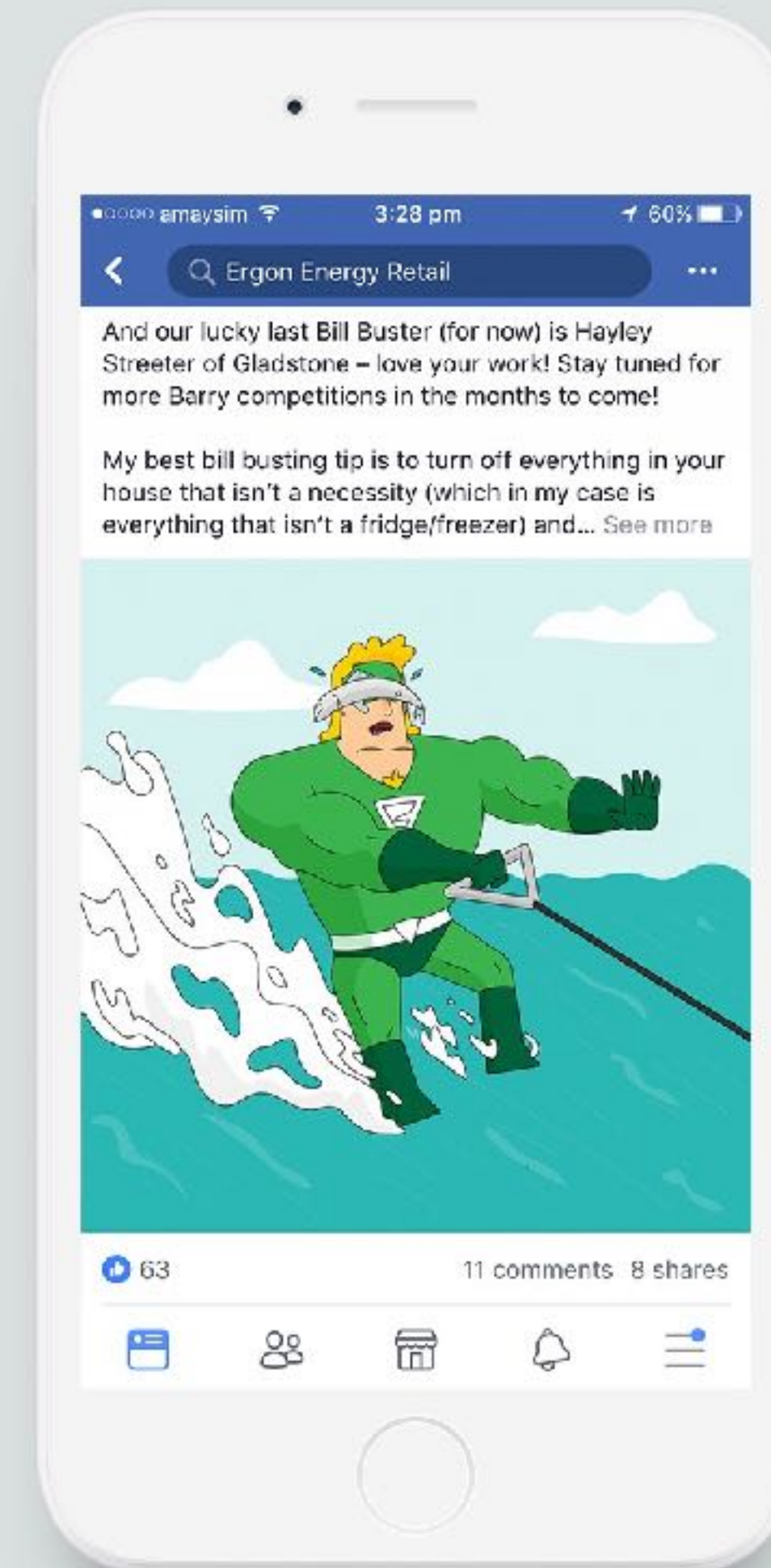
View online



Last chance for a *bill break*

Enter Now

Have you shared your best bill busting tip with us? Enter our Facebook comp by this Friday and Barry here could take care of your latest power bill!\*



## Results

**7.5k**

competition  
entries

**16k**

engaged users  
on launch

**92.6%**

positive user  
sentiment

**63%**

increase  
in page likes

**3x**

avg. number  
of post likes

**58.5%**

eDM open  
rate

Part 4: Getting more bang for your buck

Champagne on a  
Passion Pop **budget.**



Nicole billing  
a new client

## Tips

Start with a reeeeeeally  
goooooood **brief.**

Remember:

- Understand objective
- Outline key targets
- Know your budget

Tips

Get all your  
**priorities** in order.

Remember:

- Know the core functions
- Choose what you need
- Avoid gimmicks

Tips

We're all in this  
**together**... Really!

Remember:

- It's a partnership
- Trust each other
- Don't be afraid to ask!

Cheers!

