

FOR BUSINESSES

GO SOUTH — GO LOCAL

# YOUR GUIDE TO GROWING YOUR LOCAL BUSINESS

PROUDLY BROUGHT TO YOU BY



# HOW CAN YOU GET INVOLVED?

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The Go South Go Local campaign has been developed by the City of Onkaparinga to support our local business community recover and grow, showcase the amazing products and services available in our region and promote the incredible stories of the Onkaparinga business community.

A set of digital assets has been created for businesses to use in their own marketing and promotion. The City of Onkaparinga has also allocated funds to help spread awareness about the campaign during the initial twelve-month period. All local businesses are encouraged to get behind the campaign and embrace it as their own to extend its life beyond council's funding period.

Together we can rebuild our local economy, grow our local business community and ensure local people continue to be employed.

## JOIN US

- Email the ON Business Partner Program team at [onbusiness@onkaparinga.sa.gov.au](mailto:onbusiness@onkaparinga.sa.gov.au) if you would like to receive an introductory pack. The pack includes branded stickers and a shelf wobblers to display in shops, offices, food trucks and cars.
- List your business for free in our [online business directory](#) so you can be found by residents who are looking to shop locally. You will then receive access to all our networking and education events, business advice, offers and promotions.

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## GET THE CAMPAIGN ASSETS

- [Download](#) the digital assets to use in your own marketing and promotion.
- Whilst creating an Instagram story, tap the face icon and search for #GoSouthGoLocal to add the animated GIF to your story.

## GET SOCIAL

- Follow the City of Onkaparinga on Facebook and Instagram and like, comment and share the Go South Go Local social media posts.
- Follow and use the #GoSouthGoLocal and #Onkaparinga hashtags to promote your business and stay up to date with the local content in your newsfeed.
- Tag @CityofOnkaparinga in your Instagram stories and let us help spread the word.
- Encourage your customers to like, comment and share your social media posts.
- Tag other local business owners you know who would benefit too.

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## GET CREATIVE!

Use the logos on merchandise to promote your business and create further awareness of the campaign.

# HOW TO USE THE DIGITAL ASSETS

Generic and suburb-specific Go South Go Local logos have been produced for businesses to use on their social media pages, websites, email signatures and merchandise.

- Simply [download](#) the assets you wish to use. If you don't have design software, please use the PNG files. Reverse versions of the logos are for use on dark backgrounds and will look invisible when you open the file.
- Create your own social media posts and videos including the logos and use the hashtags [#GoSouthGoLocal](#) [#Onkaparinga](#).
- Check out all the taglines you can [download](#) to promote your business.
- Get creative and use the logos on merchandise to promote your business and create further awareness of the campaign.



examples only

# SOCIAL MEDIA MARKETING TIPS

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## PLAN

There are three important things to consider before you start creating content for social media:

- 1 your target audience
  - who do you want to reach?
- 2 your objective
  - why do you want to reach them?
- 3 your call to action
  - what action do you want them to take as a result of seeing your post?

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## PURPOSE

### Reach your audience with thumb-stopping content

People scroll through their social media newsfeed for interesting content. The number one purpose of any social media post is to:

- show up in your intended audience's newsfeed
- stop people in their tracks as they scroll through their news feed.

This can be achieved by using an eye-catching video or image together with an enticing introductory sentence or headline on your post.

The second purpose is to get them to do something as a result. This is the 'call to action'. The call to action is closely linked to your objective (the reason for creating a post in the first place).

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## BUILDING AFFINITY WITH YOUR AUDIENCE

The ultimate goal is to build an online community over time – loyal followers who will share your content with the community. Never buy followers to boost your audience size. Focus on quality not quantity.

Ask questions and give your audience a reason to want to like, comment, or share your content with others.

The secret to success is to work out what your audience most want to see and publish more of that. This is a process of trial and analysis. View the insights engagement data to determine the top ten most popular posts each month.

## PUBLISH

Schedule your content to appear in advance at peak times and use the following software to do this:

- on desktop: Facebook's Creator Studio
- on mobile phones: download the Facebook Business Suite app.

### When is the best time to post?

When your target audience is most likely to:

- be online
- have time to read, watch or take action.

Weekends are peak times. Also try weeknights (Monday–Friday 7–9pm) and early mornings.

### How frequently should I post?

Be consistent (daily, twice weekly or three times a week).

If you post more than once a day, space out your posts with a 3-4 hour gap between them to avoid overcrowding your audience's newsfeed.

# SOCIAL MEDIA TRAINING

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The City of Onkaparinga is rolling out a series of social media training sessions to assist businesses in getting the most out of the campaign by utilising the digital assets effectively.

To ensure you are notified about these training sessions, [register](#) your business on the ON Business Partner Program website.

## LEARN WITH FACEBOOK BLUEPRINT

Facebook provides free social media training which you can do at your own pace online.

View all the course content [here](#).

Use the filter to choose relevant topics based on your experience level; for example beginner, intermediate or advanced.

Lessons are presented in short sessions.

Log in with your Facebook account to record your progress and work towards Blueprint accreditation.

## FACEBOOK FOR BUSINESS

Get the most out of Facebook business tools with their [resources](#).

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## INSTAGRAM FOR BUSINESS

Everything you need to know to set up and use a professional account on Instagram is available [here](#).