

Gawler Business Development Group

Draft Marketing Plan 2022-2023 (updated 8/8/2022)



August 2022



Introduction

The draft GBDG Marketing plan is aligned to the objectives of the GBDG Strategic Plan 2022-2025.

The Marketing plan is designed to achieve the Strategic Plan objectives:

a) **Build local business capacity and capability:**

- maintain active and targeted engagement across the Gawler Business precinct marketing, new business investment attraction and business development support.
- be an active member of the Business Innovation Hub using this facility as its principal place of business.
- Business support, training and coaching

b) **Attract new business investment:**

- develop and implement strategies to attract new business activity in Gawler.
- Encourage, support and nurture new local start-up businesses

c) **Grow markets for local businesses:**

- develop and implement activation strategies that will assist towards the creation of a vibrant Town Centre.
- develop and implement marketing strategies that maximise digital technologies to connect with and attract customers to Gawler's commercial precincts.
- Hold activities throughout the course of the year
- Identify and support businesses suitable for export markets

Mission statement

“Developing successful and sustainable businesses through marketing, advice and connection to the community”

Target markets

1. Local businesses occupying commercial premises

Larger commercial businesses, as business ratepayers, are automatically members of GBDG via a specific Council levy.

2. Small businesses occupying commercial premises

Smaller businesses in commercial premises, although also automatic members, will differ from larger organisations and will have unique requirements for education and development.

3. Local businesses – small and/or home based

Businesses not occupying commercial premises are not automatically members. However they are key target group as they generally represent smaller and/or home based businesses that could potentially be nurtured to become larger, employing businesses in the future.

4. Local buyers – shoppers, service users, hospitality/leisure/entertainment consumers

Local residents are encouraged to spend locally.

5. Shoppers/business customers from outside the region

Visitors and investors from outside the Gawler region are encouraged to bring economic activity to the region through visitation, shopping, investment and expansion of export markets.

Marketing promotional methods

- **GBDG Website**
The GBDG Website is used to educate, inform and engage residents, visitors, businesses and prospective business operators. The website is used to promote GBDG services as well as inform visitors about Gawler and opportunities.
- **GBDG Social media – Facebook, Linked In**
GBDG Social media is used to maintain communication with followers and potential audiences. GBDG shares local business stories and also experience and knowledge.
- **Videos**
GBDG uses video content on Social media and in links via the newsletter to highlight and promote local businesses.
- **GBDG E-newsletter**
The GBDG Newsletter is sent to subscribers monthly, covering a range of topics including local business profile, legislative information, tax tips, advice and more.
- **Word of mouth**
With 550 local businesses as members, GBDG leverages the relationship with members to spread the word of GBDG products and services.
- **Print advertising**
In limited cases GBDG uses print advertising to promote specific events.
- **Brochures and flyers**
GBDG uses brochures, posters and flyers to promote GBDG services and events, and benefits of membership.
- **Direct mail and email.**
Specific events and services are promoted via direct mail and email, including the invitation for home based businesses to join the GBDG, included with the Council rates notice on a quarterly basis.

GBDG regular marketing activity

Marketing action / vehicle	Target audience	Tasks	Budget/resources	Timing/frequency
GBDG Newsletter	GBDG Members GBDG Newsletter subscribers Commercial and smaller businesses	Develop content for each edition: <ul style="list-style-type: none"> • 2 x feature business profiles • Information/education piece • Upcoming events 	Staff time	Monthly
Social media	GBDG Members GBDG Facebook followers GBDG LinkedIn Contacts Commercial and smaller businesses	For both Facebook and LinkedIn: <ul style="list-style-type: none"> • 2 x local business posts featured • Upcoming events • Share relevant posts/stories about relevant topics from State and/or local business authorities 	Staff time	Weekly
Website	GBDG Members Commercial businesses Potential new businesses Home based businesses	Update News and What's on	Staff time	Weekly

Campaign Marketing Action Plan

Build local business capacity and capability

Event/Action	Target audience	Marketing action / vehicle	Budget (\$)	Timing/frequency
Education/workshop program	Larger commercial businesses	Direct mail Newsletter Facebook post Facebook advertising/promoted post – geotargeting Gawler region, relevant job title, interests Linked In Post Linked In advertising Delivery of workshop flyer to all businesses (by hand)	300 Facebook /Linked In advertising budget per workshop	3-4 weeks prior to every event/workshop
Education/workshop program	Small businesses including home based	Direct mail in rates notice - workshop program Newsletter Facebook post Facebook advertising/promoted post – geotargeting Gawler region, relevant job title, interests Posters in business premises Refer a friend invitation	300 Facebook advertising budget per workshop	3-4 weeks prior to every event/workshop
Increase Digital literacy and extend digital capability to local business. Develop Gawler Smart Room.	Local Commercial Local small/home based	Facebook posts Newsletter and direct mail if Gawler Smart room developed. Media release to Bunyip Promotion in Library	5000	Monthly posts, and as required if Smart room funding received
Monthly Tammy's Table – coaching	Local Commercial Local small/home based	Workshop schedule updated on website Direct email to mailing list	Staff time	3-4 weeks prior to each coaching session.
SA Business Conference	Local Commercial Local small/home based	Facebook, LinkedIn posts Facebook, LinkedIn Advertising/Promoted Posts– Northern Suburbs/Barossa region Geotarget	5000	4 months prior to event and regular reminders/updates monthly.

Event/Action	Target audience	Marketing action / vehicle	Budget (\$)	Timing/frequency
	Outside Gawler businesses – Northern Suburbs	Newsletter article Radio ad		
Business Women’s Lunch	Local Commercial Local small/home based Outside Gawler businesses – Northern Suburbs	Facebook, LinkedIn posts Facebook, LinkedIn Advertising/Promoted Posts– Northern Suburbs/Barossa region Geotarget Newsletter article	500	4 months prior to event and regular reminders/updates monthly.
Gawler Business Awards	Local Businesses – commercial and small	Newsletter article Direct email invitation Posters in shopfronts Flyers Facebook, Linked In Posts Facebook/Linked In advertising/promoted posts.	2000	4 months prior to awards and regular reminders/updates monthly
Working together – RDA and Town of Gawler. Cross promote RDA events	Local Businesses – commercial and small Potential businesses	Facebook, Linked In, Website	Staff time	3-4 weeks prior to each event
Working together – visitor information centre. Supply information to VIC.	A4 and A3 posters with event schedule, investment prospectus, event flyers.	Printed collateral	3000	As required

Attract new business investment, nurture start-ups

Event/Action	Target audience	Marketing action / vehicle	Budget (\$)	Timing/frequency
Improve ease of access to quality information for prospective businesses. Develop Business prospectus	Local Businesses, commercial and small/home based Prospective business investors/start-ups	Business Prospectus – printed and PDF. Include on Website as download	5000	Annual update
Attract and/or expand businesses that provide services to aged residents	Local Businesses, commercial and small/home based Prospective business investors/start-ups	Business Prospectus – printed and PDF. Include on Website as download	1000	Annual update
Attract and/or expand businesses that provide services to young families	Local Businesses, commercial and small/home based Prospective business investors/start-ups	Business Prospectus – printed and PDF. Include on Website as download	500	Annual update

Raise awareness of GBDG and programs

Event/Action	Target audience	Marketing action / vehicle	Budget (\$)	Timing/frequency
Raise awareness through face-to-face campaign – member businesses	Larger commercial businesses	Delivery of GBDG Member benefit flyer and upcoming event/workshop program to all businesses (by hand)	Staff time or partner with educational institution	Annual
Attract new home-based members, refer a friend campaign, "you're invited" rates notice insert	Small, Home Based businesses. Potential start-ups	Include "You're invited" flyer (outlining benefits of GBDG membership) to all ratepayers. Design/key messages to change each quarter. Could include benefits of establishing a "side" business – e.g. in retirement	2000 (for printing)	Quarterly
Face to face marketing - elevator speech	Larger commercial businesses Small, Home Based businesses. Potential start-ups Business investors	Develop key messages for GBDG USP for: Commercial businesses Small/Home Based/Start-up businesses New business investors	Staff time	Update/review annually
Review newsletter content	GBDG Members GBDG Newsletter subscribers Commercial and smaller businesses	Survey current subscribers and analyse click through trends. Redesign/edit newsletter as required for maximum impact and engagement	Staff time	Update/review annually
Regular consultation and communication with members	GBDG Members	Annual survey, communication pieces including newsletter, email, face to face, networking, events	Staff time	Annual review
SEO work on website	Website visitors	Review to improve SEO	Staff time or contractor \$2000	Ongoing
Use networking and events as a platform for communication	Event attendees	Use platform to promote other events, and new member campaign such as refer a friend and 2 for the price of 1 promotions	Staff time	Ongoing
Additional funding <ul style="list-style-type: none"> Attract new sponsors/partners/ for newsletters/surveys and prizes 	Funding sources	Develop sponsorship prospectus Grant funding applications	Staff time	As available

Event/Action	Target audience	Marketing action / vehicle	Budget (\$)	Timing/frequency
<ul style="list-style-type: none"> Attract grant funding for specific projects 				

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Grow markets for local businesses

Event/Action	Target audience	Marketing action / vehicle	Budget (\$)	Timing/frequency
Targeted events / advertising to promote Gawler as a shopping destination <ul style="list-style-type: none"> • Christmas in Gawler • Buy local 	Local residents Northern suburbs/Barossa region residents Broader SA audience	Newsletter Facebook post Facebook advertising/promoted post – geotargeting Gawler region Buy local collateral (posters, badges)	1000	3-4 weeks prior to events/campaigns
Working together - Work with RDA and Export SA to identify and support increased export potential	Export potential businesses	Direct contact / assistance	Staff time	As required
E commerce platform for small business (grant funded through building better regions)	Small businesses Commercial businesses Local community Visitors	Media release Facebook posts and promoted posts Direct email to members Invitation to other businesses (rates notice insert)	2000	3 months prior to launch
Social media support	Small businesses Commercial businesses	Media release Facebook posts and promoted posts Direct email to members Invitation to other businesses (rates notice insert)	1000	3 months prior to launch
Promote home based businesses	Small/home based businesses	Facebook Newsletter	Staff time	2 x weekly
Advocacy with landlords - councils - 3 stories (state government) to get exemption	Main street businesses	Advocate directly with Council, State Govt	Staff time	As required