



The

# BUSINESS

ACCELERATOR

MAGAZINE

September 2017



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ACCOUNTANTS | BUSINESS ADVISORS | TAX CONSULTANTS  
*...Your Pathway to Business Success*

# The Seven Deadly Wins to Lead Generation:

## Seven Online Marketing Steps to Gain More Leads from Your Website

We encounter this issue all the time... your website looks great, but it's not attracting enough visitors, generating enough leads or converting leads to sales.

There was a time when websites were simply online brochures, filled with just the who, what and where of a business. This is no longer the case and a modern website needs to utilise a range of online marketing tools to nurture the prospective customer, client or patient through the buying journey and ultimately call on them to take action - "Buy Now" or "Contact Us". The primary difference is that the electronic brochure type websites are all about the business while lead generation websites are all about the customer or client.

Let's examine the seven must-have online marketing tools that can help you turn your old website into a lead generation machine.



### 1. Content Marketing

When we talk about content, we are not simply referring to your standard webpages like 'About us' or your product and services pages. Instead, we are referring to in-depth educational resources that you may have developed and which will be accessible on your website for free. The content should be relevant and useful to your target audience and your ideal type of customer. They should reflect your expertise and the effectiveness of your products and services without directly promoting them.

Content marketing can incorporate a range of media including blogs, infographics, pictures, videos, SlideShares, whitepapers and reports. The content should position you as an expert in your industry and while readership might be low to begin with, every article you post will help draw readers to your website that houses all your other content. It's like a snowball effect and make sure you:

- Include a search bar on your blog pages to help people find topics of interest to them
- Share your content with your e-mail subscriber list and on social media, ask other influential people to share your material and eventually you can combine your articles into a free guide or e-Book to send out and share
- Update, re-purpose and re-share material occasionally

### 2. Case Studies and Testimonials

Turn your product into a story - and give it a happy ending!

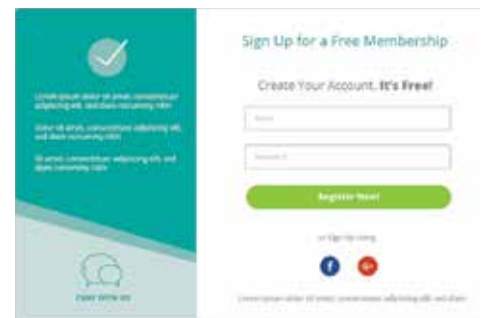
Case studies and testimonials are a great online marketing tool as the stories tap into clients' emotions. They also help establish credibility as they are unbiased and they aren't sales pitches.

Individuals and businesses are increasingly doing online research on products and services before they buy. They review websites, forums and online groups and by providing testimonials and case studies you can prove you have assisted other customers with similar problems and needs. They provide your prospects with comfort that your products and services work plus you can build trust and add photos, audio and videos to further increase the impact of your case studies and testimonials. They also make your web pages more dynamic so you stand out in the crowd.



### 3. Offers

An offer is an incentive for a potential customer or client to engage further with your business without actually purchasing. It gives you a chance to further impress them with your expertise.



- Hard Offers - These lead to direct contact between the potential customer and one of your staff members and could include a free consultation, discounted trial services, demonstrations, attendance at a free event or an offer to send a proposal.
- Soft Offers - These lead to further interaction between the potential customer and your brand, but not an individual staff member. Soft offers would include subscribing to your newsletter, signing up for a webinar, viewing a live video or joining an online support/advice group.

Offers should appear in a prominent but relevant section of your website but should not distract your visitors from the main content. The offer should include a short but compelling text paragraph, an eye-catching visual and a clear call-to-action (see Step. 4).



## 4. Call-to-Action



A Call-to-Action is an invitation to your potential customers and clients to take immediate action which leads to further engagement with

your business. Examples of calls to action include - Download Now, Subscribe Today, Contact Us, Add to Cart, Learn More, etc.

- Telephone Number - Your most important CTA is your telephone number and it should be included on every page of your website. You should include your phone number in a prominent location like the top right hand corner of your website pages.

- Forms - Another very important type of call to action is the use of forms on your website. The purpose of forms is to gather contact information from prospects who have landed on your website. The website has done its job and lured prospects to your business so you want them to opt-in and provide their contact information so you can continue to market your goods and services to them. Once you have their contact details you can nurture them by sending them newsletters, email marketing campaigns and special offers.

Of course, don't forget to store all the customer information you acquire through these forms on a database or Customer Relationship Management system so you can follow up with tailored offers down the track. Popular programs like [www.mailchimp.com](http://www.mailchimp.com) or [www.infusionsoft.com](http://www.infusionsoft.com) can help manage your customer database and create and send e-mail campaigns.



Australian Institute of Management

## 5. Trust Seals and Client Logos

Placing the logos of some of your well known customers or clients and 'trust seals' of affiliated organisations and institutions can add to the credibility and trustworthiness of your brand, thus improving conversions.

Trust seals work even better when the seal backs up a guarantee to the consumer such as how your organisation must be approved or take part in a Continuing Professional Development Program to maintain membership.



Mobile Website

VS



Standard Website

## 6. Useability

When it comes to lead generation, we know we're always one click away from a prospect abandoning our website. According to [Kissmetrics](http://Kissmetrics) the majority of visitors leave a website within the first 8 seconds. That's right, before they have seen all the fancy stuff you put together by following the previous 5 steps!

The key factor within these 8 deadly seconds is useability. There are thousands of websites out there with content on any one given topic. It only takes a moment of uncertainty or confusion for the browser to give up and click through to one of your competitors.

To make your website more useable consider these ideas:

- Navigation - Use simple website navigation using straightforward language. 'Breadcrumb' navigation (see image above), where a customer can tell exactly where they are at on your website will ensure customers don't feel lost or confused.

- Less words, more white - Increasing the white space on your webpage by cutting down text and formatting it into lists and bullet points increases the scanability and therefore the useability of your page.

- Mobile formatting - The majority of web browsing now takes place on mobile devices. It is essential that your website is optimised (responsive) for mobile devices.



## 7. Tinker, Tailor, Measure, Spy

Using online marketing to generate quality leads is an ongoing process. As such, you need to keep abreast of the latest trends and monitor your website analytics and tailor your website accordingly.

Follow online marketing blogs and social media channels to receive news, trends and inspiration. Free tools such as Google Analytics will provide you with priceless information regarding the amount of traffic each webpage, article, video and call-to-action brings to your website. You can see what's working, what's not working and what pages need working on. You can also measure how much of that traffic is converting into leads. Using this data you can focus on improving your pages and for example, perhaps your call to action could be in a more prominent position on the page. Maybe your homepage is too text heavy. Traditionally, it was the role of the marketing and sales teams to find and convert leads. Now using online marketing tactics we rely on leads finding us and converting themselves. This is one of the new rules of business and you need to shift your focus to online marketing techniques or you risk getting left behind by your competitors.

Set aside the time to understand and implement these 7 steps because they could have a profound impact on your level of lead generation and customer conversions.

# PLANES, TRAINS & AUTOMOBILES

## Financing Assets in Your Business



There are a number of different ways to finance the purchase of vehicles and equipment for your business but you might be surprised to know the range of assets you can actually finance. While cars, trucks and equipment are items commonly financed, it is possible to finance boats, buses, planes, computers, dental chairs and office fit outs.

If you're thinking of buying, upgrading or replacing any vehicles or equipment in your business we will briefly look at the various finance options and examine their tax consequences.

The most common finance methods used in this country include:

1. Chattel Mortgage - acquire an asset through a secured loan agreement
2. Operating Lease - lease an asset through a rental agreement

Both these options have different tax, accounting and GST implications. In addition, the type of finance you use can also affect:

- the timing of when you become the legal owner of the asset and
- the amount and type of tax concessions available (e.g. who claims the depreciation on the asset and can the monthly repayments be claimed as a tax deduction).

We get questions every day from clients about which finance method to use but it really depends on your individual situation. The regulations around asset finance are complex and as accountants, our client brief includes helping you save money which includes providing the most tax effective advice on your asset purchases.

To assist you with your future financing decisions let's examine the two most popular finance methods but we urge you to consult with us before you make the final decision. Note that we can also get your quotes through one of our affiliates.

## CHATTEL MORTGAGE



### CHATTEL MORTGAGE

This is where you finance the asset inclusive of GST but you can use trade-ins or pay a deposit to reduce the amount you finance. You can claim a tax deduction for the depreciation on the asset (for vehicles up to the depreciation cost price limit \$57,581 for 2016/17). The monthly repayments are not tax deductible but the interest you pay on the finance is deductible.

Under a chattel mortgage agreement, the financier advances funds to you to purchase the asset. The financier takes out a mortgage over the asset as security for the loan and you immediately become the legal owner of the asset.

The financier finances the GST inclusive price of the asset (less any trade-ins or deposits) and financing is done through a loan. When the final payment has been made (i.e. the residual value has been paid), the security interest over the asset is removed.

GST is charged on the purchase price of the asset but not on the monthly repayments or the residual payment. A GST registered client can claim back the full upfront GST tax credit on their next Business Activity Statement (and not progressively over the term of the loan).

### OPERATING LEASE



Under an operating lease, the financier (or lessor) purchases the asset and leases it back to you. You can use the asset for the term of the finance

agreement in exchange for a fixed monthly lease rental payment. Ownership of the asset remains with the financier (lessor).

Unlike a chattel mortgage or hire purchase agreement, the amount financed under the lease is the GST exclusive price of the asset. At the end of the lease, you have a choice to:

- Pay the Residual Value (final instalment) and become the owner of the asset;
- Trade In the Asset; or
- Refinance the Residual Amount and continue the Lease.

GST is charged on the monthly lease rental and the residual value at the end of the lease. If you are registered for GST you can claim back the GST input tax credits contained in:

- the monthly lease rental (that you claim in each monthly or quarterly Business Activity Statement (BAS) over the life of lease term); and
- the residual value.

Your lease payments (less GST input tax credits) are tax deductible provided the asset is used for business purposes.

### SUMMARY

Which option is appropriate for your business? Well, it will depend on a number of factors including your business structure, tax position and GST registration status. Of course, cash flow is a major consideration. We urge you to consult with us and through an affiliate group we can obtain finance quotes on your behalf. Having all your financial information on hand plus an understanding of your tax position means we can help you select the most tax effective finance option.



## 7 Trends Rocking Video Marketing in 2017

Unless you've been living under a rock, you would know that marketing has changed over the last 5 years. Video content has rocketed up the ladder of importance and it's fair to say, video is no longer an option for businesses looking to grow, it's essential. Here are some statistics to support the importance of video marketing:

- One third of all online activity is spent watching video
- 90% say that product videos are helpful in the decision making process
- Video in an email leads to a 200-300% increase in click through rates
- It's easier to remember video than text and 80% of customers remember a video they've watched in the last month
- The average internet user spends 88% more time on websites with video
- According to Facebook, 90% of their content will be video by 2018
- Video is projected to claim more than 80% of all web traffic by 2019

These stats highlight how your customers and clients want to view and interact with content. Even the smallest businesses can take advantage of the video revolution. It's a powerful way to communicate the story of your business, explain your points of difference and feature your niches.

### THESE ARE THE VIDEO MARKETING TRENDS THAT YOU NEED TO BE AWARE OF IN 2017:

#### 1. Customers Want to Use Video as Part of the Buying Process

We know that up to two-thirds of the buying process now happens online. Potential customers are viewing your website, blog, social media and online reviews before they get in contact with you. And that's the way they like it.

In fact, 40% of prospects would prefer to complete the whole buying process online, without ever talking to a human being!



However, if these prospects decide not to buy your products or services you would rarely know they were even looking at your website. With traditional marketing, prospects did their research by contacting you directly and follow up calls to 'missing-in-action' prospects were standard practice in a bid to close the sale. Now, prospects complete their research online and if they don't find exactly what they need, they sneak off elsewhere and we have no way of tracking their movements.

When you incorporate video into your sales process you can present prospects with a 'sales person' on their terms. You can show them your brand, people, approach, knowledge and even your location in a way that words and still images alone can't achieve. Moreover, prospects can digest the information in their own time, on their terms.

#### 2. Only Video is Good Enough

Over the past few years, businesses have jumped on the video marketing bandwagon. This medium is simply better at communicating your marketing

messages. They say a picture paints a thousand words while one minute of video is statistically worth 1.8 million words! (Source: Dr James McQuivey)

It's a very efficient marketing tool but it's also what our customers demand. In fact, 25 percent of consumers were found to lose interest in a brand if it did not have a video explaining its product or service.

#### 3. That Old Adage - It's Quality Over Quantity

With video marketing exploding in popularity you have to stand out from the crowd. Low-quality videos will not get the views or engagement your business needs. In fact, they may do your brand more harm than good if they look amateurish.

When you're investing in filming and post-production of a video, you want to see a return on your marketing dollar. First impressions count and you need a professional, high-quality video that will stand the test of time and still look modern in years to come.





#### 4. Video will Take More of Your Marketing Budget

Brian Halligan from leading marketing group Hubspot recommends that video marketing should make up 50 per cent of your marketing mix! This can make business owners cringe because they know video production can be more expensive than other marketing channels like social media or blogging. However, you should remember that marketing is an investment not a cost and it is your return on investment that really matters.

It's important to ensure that your marketing agency understands the trend towards video. If you're looking for a Marketing Package you want to make sure it incorporates consistent filming and post-production work along with all your other marketing essentials.



#### 5. Facebook's 2017 Goal is "Video First" Just Like Yours

We have known for some time that you are 53 times more likely to show up on the first page of the Google rankings if you have a video on your website. It's not surprising given Google owns YouTube.

Now Facebook will also give you preferential treatment for uploading videos. Their CEO,

Mark Zuckerberg [announced](#) this in 2016 when he stated that video viewership doubled from 4 billion views per day to 8 billion views per day in just seven months. He said that they were recognising that video is what their users want to see. There was no mistaking what the Facebook CEO meant when he said, "I want to start by talking about our work around putting video first across our apps,"

They are even testing a dedicated video feed stream to let viewers only watch videos shared on their network. Without video as part of your marketing campaigns, you will miss the boat.



#### 6. More Videos will be Designed to Play without Sound

The majority of online video is now consumed on mobile devices such as smartphones and tablets. This means people are watching video on public transport, in cafes, in the work lunch room and possibly even at their work desk... but we'd never rat them out on that!

The point is, Facebook recognised that it suited their users better if videos played without sound. While 85% of Facebook video is played without sound ([Source](#)), 96% of YouTube video is played with sound ([Source](#)). You therefore need to make sure you not only have a fantastic script and soundtrack but you also have an advanced post-production team who are able to communicate your message in captions and on-screen graphics.

#### 7. Email Marketing, Newsletters and Blogs will become Video Format

Using the word 'Video' in the subject line of an email increases open rates by 19% ([Source](#)). Placing a video in your email newsletter increases click-through rates by 200 to 300 percent ([Source](#)).



It's clear, people prefer to watch than read so if you incorporate videos into your blogs, newsletters and email marketing you will get more viewership, engagement and a higher return on your marketing investment.

#### 8. Conclusion – Stop Playing Catch-Up

Like every trend, to see real results you need to stay ahead of the curve. If you are using digital marketing techniques like social media, blogging and email marketing you're probably just keeping up with the competition. Essentially, you're just doing what needs to be done to stay in business in today's competitive market.

If you want to GROW your business, you need to be a trend setter and video is the direction you need to take.







# The Work-Related Expense Claims the ATO is Watching This Year

The Tax Office has reported that in 2015/16, Australians claimed about \$23 billion of work-related expense deductions, however, the ATO believe a significant proportion of this amount is the result of over claiming of expenses. As a consequence, the ATO have stated that they will be monitoring higher than expected claims for cars, travel, clothing, internet, mobile phones and self-education expenses this financial year.

Assistant Commissioner of Taxation, Kath Anderson said, "This tax time, the ATO is looking at higher than expected work-related expense claims by comparing taxpayers with their peers in similar jobs, earning similar amounts of income. While larger than usual claims might be legitimate, it may cause the ATO to ask further questions and check with your employer."



## Motor Vehicle Expenses

The most common work-related expense claims are for car expenses, which amount to more than \$8 billion in claims each year. The ATO state that travel between home and work cannot be claimed unless your home is your employment base and you are required to travel to a different workplace to work for the same employer.

You must also demonstrate that you regularly work at more than one job site each day before returning home (e.g. a tradesperson) and you had to use your car to carry bulky tools or equipment. According to the Assistant Commissioner of Taxation, "To get a deduction for carrying bulky tools it is not enough to simply choose to carry



bulky tools or equipment, such as ladders, wheelbarrows and cement mixers, to work. To claim this deduction, you need to show your employer required you to transport all the tools or equipment to work (that is, you did not carry them as a matter of choice or convenience)."

In addition, you also need to show the equipment was essential to earning your income (that is, without the equipment, you couldn't earn your income), there was



no secure area to store the equipment at the work site and the equipment was bulky and difficult to transport.

## Travel – Meals and Accommodation

More than \$2 billion of work-related travel expenses are claimed each year.

Taxpayers can claim car fuel and parking for work related trips outside their usual place of work, however, they can only claim costs for accommodation and meals if they are required to work away from home overnight. "You can't claim a deduction for any private component of work-related travel," Ms Anderson said. "Receiving an allowance from your employer does not automatically entitle you to a deduction. If you receive a travel allowance amount on your payment summary (group certificate) you must declare it as income, and you can only claim for the expenses you actually incur."

## Internet and Mobile Phone

Taxpayers are not entitled to claim mobile phone and internet use that is for private purposes. The ATO will focus on the apportionment between private and work use. Ms Anderson said, "We allow a claim of up to \$50 for work-related mobile phone and internet use without the need to provide detailed records. However, you still need to be able to demonstrate that you spent the money and were required to incur these costs for your job."



## Clothing

The ATO claims there has been a high number of falsely claimed deductions for work clothes and they will be watching this area closely this year. You can only claim deductions for clothing that would not be worn outside the workplace. For example, uniforms with company logos or protective clothing and gear. It is also essential that you personally purchased the item, to make it eligible for a deduction.

The ATO state, "You can also claim the cost of laundering these items but you must use a reasonable basis to calculate your expenses. You can't claim the cost of purchasing or laundering plain clothing, such as black pants or white shirts, or clothing that doesn't meet the above requirements even if your employer requires you to wear them."

## Self-Education

Claims for self-education expenses (which amount to about \$2 billion annually) must be related to current

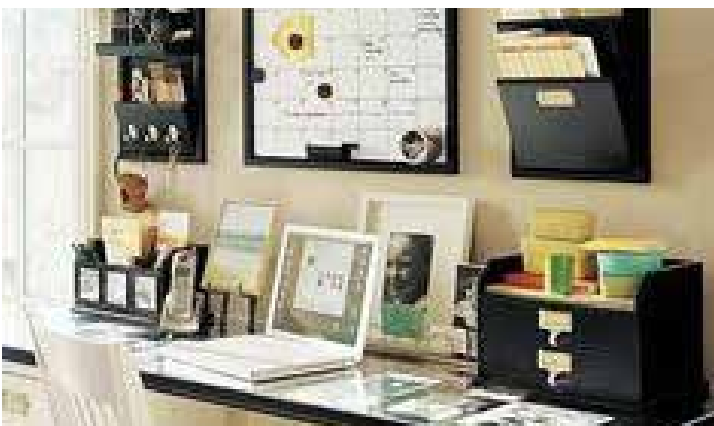
employment, not future or desired employment.

Assistant Commissioner of Taxation, Kath Anderson said, "You cannot claim a deduction for courses that do not have a strong connection with your current employment or a course that might help you get new employment, even if it is your dream job. You might be able to claim a deduction for work-related education expenses if your studies directly relate to your current job, such as upgrading your qualifications or improving specific skills."

## Home Office and Work Equipment

Each year more than \$7 billion in home office costs, tools, equipment and other items are claimed. Deductions for tools, equipment or other assets can only be made if they are used to earn income. Accessories such as a bag used specifically for work to transport a laptop, papers or other work-related items in doing your job can also be claimed. If you were required by your employer to work from home, you can only claim a percentage of your running expenses for your home office.

If you have any queries about the tax deductibility of your work related expenses please don't hesitate to contact us.



## Industries with Highest Work-Related Expense Claims

According to a report that lists the top 10 expense claims by industry, in 2014/15 people working in the real estate industry had the highest expense claims of all sectors ([Source](#)). On average, employees in this industry claimed on average \$8,634 in work related deductions which is probably no major surprise given real estate agents use their cars extensively for work.

A number of the other top nine industries with the highest level of work related claims also involved a significant amount of travel as part of their job. These included truck drivers at \$5,059 and trades people at \$4,871. Probably the biggest surprise was the legal profession who claim more than both truck drivers and trades people and on average claim \$7,156 of work related expenses. This may be due to the expenses they incur in the legal profession that are not reimbursed by their employers including travel costs when visiting clients, self-education expenses and annual registration fees.

The variation in work related expenses is significant and supports the fact that every industry is different. It also highlights the importance of keeping receipts to substantiate your expenditure and if you claim car expenses your log book might be critical. The highest work-related claims by occupation include:

Rank	Occupation	Average
1	Real Estate Agents	\$8634
2	Lawyers	\$7156
3	Truck Drivers	\$5059
4	Tradies	\$4871
5	Farmers	\$4428
6	Engineers	\$4415
7	Accountants	\$3224
8	Teachers	\$3164
9	Nurses	\$2622
10	Bankers	\$2223





# What you know about work clothing tax deductions... is wrong.



The Australian Tax Office has warned business owners and employees to get with the program when it comes to claiming tax deductions for their uniform expenses.

Over the past five years, claims for uniform and laundry deductions have increased by around 20%. This has made the ATO sit up and take notice. The ATO Assistant Commissioner Kath Anderson has stated that too many taxpayers' beliefs around how to claim clothing deductions are wrong. She described these taxpayers as "confused" and sought to clarify and remind them that you can only claim deductions for occupation-specific clothing.

There are a clear set of guidelines for business owners, employees and the self-employed regarding claiming clothing. Anderson said, "You have to have spent the money yourself and can't have been reimbursed, two - the claim must be directly related to earning your income, and three - you need a record to prove it."

This has been a hot topic with a government discussion paper released in November last year. It proposed that all

The figures would assume half the population of Australian taxpayers were in roles that required them to buy things like protective clothing or uniform.

non-compulsory work uniforms could be removed from the list of acceptable tax claims. This would include those uniforms worn by nurses and healthcare workers.

Then, two weeks ago, the ATO Commissioner Chris Jordan queried the scale of workplace uniform deductions. These deductions amounted to \$1.6 billion in 2014/15. That figure would assume half the population of Australian taxpayers were in roles that required them to buy things like protective clothing or a uniform.

There is no doubt that uniform and laundry claims are on the ATO's radar, so let's clear up what you can and can't claim.

### What Precisely Can You Claim?

To claim a tax deduction for wearable items of clothing they need to be

protective clothing or a registered uniform. Essentially, it has to be something you would not wear outside of work.

The ATO has advised that for business owners who provide corporate wardrobes and occupation-specific clothing to workers in their business, this falls under "other operational expenses", and the business owner can generally claim a tax deduction for these items.

For individuals and the self-employed, here are three more things you need to know about uniforms and laundry expenses.



## 1 - You Must Have Evidence

The ATO has made it clear that if requested, you should be able to provide supporting evidence on:

- How your laundry expenses were calculated
- Why you need to wear specific clothing to work
- How you calculated your final claim figure

The expense claim under most scrutiny this past financial year is the \$150 allowance for clothing and laundry. In general, they are more relaxed with regards to record keeping for this category of deduction but something odd has triggered the ATO's attention.

Over 1.6 million taxpayers claim a deduction of exactly \$150.

ATO Assistant Commissioner Kath Anderson stated, "We expect many of these claims to be legitimate but the results of our random audits show that people are making mistakes." It is expected that individuals who make this claim this financial year can expect the Tax Office to ask for evidence.



## 2 - Dress Codes and Colour Requirements

Even if your employer asks you to wear clothes that meet a specific dress code, or colour requirement, you can't claim a deduction. This is because they are still classified as everyday clothing.

Staff asked to adhere to a specific colour scheme are not able to claim tax deductions for their work clothing

It comes back to the point we mentioned earlier; you can only claim for items that you would not wear outside work.

Individuals cannot make claims for everyday clothing even if it's a cultural expectation or specifically requested by their employer, that they appear a certain way at work. This means suits, business attire and formal wear are not tax deductible.

Also, if a business requires employees to wear that business' own products or

brand, the employees still cannot claim a tax deduction.

## 3 - If You Received an Allowance

Finally, if your employer or your own business provides an allowance for clothing or laundry, or has already paid for clothes as a business expense, those claims are also not deductible.

If you received an allowance for part of the clothing or cleaning from an employer, "you need to show the amount of the allowance on your tax return", the ATO advises.

If you're unsure about the tax deductibility of your work related clothing, we invite you to contact us to discuss the rules and regulations.

Retail staff who are asked to wear the company's own clothes can not claim a tax deduction for those clothes.

# Quick Tips to Grow Your Business, Increase Profits and Maximise Return On Investment

**BUSINESS BUILDERS**



Over-delivering is one of the best ways to please your customers and keep them coming back for more. Ensure that whatever you offer them is of the highest quality and is your best work every single time. Over delivering beats over promising every single time.

Out Source: Hiring people who can do the things you can't is both practical and

cost efficient. Nobody can be a specialist at everything. Many entrepreneurs like to do everything themselves but by hiring people who are experts at the things that you are not, you will get more done, freeing up some of your time so you can concentrate on the things that you are actually good at, growing your business.



# If you're not building an email list, you're an idiot

"If you're not building an email list, you're an idiot." - Derek Halpern, Founder of Social Triggers

The benefits of Email Marketing almost sound too good to be true. According to the Direct Marketing Association it produces a 4,300 percent return on your marketing investment which means it outperforms SEO, pay-per-click advertising and content marketing. Given it's free to implement, it's hard to ignore.

So why are business owners generally more comfortable promoting their business on social media rather than email? The answer is simple, they lack a current, up to date list of subscribers.

It's easy for us accountants, we've been saving clients into our databases for decades but restaurants, retail outlets, tradies and many other businesses don't have a list of their customer's email addresses readily available.

With the highest Return on Investment of any marketing channel, it makes sense to utilise email marketing. While social media can be very

effective, there are three times more email accounts than Facebook and Twitter accounts combined. Statistically speaking, you are six times more likely to get a click-through to your website from email as opposed to Twitter.

As a savvy business owner, it's important to use email marketing and this article will guide you through the first step – how to build your email marketing subscriber list.

## 1. Call To Action on your Website

A strong call to action form on every page of your website, coupled with an offer of a free consultation, sample or free trial is the perfect way to gather contact information for your email subscriber list.

**Arrange Your FREE No-Obligation Meeting**

Either phone us on \_\_\_\_\_ or complete the form below.

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="E-mail"/>	
<input type="text" value="Phone"/>	

Arrange my FREE meeting

FREE E-BOOK

**THE #1 SIMPLE SECRET TO GROWING YOUR BUSINESS**

It's what separates the top two percent of businesses from the rest!

Download for FREE today >



## 2. Social Media

The content that you share in your email marketing will probably be shared on social media too – and that's great! However, as Facebook, Twitter and LinkedIn make it harder for us to get into our followers newsfeeds without paying more money to promote our posts, it's definitely a good idea to be communicating with your audience outside social media. After all, you can send an email campaign for free.

Keep sharing your content to social media, but ensure that your followers are told the benefit of signing up to your email list to receive all your best content directly to their inbox.



## 3. Face to Face

Online marketing has certainly made a lot of things easier but you can't ignore the effective offline marketing tactics. In a lot of instances the best approach is to just go out there and mingle with industry groups and potential customers and clients. Your personal touch will make people much more likely to sign-up. And if you're in the right place, you're more likely to be speaking to real prospects who would be interested in your email

content, and are more likely to convert to customers.

**Examples of this might include:**

- Bricks and mortar businesses such as restaurants and retail outlets can collect contact information at the cash register, possibly in exchange for discounts or exclusive offers.
- Business to business service providers can collect contact information at networking events and conferences – next time you're handed a business card, ask if it is OK to add them to your email list.
- Other businesses may find it beneficial to attend community events or trade shows.

Basically, find your ideal customer, work out where they hang out and go and talk to them.

## QUALITY OR QUANTITY?

There are plenty of business owners who never start to build a subscriber list because they think they need to have thousands of subscribers to make it a worthwhile exercise. However, you just need the right subscribers. Be proactive, attend relevant events, keep asking your customers and clients for their details and keep promoting the calls to action on your website and social media channels. It takes time and effort but the rewards can be gold.





The **BUSINESS**  
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*...Your Pathway to Business Success*

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