

# DIGITAL MARKETING AUDIT & REPORT

Melbourne, Mornington Peninsula & Phillip Island

# 11

## TOP SECRET TIPS

That Digital Marketing Companies  
don't want you to know about that  
could save you thousands!

Presented By

MELBOURNES FINEST  
360 PHOTOGRAPHY  
Virtual Tour Specialist



# C O N T E N T S

**03 Introduction**

**04 Methodology**  
Online Audit

**05 Methodology**  
Questionnaire

**06 Top Secret Tip 1**  
Professional Photos

**07 Top Secret Tip 2**  
Reviews

**08 Top Secret Tip 3**  
Google Local Guides

**09 Top Secret Tip 4**  
Google or Facebook

**10 Top Secret Tip 5**  
Email Marketing

**11 Top Secret Tip 6**  
QR Codes

**12 Top Secret Tip 7**  
360 Virtual Tours

**13 Top Secret Tip 8**  
Video

**14 Top Secret Tip 9**  
Instagram

**15 Top Secret Tip 10**  
Competition Check

**16 Top Secret Tip 11**  
Drone Footage

**17 Bonus Tip**  
The Most Important  
Tip

**18 Summary**

**19 Competition 1**  
360 Virtual Tour

**20 Competition 2**  
Professional Photos

# INTRODUCTION

According to most research, many small to medium businesses continue to be hit globally with rising costs, staff shortages and supply chain disruptions. But what about locally?

A recent report released on 23/06/2022 by ABS stated 31% of Australian businesses are having difficulty finding suitable staff. Nearly half at 46% experienced increases in their operating costs, and more than 41% faced supply chain difficulties.

Having said that, another report by Savvy.com stated, that on average, more than five million households are partaking in online shopping each month. The figure, 5.4 million, **is an increase of 39% from 2019**. Australian households are buying online more often. Compared to 2019, there has been a 73% growth rate on a year-to-year basis.

What all this means is that there is going to be an astonishing number of eyeballs looking at your “Online Shop Window”. What do we mean by Online Shop Window? Simply put its how your guests see your business online when scrolling through the unending list of options in the various online platforms.

And that’s what is different about this report, and what we are focussing on. **How your prospects see your business**. Why should they buy with you instead of one of your competitors a few hundred metres down the road?

Digital Marketing Companies charge thousands of dollars to get your business in front customers. But what many don’t tell you, is how to look your best when your customers come looking. Get the basics right first. There is no point spending thousands only for the punters to show up and then be turned away and be sent to your competitors because they simply look better than you, even if your products or services are the better option.

**Your Online Shop Window can make or break a sale**



# METHODOLOGY

## Online Audit

We audited over 3,500 businesses public facing profiles to see how they stacked up against each other through the critical lens of their customer's.

Obviously, there is a never-ending list of social media, advertising and buying platforms we could have looked at, but to keep the data manageable, relevant, and consistent, we looked at the Big 4 where your hang out. Those are:

- Google Business Profile
- Facebook
- Website
- Instagram

We looked at the following metrics on each platform (where relevant) to define what we call your Online Shop Window. These are the most important metrics your customers are looking at. Your visual appeal plus what others have said about your business.

- Ratings
- Reviews
- Review responses
- Photos by owner
- Professional photos
- Total photos
- Posts
- Google 360 Virtual Tours

**So, how do you look? More importantly, how do you look compared to your competitors?**



# METHODOLOGY

## Questionnaire

Auditing real world online data and looking at your own as well as your competitors Online Shop Window objectively, is massively important to the success of your overall marketing strategies and increasing sales of your product or services.

But this is only part of the picture. We also wanted to know what business owners thought they looked like to customers. We wanted to know which of the platforms we audited did they find proven in bringing in high volumes of customers and sales income dollars.

So we asked many businesses several questions of what was important to them, with a simple yes/no or on a score of 0 to 10 format for quantifiable analysis.

This report is a compilation of both audit & questionnaire. Along with 11 Top Secret Tips that Digital Media Advertising Agencies probably don't want you to know about. Implement them today and watch your income soar.

**10 simple tips that you can implement almost immediately.  
Many right now, today. So lets jump in**



# TOP SECRET TIP 1

## Professional Photos

It might seem an obvious thing to point out that your Online Shop Window needs to be constantly updated and littered with high quality, bright and tack sharp professional photos. **Google's research showed that businesses with over 100 photos received 520% more calls than average.**

Indeed 92% of business owners thought that Professional Photography was critical to the success of their online marketing across all platforms. A further 86% thought that it was super important that their Online Shop Window was a true reflection of their business as it is today.

### Yet, the Online Audit showed

- Less than 22% had professional photos posted in the previous year
- Over 63% had no professional photos at all, or worse, stock images
- More than 49% had photos from before 2018 – that's 4 years old!

Shockingly, 78% of businesses audited did not have high quality professional photography that will instantly stop the scrollers and magically pull them into their business.

**Stop customers scrolling past. Update your photos NOW**

### Which Room Would You Book?

Before



After



**Book your FREE consultation today  
0428 881 703**

# TOP SECRET TIP 2

## Reviews

High quality reviews are not only a powerful tool to convince your customers to buy, but according to Google are also a super important factor in your local SEO search ranking.

In the online world location, location, location has been replaced with reputation, reputation, reputation

- 93% of consumers say online reviews influenced their purchasing decisions
- 91% of consumers value online reviews as much as personal recommendations

And don't forget to respond and thank every single review. These are your biggest fans. If they've gone out of their way to make time to write you a glorious review others are making purchasing decisions based on, you need to find the time, usually no more 30 mins a week to answer them all. It's not only **free advertising** but good customer service, and Google SEO rewards good customer service.

Over 80% of businesses surveyed agreed they thought online reviews played a major role in their customers purchasing decisions.

But less than 8% said they actively asked for reviews from their customers, and less than 34% had more than 50 reviews from the previous 6 months on google and of those 34%, only 6% had responded to more than half of them.

**93% of consumers say reviews influenced their purchasing decisions. Start responding to them today**



# TOP SECRET TIP 3

## Google Local Guides

Over 92% of respondents didn't know the what the term "Local Guide" meant underneath the name of some reviewers. With over 42% saying they hadn't even noticed them before.



So just what are Local Guides, and what benefit are they to your business? Well according to Google:

*"Local Guides is a global community of explorers who write reviews, share photos, answer questions, add or edit places and check facts on Google Maps. Millions of people rely on contributions like yours to decide where to go and what to do."*



They also state that they

- Increase Visibility
- Drive Online reviews
- Improve local search visibility
- Trusted reviews & photographs

All Guides work their way up through 10 levels, earning points along the way. Each point on the white star equals 1 level earned by adding more and more content in the form of reviews, photography, 360 virtual tours etc.

**Engage with Local Guides and see them as a crucial part of your online marketing strategy**



# TOP SECRET TIP 4

## Google or Facebook?

100% of businesses we surveyed had a Google Business Profile on Google Maps and over 96% of business that we looked at had a Facebook Business Page. Surprisingly there are still businesses out there that don't have a Facebook business page which is remarkable considering the potential reach.

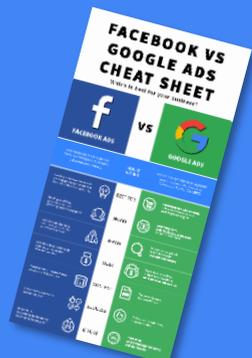
So, which do you choose? Well, the simple answer is both! As that doesn't help much, let's look at the two side by side as they cater to two different types of consumers, hot & cold buyers.

Google with its pay per click (PPC) model is aimed at hot buyers. Consumers that have specifically searched for a business like yours, with search terms like "Hairdresser near me". They are looking to buy now. **And Google being Google shows businesses on Google Maps with paid Ads at the top,** followed by local listings, then everyone else, in that order. This is why it's super important to have your Google Business Profile looking the best it can be with more reviews and better-looking photography than your competitors. **Read that last sentence again, ignore it at your peril.**

Facebook on the other hand is aimed more at cold buyers. More of a cast your net as wide as possible approach and hope it reels buyers in. Much like TV or radio adverts do. Yes, you can target age groups and geographic areas etc, but they are not usually a 'Buy Now' consumer. Which makes it great for brand awareness and staying, what marketers call, top of mind.

**Run unique marketing campaigns on each platform  
Target your audience accordingly**

Know the difference at a glance.  
Grab a copy of our super detailed  
Facebook Vs Google Ad's Cheat  
Sheet?  
Call NOW on 0428 881 703



# TOP SECRET TIP 5

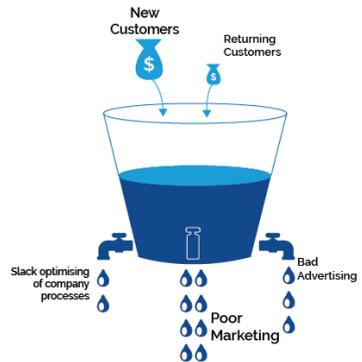
## Email Marketing

Ok hands up all those who collect emails from customers and use those email lists in your monthly or quarterly marketing campaigns, highlighting special offers on special occasions throughout the calendar such as Weddings, Christmas, New Year, Easter, School Holidays, Valentines, Grand Final Weekend, Melbourne Cup, local events, promotions or a little more creative if you have linked up with other businesses to promote each other's products & services? Put your hands up higher, I can't see too many!

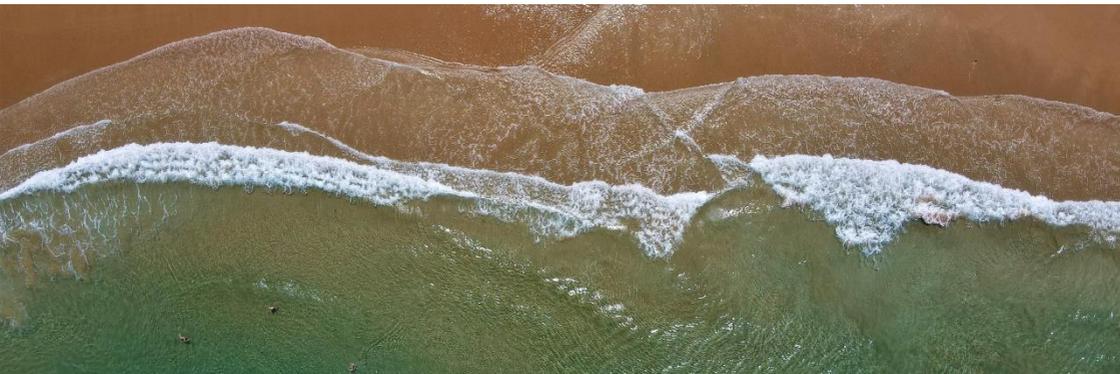
Nearly every business said they did not use email marketing to keep in touch with previous customers to encourage repeat business and keep them informed of special deals.

Not keeping in touch with your previous customers is like trying to fill a bucket with water dripping out of leaky taps.

Customer retention is vital to a successful business. Email marketing is possibly one the easiest, most effective and cheapest marketing tactics you can do.



**Try email marketing and watch your business boom**



# TOP SECRET TIP 6

## QR Codes

Only a few years ago they were the weird glyphs you'd see on the sides of bus stops or trams. An oddity that no one really used. Then along came Covid and you could not go anywhere without having to log in via a QR code.

Although most of that has disappeared it has made us all comfortable using them, and now we see them everywhere, even replacing barcodes in some retail outlets.

They have become the new normal and you would be mad not to use them. They are relatively cheap, and you can even create your own on the web and have a basic black QR code ready for use within a few minutes. Colour gradients and logo can take a little longer. Try the one above to see how easy they are to connect. It is linked directly to my mobile phone.

So say hello and I'll make you a QR Code Flyer linked to your Google Business Profile review section for FREE.

**Start racking up 5-Star reviews without having to ask**



Want 5-Star reviews but feel uneasy asking? What you need is a personalised QR Flyer. Place in your welcome packs, reception and next to the key return box.

Email or Call NOW for your FREE QR Flyer on 0428 881 703



# TOP SECRET TIP 7

## Google Street View - 360 Virtual Tours

According to a Google, listings with photos and a 360 Street View Virtual Tour are twice as likely to generate interest and motivate customers to make a purchase 29% of the time. That's an astronomical amount of captured revenue that would previously be gone to a competitor.

**67%**

OF CONSUMERS  
WANT MORE  
VIRTUAL TOURS

**2X**

MORE INTEREST  
GENERATED WITH  
GOOGLE TOURS

**16%**

GROWTH IN GOOGLE  
SEARCH & MAPS  
APPEARANCES

Source: Google & LCP360

The big takeaway is that 67% of customers want more virtual tours available on Google Listings. When you consider that less than 4% of the businesses audited have invested in Google Virtual Tours, you realise this creates an immense opportunity for the smart, proactive business owners.



**Google 360 Street View Virtual Tours are such a powerful piece of marketing, and so affordable, you have to ask the question, not can you afford one, but can your business afford not to have one?**



**Boost Revenue  
Get Noticed On  
Google Street View  
From As Little As**

**\$99**

# TOP SECRET TIP 8

## Video

It's no secret that videos have become the most popular choice for content consumption today. But of businesses audited, less than 9% were using video to engage with their customers.

In 2020, 96% of consumers increased their online video consumption, and 9 out of 10 viewers said that they wanted to see more videos from brands and businesses. In fact, as of 2022, an average person is predicted to spend 100 minutes per day watching online videos.

This makes video content an irreplaceable part of any businesses' marketing strategy.

People are watching & consuming more video online than ever before – in fact the amount of online video they watch has almost doubled since 2018.

**A short 30 to 60 second video can have a hugely positive impact on customer engagement and sales**



# TOP SECRET TIP 9

## Instagram

According to statistics published by Semrush, Instagram is one of the world's top ten visited websites globally with 2.9 billion visits per month. That's a lot of eyeballs.

Add to that, Instagram is the 4<sup>th</sup> most used social platform and the 9<sup>th</sup> most Googled search term plus the 2<sup>nd</sup> most downloaded app in the world!

Instagram is such a popular online platform with a high engagement rate due to its large volume of active users. Platform users tend to engage to get recommendations from friends, businesses and influencers.

Naturally, your business should capitalise on this by using Instagram for increased reach by sharing original content and re-posting stories from customers.

Cultivating interest in your business is simple with the right social media strategy. In this way Instagram can be an effective tool to persuade customers to choose you when looking to buy the products or services you sell.

**Instagram has opened up a world of possibilities for businesses to market themselves to influential market segments like Millennials and Gen Zers**



# TOP SECRET TIP 10

## Competition Check

When asked the question “Do you check on your competitors online marketing strategies?”, over 83% said they did not! Around 28% said they only checked on their competitors Facebook page, and only a lowly 3% said they had checked during the previous month.

Advantages of checking on the competition

- Check on their reviews & responses – see how they handle feedback
- Check on the quality and quantity of their photographs
- How often they update their various online platforms
- Which platforms they are beating you on
- What kinds of content are they posting and how regular
- You can find inspiration from their content
- You can see which of their posts engage the most with customers
- You can detect which platforms are performing best in the industry

Your competitors are indeed your most valuable, relevant resource. But beware, the smart businesses will be watching you too.

**Do you want to stay ahead of your competitors?  
Then checking on the competition is essential**

Find out how you compare to your 2 biggest competitors online.

How does your Shop Window shape up compared to your competitors?

Call NOW on 0428 881 703 and claim your FREE Personalised Audit Report

**Travel & Tourism Online Marketing Audit August 2022**

**Google Business Profile (GBP) on Google Maps**

Rating/Photos	Your Business	Competitor 1	Competitor 2
Rating	4.5 (10)	4.7 (12)	4.6 (8)
Reviews	10	15	12
Photos	5	10	8
Posts	2	5	3

**Facebook**

Rating/Reviews	Your Business	Competitor 1	Competitor 2
Rating	4.8 (10)	4.7 (12)	4.6 (8)
Reviews	10	15	12
Photos	5	10	8
Posts	2	5	3

**Tripadvisor**

Rating/Reviews	Your Business	Competitor 1	Competitor 2
Rating	4.5 (10)	4.7 (12)	4.6 (8)
Reviews	10	15	12
Photos	5	10	8
Posts	2	5	3

**Booking.com**

Rating/Reviews	Your Business	Competitor 1	Competitor 2
Rating	4.5 (10)	4.7 (12)	4.6 (8)
Reviews	10	15	12
Photos	5	10	8
Posts	2	5	3

# TOP SECRET TIP 11

## Drone Footage

Drone photography & videography are probably the hottest weapon you could have in your arsenal right now.

Set yourself apart from your competitors with drone footage such as video, photos & 360 Images. They allow you to capture standout images of your business from new perspectives that are impossible from cameras on the ground.

Not only show your premises on a grander scale, but also with drop pins and labels you can show your business in relation to local attractions, beaches, cafés and restaurants.

This gives you a competitive advantage that will help your business stand out from the crowd and get noticed by customers.

**Drone footage is your secret weapon to almost guarantee to stop guests scrolling past your online business listing**



# BONUS TIP

## The Most Important Tip - Attitude

From the questionnaire, the biggest barriers to success in an online world are clearly 2-fold. Firstly, very few businesses understood the importance and sheer power of looking good online, and secondly, they claimed to not have the time. If you have made it this far in the report, you definitely have time!

All it takes is approximately 1 hour a week to answer all your reviews, add a post or two and update some photos. This could be the most profitable hour of your week. **Try it for 3 months then call me up and thank me!**

Customers are probably looking at your business online, right now, at this very moment and making informed purchasing decisions based on what they see and what reviews they've read. **Is your Shop Window boosting your revenue or your competitors?** Be honest!

**Businesses that look good and are active online are winning. It really is that simple**



# SUMMARY

It's clear from studying the audit of over 3,500 local businesses across more than 25 industries, which included

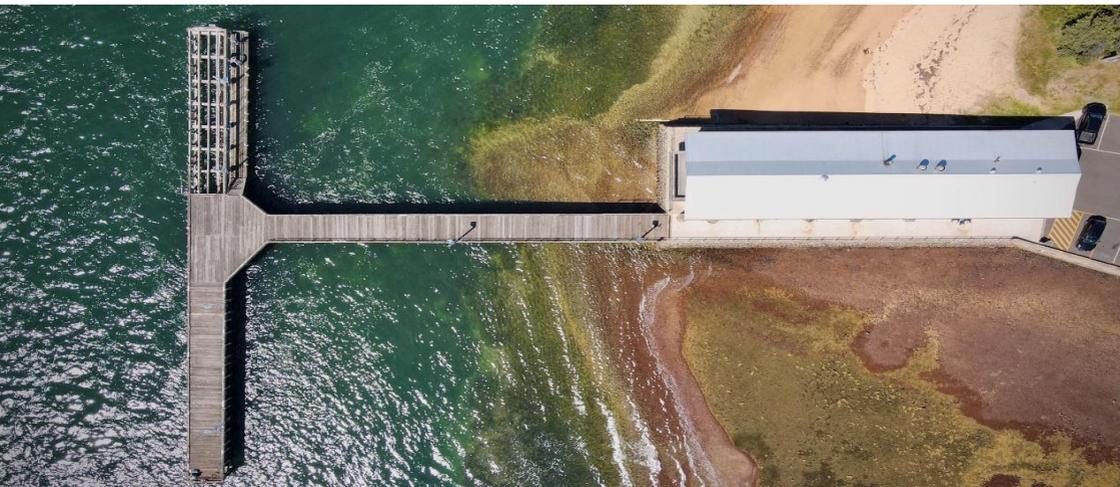
- Residential Aged Care
- Travel & Tourism
- Gym's & Health Centres
- Child Care & Kindergarten
- Cafés & Restaurants
- Medical Clinics & Dentists
- Wineries
- Golf & Yacht Clubs

That all the data echo's what the international research shows. And that's that those businesses that are prioritising how their online Shop Window looks across all platforms with regular updates to the following are not only surviving but thriving with many increasing sales & revenue year on year.

- Posting content
- Professional photography
- Google 360 Virtual Tours
- Video
- Interactive Virtual Tours
- Monthly emails
- QR Codes links
- Review requests
- Review responses
- Special offers

The good news is, that all the platforms are FREE to get up and running. FREE to add content and FREE to interact with your customers.

**You can spend tens of thousands of dollars on Digital Marketing, but it could all be a waste of money if your Online Shop Window is dark, grim, out of date and lifeless**



# COMPETITION 1

Win a Google Street View

360 Virtual Tour

**Worth up to \$500**

Terms & Conditions Apply

## Name The Beach

Tell us where the drone shot below was taken to win your FREE Tour



Call or Email NOW

Don't miss out. This offer is for a limited time only

[hello@melbournesfinest360photography.com](mailto:hello@melbournesfinest360photography.com)

[info@directorscutstudios.com](mailto:info@directorscutstudios.com)

0428 881 703



# COMPETITION 2

## Professional Photoshoot

### Win a 2 Hour Professional Shoot

Terms & Conditions Apply

## Place the photos

We hope you enjoyed the 12 photos we used while compiling this report. Photos we believe show off some of the best coastline in Australia. Clearly, we are biased, but that's why we live here right?

None of these are stock photos. All the photos were taken by Directors Cut Studios & Melbourne's Finest 360 Photography.



Call **NOW** on 0428 881 703

**Name the place of ALL 12 photos by location to win a 2-hour professional photoshoot with our finest photographer**



#### Contacts

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