



# Content Marketing Strategy

Kalgoorlie



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**“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”**

*Content Marketing Institute*

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A woman with long, wavy hair is shown in profile, looking out over a vast, open landscape. The sky is filled with soft, white clouds, and the ground below is a mix of brown and green, suggesting a natural, outdoor setting. The lighting is warm, likely from a low sun, creating a golden glow on the woman's hair and the landscape.

Content Marketing Mission Statement

**Growth Plan Partners help potential residents make informed decisions about opportunities and lifestyle in the Kalgoorlie and surrounding region by providing information, advice, resources, entertainment and inspiration so they consider and select Kalgoorlie as a great place to live and work.**



## Situation Analysis

### *Content Marketing Strategy*

#### **Competitors**

Any place in WA offering employment opportunities are competitors to Kalgoorlie-Boulder. These include:

- Other regional centres
- Perth
- FIFO jobs
- Coastal towns
- Capital cities
- Remaining in current city
- Retirement

#### **Strengths**

Kalgoorlie has clear advantages over other regional centres for both current and future residents. These include:

- Highest average income in Australia
- High wages, overall
- Job opportunities
- Broad opportunity – personal and professional
- Supportive business environment
- Affordable living
- Ability to be home every night
- Welcoming and friendly culture
- Accessible to Perth
- Hospital
- Good education from primary school to university
- Large number of sports and sporting clubs for all ages

#### **Weaknesses**

While Kalgoorlie has many competitive strengths, you face several challenges to your reputation. Specifically, some of Kalgoorlie's main challenges include:

- Negative perception of the city in both internal and external audiences
  - Kalgoorlie Cops, Hotel Coolgardie
- Remote location
  - Some people want to live in a large metropolitan city with the facilities and amenities that come with that
- Education concerns
  - Perceived lack of upper secondary school and university options
  - Bullying
- No understanding of lifestyle
  - People feel like they must give up lifestyle when moving
- Perception that it's 'only' a mining town
  - Male-dominated or "boys' town"
  - Mining is the only game in town
- The cost of picking up and moving is high – around \$10,000 to move
  - People are reluctant to 'give Kalgoorlie a go' because of the up-front cost
- Antisocial behaviour
  - Regardless of whether it's as true or as prevalent as the perception, it is a barrier to people coming



- Social media inflames this perception (e.g., social media community groups: “Kalgoorlie crime watch” “Kalgoorlie whinge and whine”)
- Google searches reveal negative stories appear in search results before objective information
- Difficult to convince young adults there’s plenty to do, especially if they’re not particularly interested in sporting activities
- Perceived notion the majority of Australians want to live by the beach
  - You need people who don’t mind living and working regionally and who don’t mind being away from the water
- Childcare hours/school holidays are not accommodating, especially when one partner is working long hours
- Difficulties for families who are separated from traditional support networks
  - It’s difficult to convince people to come visit due to expense, distance and perception of the town as a mining town, not a tourist town
- Presenting a realistic message to attract new residents
- Gaining consensus on the correct messaging across all stakeholder groups
- FIFO jobs are not affecting mining exclusively. FIFO also impacts:
  - Medical
  - Business
  - Government
- Lack of Sunday trading hours

## **Opportunities**

Opportunities arise where strengths intersect with the shortcomings of your competitors. Given the analysis of competing towns and Kalgoorlie-Boulder’s particular strengths, Kalgoorlie-Boulder is presented with several key opportunities:

1. To be a widely preferred regional town in Western Australia
2. To grow awareness for Kalgoorlie as more than a mining town
3. To establish a demand for Kalgoorlie as a residential base for young people and families

## **Threats**

Threats arise when weaknesses intersect with the changing nature of the competitive landscape. With this in mind, there are several threats for Kalgoorlie:

1. The ‘old-school’ reputation of Kalgoorlie could endure while other regional centres modernise, leaving a clear gap in desirability
2. Kalgoorlie could remain complacent in marketing themselves as a desirable place to live, allowing other regional towns to gain popularity and obscure Kalgoorlie in front of mind.

With these threats at play, it’s paramount for Kalgoorlie to clearly define their identity and competitive strengths in the public’s mind.



## Marketing Goals Based on Business Objectives

### *Content Marketing Strategy*

Kalgoorlie has identified an ultimate business goal of attracting potential residents to the city.

*In terms of how these goals relate to business objectives, Kalgoorlie's content marketing strategy can be split into two overarching objectives:*

#### **1) Public Awareness**

Kalgoorlie can measure public awareness in the following ways:

- Website traffic
- Page views
- Video views
- Self-referrals
- Social chatter – mentions, tags, retweets
- Word-of-mouth recommendations
- Positive media mentions
- Mentions in blogs and articles outside of traditional media (i.e., LinkedIn Pulse, company newsletters, podcasts, etc.)

#### **2) Engagement**

Kalgoorlie can measure internal understanding and consistency in the following ways:

- Social media comments/shares/tags
- Blog comments/shares
- Video comments/shares
- Event attendance
- Competition entries





## Target Audience

### *Content Marketing Strategy*

#### Potential residents of Kalgoorlie

Interviewed migrants, as part of the commissioned Painted Dog research, gave two primary reasons for considering Kalgoorlie-Boulder:

- 1) Work opportunities
- 2) Relaxed lifestyle

In good news for Kalgoorlie-Boulder, these two aspects relate directly to two of the three key messages – Economic Opportunity and Quality of Life. This content marketing strategy focuses on all three messages in combination (Economic Opportunity, Quality of Life, and Services and Amenities), so it's important to add Services and Amenities to the list of consideration factors

Although migrants identify work opportunity as a reason for moving, work and career opportunities are also the leading reason preventing further attraction and retention of migrants. It's the main reason for migrants leaving in the past and a key barrier for potential residents not moving sooner.

For the easiest route to achieving business goals, Kalgoorlie should target marketing efforts at segments which they know from data will be 'easy wins'. Nationally, less than 1 in 200 people surveyed (0.4%) feel likely to consider moving to Kalgoorlie-Boulder in the next five years. Consideration is three times greater among WA residents; however, this still only accounts for 1.2%. This is probably partly due to the fact that more negative perceptions are held among potential residents that had never visited.

Twenty-five to thirty-four-year-olds are more likely than other age groups to feel Kalgoorlie-Boulder is an appealing place to live. Full-time workers are also more likely than part-time workers or unemployed people to rate it as appealing.

Sixty-three per cent of men are likely to consider moving anywhere in regional WA, which is almost twice as likely as females at 37%. More than half of potential residents

of regional WA already live in WA, with 28% in Perth and 29% in other regional towns. Given there is nearly half the number of people living in regional WA than there is in Perth, this shows a significant amount of those living in regional WA would consider moving to other regional towns.

In essence, our 'easiest' win in terms of segmentation is people who:

- Live in WA
- 25-34 years old
- Work full-time
- Male
- Have experience living in regional towns

## Audience Segments

### Families with Young Children

Needs:

- Opportunities inside and outside mining industries
- Support networks away from family and friends

### Young Singles/Couples

Needs:

- Access to larger towns and cities as a means to travel and receive visitors
- Employment opportunities
- Social opportunities

### Economic Tourists

Needs:

- Career progression
- Exclusive job opportunities
- Challenging assignments

### People from Other Countries

Needs:

- Regional work
- Affordable living
- Inclusive communities
- Community support services

### Retirees

Needs:

- Relaxed lifestyles
- Welcoming communities

## Content Themes

- Dining in Kalgoorlie
- Outdoor/weekend activities
- Kalgoorlie history
- Upcoming Kalgoorlie events
- Business updates
- Community news
- Arts and culture
- Weather/seasonal updates

## Content Information

- Information
- Advice
- Resources
- Empathy
- Reassurance
- Resident success stories







## **Content Strategy**

### *Content Marketing Strategy*

This content strategy suggests those audience segments who are likely to view Kalgoorlie-Boulder favourably due to their demographics should be prioritised within the B2C audience. Content recommendations will be created largely with the 'easy win' audience in mind, while still maintaining broad appeal.

#### **What message do we need to portray?**

Kalgoorlie needs to communicate the following message to potential residents:

*Kalgoorlie provides economic opportunities and a great quality of life to all residents. Kalgoorlie is easily accessible to Perth, with all the services and amenities of a metropolitan city.*





## Recommended Content Types

### *Content Marketing Strategy*

#### **Kalgoorlie Content Hub**

Our first recommended content initiative is a content hub created for Kalgoorlie-Boulder, either through a full overhaul of the Kalgoorlie tourism site, collaboration with the [We Love KB](#) site, or the creation of an entirely new site if neither of these options is available.

At present the Kalgoorlie Tourism site fails to effectively target a younger audience, nor does it showcase Kalgoorlie's most desirable attributes. For example, [this blog](#) detailing ten things to do in Kalgoorlie-Boulder during spring includes fossicking, wildflowers and an audio tour, and [this page](#) detailing Kalgoorlie's best dining and entertainment includes Jesters Pies.

The We Love KB site makes a better effort at targeting a younger audience and presenting Kalgoorlie as a cool, interesting place to be but still leaves room for improvement in terms of the quality of content that is produced.

Ideally the microsite should act as a full young-person's guide to Kalgoorlie, including visiting, living and working. These three topics can be covered within a single space, using different categories to sort information. We envision the content hub would be highly blog focused, providing guides, updates, opinions, inside information and sneak peeks. We recommend photography and video content also populate the hub, with a 'Kalgoorlie social pages' online album uploaded to the site, ensuring regular visits from local, influential people in the community.

As an example, [Pedestrian TV](#) is a content hub combining entertainment, news and employment opportunities under the one roof.

Potential topics for the Kalgoorlie Content Hub include:

- Best breakfast/lunch/dinner restaurants in Kalgoorlie
- Top picnic spots in Kalgoorlie-Boulder
- Weekend bike/hiking trails
- Kalgoorlie wedding providers (photographers, florists, cake makers, etc.)
- 'Did you know?' facts about Kalgoorlie history
- Picking a winner at the Kalgoorlie Cup
- Weeknight date night ideas
- Upcoming events
- Restaurant reviews
- New business announcements
- Spotlights on local artists
- Competition details
- Lighthearted local news

#### **Video Portraits**

As well as video created for the Kalgoorlie Content Hub, we recommend video portraits of Kalgoorlie residents should be created. These video portraits should show the varied experience of living in Kalgoorlie, showing authentic human stories that the audience will be able to empathise and identify with.

The Facebook page media company, Humans of New York, brought this video style into the mainstream, demonstrating the appeal of effective storytelling and human experiences to a broad audience. Videos such as [this](#) example show their classic storytelling formula in action. If desired, the series of video portraits could even be named 'Humans of Kalgoorlie' in a nod to the famous series and associated style.



Regardless of name, in order to show the varied experience of living in Kalgoorlie, we recommend at a minimum the following groups of people are showcased:

- Migrants
- Indigenous
- “Born and Bred”
- Families
- Teenagers
- Leaders
- Performers
- Icons

### **Kalgoorlie Multicultural Food Festival**

We also recommend you hold an annual Kalgoorlie food festival. This food festival should prominently feature the idea of bush tucker, local ingredients and indigenous acknowledgement in order to provide an inclusive presence in the community. WA group Fervor has a history of successfully incorporating this culture into food events in Kalgoorlie in the past.

To create this festival, it's recommended the Kalgoorlie food festival leverage the existing success of the City of Kalgoorlie Boulder Multicultural Festival, extending this event to span over several days. Currently the single evening event is particularly successful with locals but doesn't attract a tourist crowd. In order to make the event more attractive to out-of-towners, we recommend this event becomes a days-long event including ticketed gourmet experiences and hosted meals, masterclasses and night markets. Importantly, this festival should have 'something for everyone', including families, singles, locals, tourists, young people, etc.

Importantly, by aligning with the City of Kalgoorlie Boulder Multicultural Festival, this initiative will be inclusive to all groups, and emphasise the diverse cultural background of current Kalgoorlie residents.

To accommodate the extra tourism to the area, pop-up glamping style accommodation should be made available, which will serve the dual purpose of also showcasing the unique natural environment Kalgoorlie has to offer.

To increase the reach and interest, Lush recommends Kalgoorlie local chefs and celebrity influencers participate in the event, for example, people like:

- Bruce Pascoe
- Clayton Donovan
- Neil Perry
- Mark Olive

Evidence of the community's willingness to support such an initiative is the popular and successful [Pop Up Sunset Market](#) which brings together:

*“creativity, entertainment, food and shopping in an open air evening under the glow of Kalgoorlie's golden sunset.”*

Comparable events held in other regional towns include:

- Margaret River Gourmet Escape
- The Karijini Experience
- Taste Great Southern
- Mudgee Food and Wine Trail
- Clare Valley Gourmet Food Festival
- Manjimup Truffle Kerfuffle
- Orange FOOD Week

Benefits to this initiative are numerous, including the following:

- The initiative is completely unrelated to the mining industry, showing the diversity of employment and culture in Kalgoorlie
- The initiative is especially attractive to a young, affluent audience
- With outdoor events and accommodation, this initiative will highlight the natural environment
- Benefits local business through increased tourism

This initiative should also be supported and promoted through the use of other recommended content ideas to follow in this strategy including the Kalgoorlie content hub, articles, videos, and social media profiles.

### **Support of Kalgoorlie Fashion Week**

Although men are the easiest gender to achieve success with, a negative connotation to the perception of Kalgoorlie as a “boys’ town” needs to be rectified.

We recommend active support and funding be given to Kalgoorlie Fashion Week. Content can be created in partnership with the event organisers and shared to the Kalgoorlie Content Hub in order to further demonstrate the diversity of industry in the region.

Content could include:

- Video interviews with local designers and models
- Video event teasers
- Program suggestions and local business write-ups
- Fashion-related blogs
- Social media competitions for event tickets

Ideally, the content should showcase the artistry and style behind the Kalgoorlie Fashion week. Specifically, content or events which encourage the objectification of women should not be covered in content.





CASH  
OR  
CARD

## Social Media / Distribution Channels

### Content Marketing Strategy

Once your content strategy is in place, you can modify your social media activity. Although this strategy will include social media recommendations, it should not be mistaken for a 'social media strategy'. The social media activity must hinge off a content strategy, otherwise you're just chitchatting and contributing to an already noisy internet. Social media is an extension of your brand and serves as a distribution method for your content. You should not expect it to be a direct sales channel, although that can be an added bonus in some cases.

Social media is best used for creating a conversation, building a buzz and providing an avenue for your community to share your content and related content they've generated on their own.

### Social Distribution Channels

#### Facebook

Although a Facebook presence is held by Kalgoorlie-Boulder, few of the Facebook pages are targeted at the young audience this strategy aims to attract. Current profiles include

- [City of Kalgoorlie-Boulder](#)
- [Kalgoorlie Boulder City](#)
- [Kalgoorlie Boulder Visitor Centre](#)

There is one Facebook page targeted at a younger audience, [We Love KB](#); however, this page is more attractive to locals who recognize 'KB' as Kalgoorlie-Boulder and otherwise does not appear in searches on Facebook for 'Kalgoorlie'.

Very recently, Facebook [announced a change to their algorithm](#) – the formula they use to decide who sees what in their Facebook feed – which heavily favours personal posts over business posts. Although at the time of this strategy it's unknown exactly how much of a penalty this will have on business pages, industry commentators have estimated the changes will result in at least an [80% reduction in organic post engagement](#), which currently sits at only 2-5%. Accordingly, it's also expected that ad prices and cost to boost posts will increase significantly.

Despite these changes, Facebook remains an attractive social distribution channel to businesses because of the volume of people using the platform. [The latest data from Nielsen Digital Ratings](#) (May 2017), shows there are 16.1 million Australians using the platform, making it by far the most popular social medium.

With these new changes, brands will effectively have to 'pay to play' in order to receive any kind of meaningful engagement on the platform. Kalgoorlie-Boulder's



strategy should be to boost posts (pay Facebook to show your post to more people) any time you want to see reach or engagement with your posts. In communications with the audience, Kalgoorlie will have to actively encourage potential residents to seek out your information online, rather than simply liking or following pages.

Historically, Facebook lends itself to high-quality visual content, as 93 per cent of the most engaging posts on Facebook are visual. With this in mind, original photos should be posted frequently, as well as occasional video content. High-quality images resonate with Kalgoorlie's potential migrant audience emotionally, and these kinds of posts gain significant success on other pages targeting the same demographic.

In the workshop, concerns about content in local community Facebook groups were raised, with the fear that posts may be unappealing to potential residents. Luckily, almost all of these groups are not publicly accessible, and therefore pose no threat to the Kalgoorlie brand.

Recently, a group was created specifically for potential residents to Kalgoorlie, under the name 'Moving to Kalgoorlie-Boulder', which is run by a local real estate agent, Iris Haynes. It's recommended content developed on the Kalgoorlie Content Hub targeted towards potential residents is distributed on this group through Iris herself, or another joined member. Importantly, posting within a closed group will achieve a higher rate of engagement with followers than through a business page, as the new Facebook algorithm does not punish groups at all. For this reason, it's likely to be the most successful means of achieving engagement on the platform.

## Instagram

Kalgoorlie-Boulder currently has an Instagram presence primarily operated through two main accounts, [the Kalgoorlie Boulder Visitor Centre](#) and the [We Love KB](#) pages. Like with the Facebook presences, the Kalgoorlie Boulder Visitor Centre page fails to target a younger audience, who use the social media channel more than other audiences, and the We Love KB page seems to target locals specifically and is difficult to find as a potential migrant to the city.

To maximise the success of a Kalgoorlie-Boulder owned Instagram page, it's important to frequently post high-quality images showcasing the breadth of the experience of living in Kalgoorlie. It's not advisable to post the same photos multiple times to your page or multiple pictures within quick succession of one another (within hours).

Like Facebook, Instagram allows targeted advertising, presenting another opportunity for Kalgoorlie to serve a wide audience with high-quality content where and when they are looking for it.

The current use of the [Kalgoorlie hashtag](#) on Instagram portrays the location favourably, with appeal to a broad audience, so any page that uses significant user-generated content is expected to be successful. User-generated content can be encouraged by promotion incentives (e.g., generic gift vouchers), and particularly impressive user content should be re-posted by the Kalgoorlie-owned page with due credit to the original photographer.

To engage with your audience, Kalgoorlie-Boulder should respond to Instagram posts which tag owned profiles or use specified hashtags, by commenting and addressing the posters personally.

To increase the reach and level of engagement of the Kalgoorlie Instagram page, we recommend posts are published tagging any relevant businesses or users, and with accompanying hashtags. Hashtags can either be placed in the caption of the photograph or in a comment added below the photo by the user. If you're going to be using more than five hashtags, it's preferable to use the latter option.

The hashtags Kalgoorlie should use in their Instagram posts are largely the same as that of their tweets, including:

- [#kalgoorlie](#)
- [#kalgoorlieboulder](#)
- [#welovekb](#)
- [#australianoutback](#)
- [#thisiswa](#)
- [#anotherdayinwa](#)
- [#seeaustralia](#)
- [#CKBevents](#)
- [#goldfields](#)
- [#visitkalgoorlie](#)

For potential residents researching Kalgoorlie on social media, there are some significant concerns on Instagram for parents of teenage children

The following are pages that are largely 4-5 years old and seem to have been created at the time by teens and tweens of Kalgoorlie:

- [https://www.instagram.com/kalgoorlie\\_lookers/](https://www.instagram.com/kalgoorlie_lookers/)
- [https://www.instagram.com/kalgoorlies\\_hottest/](https://www.instagram.com/kalgoorlies_hottest/)
- [https://www.instagram.com/kalgoorlies\\_sexiest/](https://www.instagram.com/kalgoorlies_sexiest/)
- [https://www.instagram.com/kalgoorlies\\_best/](https://www.instagram.com/kalgoorlies_best/)
- [https://www.instagram.com/kalgoorlies\\_sexiest11/](https://www.instagram.com/kalgoorlies_sexiest11/)
- [https://www.instagram.com/kalgoorlie\\_stunners/](https://www.instagram.com/kalgoorlie_stunners/)

The pages encourage the sexualized view of children under the age of 18 and show a social environment involving peer pressure, public popularity contests and bullying. It should be noted the posts appear to be originating from the children. There's an opportunity to address it in the community by providing social media education classes in schools and community groups.

Lush recommends all action is taken to remove these pages from Instagram, which can hopefully be achieved by reporting the pages as inappropriate to Instagram. If this fails, further measures such as tracking down the pages' original owners may be necessary.

## Twitter

There is an existing Twitter page [under the name Kalgoorlie boulder, and the handle @Pure\\_Gold\\_Kal](#).

The page is reasonably successful with just under 1.5k followers, and active encouragement of the #visitkalgoorlie hashtag. Although user figures show this channel is statistically not as likely to be successful as others in terms of distributing relevant content to potential residents, especially those living in rural areas, it's useful from the perspective of B2B communication, especially with journalists.

Although building a following on Twitter is important, it's equally important to follow others. Kalgoorlie should use its Twitter feed to tweet to and tag your customers and their families, partner organisations, competitors, peers, local businesses, influencers and anyone in your professional networks.

Almost all industry statistics show using images in tweets

results in significant increases in engagement, and for this reason we recommend Twitter content is released with an accompanying visual whenever possible. We also recommend Kalgoorlie should use existing relevant industry hashtags in every post and tag area businesses to increase reach and engagement. Hashtags allow you to expand your online conversation beyond existing circles, which helps Kalgoorlie to grow brand awareness. Hashtags are also valuable when used with specific events. For noteworthy Kalgoorlie events, specific hashtags should be created.

Recommended hashtags for Twitter are much the same as those for Instagram, including:

- #kalgoorlie
- #westernaustralia
- #australia
- #australiasgoldenoutback
- #kalgoorlieboulder
- #welovekb
- #australianoutback
- #thisiswa
- #anotherdayinwa
- #seeaustralia
- #CKBevents
- #goldfields
- #visitkalgoorlie



## Amplification

### Content Marketing Strategy

#### Overall Strategy

A combined strategy of search and display advertising should be deployed to achieve timely reach and awareness. Importance needs to be given to the messaging across all the advertising being carried out.

##### Search network - Target audience:

- Users in WA who search for Kalgoorlie
- Users in WA who search for relocation to Kalgoorlie
- Users outside WA (e.g., Europe) who search for relocation to Kalgoorlie
- Users outside WA (e.g., Europe) who search for Kalgoorlie and Boulder

##### Display Network - Target audience:

- Users in WA who fit the target demographic criteria with interest-based targeting
- Users outside WA (e.g., Europe) who fit the target demographic criteria with interest-based targeting

##### Search Volume (WA)

There are around 15,500 searches conducted monthly across WA. Approximately 50% of searches are conducted from mobile devices.

##### Some Keywords considered during research

- jobs in kalgoorlie
- kalgoorlie
- houses for sale in kalgoorlie
- perth to kalgoorlie
- kalgoorlie accommodation apartments
- houses for rent kalgoorlie
- moving to australia
- kalgoorlie boulder
- work in kalgoorlie
- moving to kalgoorlie

The entire list of recommended keywords will change with time, however, and will be attached with the printed version of this strategy, current to February 2018.

##### First Month Optimisation Strategy

Enhanced cost-per-click (ECPC) helps you get more conversions from manual bidding. ECPC works by automatically adjusting your manual bids for clicks that seem more or less likely to lead to a conversion on your website.

Maximising clicks using ECPC:

- Main focus - increase relevant website traffic optimised towards improving click-through rate (CTR)
- After one month we will have a good amount of data to be able to analyse user conversion behaviour.

##### Second Month Optimisation Strategy

This is the stage where we will be 1) testing new ad copy in an ongoing basis, 2) analysing the search query report to identify new, potentially converting keywords we can add and 3) blocking/removing traffic that doesn't convert.

Maximising conversions:

- Main focus - ads and keywords conversion optimisation
- Target minimum 2% conversion.

### Third month optimisation strategy

Target cost-per-acquisition (CPA) is an automated bid strategy that sets bids to help achieve as many conversions as possible at the target cost-per-acquisition.

Driving CPA down using target CPA bidding strategy:

- If our campaigns have enough conversion data, we switch techniques from ECPC to target CPA bidding strategy
- Also this is the stage where we apply more detailed CPA optimisation:
  - Creating ad scheduling to be able to optimise for better hours of the day
  - Day of the week optimisation
  - Mobile device optimisation

### Quality Score

It's important to evaluate the overall quality score of your account and landing page after about two months from the time the campaign is launched. The 1-10 Quality Score reported for each keyword in your account is an estimate of the quality of your ads and the landing pages triggered by them.

We provide you with a detailed report for your Google AdWords account and your website that can help us improve both.

Three factors determine Quality Score:

- Expected click-through rate
- Ad relevance
- Landing page experience

So, having a high Quality Score means Google systems think your ad and landing page are relevant and useful to someone looking at your ad.

### Conversion Tracking

Lush recommends conversion tracking be implemented across any paid advertising.

1. Complete enquiry forms
2. Call tracking using Google Forwarding numbers (a unique phone number from Google that we can use in your ads to help track calls to your business).

Here's how it works: Google provides a unique phone number that's displayed with your ads. If a potential customer calls this phone number, AdWords will route the call to your business phone number. We'll then be able to see detailed reports about calls generated from our ads. This helps determine the effectiveness of a particular ad because Google Forwarding numbers are only used in your online ads.

Here's what happens when your ad runs with call reporting:

1. A customer taps your ad to call you. You're charged for a click—the same CPC as if the customer were clicking on an ad that goes to your website.
2. The call goes to your business. Customer calls get routed through a Google Forwarding number, which allows us to gather data about the call.

We can review data about all the calls from your ads and optimise your campaigns based on that information.



**Content marketing is a slow-burn process responding well to a drip-feed approach. It's also a great way to keep interest and a sense of renewal in the project. By Kalgoorlie releasing the content over a period of time, visitors will see value in visiting your site and social channels often.**

## The Plan

### Content Marketing Strategy

A variety of content needs to be developed to appeal to your target audience.

Critical factors to the success of a content strategy:

- *Consistency*
- *Frequency*
- *Quality*

#### Consistency

The best way to consider a content strategy is to put you in the position of a publisher. This sort of project lends itself to an editorial calendar, reviewed on a monthly basis, helping publishers to ensure a variety of new content is being developed and scheduled based on metrics and results. Everyone involved in the content production and distribution should be able to reference the calendar, but only the editorial staff should be able to edit it.

Content marketing is a slow-burn process responding well to a drip-feed approach. It's also a great way to keep interest and a sense of renewal in the project. By Kalgoorlie releasing the content over a period of time, visitors will see value in visiting your site and social channels often.

The good thing is content momentum builds over time and keeps the whole thing moving. By six months, we should be getting a good idea from your community what sort of content they want to see and whether the content we're producing is achieving the expected results. We will always adjust content according to ways where we see positive responses.

While it's very easy to generate online traffic, the real goal is generating real traffic for Kalgoorlie in the form of potential residents of the city. The entire content strategy will focus on building long-term assets for Kalgoorlie that will continue to drive interest long into the future.

Nothing is cast in stone with content marketing. It requires constant tweaking and we are sure to discover

some things don't work as expected and some work much better.

#### Frequency

Once content is developed, it needs to be distributed through social media. We suggest the frequency takes a similar form to the following:

##### Daily updates:

- Facebook to post 1-2 times a day
- Twitter to post 5-7 times a day
- One new post to the Kalgoorlie Content Hub

##### Weekly updates:

- Instagram to post 3-4 times weekly
- Kalgoorlie to post two blog articles to the content hub weekly
- Amplification activities

##### Monthly updates:

- One 'big' blog post a month on an in-depth topic (perhaps from a partner organisation)
- Two video portraits published per month
- Presence and promotion of local events through content hub
- Case studies written and recorded

##### Annual Update:

- Kalgoorlie Food Festival held
- Support of the Kalgoorlie Fashion Festival through Kalgoorlie Content Hub
- Revamp of the Kalgoorlie website



## Quality

Most business doesn't understand the appetite their consumer has for information. Even worse, in the digital age, consumers of digital content have an incredibly large selection of content to choose from and leave very quickly if the content is lacking. In light of these two factors, Kalgoorlie needs to produce useful and interesting content all the time.

A lot of organisations view Google's focus on high-quality content as a big hassle and try to minimise the amount of work they put into a content marketing strategy. (Plagiarism is rife on the internet and getting worse because of this.) The way Kalgoorlie can differentiate their offering is by providing quality information produced in an engaging, and even entertaining, way. Visual content marketing is in high demand, so it's the best place to invest marketing budget. It's going to be a process of trial and error to find the right mix of content.

Google has made huge changes in its search algorithms and is refining it every couple of months. The big thrust is for original content with quality writing and visual content. It's a good news/bad news situation. The good news is great content is going to be rewarded and the dark underbelly of the internet penalised. The bad news is great content requires skilled creatives producing the work on a consistent basis.

We can run a mix of curated content and original content, but we need to be careful on how we do that. Our opinion is it's better to curate content for social media and develop your own blog posts, videos, white papers, case studies, etc., to publish on your website.

**“An effective content marketing strategy allows you to convert your marketing expenditure into long-term business assets by attracting a loyal audience who trust and rely on your information.”**

*Sarah Mitchell, Director of Content Strategy*  
Lush

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