

# Small Business Bootcamp

Presented by **PayPal**

## Social Media Strategy for Small Businesses

The Experts'  
Checklist on  
**Re-Evaluating  
Your Social  
Media Strategy**

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# The Experts Behind This Guide

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### Alison O'Brien

Director of Customer Success



Alison joined PayPal Australia in 2015 after eight years helping transform a disruptive payments start-up with a handful of employees, to a powerhouse enabling more than \$8 billion in transactions per year.

Having performed almost every role supporting this explosive growth, Alison has applied her diverse skills and experience to several roles at PayPal, including Business Development Manager, Channel Partnerships, Head of Marketplaces, and Head of Merchant Services.

Alison now leads a multinational team responsible for optimising business customer engagement and outcomes, as Director of Customer Success.

**LinkedIn:** <http://www.linkedin.com/in/alisonlobrien>

### Grace Brennan

Founder, Buy From the Bush and Stay In the Bush



Grace grew up in Sydney but after falling in love with a farmer, made the move to the western plains of NSW and now lives on a sheep and cropping farm in Gin Gin, NSW with her husband Jack and their four children.

In 2020, Grace and PayPal partnered to launch the new Buy from The Bush online marketplace to showcase rural Australian small businesses. Through her Buy From the Bush and Stay In The Bush platforms, Grace hopes to introduce her friends (acquaintances and anyone who'll listen) in the city to the incredible beauty of the bush.

Grace was named by the Sydney Morning Herald as one of the nine most influential women entrepreneurs for the 2020 International Women's Day. In January 2020, Grace was invited by the Premier of NSW, to give the Australia Day Address to the nation.

**LinkedIn:** <https://www.linkedin.com/in/grace-brennan-253628167/>  
**Website:** <https://www.buyfromthebush.com.au/>

### Sara Crampton

Founder, The UNDONE



The UNDONE was founded in 2016 by Sara Crampton (nee Donaldson) creator of minimalist fashion and beauty blog Harper and Harley. Overwhelmed with endless scrolling online to find classic pieces she could wear time, and time again, the idea for The UNDONE was born.

Dedicated to make getting dressed in the morning a whole lot simpler, The UNDONE cuts out the noise of bright colours and flashy trends and focuses on pieces you'll have, love and wear for years to come.

**LinkedIn:** <https://www.linkedin.com/in/sara-crampton-12913115/>  
**Website:** <https://www.theundone.com/>

## Pinpointing the Role of Social in Your Business

“Social media hasn’t just helped create a sense of connection in isolation, it has also influenced how we shop and spend. And for merchants, it can be a great asset to the business **to maximise reach and appeal to your audience.**”

– **Alison O’Brien, PayPal**

What is the current role of social media in your business? (e.g. raise awareness, drive interest, or directly generate sales)	How would you like to expand the role of social in your business?

## Understanding Your Customer and Audience

“With Harper & Harley, I was very focused on talking to women who resonate with me and my style, and that meant focusing on women like myself. I’ve brought that thinking on to The UNDONE, and that has helped with good engagement - because **I know who I’m talking to.**”

– **Sara Crampton, The UNDONE**

“**Look at your customers’ demographics and consider which social platforms they’re more likely to be on.** That will help you develop a more effective social media strategy that personalises messaging and approach.”

– **Alison O’Brien, PayPal**

What are they interested in, and what can your business offer for them?

## Defining Your Brand Story and Voice

“Make sure your social media profile and presence are intuitive. Profiles need to be **digestible within 3 seconds** - when someone visits your profile, they need to be able to immediately grasp what your brand and business is about, the call to action, and locate your website.”

– **Grace Brennan, Buy From the Bush**

“Brand storytelling on social media not only helps to showcase the human side of a business. It can also help to **boost brand awareness, audience loyalty and conversions**”

- **Alison O'Brien, PayPal**

“**Consider the story you want to tell and be purposeful in building it.** First and foremost, it's always about the story and connection, and delivering value in some way. We wanted to update the narrative around what rural communities look like, and facilitate that connection between businesses and customers.”

- **Grace Brennan, Buy From the Bush**

<b>Visit your social media profile with a fresh pair of eyes. What is your first impression of your brand and business?</b>	<b>Visit the social media profiles of other businesses. What are some aspects you'd like to emulate in how they portray themselves and their presence?</b>

<b>What's the story you want to tell about your business?</b>	<b>How can you connect with your customer and audience through your story?</b>

## Play with Formats and Options

“On any one social media platform today, you can find a variety of options to tell your story. **Familiarise yourself with these and don’t be afraid to play around with them!** Some fleeting formats can be great for casual and off-cuff content, or flash promotions. Some will live on your social media platforms and contribute to the perception of your brand.

But always **remember to make things easy for your audience** - tag products, and make sure key information like pricing and descriptions are easily accessible.” – **Alison O’Brien, PayPal**

“Meaningful stories on Instagram stories can be **great social proof** - they also initiate conversations, direct messaging and even establish a base for feedback from your audience.” – **Grace Brennan, Buy From the Bush**

“I’m letting our people, who are up to speed with the trends and tricks on social media, run with it in real-time. What I’ve learnt over the years is to let things go - especially when it’s not your channel and you’re not the expert, to let the experts run it.” – **Sara Crampton, The UNDONE**

What are the different format options available on your current social media channels?	What are some new options that could be useful for your brand over the next months?

Which social media platform do you need advice and support on?	Who can you draw on for advice and learnings, on what best works? (e.g. friend or family member who frequently uses the platform, or represents your target customer)

## Putting a Face to the Business

**“Humanising your business and putting a face to it can help make your brand more accessible.** A huge part of this is getting to know your customers and what it is about your brand that appeals to them. What brings them back? Is it the personal touch?”

**- Alison O’Brien, PayPal**

“Growing a business means you have to really dig deep and consider what keeps things going. I dabbled in making things more personal - putting my face and story on our platforms, and that really showed up in our conversions. Our audience doesn’t have to follow me or my story, but **it helps to give our business some context.**” - **Sara Crampton, The UNDONE**

## Focus, Focus, Focus.

“I learnt early on that you need to focus on your main channel, rather than try and be on everything and be good at everything. You can really only focus on one or two, because quality content takes a lot of time and effort to create and curate. **To start with, focus on the one or two platforms where you see your best engagement and conversion.**”

**- Sara Crampton, The UNDONE**

What’s your personal story in the business?	How can you bring this to life in connecting with your audience?

Which is/are your best-performing platform/s, and why?	How can you build on your brand’s presence on these platforms?

## Keep an Eye on Quality and Conversion

**“Focus on quality over quantity.** You might have 10,000, or even 100,000 followers. But it’s about the quality of people following you, and who will buy from you. You could do ‘quick wins’ like contests, but that may not necessarily get you the right people who want to shop at price, or buy your service.” - **Sara Crampton, The UNDONE**

“Always have an ‘eye’ towards conversion. It shouldn’t be your sole focus, but there needs to be a **clear purpose and objective** when investing in social media.”

- **Grace Brennan, Buy From the Bush**

<b>Review your social media platforms/content. Which of these have generated the best following and conversion, and why?</b>	<b>How can you apply this learning as part of your wider social media strategy?</b>

## Don’t Underestimate Organic Growth

“The reality is I haven’t done any paid ads myself. We’ve built our social community through storytelling. For Mother’s Day, for instance, we put out a call for some of the best advice and things mothers have shared with our audience. And there was an enormous engagement in that, and it was subtle messaging around a holiday shopping period. We wanted people to shop with us, but more importantly, we wanted them to align Buy From the Bush with a Mother’s Day moment.”

- **Grace Brennan, Buy From the Bush**

<b>What are some of the key calendar moments or milestones you want your brand to be associated with?</b>	<b>How can you build this into your social media strategy and storytelling?</b>

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