

GROW EBOOK:

**A BLUEPRINT
FOR SCALING
YOUR BUSINESS
TO SUCCESS.**

BY SEED & SAGE

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You've done it!

You've navigated and managed the exciting, sometimes chaotic world of launching a startup business. Your business is established, you're serving customers, and you've built a foundation. But what comes next? How do you move beyond simply surviving to truly thriving and scaling your success? This eBook is your guide to moving beyond the basics and into the exciting phase of intentional growth.

Whether you're a few months or a few years in, growth doesn't happen by accident. It takes smart consistent action and that's exactly what this guide delivers. Inside, you'll find practical, affordable strategies to help you increase visibility, attract more of your ideal customers, and strengthen your brand presence across digital platforms.

We know what it's like to hit a plateau or feel unsure about what to do next. That's why we've kept this guide clear, actionable, and focused on what actually works. From simple website tweaks to building an email list and making the most of your Google and social media profiles, these are steps you can take right now to move your business forward.

It's time to scale with confidence and build the business you always envisioned.

To your continued growth!

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1.

LIST YOUR BUSINESS IN LOCAL DIRECTORIES. BOOSTING LOCAL VISIBILITY

Local directories are a vital tool for businesses that rely on reaching customers in a specific area. Whether you're a local café, creative agency, tradesperson, or consultant, being listed in directories like Google Business Profile, Apple Maps, Bing Places, Yelp, or niche industry platforms can significantly increase your visibility when someone nearby searches for the services you offer. These listings not only help your business appear in local search results and map views, but they also build trust and credibility by displaying key details like your operating hours, location, customer reviews, and contact information, all in one place. It's one of the simplest, most effective steps you can take to improve discoverability and connect with customers at the exact moment they're ready to take action.

Optimising local directory listings also strengthens your local SEO by sending consistent signals to search engines about your business's location, services, and credibility, helping you rank higher in “near me” and location-based search results.

Optimising Local Listings for Visibility and SEO, practical steps.

By adding your business to platforms like Google Maps and popular online directories, you increase the number of citations associated with your website, an important signal to search engines that confirms your business is both legitimate and geographically relevant.

Start with Google Business Profile.

Your first and most important step should be setting up and fully optimising your Google Business Profile (GBP). Google draws heavily from this profile to populate search results and Google Maps, especially for local and “near me” queries. Ensure your profile is complete with accurate business information, service descriptions, opening hours, and high-quality photos. Keep it regularly updated and encourage customers to leave reviews, as these factors directly influence local rankings.

Expand to Bing Places for Business.

Although often overlooked, Bing Places for Business is a smart next step, especially if your audience includes users of Microsoft-powered devices or browsers like Edge. Bing pulls data from its own directory for both Bing search and Microsoft services, offering a valuable source of visibility. Setting up your listing is straightforward, visit bingplaces.com, claim or create your business profile, input your business details, and complete the verification process.

List on Key Australian Directories.

To further strengthen your local presence in Australia, target reputable, high-traffic directories that are commonly used by consumers and recognised by search engines. Each of the following directories serves a slightly different audience or purpose but can contribute meaningfully to your online footprint:

- **Yellow Pages** (yellowpages.com.au): A long-established directory that has transitioned effectively to digital. Offers both free and paid listing options.
- **True Local** (truelocal.com.au): Known for its strong Australian focus and customer review features.
- **Hotfrog** (hotfrog.com.au): A global business directory with a notable Australian presence and an easy listing process.
- **Yelp** (yelp.com.au): Highly relevant for hospitality, retail, and service-based businesses due to its focus on customer reviews.
- **Word of Mouth** (wordofmouth.com.au): Specialises in customer-driven recommendations and reviews.
- **dLook** (dlook.com.au): Offers free listings and focuses on connecting Australian consumers with local services.
- **AussieWeb** (aussieweb.com.au): Dedicated exclusively to Australian businesses and designed for local search optimisation.
- **StartLocal** (startlocal.com.au): Serves small businesses across Australia, helping connect them with nearby customers.

- **Local Search** (localsearch.com.au): Provides digital listings along with additional marketing services, especially valuable for regional businesses.
- **White Pages** (whitepages.com.au): A trusted online version of the traditional phone directory, still widely used for business lookups.
- **Apple Maps**: Particularly important for users of Apple devices. Ensure your GBP is fully updated, as Apple Maps often pulls data from there. Where possible, you may also list directly with Apple to ensure accuracy.

Each listing should contain consistent NAP (Name, Address, Phone Number) information. Inconsistencies across directories can harm your SEO performance and confuse potential customers. Regularly reviewing and updating your directory profiles ensures your information remains current and reinforces your online authority.

The Listing Process.

1. **Gather Your Info.** Compile all your business details: exact business name, address, phone number, website URL, consistent business hours (including public holidays), categories, a concise business description, and high-quality photos.
2. **Create Accounts.** You'll need to create an account on each directory platform.
3. **Fill Out Completely.** Don't leave any fields blank. The more information you provide, the better.
4. **Verify Your Listing.** Many directories will require verification (e.g., phone call, email, postcard). Follow their instructions carefully.
5. **Review and Update Regularly.** Set a reminder to check your listings every 6-12 months to ensure accuracy and update any changes (e.g., new hours, services).

Use consistent branding and info across all platforms.

NAP Consistency (Name, Address, Phone Number): This is critical for local SEO. Even slight variations (e.g., "Pty Ltd" vs. "Pty. Ltd.", "St" vs. "Street") can confuse search engines and negatively impact your ranking. Use the exact same NAP across all directories, your website, and social media.

Consistent Business Description: While you might tailor slightly, the core message, tone of voice, and key services/products should be consistent.

Branding Elements: Use your official logo and primary brand colours where allowed on these profiles.

Feeling overwhelmed trying to list your business everywhere? No stress, we've got you. We can take care of getting your business listed across multiple directories so you show up everywhere your customers are searching. It's one less thing for you to worry about, and a big step toward being found online. Reach out and just leave it to us!



2.

OPTIMISE YOUR GOOGLE BUSINESS PROFILE. YOUR LOCAL SEARCH POWERHOUSE.

Your Google Business Profile (GBP) is one of the most valuable tools available for increasing local visibility online. When potential customers search for products or services near them, your GBP plays a crucial role in whether or not your business appears in Google Search and Google Maps. An optimised profile doesn't just improve visibility, it also builds credibility and encourages customer engagement.

To make the most of this powerful asset, it's important to fully complete your profile and regularly update it with accurate, relevant information and rich content.

Strengthen Your Profile with High-Quality Visual Content

Images and videos help build trust, convey professionalism, and showcase what your business offers. Google also tends to favour profiles that are consistently updated with visual content.

Include the following:

- **Profile Photo and Logo.** Use a clear, high-resolution image that represents your brand identity.
- **Cover Photo.** Choose a photo that visually captures the essence of your business.
- **Interior and Exterior Shots.** Help customers familiarise themselves with your location before they arrive.
- **Product and Service Photos.** Highlight what you offer with clean, high-quality images.
- **Team Photos.** Humanise your brand by introducing your staff or team members.
- **Short Videos.** Brief videos can give an authentic behind-the-scenes look or feature product demonstrations.

Continue to add new media over time. A regularly updated profile not only looks more engaging but also signals to Google that your business is active and trustworthy.

Keep Your Business Information Accurate and Up to Date.

Accurate business hours are one of the most frequently checked details by potential customers. Ensure that your standard operating hours are correct, and take the time to update special hours during public holidays, seasonal periods, or special events. Incorrect or missing information here can lead to missed opportunities.

Take full advantage of the Google Posts feature to share updates, promotions, news, or upcoming events directly on your profile. These posts are visible in your business listing

and offer another opportunity to connect with potential customers. Posts typically expire after seven days, or stay longer for events and offers, so posting regularly is recommended.

In the services and products section, clearly list what you offer, including descriptions and pricing where appropriate. This helps customers understand what you provide and improves Google's understanding of your business, which can boost your relevance in search results.

Be sure to use available attributes to highlight important business features, such as "wheelchair accessible," "outdoor seating," "free Wi-Fi," or "online appointments." These filters help customers quickly identify businesses that meet their specific preferences or needs.

Actively Manage Customer Engagement and Feedback.

Google's Q&A section allows users to ask public questions about your business. Monitor this area regularly and respond promptly with accurate, helpful information. Providing clear answers can enhance credibility and prevent misinformation. One of the most influential parts of your GBP is the reviews section. Customer reviews are not only powerful trust-builders, but they also play a significant role in local search rankings. Businesses with more frequent, high-quality reviews tend to be prioritised by Google in local results.

To encourage reviews ethically and effectively:

- Ask satisfied customers for a review following a positive experience.
- Generate a short review link through your GBP dashboard and share it in follow-up emails, digital receipts, thank-you pages, or on physical materials like signage, flyers, or business cards.
- Consider creating a QR code that links directly to your review page, making it easy for in-person customers to leave feedback.

- Train your team to ask for reviews in a polite, natural way.

Avoid offering incentives in exchange for reviews, as this violates Google's policies and can lead to penalties. Instead, focus on consistently delivering great service that naturally motivates positive feedback.

Equally important is how you respond to reviews:

- **For positive reviews**, thank the customer and reference something specific from their feedback to show appreciation and reinforce the positive experience.
- **For negative reviews**, respond promptly and professionally. Acknowledge the concern, express empathy, and offer to resolve the issue privately via email or phone. Always maintain a calm tone, even if the review seems unfair. Showing a constructive, responsive approach helps rebuild trust and shows prospective customers that you value all feedback.

Lastly, use the insights gained from reviews to improve your operations. Common themes or recurring issues in customer feedback can highlight areas worth refining in your service delivery or customer experience.

By fully optimising your Google Business Profile, you create a strong foundation for your local SEO and customer engagement strategy. An active, well-maintained GBP enhances your visibility, builds trust with potential customers, and ensures that your business stands out in your local area, right when people are looking for exactly what you offer.

If you need guidance optimising your profile or crafting a broader local marketing strategy, Seed and Sage is here to help.

3.

REFRESH YOUR SOCIAL MEDIA. ENGAGING AND GROWING YOUR ONLINE COMMUNITY.

Social media has evolved well beyond personal use, today it's one of the most powerful tools available for building your brand, nurturing community engagement, and even driving direct sales. Whether you're a startup or an established business looking to strengthen your digital presence, a well-maintained and strategic approach to social media can dramatically improve visibility, customer trust, and brand loyalty.

To make the most of your social platforms, it's important to go beyond simply being present. Instead, aim for consistency, creativity, and clarity all while maintaining an authentic connection with your audience.

Start with a Platform Audit.

Begin by reviewing your current social media pages across Facebook, Instagram, and LinkedIn. Ask yourself: Are your profiles complete? Are they active? Do they accurately reflect your brand as it stands today? A thorough audit will help you identify gaps, outdated content, or missed opportunities to optimise your presence.

Optimise Each Profile for Impact.

Your social media profiles often serve as first impressions for potential customers. A polished, well-branded profile makes your business look professional and credible at a glance.

Start with the basics:

- **Profile Picture.** Use a high-resolution version of your business logo. This image should be consistent across all platforms to strengthen brand recognition.
- **Cover Photo or Banner.** Select an image that visually represents your brand, services, or current promotions. This is a great space to highlight seasonal offerings or timely messaging.
- **Bio or About Section.** Write a clear, concise description that explains what your business does, who you serve, and what sets you apart. Use relevant keywords to support discoverability, and include a strong call-to-action along with a link to your website.
- **Contact Information.** Ensure that your phone number, email, and address (if applicable) are correct and easy to find.
- **Action Buttons.** Use platform-specific features like "Shop Now," "Book Now," or "Send Message" to create an immediate next step for users.

Develop a Purposeful Content Strategy.

Your content is where your brand's voice, values, and personality really come to life. To avoid posting aimlessly, build a clear content strategy with structure and intent.

Define your content pillars. Three to five core themes or topics that you will post about regularly. These could include product or service spotlights, behind-the-scenes glimpses, customer testimonials, educational tips, or community stories. Having defined pillars helps maintain variety while keeping your messaging aligned.

Vary the formats you use. Incorporate a mix of static images, short-form video (like Reels and Stories), carousels, interactive elements (polls or Q&As), and text-based updates. This keeps your feed dynamic and allows you to connect with different segments of your audience.

Posting consistently is essential for staying visible in social algorithms. Develop a content calendar that works for you, whether that's weekly, fortnightly, or monthly and prioritise quality over quantity.

Equally important is how you interact with your followers. Respond to comments and direct messages promptly. Engagement is a two-way street, and active communication helps build trust and foster genuine relationships.

Maintain Consistent Branding.

Visual and verbal consistency helps your brand stand out and feel cohesive, no matter which platform your audience finds you on.

Visually, this means aligning your use of colour, fonts, filters, and graphic style. Try to keep your image editing and design elements in line with your overall brand aesthetic so that your content is instantly recognisable.

From a tone of voice perspective, define how your brand sounds, whether that's friendly and informal, polished and professional, or somewhere in between. Ensure all your captions, replies, and content reflect that tone consistently.

Support Discoverability with Strategic Hashtags and Tagging.

Hashtags and account tagging remain valuable tools for increasing your content's visibility, but how you use them matters more than ever. Focus on using a mix of specific, industry-relevant hashtags alongside broader trending ones to help your posts appear in targeted searches and feeds. Limit the number to what feels intentional and platform-appropriate (e.g., 3–5 for LinkedIn, up to 15 for Instagram) to avoid appearing spammy. In addition to hashtags, tagging relevant accounts such as collaborators, suppliers, customers, or local businesses can increase reach, invite engagement, and open up new networks. Consider developing a unique branded hashtag to encourage user-generated content and give your community a shared way to interact with your brand.

Use AI to Streamline and Enhance Your Content Creation.

If you're short on time or struggling with what to post, free AI tools can help generate caption ideas, suggest content formats, or help build out your content calendar. These tools can support creativity, improve efficiency, and keep your posting rhythm on track which are especially useful for small teams or solo founders.

A refreshed and strategically managed social media presence can do more than make your business look good online, it can build real community, drive engagement, and support your broader marketing goals. Whether you're just getting started or revisiting your platforms with fresh eyes, the key is to stay consistent, stay true to your brand, and stay connected to your audience.

If you're ready to refine your social strategy but need guidance on where to begin, Seed and Sage can help you develop a social media presence that supports your startup's growth from the ground up.



4.

ENCOURAGE TAGGING AND ENGAGEMENT TO AMPLIFY WORD-OF- MOUTH.

In today's digital landscape, customer engagement and authentic word-of-mouth are invaluable for building brand trust and expanding reach. User-generated content (UGC) such as tags, shares, and reviews from satisfied customers acts as genuine social proof, often resonating more strongly with potential clients than traditional advertising.

Encouraging customers to actively participate by tagging your business on social media not only increases visibility but also fosters a sense of community and loyalty around your brand. Implementing thoughtful strategies to invite and reward this engagement can significantly enhance your marketing efforts.

To leverage this effectively:

- **Request Tags from Happy Clients.** When customers express satisfaction, whether in person or via email, politely ask them to share their experience and tag your business on social media.
- **Use Visual Prompts.** Display clear, attractive signs in your physical location with your social media handles and a friendly call to action, such as "Loved your visit? Tag us @YourBusinessName."
- **Include Reminders on Packaging and Receipts.** Add social media handles and tagging prompts on receipts, packaging inserts, or thank you notes to encourage sharing.
- **Create Shareable Moments.** Design your product or service experience to naturally invite photo opportunities, such as a beautifully presented dish, a unique product display, or before-and-after transformation photos.

Incentivise tagging and referrals to increase participation:

- **Customer Spotlights.** Regularly share and celebrate customer posts where they tag your business. Re-sharing content (with permission) makes customers feel valued and motivates others to follow suit.
- **Contests and Giveaways.** Organise social media contests requiring tagging or sharing to enter, significantly expanding your audience.
- **Referral Programmes.** Offer rewards such as discounts, loyalty points, exclusive access, or vouchers for successful referrals. For example, new customers receive a discount, and the referrer is rewarded as a thank you.
- **Tracking Referrals.** Implement simple tracking methods like unique referral codes, forms for new customers, or asking "How did you hear about us?" to monitor the programme's effectiveness.

5.

UPGRADE YOUR WEBSITE. OPTIMISING YOUR DIGITAL HUB FOR GROWTH.

Your website is more than just a business card on the internet, it's the central hub of your digital presence. Whether someone discovers your brand on social media, via a Google search, or through word of mouth, your website is where they go to learn more, gauge credibility, and decide whether to take the next step. That's why having a modern, fast, and trustworthy site isn't a nice-to-have, it's essential.

As your business grows, your website also needs to evolve with your business. That means regularly updating the design, content, and technical performance to keep up with shifting customer needs, search engine algorithms, and brand developments.

Below, we dive into the practical ways to strengthen your website and why it's one of the smartest investments you can make early on in a growing business.

Start With Performance. Mobile Responsiveness and Site Speed.

Your site needs to work flawlessly on all devices. Mobile responsiveness is no longer optional. With most web traffic now coming from smartphones and tablets, a poor mobile experience can cost you both customers and search visibility.

To check how your site performs, run a test using Google's PageSpeed tool. This will quickly highlight any issues. If your website was built several years ago, it may need a redesign or development work to meet today's standards. Fortunately, most modern website builders come mobile-ready by default, but it is always good practice to ensure your site remains mobile friendly.

Next, address your website speed. A slow-loading site leads to higher bounce rates, meaning people leave before engaging and Google takes this seriously when determining your search rankings.

Use Google PageSpeed Insights to run a quick audit. It will show you what's slowing your site down and provide clear, technical recommendations.

Key improvements often include:

- Compressing images without compromising quality
- Reducing file sizes through CSS and JavaScript minification
- Enabling browser caching so users don't have to reload everything each time
- Choosing a high-performance hosting provider

- Minimising redirects and limiting third-party scripts (like excessive tracking or pop-ups)

These updates help your website load faster, rank better, and offer a smoother user experience across all devices.

Build Trust With Content That Matters.

Beyond performance, your site needs to feel credible and approachable. This is where content strategy and trust-builders come into play.

Customer reviews and testimonials provide real-world proof that your business delivers. Consider creating a dedicated page that houses your best testimonials, or embed live reviews using widgets from platforms like Google or TrustPilot. For service-based businesses, case studies are especially effective. Walk visitors through how you solved a real customer's challenge and the results you delivered.

Next, use your blog not just to share updates, but to position your brand as an expert in your space. Blogging regularly allows you to address your audience's common questions, share industry insights, and rank for a broader set of keywords, all of which support your SEO.

A few tips for effective blogging:

- Align blog topics with your social media content and customer interests
- Focus on helpful, well-written posts rather than just promotional content
- Maintain a consistent posting rhythm (weekly, fortnightly, or monthly)

Fresh content also signals to search engines that your website is active, which improves your chances of ranking well.

Structure Matters. Services, Story, and Strong CTAs.

Your services or products should be clearly laid out ,not just listed. Each offering needs to be explained with clarity and relevance:

- What is it?
- Who is it for?
- How does it solve a specific problem?

Include pricing if possible, or guide users to request a quote. Use professional visuals (photos or videos) to enhance understanding and trust. And make sure each page or section has a clear call-to-action, whether that's "Book Now," "Enquire Today," or "Get a Quote."

Your "About" page is another underused opportunity. Go beyond a timeline or list of credentials, tell your story. Share why you started, what drives your brand, and who's behind it. This builds emotional connection and humanises your brand.

Don't Forget the Basics. Security, Contact Details & SEO Hygiene

Security and accessibility are key trust signals. Make sure your site has an SSL certificate, which adds the "https://" to your web address. It protects user data, improves trust, and is required by Google for all modern websites.

Ensure your contact information is easy to find. Add it to your footer and create a dedicated contact page with a form, map, or clickable email and phone number. This small step increases legitimacy and encourages enquiries.

Keep SEO Up-to-Date

Search engine optimisation isn't something you do once, it's an ongoing process. As your offerings, customers, and content evolve, so should your SEO.

Here's how to keep it current:

- Update keywords regularly. Use free tools like Google Keyword Planner or Ubersuggest to find what your audience is actually searching for.
- Refresh old pages. Update existing content with new stats, improved headings, or added value, this signals to Google that your site is active and useful.
- Optimise meta tags. Ensure every page has a relevant, unique meta title and description that includes your target keywords.
- Use internal linking. Connect related blog posts or service pages to guide both users and search engines through your site more effectively.
- Fix broken links. Routinely check for and repair any broken internal or external links that can harm your SEO credibility.

Search trends and customer behaviour shift constantly. A site that stays updated, in both content and performance is more likely to attract and convert the right visitors.

Your website is a living, breathing part of your business.

Treat it as such. Regular updates, strong content, and a focus on SEO will not only help you attract more traffic but also create a professional digital experience that reflects the strength of your brand.

Need help getting your site where it needs to be? At Seed and Sage, we can support you with strategic updates,

content planning, and a clear action plan to optimise your digital presence.

Let's make your website do the work for you.



6.

TRY SIMPLE, AFFORDABLE MARKETING. EXPANDING YOUR REACH SMARTLY.

Effective marketing does not have to be costly or complicated. By focusing on simple, affordable strategies, small businesses can extend their reach and connect with new customers without overextending resources.

With the right approach, even modest investments in email marketing, social media content, and targeted advertising can generate meaningful engagement and growth. This section outlines practical, budget-friendly tactics to help you build visibility and attract your ideal audience efficiently.

LET'S TAKE A DEEPER DIVE WITH SOME PRACTICAL STEPS.

Start a Monthly Email Newsletter.

Email marketing remains one of the most effective and direct ways to engage your audience. Unlike social media followers, where visibility is often limited by changing algorithms, owning your email list allows you full control over when and how you communicate. This direct access helps nurture stronger relationships, increase customer loyalty, and drive repeat business.

Choosing an Email Marketing Platform.

- **Beginner-Friendly Options:** Platforms such as Mailchimp (which offers a generous free tier for up to 500 contacts), Kit and Brevo provide easy-to-use interfaces and essential features for those starting out.
- **More Advanced:** For businesses seeking enhanced automation, segmentation, and analytics, ActiveCampaign, Constant Contact and Hubspot offer powerful yet approachable tools to scale your email marketing efforts.

Building Your List Ethically.

- **Website Pop-ups and Forms:** Strategically place prominent signup forms on high-traffic areas of your website such as the homepage, footer, and blog posts to capture visitors' interest without being intrusive.
- **In-Store Sign-ups:** Use tablets or paper signup sheets in physical locations to collect customer emails during visits, providing a personal touch. A QR code placed strategically in a physical location allows customers to easily scan it and be directed to a form to complete.

- **Social Media Promotion:** Regularly share your newsletter signup link across your social channels to encourage followers to join your mailing list.
- **Incentives:** Offering small rewards, such as discounts, free guides, or early access to new products and services. This can significantly increase subscription rates while adding value for your audience.

Content Ideas for Newsletters.

- Announce new products or services to keep subscribers informed and engaged.
- Offer exclusive subscriber-only discounts or promotions to reward loyalty and encourage purchases.
- Share behind-the-scenes content to build authenticity and deepen customer connection.
- Provide curated industry news or useful tips to position your brand as a trusted resource.
- Summarise recent blog posts to drive traffic back to your website.
- Highlight customer spotlights and testimonials to showcase social proof.
- Promote upcoming events or workshops to foster community and engagement.

Maintain a consistent schedule, monthly is an ideal starting point. This helps set expectations so your audience looks forward to your communications. You don't want to overdo it here too, otherwise it just becomes spammy. Stick to either sending a newsletter once or twice a month.

Use Canva to Create Digital Flyers and Promotional Posts.

- **Versatility.** Canva remains an essential tool for businesses to produce professional, visually appealing marketing materials quickly and without the need for a dedicated designer.
- **Digital Flyers.** Design compelling flyers that can be shared on your website, included in emails, or posted on social media channels.
- **Promotional Posts.** Craft eye-catching graphics to promote seasonal sales, new product launches, or special events.
- **Brand Kit.** Store your logo, brand colours, and fonts within Canva's Brand Kit feature (available on paid plans) to maintain brand consistency across all designs.
- **Templates.** Begin with professionally designed templates and personalise them to reflect your brand identity.
- **Video Creation.** Take advantage of Canva's simple video creation tools to produce engaging content for social media stories and reels, increasing reach and engagement.

Run a Basic Facebook or Google Ads Campaign.

Start Small. While paid ads require financial investment, they can deliver measurable, scalable results. Begin with a modest, controlled budget to test effectiveness before scaling.

Facebook/Instagram Ads (Meta Ads).

- Benefit from advanced audience targeting based on demographics, interests, behaviours, and social connections.
- Reach new prospects who resemble your existing customers using Lookalike Audiences or retarget previous visitors via Custom Audiences with the Meta Pixel installed on your website.

- Choose clear campaign objectives such as brand awareness, website traffic, lead generation, or sales conversions.
- Use high-quality images and videos to stand out in crowded feeds, and perform A/B testing on different creatives, headlines, and calls to action to optimise performance.
- Manage your budget with daily or lifetime limits and track results closely to maximise ROI.

Google Ads (Search and Display).

- Search Ads appear prominently in Google search results, capturing users with high purchase intent.
- Conduct thorough keyword research to identify relevant terms your audience uses, and apply negative keywords to prevent wasting budget on unrelated clicks.
- Craft concise, compelling ad copy with a clear call to action to improve click-through rates.
- Ensure ads lead to well-optimised landing pages that align with the user's search intent.
- Display Ads extend your brand presence across the Google Display Network, reaching users who may not be actively searching but fit your target profile.
- Utilise geo-targeting to focus ad delivery on your local service area, maximising relevance.
- Set daily budgets to maintain spending control, and enable conversion tracking to measure the effectiveness of your campaigns.

Start Small, Learn, and Optimise.

Begin with a small test budget to gather data and insights. Monitor campaign performance carefully, making data-driven adjustments to improve outcomes. Scale up investments in campaigns that demonstrate success. To enhance your

skills, consider free online marketing courses or consult with digital marketing professionals who can provide tailored guidance.



READY TO GROW, BUT FEELING OVERWHELMED? WE'VE GOT YOU.

If this eBook has sparked ideas but left you wondering **how on earth you'll find the time to do it all?** You're not alone. Growth takes strategy, action, and consistency. That's where we come in.

At **Seed & Sage**, we offer hands-on support for every step covered in this guide. From optimising your Google Business Profile and refreshing your website, to building your email list, managing your social media, setting up affordable ads, or getting you listed across essential directories, we handle the moving parts so you can stay focused on running your business.

Whether you're short on time, **unsure where to start**, or just want expert eyes on your next moves, we're here to help you scale smarter, not harder. Let's take the pressure off.

Reach out today, and let's grow your business **together**.



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