

# Customers, Brand & Digital Content

*Do they get it?*

## SESSION 3

Session 3 of 4 | Business NSW Northern Rivers | Southern Cross University

**Outcome:** *Outcome: A fresh perspective on your customers and your message*

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# Welcome & Acknowledgement of Country

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**Jane Lavery**

Regional Director

Business NSW Northern Rivers



# This is Session 3 of 4

**01**

**Strategy & Growth**

*Where are we going?*

**02**

**Money, Numbers & Funding**

*Can we afford it?*

**03**

**Customers, Brand & Digital Content**

*Do they get it?*

**04**

**People, Leadership & Tech**

*Can we deliver it?*

*Session 1 — you found your direction.*

*Session 2 — you tested your numbers.*

**Today is about demand. Your customers.**



# Emcee Welcome

# Anthea Stevanovic

Founder, Intelligent Directions



INTRODUCE YOURSELF TO YOUR TABLE & DISCUSS

TABLE PROMPT

**What's harder right now: getting customers or keeping them?**

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# CUSTOMERS

*Defining who you're actually trying to serve*

# Brand, Customer & Messaging Clarity

Carol Liang

Adacy

Adacy.



# We need more marketing

We need to post more.

We should really be  
doing email marketing.

We need to fix the website.

We need to create content.

We should be running ads.

You don't need  
more marketing.

You need better marketing.

Do less.

Do it deliberately.

## THE MARKETING REALITY CHECK

Before you spend another dollar or hour on marketing, ask:

1. What are you trying to change?
2. What do people need to believe?
3. Where does that message need to show up?



# ① What are you trying to change?

LESS PRICE RESISTANCE

BETTER CONVERSION

BETTER ENQUIRIES

MORE REPEAT CUSTOMERS

MORE ENQUIRIES

LAUNCH SOMETHING NEW

STRONGER REPUTATION

CLEARER OFFER

Not every  
marketing  
problem is an  
awareness  
problem.

AWARENESS

People don't  
know you exist

TRUST

People aren't  
convinced yet

UNDERSTANDING

People don't  
understand  
what you do

CONVERSION

The next step is  
too hard

RELEVANCE

People don't think  
it's for them

EXPERIENCE

The promise  
doesn't match  
the reality



More reach won't fix an unclear offer.



More traffic won't fix a conversion problem.



More polished branding won't fix a poor experience.

Better marketing starts with diagnosis —  
not more activity.

Case Study

# Northern Rivers Housing



What are you trying to change?

THEY ASKED:

"Can we have a  
new website?"

WE ASKED:

"What are we trying  
to change?"

# The Operational Problem

Website barely works  
on mobile devices

I'm constantly on the phone  
dealing with repair requests

I don't know where to find  
the information I need

People come to us for  
housing we don't provide

Tenants are walking in  
to pay rent in cash

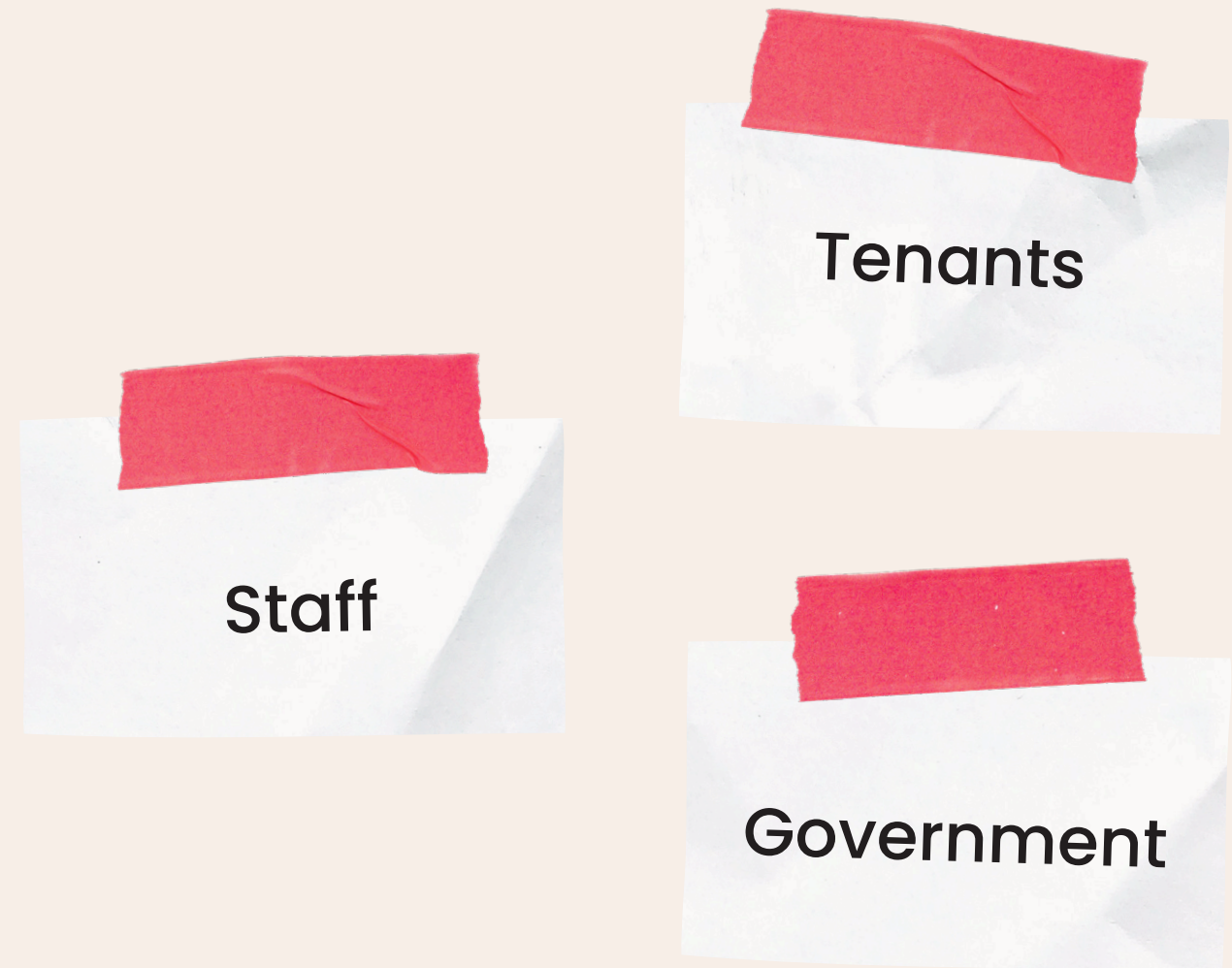
We're getting flooded with  
paper forms



Who we  
thought the  
audience  
was

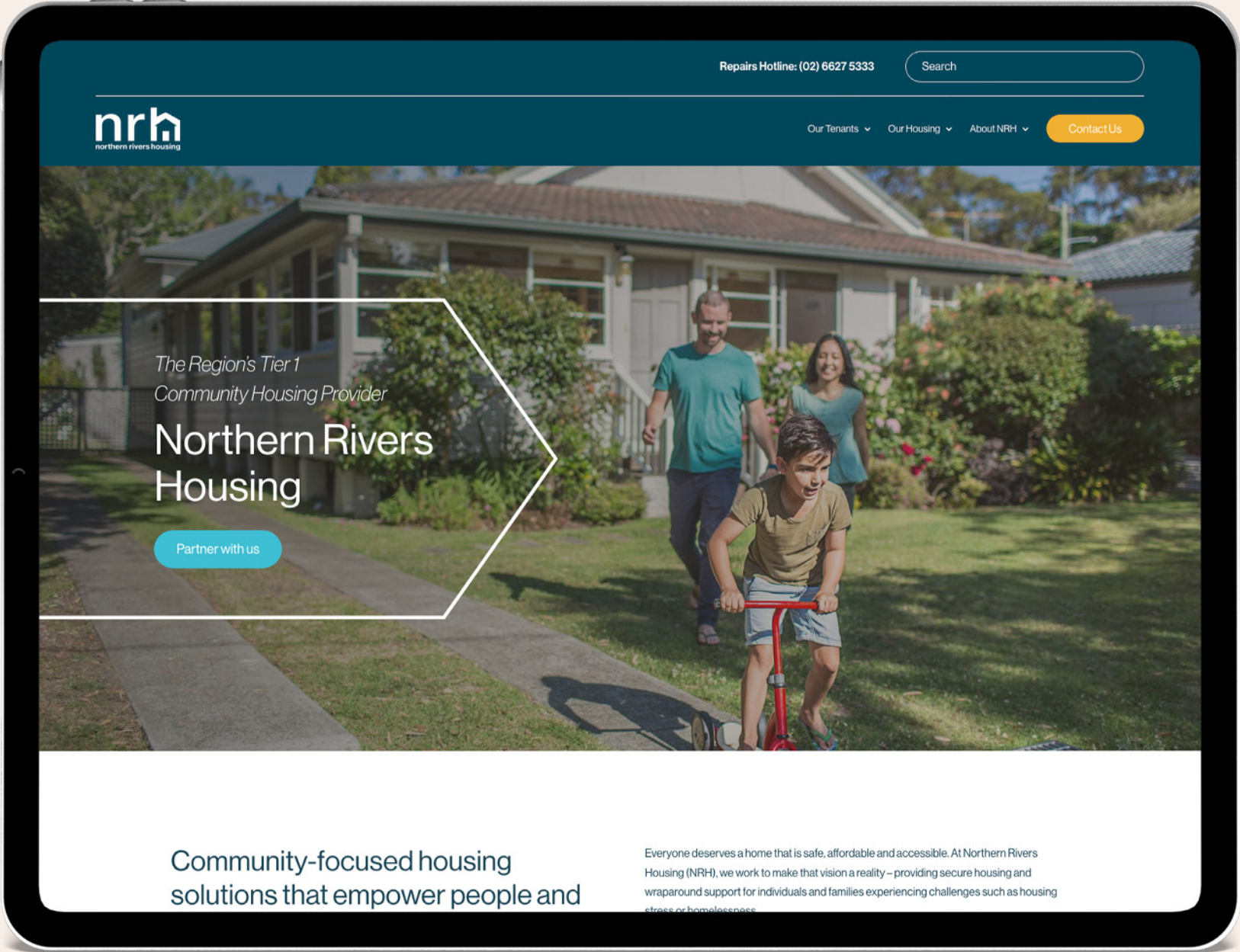


# Who the audience actually was









Tenant Resources

[Click here](#)



Request a Repair

[Click here](#)



Make a Payment

[Click here](#)



Partner With Us

[Click here](#)





Repairs Hotline: (02) 6627 5333

Search

nrh

northern rivers housing

Our Tenants

Our Housing

About NRH

Contact Us

Our Tenants

Actions

Request a Repair

Make a Payment

Alterations & Modifications

Complaints & Appeals

Forms & Fact Sheets

Resources

About Repairs

About your Rent

Tenancy Information

Support for Tenants

Community Outreach Program

The Regional Community Housing

Northern Rivers Housing

Partner with us

Safety Exit

A.



We provide a range of housing solutions.

[Affordable Housing](#) →

[Social Housing](#) →

[Specialist Disability Accommodation \(SDA\)](#) →

[Community Villages](#) →



Not sure what type of housing you're eligible for?

[Take our Quiz](#)

[✕ Safety Exit](#)

Actions for tenants

## Make a Payment

You can make payments **quickly and securely** using our online payment portal.

This option is useful for:

- Tenant rent payments
- Village resident license fees
- Water charges
- Tenant responsible repairs
- Bond payments
- Other charges

### Pay online now

Pay securely with your Visa or Mastercard.

You'll need to provide:

- Your full name and property address
- Your current email address
- Tenant Reference Number (optional)

A receipt will be issued once your payment is processed.

[Make a payment](#)



Other actions for tenants

[Request a Repair](#)

[Make a Payment](#)

[Alterations & Modifications](#)

[Complaints & Appeals](#)

If you're worried about falling behind, please contact your Tenancy Manager as early as possible. Together we can work out a solution to help you maintain your tenancy.

If you are having trouble using this portal, or are concerned about a charge, please get in touch with us.

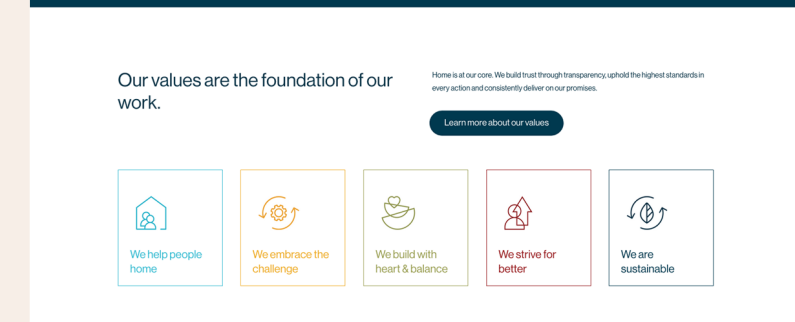
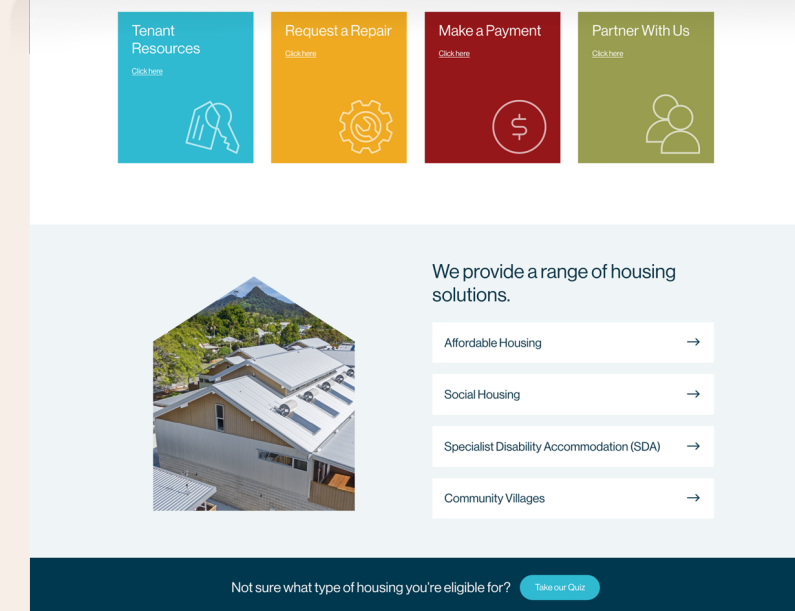
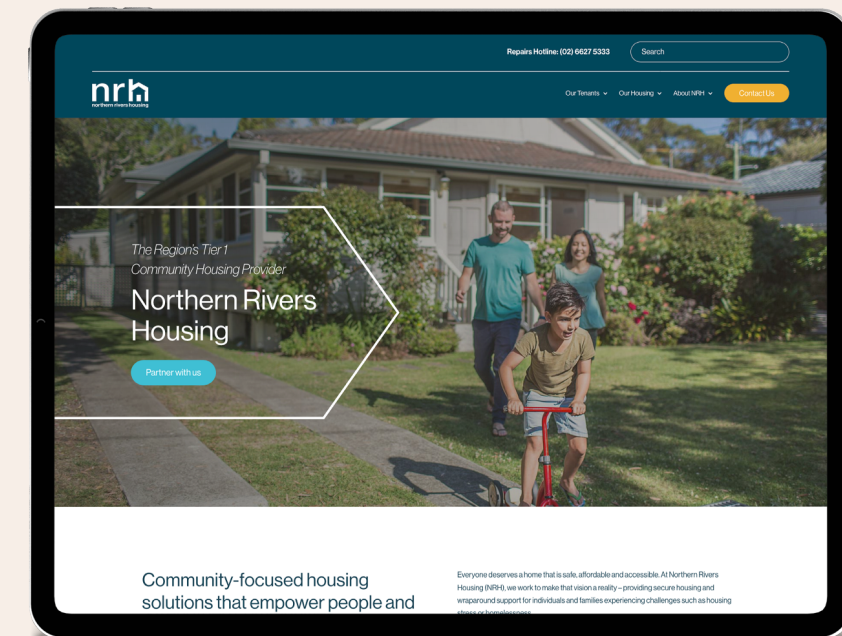
We can help:

- Confirm your details or amount owing.
- Assist with technical issues.
- Discuss payment options if you are experiencing financial stress.

# The website was the deliverable.

## But reducing the operational pressure was the brief.

What we are trying to change



## THE MARKETING REALITY CHECK

Before you spend another dollar or hour on marketing, ask:

**1. What are you trying to change?**



# What do <sup>2</sup> people need to believe?

CURRENT BELIEF

NEEDED BELIEF

**Current belief:** "They're expensive."

**Needed belief:** "They're worth paying more for because I trust them to get it right the first time."

**Current belief:** "They're just another provider."

**Needed belief:** "They've solved this time and time again. I'm not going to be a test case."

**Current belief:** "I can deal with this later."

**Needed belief:** "I'm missing opportunities. Acting now will turn the interest I already have into sales."



# Don't say it louder.

MAKE IT

MORE BELIEVABLE

Why should they believe you?



Everyone says they care



Everyone says they're high quality



Everyone says they have great service



Everyone says they're different

CLAIM

+

PROOF

= A BELIEVABLE  
MESSAGE

Proof might  
include



Customer reviews



Results or before-and-after examples



A transparent process



Relevant experience or qualifications



A guarantee that reduces customer's risk

Case Study

# Tamworth Family Support Services



What are you trying to change?



What do people need to believe?

Q What do people currently believe about TFSS?

Q What do they need to understand before they will engage?

Q What concerns or assumptions might be stopping them?

Q What would make the new message credible?

Each group  
gave us a  
different  
view.

Executive

Partners

Tamworth  
staff

Clients

Management

Satellite  
staff

THEY THOUGHT:

We need more  
brand visibility

WE FOUND:

Greater visibility  
= / =  
more engagement



# What people needed to believe

Those beliefs  
shaped the new  
identity



The organisation supports individuals & communities, not just families – across the broader region, not only Tamworth.

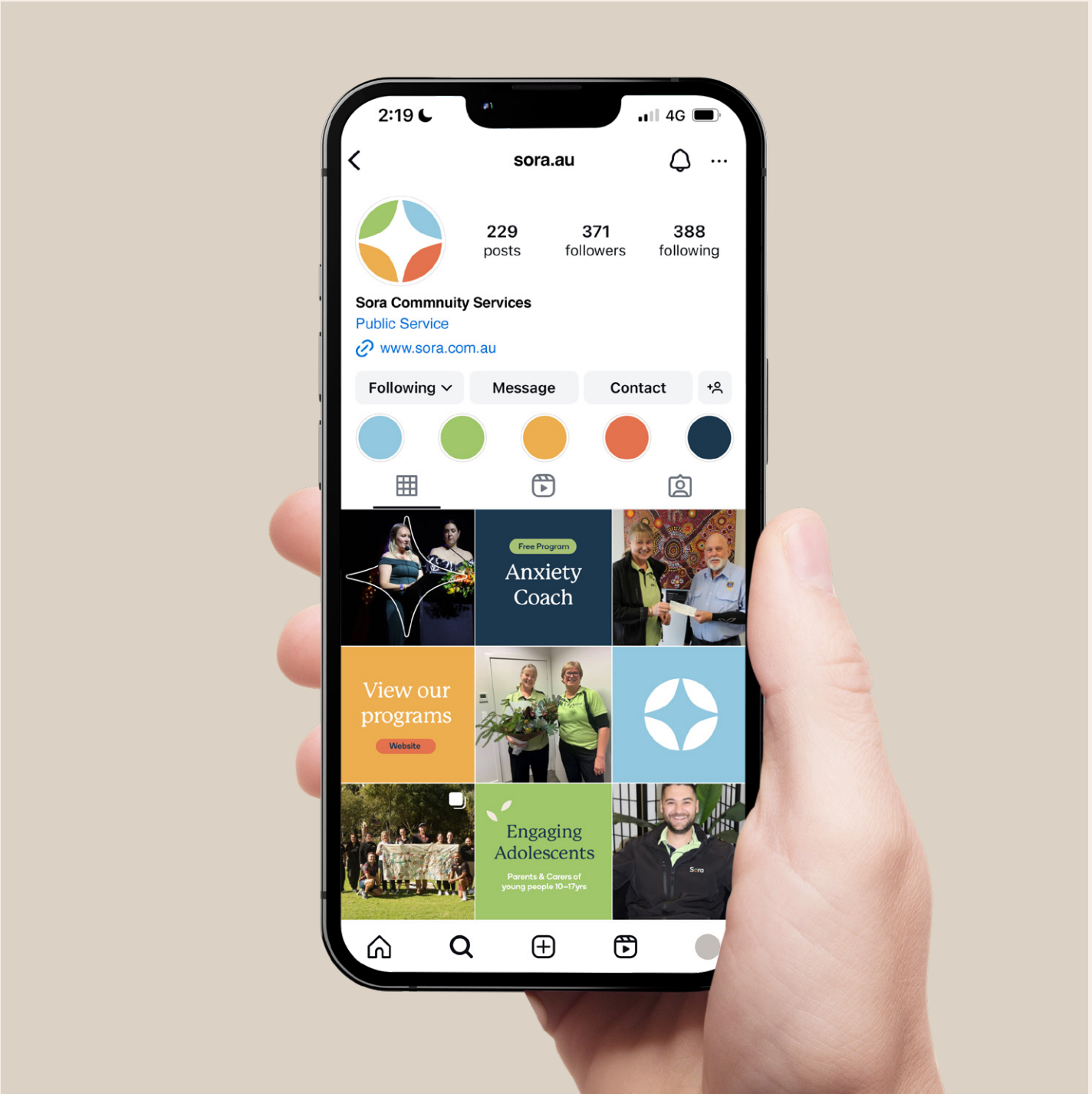
Community services exist and are positive, visible and welcoming. Crisis support is available and is private, personal and discreet.

Seeking support does not mean surrendering control, the person's needs and choices will always guide what happens next.





Your journey, our support.





Your journey,  
our support.



Your journey, our support.

Sora services the vast expanse of Big Sky Country. We strive to create thriving communities where everyone has the opportunity to reach their full potential.

- ◆ Children & Family Programs
- ◆ Housing Help Programs
- ◆ Youth Programs
- ◆ Community Support Programs
- ◆ Groupwork

1800 073 388 • [www.sora.org.au](http://www.sora.org.au)







Sora

Community Services

Your journey,  
our support.

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## THE MARKETING REALITY CHECK

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1. What are you trying to change?
2. What do people need to believe?

# ③ Where does that message need to show up?

INSTEAD OF:

"Which channel should we be on?"

START WITH:

"Where could this message influence the decision?"

# Your message needs to show up where the decision happens.

Different  
touchpoints,  
different jobs



SOCIAL POST

Creates  
awareness

WEBSITE

Builds  
understanding

CASE STUDY

Builds trust

QUOTE

Helps  
conversion

REVIEW

Reduces risk

SIGNAGE

Helps people  
find you

Case Study

# Sports Aviation Federation of Australia



What are you trying to change?



What do people need to believe?



Where does that message need to show up?





Facebook

Website

Member  
portal

SAFA  
Emails

Instagram



Physical  
mail

Database  
Emails







.....?



September



## Airwaves

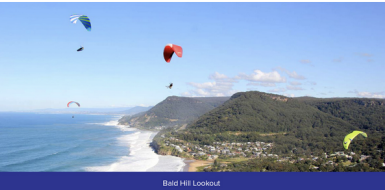
### Great on-time renewal rate again!

A big thank you to all of our members who renewed on time for this membership year (1 Sep 2025 to 31 Aug 2026). For the second year running, we have exceeded 60% on-time renewals, with even more renewals coming in since 1 September. These last two years represent our best performance over the past seven years.

We understand that some members will choose to leave the sport, and we wish them all the best. They will always be welcome back when they're ready to get back in the air.

If you are one of our recently expired members who intends to fly again soon and simply hasn't renewed yet, we urge you to do so as soon as possible. This helps us plan and ensures we can provide the best support for you and all our active members.

Thank you again for your continued support.



Bald Hill Lookout

### What to Expect from SAFA Comms

We've started rolling out our new comms strategy. Here's what you'll be seeing from us:

- Regular Airwaves:** Sent every month on the 15th.
- Urgent Airwaves:** Sent as needed for time-sensitive updates.
- SkySailor:** Four issues a year (Around Sept 1, Dec 1, March 1, June 1, depending on edits).

This mix should give you a steady rhythm of updates, plus the ability to hear from us quickly when it matters most.

### Safety Tip: Spring Flying

Spring is here, bringing longer days, better XC potential, and plenty of reasons to get excited. But the conditions also get sharper this time of year, so keep a few things in mind:

- Expect stronger air:** Spring can bring conditions with sharper-edged thermals, often lighter cores, more turbulence, and changing winds can create spicier conditions.
- Ease back in:** If you've had a winter break, fly conservatively for your first few flights. Consider starting earlier in the day and easing into conditions, rather than expect to continue where you left off last season.
- Check your gear:** Lines, reserve, harness, battens, seat belts, tyres, carabiners and instruments - make sure everything is in good order, especially if equipment has been in storage for a while. Now is not necessarily the time to try out a new piece of gear (harness/wing) – get comfortable in your current gear to make the most of transitioning back into the flying season.

October



## Airwaves

### Chief Flight Instructor Conference 2025

After a significant hiatus, SAFA recently hosted an online conference for CFIs and Flight Training Facility Operators, reconnecting with 25 of our sport's key training leaders across Australia.

Over 2½ hours, the group discussed audit feedback, compliance and manual updates, and new training products including the Advanced Wing Proficiency Package.

This is the first step toward regular instructor engagement and a face-to-face conference planned for 2026. SAFA also plans a similar event for SOs and SSOs soon to further strengthen knowledge sharing across the community.

*Thank you to everyone who participated and contributed.*

Phil Joughin – SAFA Training Manager

### SAFA in the Community

The Operations Team has been actively engaging with members and clubs nationwide to promote safety and connection.

For example, recently, **Safety Manager Iain Clarke** presented to the **Tasmanian Hang Gliding and Paragliding Association (THPA)** on our Accident and Incident Reporting System (AIRS) and operational updates.

Meanwhile, **Operations Manager Rohan Taylor** represented SAFA at the **Moyes Team Challenge in Forbes**, presenting on AIRS reporting and proactive safety management, sparking valuable discussions with pilots and organisers.



Operations Manager Rohan Taylor represented SAFA at the Moyes Team Challenge in Forbes

### Have Your Say - Proposed ADS-B Mandate

The Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts are conducting stakeholder consultation on a potential expansion of the ADS-B mandate in Australia. The proposal's premise is to enhance aviation safety by extending the mandate to both Visual Flight Rule (VFR) and Instrument Flight Rule (IFR) operations.

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November



## Airwaves

### ADS-B Mandate: Our Submission

As noted in our October Airwaves, the Federal Government is considering expanding the **ADS-B mandate** — a rule that could require all aircraft to carry electronic visibility devices. SAFA has formally responded on behalf of our members, advocating for realistic, safe, and fair requirements that reflect the unique nature of our aircraft.

**What we said in our submission:**

- Safety first:** Current approved devices can't be safely or practically mounted to most paragliders, hang gliders, and many weight-shift microlights.
- Clarity is needed:** Terms like "ADS-B capable" and "ADS-B IN" remain undefined, leaving uncertainty about what compliance would mean.
- Fairness matters:** Mandating equipment that cannot be safely installed undermines safety and disproportionately affects pilots in our sports, especially since our aircraft are excluded from the current rebate scheme.
- Operational reality:** Many of our aircraft fly at low altitudes and have minimal cockpits, meaning ADS-B equipment isn't practical and may interfere with instruments or safe operation.
- Drone Avoidance Responsibility:** We continue to advocate that drones, not crewed aircraft, should bear the primary responsibility for avoiding collisions in shared airspace.

**Our recommendations include:**

- Define what a "capable" aircraft is, and exclude aircraft where fitting ADS-B is unsafe or impractical
- Introduce a minimum altitude threshold (e.g. 1,500 ft AGL) before ADS-B is required
- Expand the rebate scheme to include unlisted aircraft
- Ensure drone operators are responsible for detecting and avoiding crewed aircraft

We remain committed to advocating for any future mandate that reflects the realities of our sports and supports safe, fair and sustainable aviation.

**Read our full submission here:** [SAFA Submission - Mandated ADS-B](#)

Iain Clarke – Safety Manager

### CASA Restarts Work on Part 103 Manual of Standards

CASA has resumed work on the Part 103 Manual of Standards, the document that sets out the technical and operational requirements for sport and recreational aircraft like ours.

This is an important process that could shape the rules for how we fly and maintain our aircraft. Consultation is expected to continue into 2026 with a staged implementation targeted for 2027.

**How SAFA's Involved**

SAFA is an active member of the Part 103 Technical Working Group, advocating for our members. We are focused on representing members' interests and pushing for standards that are practical, safety-driven, and reflect the realities of our aircraft and operations.

**We will continue to:**

- Advocate on behalf of members
- Provide updates on the MDS progress

December



## Airwaves

### SAFA Office Shutdown - Holiday Period

The SAFA Office will close from **12 noon Wednesday, 24 December 2025**, through to **Friday, 2 January 2026**.

During this time, only urgent matters that can be handled remotely will be addressed.

**In case of emergency, contact:**

**Jennifer Gale - 0417 009 336**

We appreciate your understanding and wish everyone a safe and restful break.

Jennifer Gale - CEO

*Out of Office...*

### ADS-B Mandate Consultation - Thank You to Our Members!

Submissions to the ADS-B Mandate Consultation (Ref. Airwaves Oct & Nov) have now been published: [Click to View](#)

Preliminary review suggests that SAFA members represent a significant portion of the total submissions — potentially the majority!

This is an outstanding effort, and we sincerely thank every member who took the time to make their voice heard. Your contributions strengthen SAFA's ability to advocate effectively on your behalf.

**What's Next?**  
SAFA will now:

- review all submissions to identify key themes and shared concerns
- use these insights to continue advocating for an approach that balances **safety, practicality, and cost** for our members

**How You Can Stay Involved**

- If you contributed: thank you again — we may reach out as we continue this work.
- If you didn't submit but have thoughts or concerns: please get in touch. Every perspective helps shape our position.

Rohan Taylor - Operations Manager

### Update from the Training Manager

It's been a big year, and since joining SAFA in June as Training Manager, it's been a privilege to work with so many of you across all disciplines.

Recently we delivered a **Senior Safety Officer (SSO) online engagement session**, with 31 SSO's plus our SAFA team discussing safety culture and next steps. We're progressing well with new resources for Safety Officers and SSOs, including a redeveloped Workshop and additional learning tools.

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January



## Airwaves

### New Qualifications Manual - Exposure Draft now available

We've been working behind the scenes on a major rewrite of the Qualifications Manual, and an **Exposure Draft of QM v4.0** is now available in the Members section of the SAFA website.

This update focuses on making the manual clearer, more consistent, and easier to use, shaped by what we've heard from members as well as our own internal review.

It also formally reflects changes already advised, including the transition from the PG Speed Wing endorsement to Advanced Paraglider Theory requirements.

At this stage, the documents are **for information only** and are **not yet approved for operational use**. They're shared early so members can see the proposed direction ahead of submission to the Civil Aviation Safety Authority (CASA). During the CASA review process, some amendments may be required as part of the progress towards approval.

Our aim is to publish the final QM v4.0 by the end of **March 2026**, with more detailed guidance once approval is in place.

👉 You can find the Exposure Draft (and the related Exposition Change Notice) in the [Members Area](#) under **Part 149 Documents --> Exposure Drafts**.

Alistair Dickie - SAFA President



Watch the video here

Morning Glory 2025 - A Hang Gliding Perspective

### Glorious Silver Lining

Thirty years after the first Australian hang glider pilots flew the Morning Glory near the Gulf of Carpentaria, **Tony "Vibes" Armstrong** got his chance to do the same.

An early-morning tow, a soaking-wet glider, and a cloud moving at around 30 kt delivered an "almost out-of-body" experience.

[Check out Tony's breathtaking video of surfing the Morning Glory](#) and read his article in the [latest edition of SkySailor](#).

### Competition season is underway

Summer comp season has kicked off, with a few great events either running now or just around the corner.

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Summer comp season has kicked off, with a few great events either running now or just around the corner.

- Forbes Flatlands** – on now
- Bright Open** – kicking off Friday 16 January
- Corroryng PG Open** – from 21 February

[You can follow along with tasks and results on AirScore.](#)

# Wind & Aircraft Considerations for Water Landings



## Light Wind

(<6 kn) – PG / PPG

### Consider landing downwind

- Keeps lines taut
- Wing may fall in front and trap air
- May allow more time to exit harness



## Strong Wind

(10+ kn) – PG / PPG

### Consider landing into wind

- Wing may kite above you
- Helps reduce landing impact
- Clear lines and separate quickly



## Hang Glider

or Weight-Shift Microlight

### Land into wind

- Minimise speed
- Maximise flare
- Exit aircraft quickly



## Powered Paraglider

or Microlight

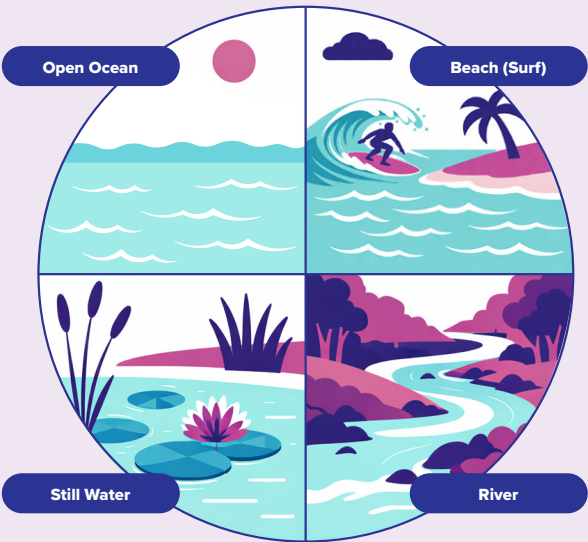
### Be aware of the motor

- Motor may sink quickly
- Can change buoyancy or angle
- Risk of pulling pilot underwater

[Read the full article here](#)

# Types of Water Landings

Water landings are generally unplanned and likely without considerable warning – plan, train and be ready with a clear action plan for the eventuality that is appropriate for the environment



Water landings vary depending on the environment.

**Still water** like lakes or dams may appear calm but still requires careful control. **Rivers** introduce fast-moving currents and hidden obstacles, while **beach or surf** landings involve waves, broken water and strong currents such as rips.

In **open ocean** conditions, swells, wind direction and distance from land all add complexity—making preparation and understanding the environment critical before attempting a landing.

[Read the full article here](#)

# Water Landing Common Hazards



## Tangled lines

High risk of getting tangled in slack lines on PG/PPG or HG/WM attachment points/wires. Harness attachments and lines can also become entangled or so tight due to water action that it is difficult to remove buckles, etc.



## Harness Design

Harness back protection may provide flotation but can also cause the pilot to rotate upside down or become entangled in lines. If a reserve or wing inflates on the water, it may drag the pilot underwater. Wave action may cause entanglement or entrapment, including beneath hang gliders or microlight wings



## Helmet

A helmet may help protect on water impact but can also catch lines and reduce visibility when wet or submerged. It may provide slight buoyancy if held close to the body.



## Tandem Aircraft

Tandem pilots, consider your passenger. Explain what will happen before ditching. Free yourself first to better assist the passenger. Where possible, help remove key connectors before ditching.

[Read the full article here](#)

# Visiting Pilot Membership Info Package

- Step 1**  
Join SAFA as a **Visiting Pilot Member (VPM)**.
- Step 2**  
Provide your Overseas licence and ratings (**IPPI**, **APPI**, or similar) and Flight Logs / Logbook copies.

Remember – once your VPM expires, your authorisation to fly in Australia also expires

- Step 3**  
Wait until you receive confirmation from the SAFA Office of membership.  
  
You will be able to check your online membership details, and it will display your pilot number and "Membership expires dd-mm-yyyy".  
  
**If you cannot log on – you are not yet a member** (this can take 1-5 days, contact the office for support).
- Step 4**  
Complete the VPM online workbook and exam (Moodle).
- Step 5**  
Ensure you get your Radio Operator's Licence (if required) or provide proof of equivalent.
- Step 6**  
Check the site guide or reach out to a local club and enjoy Australian flying.

## Membership

You must be a member of SAFA to fly in Australia.

Click **HERE** to join



If you have a current existing licence in another country, then you should be eligible to apply.



If you are in your country, you should be eligible to apply for a Pilot Member.

## Considerations

- Clubs**
- Before flying anywhere, reach out to the local club to find out rules and procedures governing the area.
- These may include:**
- Club membership, site rules, no fly areas, no landing zones, specific landowner requests, Airspace issues, closed periods, persons to contact, etc.
- A list of local clubs is linked **HERE**, or can be accessed through the **National Site Guide**. This will also give you a great contact to meet new people and fellow pilots to enjoy your time flying in Australia.

## Rules of the air

**When converging head on in clear air**  
Both gliders shall give way and move to the RIGHT.

**Flying along a ridge**  
The glider with their RIGHT tip to the ridge has right of way.

**When passing over a ridge**  
Pass on the inside or turn around (if safe to do so). Do not pass on the outside of the slower wing.

**In clear air**  
The faster glider gives way to the slower – passing on either side.

**When converging in clear air**  
The glider on the RIGHT has right of way.

**When joining a thermal**  
Join in the same direction and find a space – lower glider has right of way. Do NOT cut in.

**When landing**  
The higher glider gives way to the lower.

**When landed**  
GIVE WAY to approaching gliders and move out of the way.

**Absolute Rule**  
**AVOID A COLLISION AT ALL COSTS**  
Do not assume right of way



Where would  
SAFA's  
messages be  
expected,  
credible &  
useful

MONTHLY EMAILS

Timely and  
actionable  
information

WEBSITE

Permanent and  
searchable  
information

MEMBER PUBLICATION

Longer  
stories

CLUBS

Local  
information

MEDIA & EXTERNAL CHANNELS

Public-facing  
messages

# Right message, wrong place

does more than just waste effort.  
It can make your problem worse!

# Before you invest more energy into marketing...

Ask yourself  
these 3 questions



## 1. What are we trying to change?

What business result are we trying to create?

## 2. What do people need to believe?

What do they think now? What do they need to understand? And why should they believe us?

## 3. Where does that message need to show up?

Where is the customer making the decision, and what do they need at that point?

Do less.

Do it deliberately.

Get in touch with Carol &  
Kate

# Carol Liang & Kate Keys

Adacy



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[carol@adacy.com.au](mailto:carol@adacy.com.au)

<https://www.linkedin.com/in/kate-keys-10676814/>





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# Message

*Building trust and turning interest into action*

# Digital Experience & Customer Journey

## Ryan McCann

Founder & Creative Director  
Lion & Lamb

LION  
&  
LAMB



# Digital Experience & Customer Journeys.

Ryan McCann - Founder & Creative Director, Lion & Lamb

Business of Doing Business · Session 3

A man with a beard is lying in bed, looking down at a smartphone. The scene is dimly lit, with the light from the phone screen illuminating his face and the bed. The background is dark, suggesting a nighttime setting.

# Every referral ends in a **search.**

That search is the moment your reputation gets tested  
by someone who's never met you.

THE PREVIOUS SESSION ASKED

“Where does that message need  
to **show up?**”

For most of us - the search. Website, Google listing, Instagram.  
The digital experience.



Thoughtful design is the

fastest proof **you've got.**

They're judging your competence. And in that first moment, the only evidence available is how it looks and how it works and how it answers a question.

What people **actually do** in those first seconds

What people **actually do** in those first seconds

The regional **gap**

What people **actually do** in those first seconds

The regional **gap**

What is **design doing?**

What people **actually do** in those first seconds

The regional **gap**

What is **design doing?**

**Brand** matters



WHAT THEY'RE ACTUALLY ASKING

**DISCOVER**

---

Do you exist?

**CONSIDER**

---

Are you for  
someone like  
me?

**DECIDE**

---

What if I get this  
wrong?

**STAY**

---

Was it as good  
as they said?

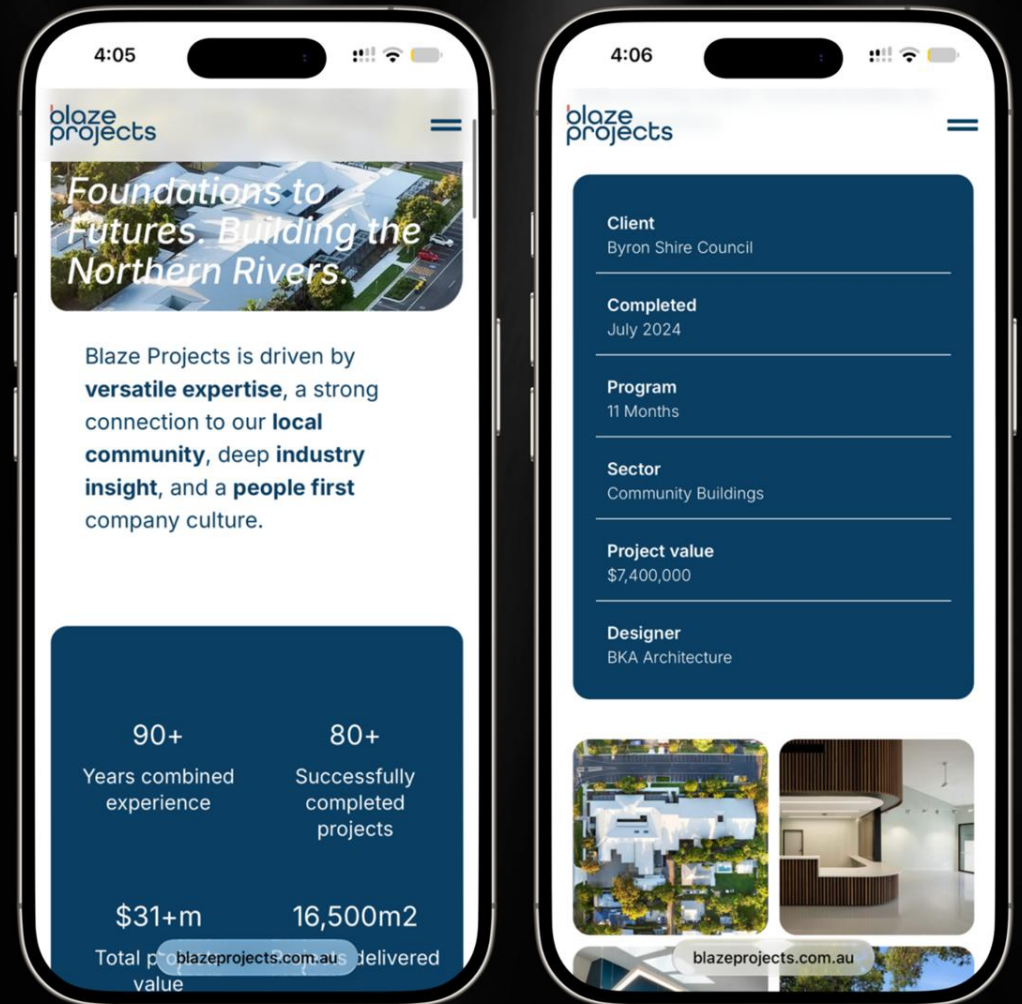
# Where does the decision happen?

**The middle** - Are you for me? What if I get this wrong?

BLAZE PROJECTS — COMMERCIAL BUILDER, BYRON BAY

Let the results do the  
talking.

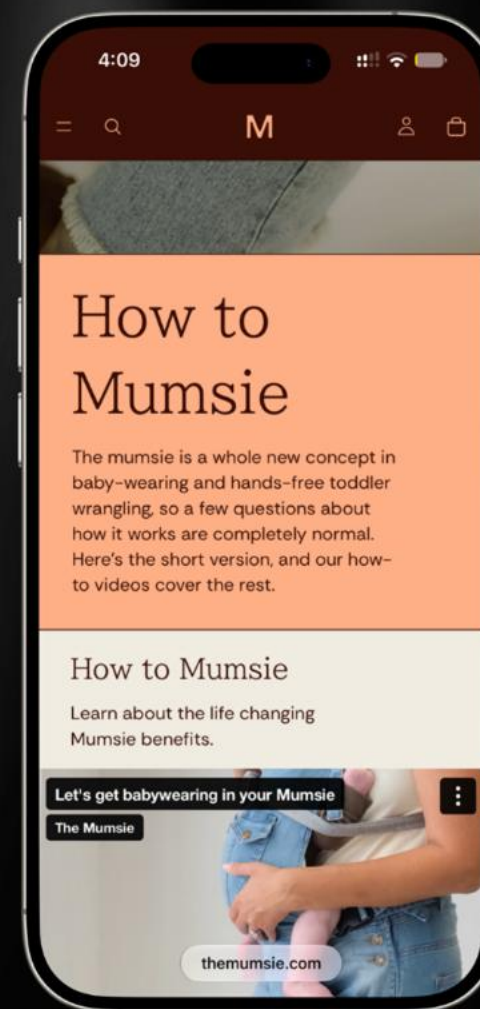
STAGE IN FOCUS // DECIDE



THE MUMSIE — BABY-WEARING OVERALLS

Sell past the  
hesitation.

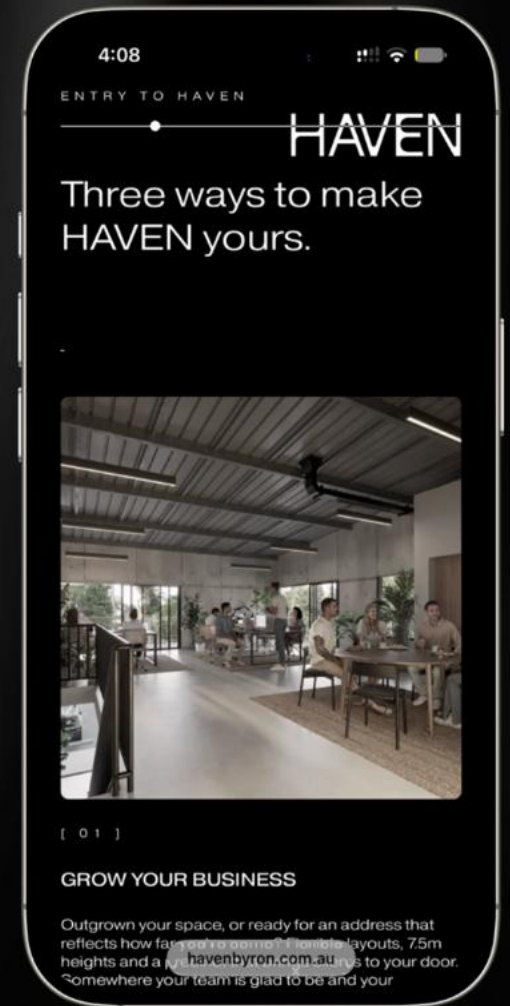
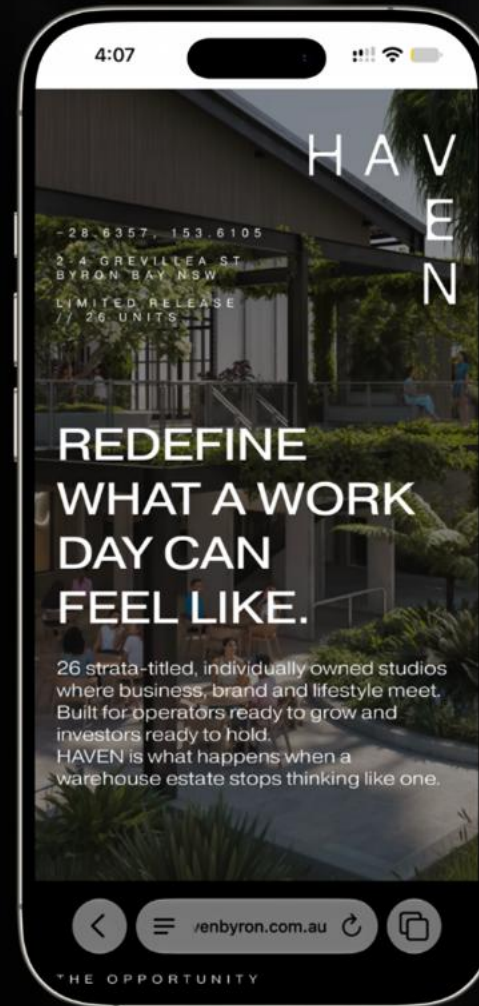
STAGE IN FOCUS // CONSIDER



HAVEN — BYRON BAY

Three buyers. **Three**  
**entries.**

STAGE IN FOCUS // **CONSIDER**



THE BANGALOW HERALD

It should feel like it's  
from here.

STAGE IN FOCUS // STAY





A NOTE ON TOOLS AND TECHNOLOGY

Learn the **principles.**

Every tool you can use today will be replaced.

# Make it easy to say **yes.**

Your website is a conversation.

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## Get in touch with Ryan

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# Ryan McCann

Founder & Creative Director  
Lion & Lamb

LION  
&  
LAMB



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# Story

*Communicating your value clearly and consistently*

# Storytelling & Content That Converts

## Matt Siegel

Founder & Director  
Green Thumb Media



# Content isn't optional.

You don't get to decide whether your business has content. Only whether you made it.



# 26.2 million

**Australians are online. 97% of the country.**

---

## 21 million

on social media

---

## 5h 52m

online every day

---

## 1h 14m

a day on TikTok alone

**Your customer has already met you before they meet you.**

“Half the money I spend on advertising is wasted. The trouble is, I don’t know which half.”

- John Wanamaker, department store magnate

**You now know which half.**

Seven-second drop-offs. Which headline pulled. Whether anyone who watched the whole thing ever bought anything.

# Samsung P9 Portable SSD

A product made for content creators.

A launch video made with generative AI.

MADE WITH GENERATIVE AI

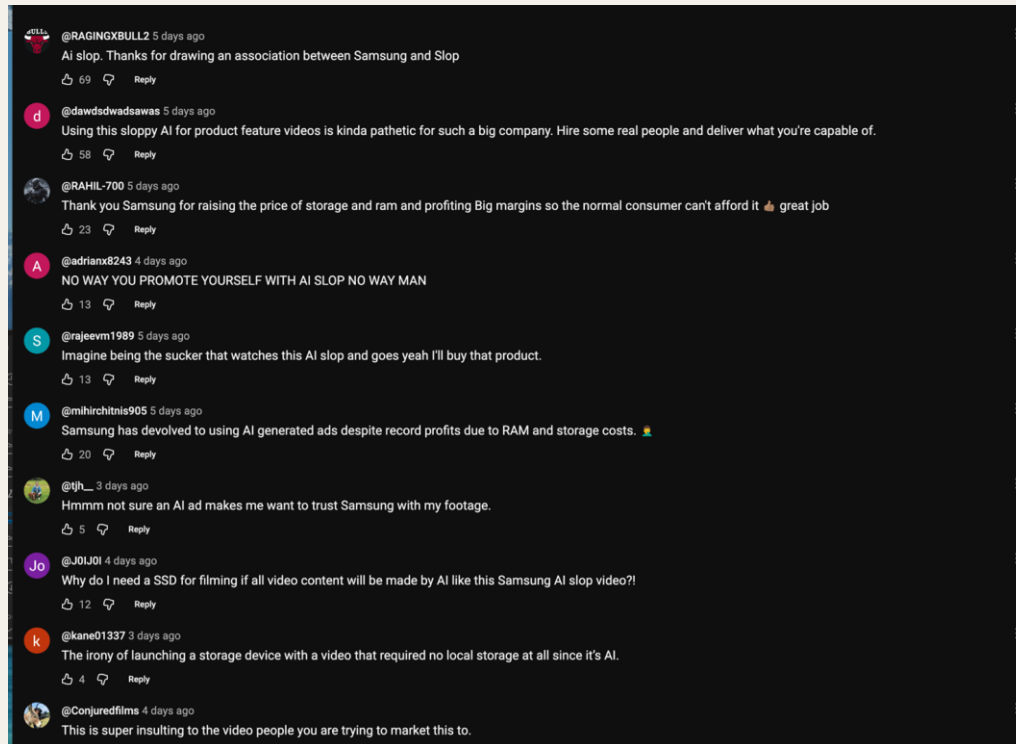


# P9 Portable SSD

The edge of your world

Samsung, "P9 Portable SSD"

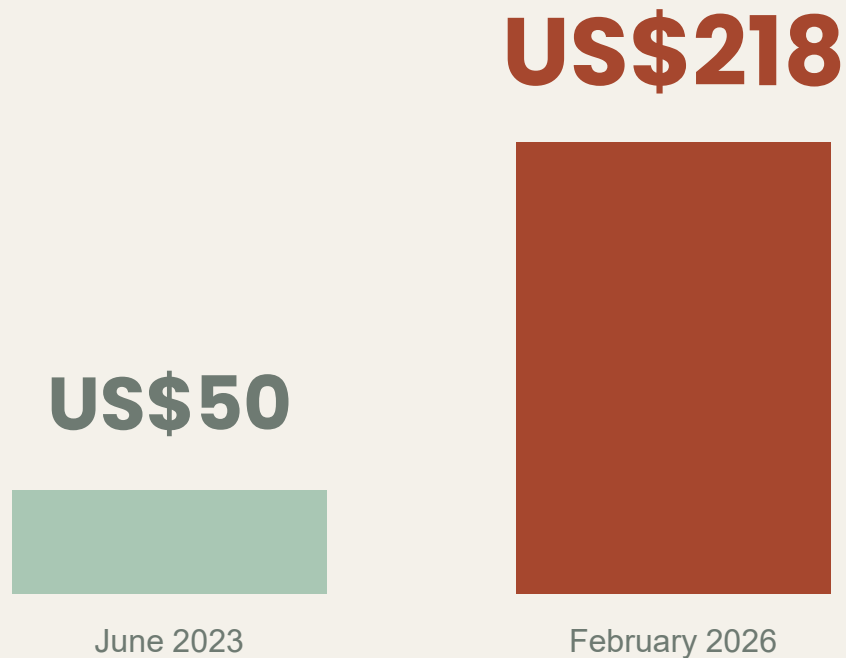
# The video wasn't the interesting part.



They sold a tool to creative professionals with a video arguing creative professionals were unnecessary.

**Samsung survives this. You don't.**

# And the timing made it worse.



## Samsung 990 Pro 1TB

Flash memory prices roughly doubled in a year because AI data centres are buying the supply. Samsung is the largest maker of that memory on earth.

“We used AI to replace you, in an ad for a product that AI made unaffordable.”



# Every piece of content is a work sample.

Not a message about how you work. A demonstration of how you work.

# Dollar Shave Club, March 2012

---

**US\$4,500**

total budget

---

**1 day**

in a warehouse

---

**0**

professional actors





Dollar Shave Club, "Our Blades Are F\*\*\*ing Great"

# What four and a half thousand dollars bought.

---

**12,000**

subscribers in the first 24 hours,  
after a full day of downtime

---

**3.2 million**

subscribers by 2016

---

**US\$1 billion**

paid by Unilever in cash, July 2016

The lesson is not “make a viral video.” The lesson is what sits underneath it.

# Four steps, and you run them again.

01

## IDENTIFY

Your customer's problem, not yours. The question you answer eleven times a week on the phone.

→ 02

## IDEATE

A concept, not a topic. If a competitor could put their logo on it, you don't have one yet.

→ 03

## PRODUCE

Match production value to the promise, not the budget. Never cut audio, clarity, or the first five seconds.

→ 04

## EVALUATE

Pick the metric that maps to money. Views are vanity. Then make the next one better.

Piece twelve is better than piece one, and it costs you less to make.

# Flow Power, Shoalhaven



\$10,000 in

**Over \$1 million out**

Two of Flow Power's customers told them, unprompted, that this video was a key reason they signed.

One asset, doing the job while everybody sleeps.



# **Write your customer's problem in one sentence.**

If you can't write the sentence, you're not ready to make content.  
You're ready to do some research.

---

Get in touch with Matt

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# Matt Siegel

Founder & Director  
Green Thumb Media



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<https://www.linkedin.com/in/matt-siegel-gtm/>



# Break

15 minutes | Light refreshments

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# Let's get a fresh perspective on our businesses

**A peer-challenge workshop**

*Work on your own business. Learn from the whole room.*

## REFLECT

5 minutes | Individual

### Who are you trying to reach?

Your customer is not “everyone”. Choose one customer group, product or service to focus on for the exercises today.

*The product, service or audience I am focusing on today is:*

#### Who are they?

Define the customer specifically enough that you can picture a real person or business.

#### What do they care about?

Think about the problem they are trying to solve, the outcome they want and what may make the decision difficult.

#### Where do they first encounter you?

For example: referral, Google, social media, an event, signage, advertising or direct outreach.

#### Why might they choose you?

What is genuinely useful, relevant or different about the experience you offer?

## REFLECT

5 minutes | Individual

# How do customers experience your business?

Customers form an impression across a series of interactions. Map the journey for the customer, product or service you selected.

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### 1 DISCOVER

How do they first become aware of you?

**Touchpoints:**

**What are they trying to understand?**

### 2 CONSIDER

How do they compare you with alternatives?

**Touchpoints:**

**What questions or concerns do they have?**

### 3 DECIDE

What helps them say yes—or causes them to stop?

**Touchpoints:**

**What proof or reassurance do they need?**

### 4 STAY

What makes them return, recommend you or leave?

**Touchpoints:**

**What experience do you need to reinforce?**



**Where in this journey are customers  
most likely to lose confidence?**

# The three-question test

1. What are we trying to change?
2. What do people need to believe?
3. Where does that message need to show up?

## REFLECT

5 minutes | Individual

### What are we trying to change?

Choose the business result—not the marketing output. “Post more often” is an activity. “Generate more suitable enquiries” is a **result**.

---

- ☐ More enquiries or sales
- ☐ Better-quality enquiries or sales
- ☐ More repeat customers
- ☐ Better conversion from existing interest
- ☐ Less price resistance
- ☐ A stronger reputation
- ☐ A clearer offer
- ☐ A successful launch of a product or service
- ☐ Something else:

---

**The ONE result I am trying to create is:**

**Why does this matter now?**

**What would tell me that it is  
improving?**

### **Pressure test**

Is this a business result you can recognise, or simply more marketing activity?

## REFLECT

5 minutes | Individual

### **What do people need to believe?**

People act when they believe something important about the problem, the outcome or your ability to help. Define the belief shift your marketing needs to support.

---

### **What do customers currently think, assume or misunderstand?**

### **What do they need to understand, trust or value instead?**

### **Why would this belief help create the result from Question 1?**

# What would make it believable?

*Choose proof that directly supports the belief, not simply information you already have.*

- ☐ Customer reviews or testimonials
- ☐ Case studies or before-and-after examples
- ☐ Results, data or specific outcomes
- ☐ A clear explanation of your process
- ☐ Qualifications or relevant experience
- ☐ Demonstrations, samples or trials
- ☐ Transparent pricing, guarantees or expectations
- ☐ Something else:

## REFLECT

5 minutes | Individual

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### Question 3: Where does the message need to show up?

Choose the point in the customer journey where the belief is most important—not simply the channel you use most often.

- Website or landing page
- Google/search
- Reviews & testimonials
- Social media
- Advertising
- Email or enquiry follow up
- Quote or proposal
- Sales conversations
- Signage or physical location
- Packaging
- Referral/word of mouth
- Customer onboarding or aftercare
- Something else



---

**The most important place for this message is:**

**What does the customer need to see, hear or experience there?**

**What is currently missing or getting in the way?**

## **Pressure test**

Does this touchpoint occur at the moment the customer needs that belief or reassurance?

## TEST YOUR THINKING

5 minutes each | At your tables

---

**Explain your three answers to another participant. Their job is to help you identify gaps, assumptions or ideas that are still too broad.**

- Is the result specific enough to guide a decision?
- Does the belief matter to the customer, or mainly to the business?
- Would the proposed proof genuinely support that belief?
- Is the selected touchpoint where the customer most needs the message?
- What assumption still needs to be tested?
- What would make the action smaller, clearer or easier to begin?

# One action this week

Choose one specific action you can take this week. It should test an assumption, provide proof for the belief you need to build, or improve the most important point in the customer journey.

### Useful Examples:

- Ask three customers why they chose you
- Ask one lost prospect what stopped them proceeding.
- Track how your next ten enquiries found you—and why they chose you.
- Replace one vague marketing claim with a specific proof point.
- Add a case study, result or example that supports the belief you need to build.
- Answer a common customer concern at the point where it occurs.
- Clarify what happens immediately after someone enquires.
- Test your key message with three customers before publishing it.
- Improve one specific confidence gap in the customer journey.

## **DISCUSSION**

5 minutes | At your tables

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# **Share your reflections with your table**

## TABLE SHARE-BACK TO THE GROUP

5 minutes | One insight per table

**Each table — share your biggest insight.**

*Not a summary. The one thing that surprised you most.*

---

## PANEL DISCUSSION

Q&A with all presenters | 15 minutes

*"What's the most common marketing mistake you see in SMEs?"*



## LEADERSHIP INSIGHT

*A local leadership perspective to finish — because theory only matters if it works in real businesses.*



---

# WHAT THIS MEANS IN PRACTICE

1

## **Start with the result.**

Define the business result you need before choosing a marketing activity.

2

## **Belief needs proof.**

Identify what customers need to believe, and what will make it credible.

3

## **Strengthen the right touchpoint.**

Put the message where it matters most in the customer journey.

---

**WHAT ARE THREE ACTIONS YOU  
ARE GOING TO TAKE THIS WEEK?**

*Today was about demand. Next session is about delivery.*

**Your people. Your systems.**

*Because strategy, numbers and customers only work if your team can execute.*

NEXT SESSION

# Enhancing Business Performance

People, Leadership & Tech

*"Can we deliver it?"*

You know your customer and your message. Next time, we'll make sure your team, systems and culture can deliver it.

*"Attend one session and gain value. Attend all four and transform how your business operates."*

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