

NATURALLY GOOD  
**BUSINESS  
SUMMIT**

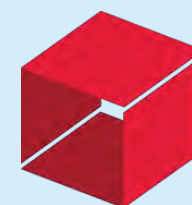


**10:45am - Digital and  
Social Marketing  
Strategies to Drive Growth**

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**Mathew Slavica**  
CEO, Digital Stand

Summit Sponsor:



**UNLEASHED**





ISO 100 1/80 F5.6

second issue



# The Formula







\$325B







# THE COMPETITION FOR ATTENTION





# TIME

- ✓ 800 Milliseconds
- ✓ 1 Second
- ✓ 8 Seconds
- ✓ 17 – 22 Times
- ✓ Every time



# YOUR PLATFORM

# facebook

1.56  
BILLION

FACEBOOK

1  
BILLION

INSTAGRAM

1.8  
BILLION  
MONTHLY

YOUTUBE



# THE MESSAGE









# The Image – Video + the Headline Are Everything!

- ✓ Awareness
- ✓ Consideration
- ✓ Decision





If you don't close  
them you still can!

97%





# Friction Checklist

## 1. Awareness

- Prospect doesn't know your brand, product or service exists
- Prospect doesn't know they need your product/service
- Irrelevant offers/ads
- Too much time spent searching

## 2. Information gaps

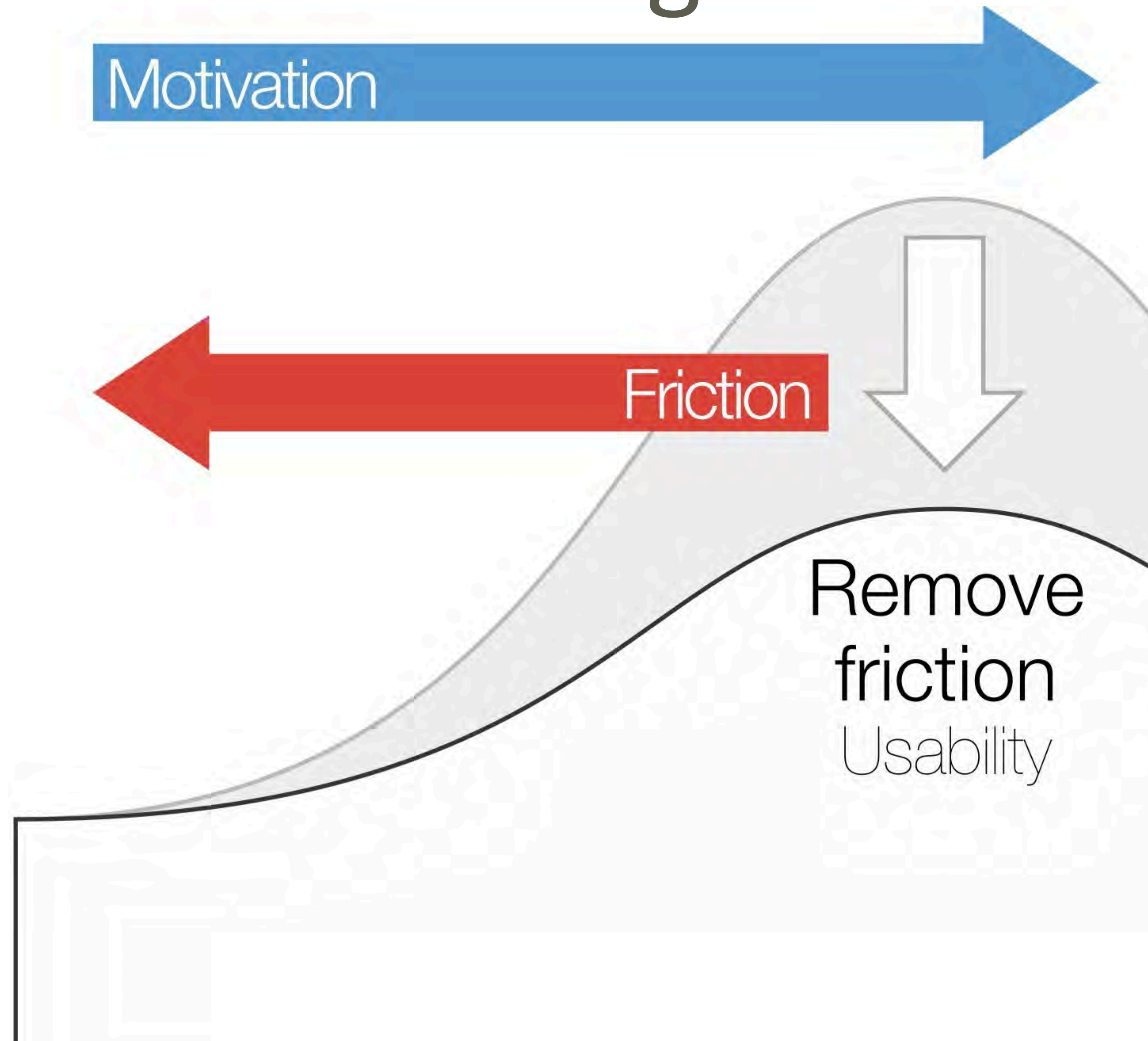
- Too much/too little information
- No expert advice
- Can't chat or ask for help
- Can't see, touch or try item
- Risk perceptions unaddressed (safety, privacy, etc.)
- No reviews/ratings to encourage purchase
- No price information

## 3. Technology Gaps

- Ads not linking correctly
- Registration/Form-filling
- Loading time too long
- No language localization
- Content not optimised for all platforms



# Persuasive Design



motivation  
Psychology







# Digital Stand

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