



IF I WERE A LAVENDER GROWER

Digital Marketing
Helen Player

A close-up, slightly blurred photograph of a lavender field. Several tall, slender spikes of purple flowers are in focus, rising from green foliage. The background is a soft, out-of-focus expanse of more lavender plants, creating a sense of depth and tranquility. The overall color palette is dominated by various shades of purple and green.

WEBSITES - THE NEW YELLOW PAGES

BALANCE THE 'SELL'

- Balance the hard sell by creating relevant content
 - Top notch recipes using lavender
 - 10 ways to use lavender oil
 - How to grow your best lavender
- Plan out content so when the time comes, it's easy to write



Top 10 Wellington must dos

There's so much to see and do in the coolest little capital, so to get you started, here's our list of the top 10 must dos.



20 awesome things under \$20

There's heaps of cool things to see, do and eat in Wellington that won't break the bank. Here's 20 things you can do for under \$20.



Top notch brunch spots

It's a glorious experience to head out at 12pm and not being frowned upon when you ask for a bit of breakfast. There are many favourite spots and here are a few.



Tastiest new spots

It seems there's always a new eatery or bar that's just opened up in Wellington. Here are some of the most recent and recommended.



TELL YOUR STORY

- People resonate with people
 - Have an about section
 - Show who you are – who wouldn't want to meet Joey
- Add history of farm, your passions, why your lavender differs
- Don't be afraid to have multiple pages
 - Digital readers are lazy; have scannable content with titles



Joey

Our newest and most enthusiastic team member he is always ready to lend a paw.



Brendan

The man who started it all, for Brendan there's never enough hours in the day.



Lorna

Steers Mayfield through the high seas of Lavender and the cool frosts of Spring.

BE MOBILE FRIENDLY

- 90% of the world's 2.4b internet users have bought from, or contacted a business via mobile
- Roughly 50% of traffic is now on mobile devices
- Ensure your site is responsive
- Test your website – does it work properly on mobile?
- Are 'buy' buttons visible in your navigation?



SEARCH ENGINE OPTIMISATION

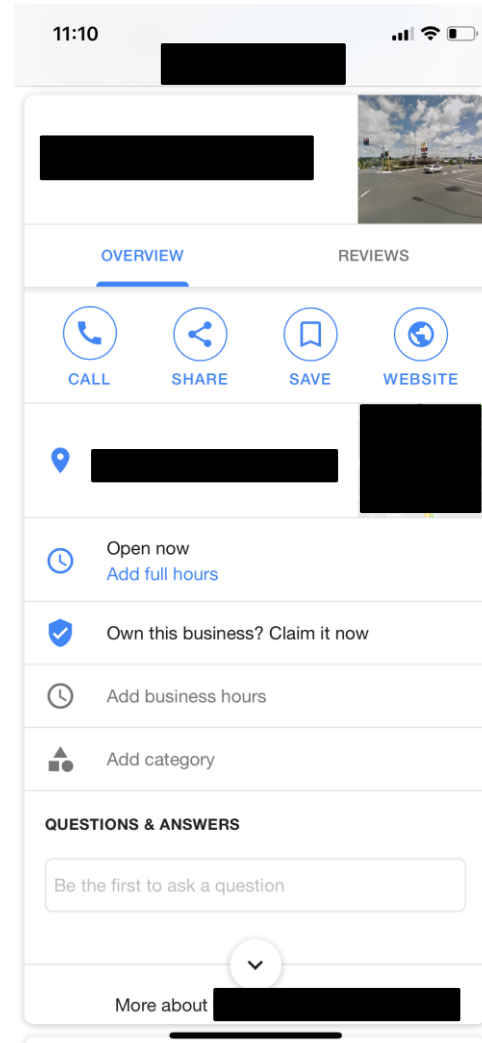
SEARCH ENGINE OPTIMISATION — IT'S A LAND GRAB



CLAIM YOUR GOOGLE BUSINESS

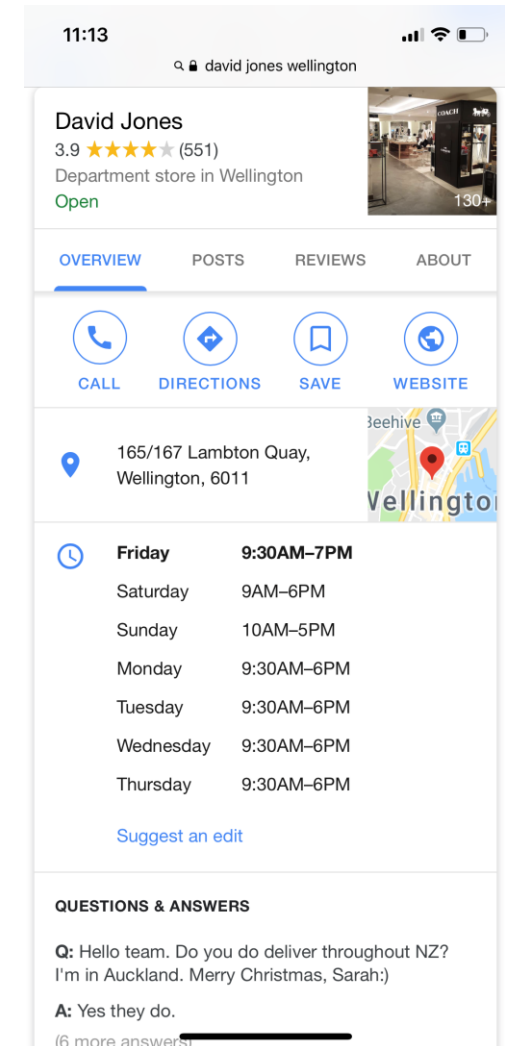
Without

- No description
- No opening hours
- McDonalds carpark image



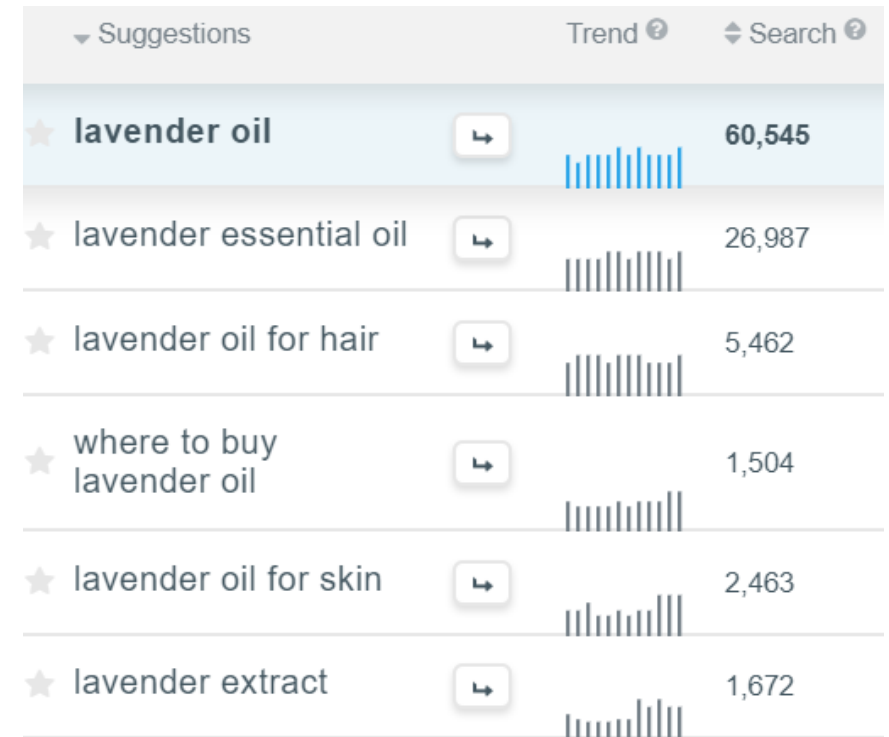
With

- Description
- Opening hours
- 130+ images
- Q&A
- Exact address



HOW TO HELP UP YOUR SEO VALUE

- Include relevant keywords on your site
 - Use long-tail keywords
 - Use a 'keyword tool'
- Give pages relevant names
- When creating sub page URLs, add – between words so search engines can distinguish between words.
- If your CMS have ability to add meta title and meta descriptions – ADD THEM!
- Regularly add content to your website



[Home loans | Personal banking | Kiwibank](https://www.kiwibank.co.nz/personal-banking/home-loans/)

<https://www.kiwibank.co.nz/personal-banking/home-loans/>

Ready to get into your dream home? We will help you choose the right **home loan** and show you a repayment plan to suit your needs. Apply online today.

A woman with long brown hair, wearing a black and white striped shirt and a light-colored skirt, is crouching on a dirt path in a vast lavender field. She is holding a black camera with a large lens up to her eye, taking a photograph. The field is filled with rows of blooming purple lavender plants, and the path is made of light brown soil and small stones. The background shows more rows of lavender stretching towards the horizon under a clear sky.

SOCIAL MEDIA

THUMB STOPPING IMAGES

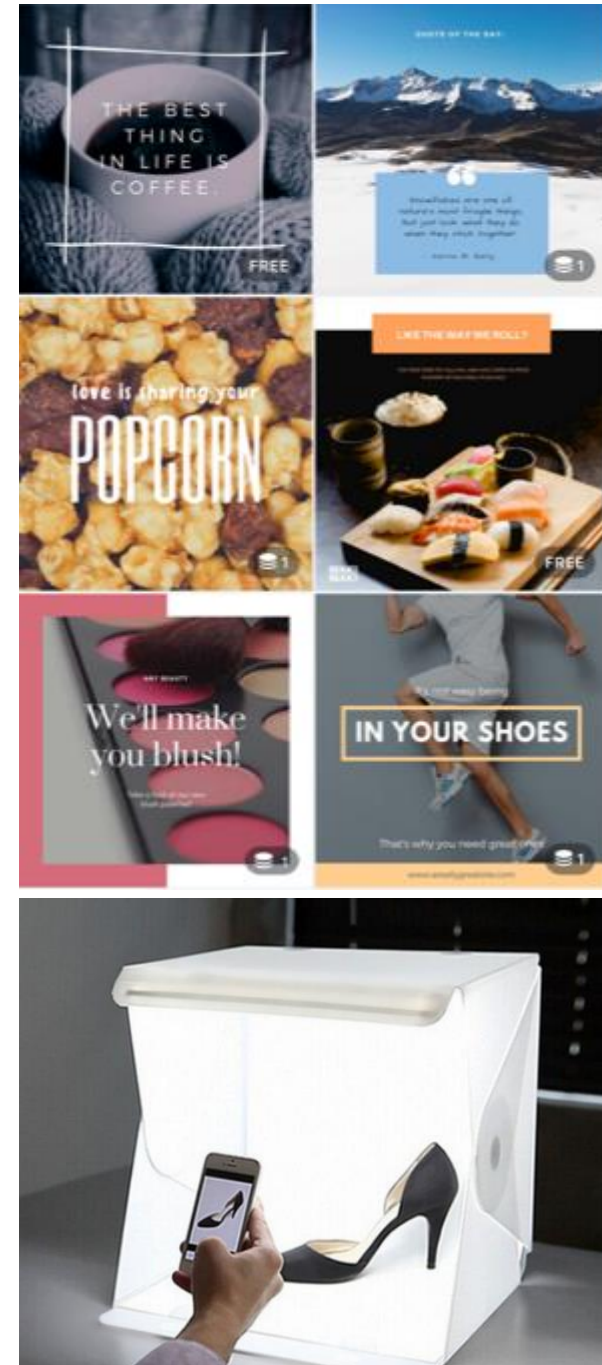
Social media is all about imagery

- It doesn't need to be professionally shot
 - Social media is about being real

- Make is crisp
- Take up as much real estate as can

Tools I use:

- Canva
- Camera +
- Typography (if you don't mind ads)
- White photo box



ADD SOME CUTE FACTOR

Animals, children and food rule the internet.

- Think about how you can incorporate them;
 - Bees, lambs, cows
 - Recipes, cafes
 - Grandkids and kids

And if that fails, add a path leading to the horizon.



AMPLIFYING OPPORTUNITIES

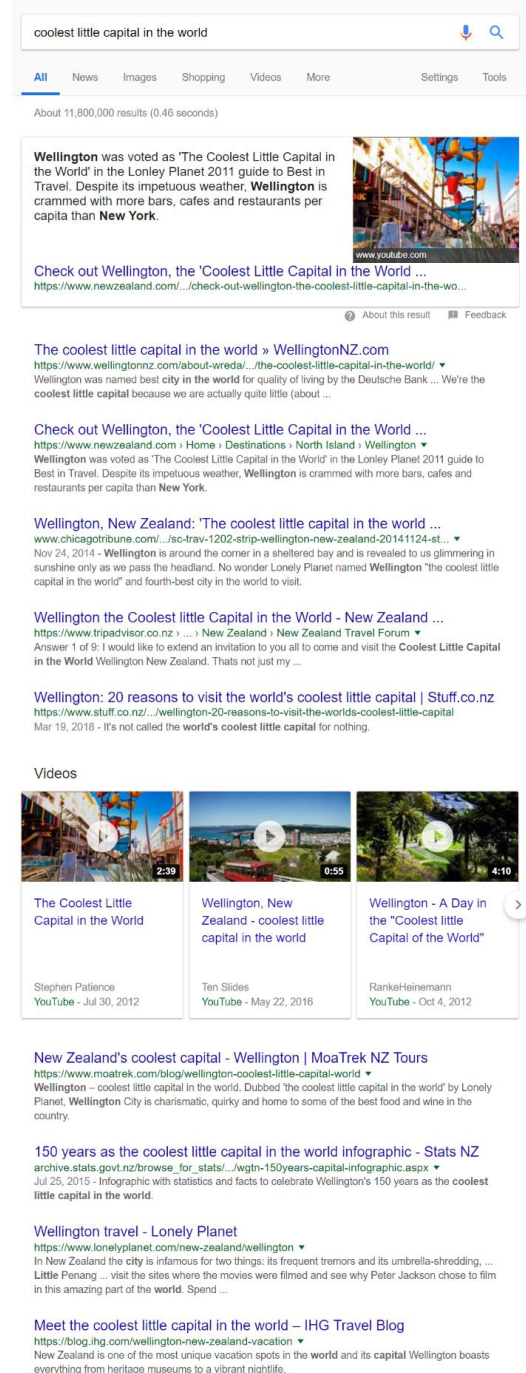
The coolest little capital in the world

THE AMPLIFICATION

Started as one liner in a Lonely Planet article, turned into 11.8million Google results for ‘coolest little capital in the world’.

- Street flags, advertising, PR, media interview

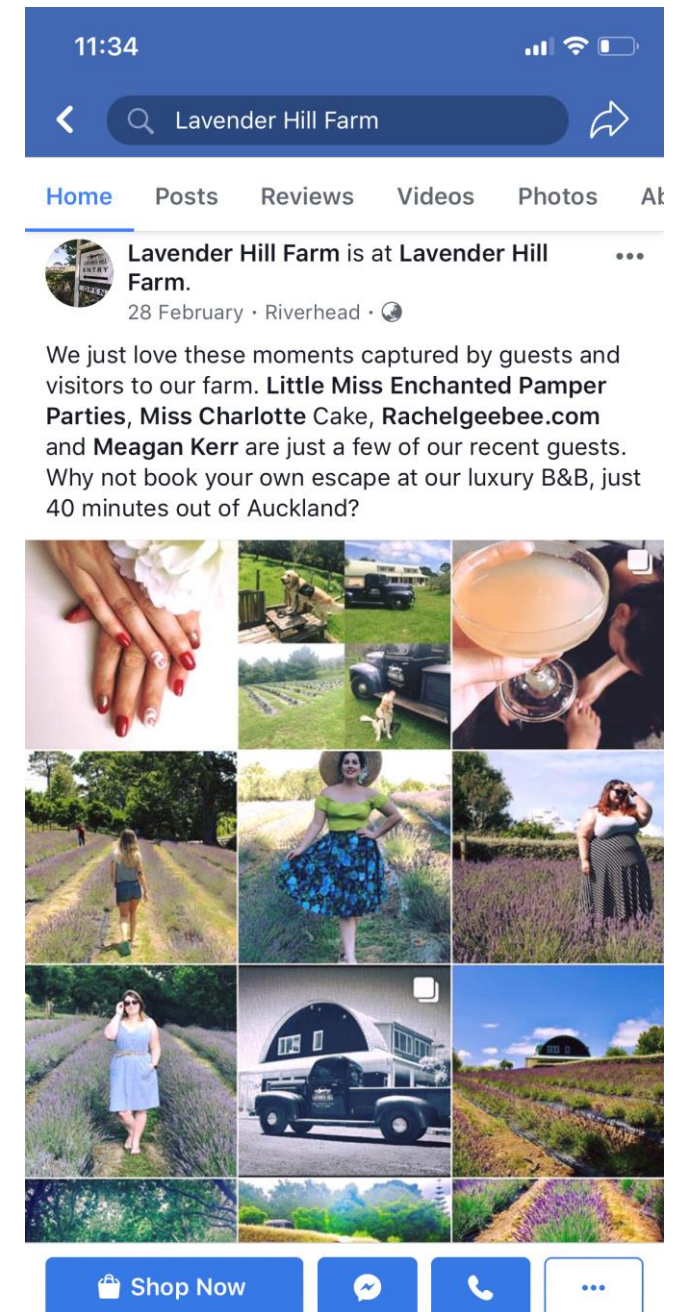
But you don't need a global publication to shout about you to get amplification.



CREATE SHAREABLE MOMENTS

Think about how can you encourage people to share your products

- Have signage with your hashtags and channels
 - On packaging, at locations
- Repost visitor photos and comments
 - Ask permission to post, or create a hashtag like #ShareMeWLG, #AirNZShareMe
 - Enable them to check in
- Invite local media to key events
- Run competitions
 - Product giveaways, weekends away
- Create Facebook events
 - Lavender picking events
 - Post on Eventfinder (free)
 - Tell your local tourism agency
 - Run targeted Facebook/Instagram ads
 - Host an InstaMeet



QUICK FIRE TIPS

- Never share others' content, recreate
- Keep posts short
 - About 3-4 lines before it's cut off
- Upload videos directly to channel, not through YouTube
 - Takes up more real estate
- Tag partners (and don't tell them about the 'never share' tip)
- Use relevant hashtags

REMEMBER THE NUMBERS

Absolutely
Positively
Wellington

Absolutely Positively Wellington
August 8

{Giveaway} Logan Brown anyone? Visa Wellington On a Plate starts serving tomorrow, and we've four double passes to give away including MasterClass and a New Orleans Jazz Brunch. Enter here <http://bit.ly/14ziH3d>



Like · Comment · Share

195 14 22

33,200 people saw this post

Boost Post

Absolutely
Positively
Wellington

Absolutely Positively Wellington
January 16

Many of Wellington's best bars are hidden down side streets or tucked away unnoticed. Here are some of the best tippie spots: <http://bit.ly/11y3qfB>



Like · Comment · Share

310 25 82

16,347 people saw this post

Boost Post

ANALYTICS

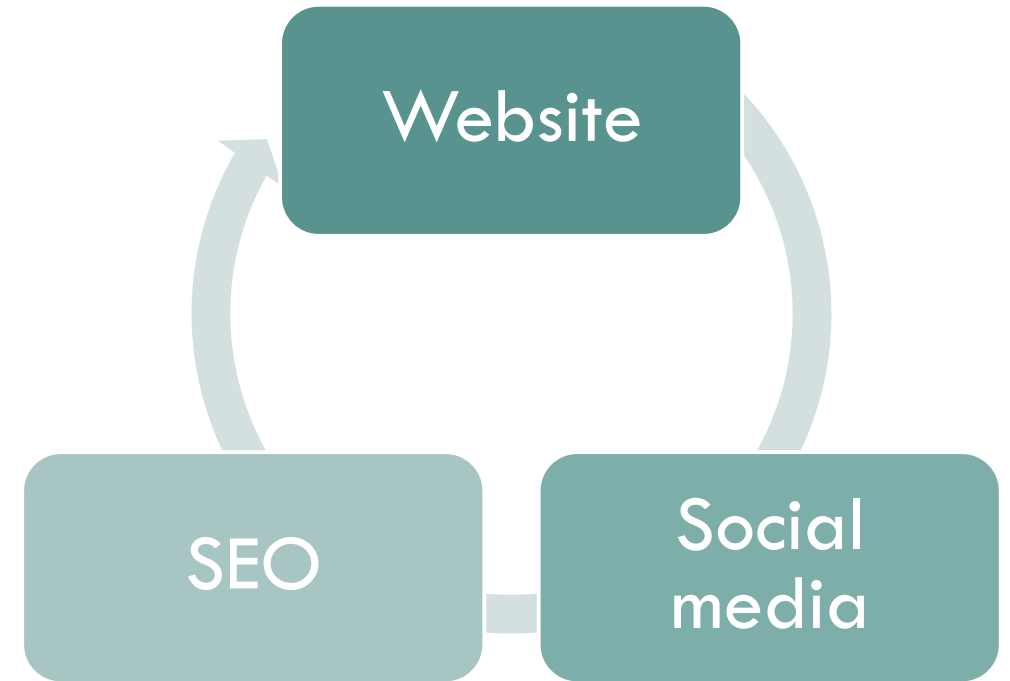
- Ensure you're using website tracking
 - If using Google Analytics, use [UTMs](#)
`?utm_source=Facebook&utm_medium=social&utm_campaign=Social0818`
 - Wrap links up in short URLs such as tiny.url, bit.ly and Google's URL shortener
 - Stats to look at:
 - what channels are driving traffic
 - what products/pages are people mainly looking at
 - what location are your users coming from?
- Facebook and Instagram have loads of in-built tracking tools

A collage of mathematical symbols and equations, including:

- $2 > -3$
- $0.999... = 1$
- $\pi \approx 3.14$
- $\sqrt{2}$
- $1 + 2 \cdot 3$
- $(1 - 2) + 3$
- $5(2 + 2)$
- $101_2 = 5_{10}$
- ∞
- $+$, $-$, \times , \div
- 5^2

WHAT WOULD THE IDEAL STATE LOOK LIKE

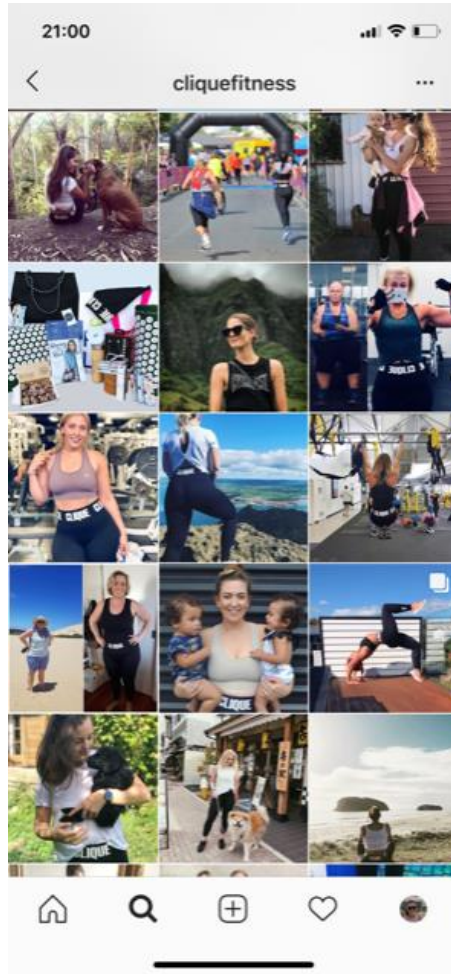
- Create article for website; 10 recipes using lavender including photos and links to purchase
- Post photo on social media, including tracked link to article
- Track how many people visited pages and if they visited other pages/purchased
- Search engines will crawl this article, helping your site show more frequently in search results
- Users will then repeat cycle of coming to website



SMALL NZ BUSINESSES DOING IT WELL

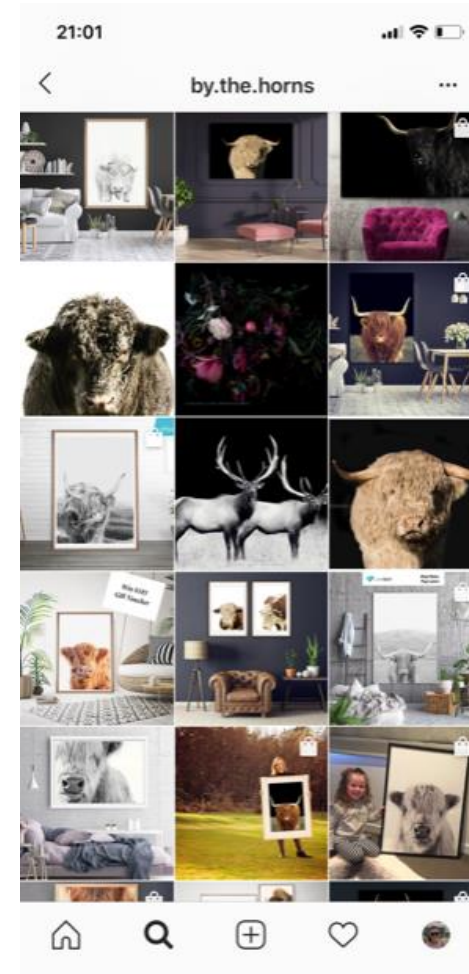
Clique fitness

- Products always in shot
- User photos
- Animals and babies



By the horns

- Competitions
- Beautiful photos
- Use of partners





THANKS!

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