



# DIGITAL MARKETING TOOLKIT

VERSION 1: APRIL 2024

A resource for Lysaght® Distributors, Resellers, Customers and Channel Partners

INSPIRATION TO BUILD BETTER

# BUILDING A DIGITAL FOOTPRINT FOR YOUR BUSINESS

**In an era where the digital world is as tangible as the physical, establishing a robust digital footprint is not just beneficial—it's imperative for the growth and sustainability of your business. The digital footprint of a business is the sum of all interactions and impressions that it makes online, across a variety of platforms and touchpoints. It's how your brand is perceived in the vast digital landscape.**

## THE DIGITAL IMPERATIVE

**Visibility and Accessibility:** In the vast expanse of the digital marketplace, visibility is currency. A strong digital footprint ensures that your business is seen and accessible where your customers are searching, browsing, and engaging.

**Credibility and Trust:** Your digital presence tells the story of your brand's reliability and trustworthiness. With consistent and authentic interactions, you build a reputation that resonates with your audience.

**Customer Insights and Engagement:** Engaging online not only allows you to reach more customers but also to understand them better. Analytics provide deep insights into customer behaviour, enabling targeted strategies that cater to their needs and preferences.

**Competitive Advantage:** In a competitive marketplace, a digital footprint can be a differentiator. It positions you where potential customers are making decisions and where they're most influenced—online.

## ALIGNING WITH LYSAGHT

As part of our commitment to your success, Lysaght aims to assist you in crafting a digital footprint that stands out. We provide the tools, guidance, and support necessary to navigate the digital space effectively.

**Collaboration and Co-Branding:** By integrating Lysaght's established brand presence with your unique business offerings, we create a synergistic partnership that amplifies impact and reach.

**Comprehensive Strategies:** From social media to search engine optimisation, our guide offers a roadmap to a broad digital path that encompasses all facets of online marketing.

Together, with Lysaght, set the foundation for a digital presence that not only represents your brand but also drives it forward in an ever-evolving online world.

For a complete digital strategy we recommend seeking professional advice and can connect you with Lysaght's preferred marketing agencies.

**For more information please email [marketing@lysaght.com](mailto:marketing@lysaght.com)**

# WHY DOES SOCIAL MEDIA MATTER?

**Social media is pivotal in modern business. It's not just about being online; it's about being connected to your audience. At Lysaght, we recognise the power of digital platforms and aim to empower you in this space.**

**Broadening Reach:** With over 2.8 billion monthly active users on platforms like Facebook, the potential for brand exposure is immense.

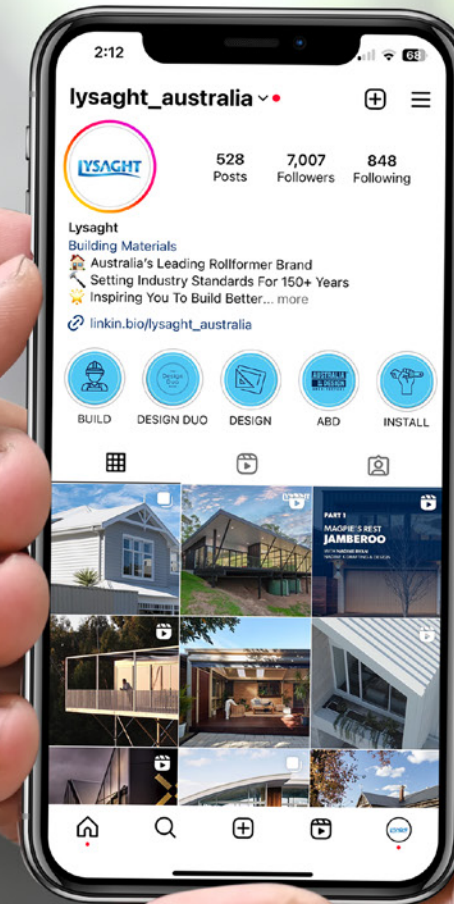
**Visual Storytelling:** Instagram and Pinterest's visual nature makes them perfect for showcasing Lysaght products in a compelling way.

**Brand Development:** Use these platforms to share your story, show off your best work, and connect with your audience authentically.

**Engagement:** Social media offers unparalleled opportunities to engage with customers and collaborate with industry partners.

**Expectations:** Customers expect to find you online. Ensure you're not only present but also actively engaging.

Tag Lysaght in your posts for increased visibility. Use [@lysaght\\_australia](#) on Instagram and [@LysaghtAU](#) on Facebook to connect with us.



# THE FOUNDATION OF GREAT POSTS

**Effective social media posts deliver value and reflect your brand's identity.**

## CONTENT STRATEGY

**Educate, Inform, Entertain, Inspire:** Share valuable content like high-quality images, helpful videos, and engaging stories.

**Tagging:** Tag @lysaght\_au and use hashtags such as #LysaghtInnovation, #LysaghtDesign, #BuildingWithLysaght #ShapersOfColorbond to align with our brand and increase the reach of your posts.

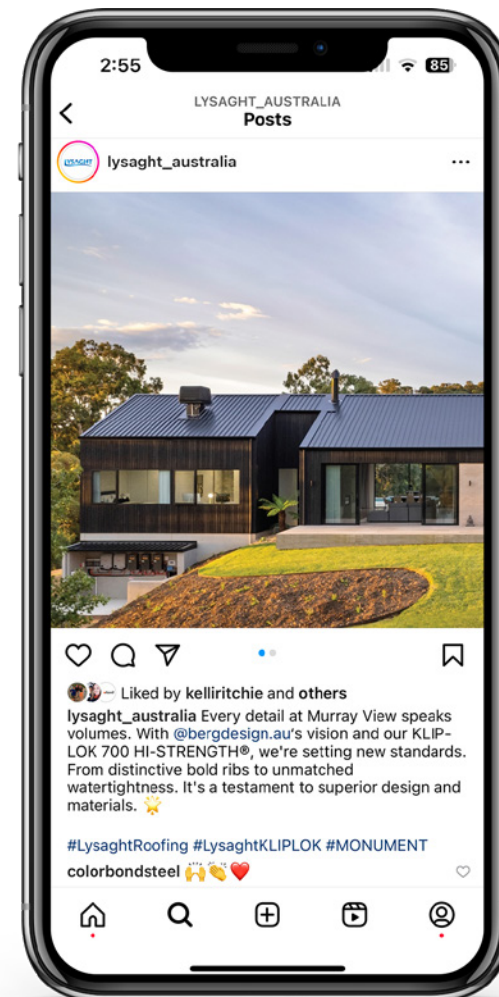
**Account Linking:** Connect your Facebook and Instagram accounts for efficient cross-posting.

**Geo-Tagging:** Add locations to your posts to authenticate your presence and engage local audiences.

**Shareable Content:** Create content that encourages sharing, which naturally increases your organic reach.

**Photography:** Ensure photography heroes your brand and products by being well lit, clear and is sized to suit the social platform.

On Instagram, focus on quality visuals that represent Lysaght products' robustness and aesthetic appeal. Use platforms like Facebook to boost blog posts and LinkedIn for professional articles.



## APPROVED KEY MESSAGES

To help you formulate copy when talking about LYSAGHT® and Lysaght products in your marketing and communications we have formulated the below approved key messages for your use:

**LYSAGHT® proudly shapes products from Australian COLORBOND® steel.**

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**We/our customer have/has chosen to use LYSAGHT CUSTOM ORB® (insert relevant product) shaped from COLORBOND® Steel.**

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**LYSAGHT® products have been shaped in Australia for over 100 years.**

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**LYSAGHT®'s range of durable, innovative and beautiful roofing, walling and fencing shapes have been designed for Australian conditions to inspire all Australians to build better.**

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**LYSAGHT® products conform to relevant Australian standards.**

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**LYSAGHT® products are guaranteed by warranties from COLORBOND® and BlueScope.\***

**NOTE:** \*Warranties are subject to exclusions, application and eligibility criteria. For full terms and conditions and to determine the eligibility of your product for the warranty visit [bluescopesteel.com.au/warranties](https://bluescopesteel.com.au/warranties) or contact BlueScope on 1800 064 384. Warranties provided by BlueScope do not affect consumer rights under the Australian Consumer Law.

# TIPS & TRICKS FOR IMPROVING YOUR PAGE

Elevate your social media presence with data-driven strategies.

## DATA MATTERS

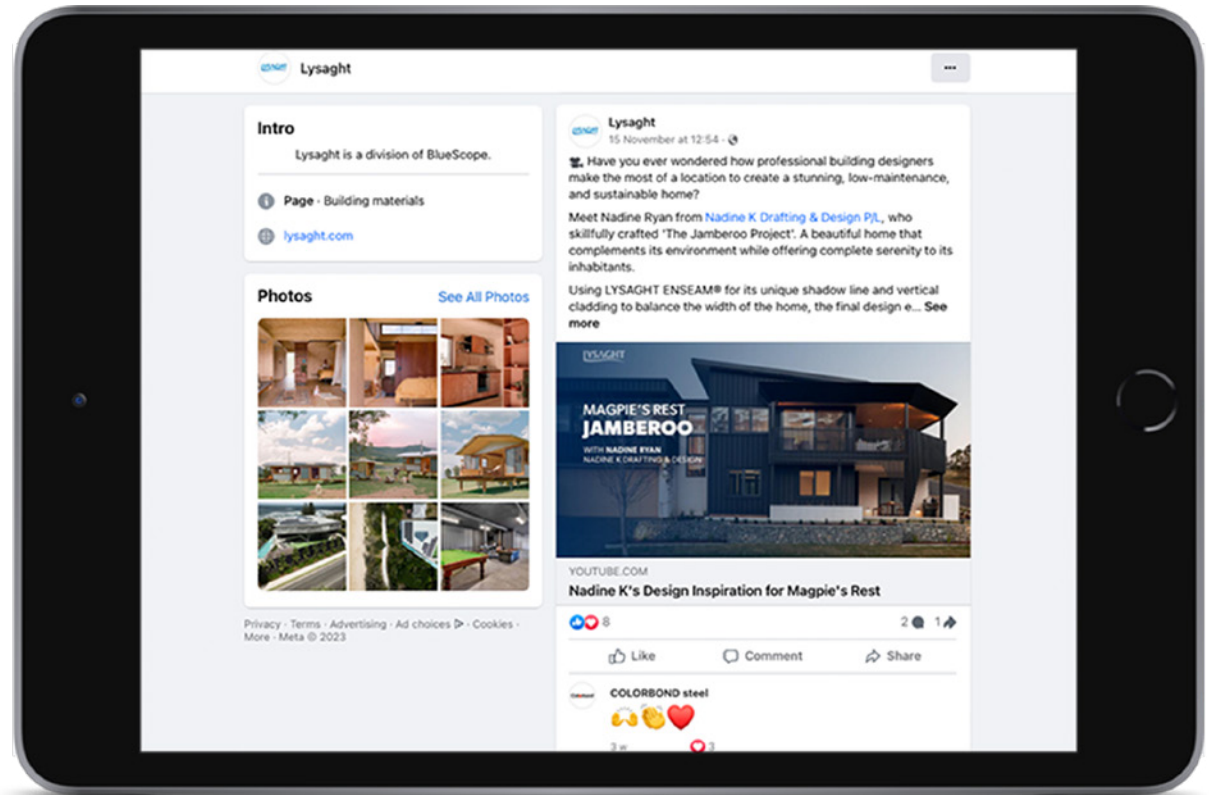
Use Facebook, Instagram and LinkedIn Insights and Analytics to understand and cater to your audience's preferences. This is a free, simple feature providing data like the average number of people your posts reach, the level your posts are engaged with (likes, shares etc.), your brand mentions and the traffic driven to your website from social media.

## CONSISTENCY

Create a content calendar for regular posting, which is key for maintaining audience engagement.

## CREATIVE FEATURES

Leverage Instagram's creative features like Stories, Reels, and IGTV to showcase Lysaght products in dynamic ways.



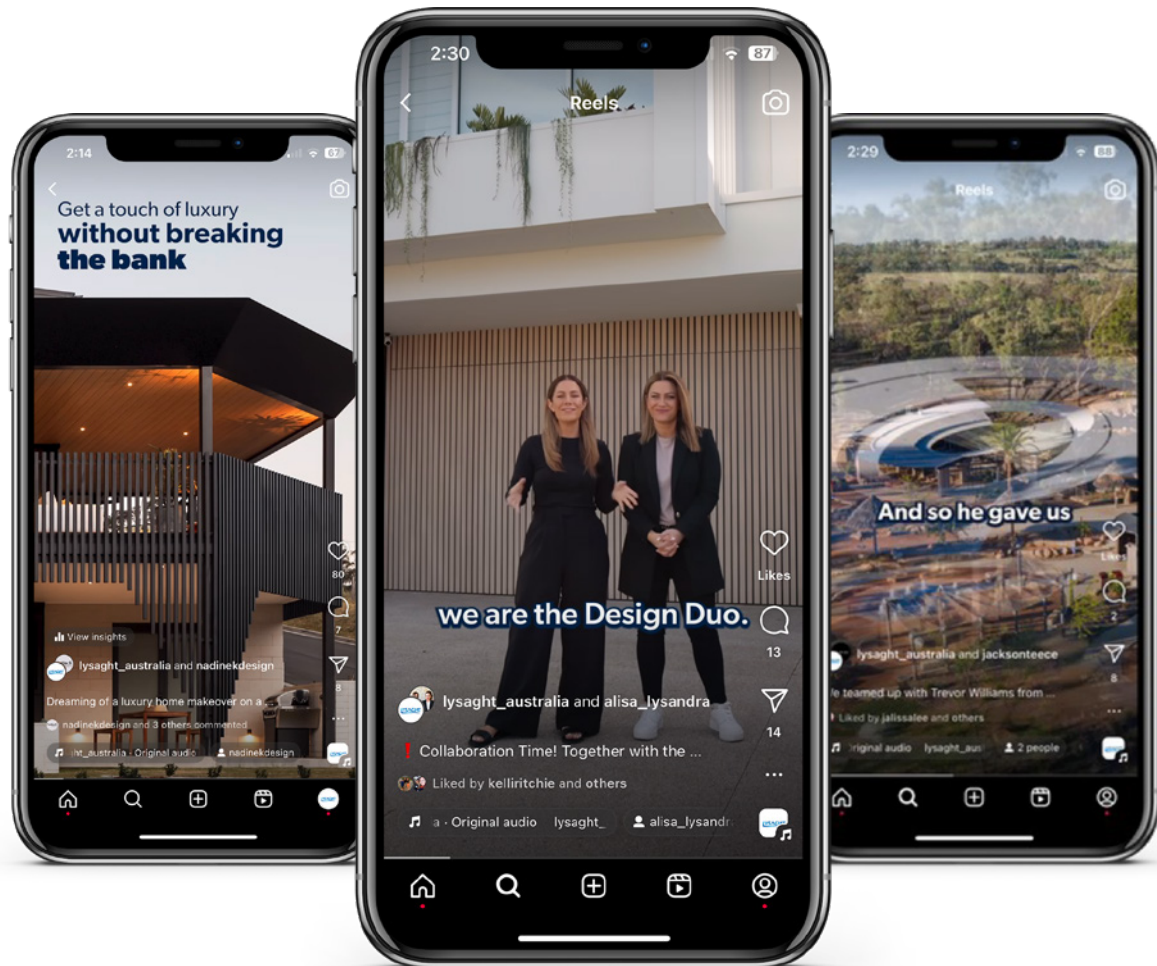
# COLLABORATIVE POSTS AND PARTNERSHIPS

## Engage in collaborative marketing on platforms like Instagram and Facebook.

Collab posts allow you and Lysaght to jointly author content, appearing on both accounts' Feeds or Reels. This shared approach amplifies engagement, extends reach, and showcases our joint efforts.

Benefits include expanded audience reach, increased engagement, streamlined content creation, and enhanced brand authenticity and community ties.

Should you have a collaborative opportunity please contact [marketing@lysaght.com](mailto:marketing@lysaght.com)



# IMPROVING YOUR SEARCH ENGINE RESULTS: SEO & SEM

## SEO (SEARCH ENGINE OPTIMISATION)

**Understanding SEO:** Search Engine Optimisation (or SEO) is the practice of writing content on your website that helps you rank highly in search engines such as Google, while also ensuring that it sounds natural, and is helpful for your prospective customers. Enhance your website's content with keywords that are relevant to your audience's searches.

**Link-Building:** Establish links with reputable sites to boost your site's credibility and rankings.

**Google My Business:** Ensure your business is accurately represented on Google My Business for improved local SEO.

## SEM (SEARCH ENGINE MARKETING)

**Paid Advertising:** Utilise Google Ads to bid on search phrases important to your business.

**Ad Copy:** Develop concise ad copy with a clear call to action.

**Budgeting:** Monitor your spending on paid search to ensure cost-effective advertising.





# GOOGLE REVIEW MANAGEMENT

## WHAT ARE GOOGLE REVIEWS?

Google Reviews are public evaluations that customers leave based on their experiences with your business, visible to anyone using Google's services. These reviews and ratings are prominently displayed in Google Search results and on Google Maps, offering a snapshot of your business through the eyes of your clientele.

## WHY ARE GOOGLE REVIEWS IMPORTANT?

Google Reviews serve as a digital word-of-mouth, crucial for building your business's reputation online. They provide transparency and foster trust among potential customers by showcasing real-life experiences with your brand. Positive reviews can enhance your credibility, improve your local SEO, and directly influence the decision-making process of potential customers. In an environment where consumers are increasingly reliant on the experiences of others, Google Reviews can be a powerful tool for converting interest into business. Managing these reviews effectively is vital in maintaining a positive image and addressing any concerns promptly to demonstrate your commitment to customer satisfaction.

## MANAGING ONLINE REVIEWS

- Learn from customer feedback and improve your services accordingly.
- Respond professionally to negative reviews and highlight positive experiences.
- Encourage satisfied customers to review your services online.

Remember, maintaining an active and engaging online presence not only benefits your brand, but also aligns with Lysaght's commitment to quality and innovation in the digital space.





**CONTACT DETAILS:**

[marketing@lysaght.com](mailto:marketing@lysaght.com)

**WE HOPE YOU FOUND THIS RESOURCE USEFUL AND  
IT SUPPORTS YOUR DIGITAL MARKETING EFFORTS.**

If you have any questions please speak with your  
account manager or email [marketing@lysaght.com](mailto:marketing@lysaght.com)