



the place
to live

BUSINESS DEVELOPMENT

DIGITAL BUSINESS ENGAGEMENT

ACTION PLAN 2018

Introduction

The City of Darebin Council Plan Goal 4.1 states we will foster an environment that ensures our local businesses succeed – from large industries to micro businesses and freelancers. As an action for 2018 the Business Development team aims to increase engagement with Darebin businesses by developing a strategy to increase: subscribers, Facebook followers, social media posts per year, interaction with our website.

To deliver on this action, the following action plan has been developed in consultation with the business community and internal Council departments to ensure our goals are clear and we are using suitable technology, communication channels and processes to increase and improve online engagement.

Goal 1: Increase Darebin e-news subscribers

Activity	Expected results	Status	Resources	Due date	Actual results
Add a 'Forward this email to a friend' link and track results	5 – 7 new subscribers per month and report monthly		Danielle Phyland Digital team	Year 1	
Add a subscribe button to the top of the Business Events and Support page to click-through to group eNewsletter sign-up	Click through to sign-up page in three clicks.		Danielle Phyland Digital team	Year 1	
Personalise subscribe button with 'Keep me updated'	Language that is personalised and inclusive.		Therese Ceniti Digital team	Year 1	
Add a newsletter sign-up form to the Darebin Business Facebook page.	Increase sign-ups month-to-month.		Therese Ceniti Digital team	Year 1	
Invite subscribers through all Eventbrite listings	Increase sign-ups with each event.		Business Development team	Year 1	
Invite subscribers through Darebin social networks with regular unpaid posts and paid posts.	1 channel per quarter		Therese Ceniti Darebin City Council Facebook page administrators	Year 2	

Share sent Business Update email campaigns to the Darebin Business Facebook page using 'Social Share' Mailchimp integration tool.	1 post a month		Danielle Phyland Digital team	Year 1	
Share sent Business Update email campaigns to the Darebin Business Facebook page using 'Social Share' Mailchimp integration tool.	1 post a month		Danielle Phyland Digital Team	Year 1	
Invite subscribers through email signature.	Ongoing sign-ups		Business Development team Digital Team ELT	Year 2	
Add pop-up 'sign-up' window to darebin.vic.gov.au and darebinbusiness.com.au.	Ongoing sign-ups		Business Development team Digital team	Year 2	

Goal 2: Increase Facebook followers

Activity	Expected results	Status	Resources	Due date	Actual results
Review Darebin Business Facebook page guidelines.	Update of guidelines to increase engagement.		Business Development team	Year 1	
Explore adding a Facebook page plugin to Business pages on Darebin.vic.gov.au	Inform website visitors about the Darebin Business Facebook page.		Business Development team Digital team	Year 1	
Invite social media followers through email signature.	Ongoing followers		Business Development team Digital team ELT	Year 2	
Run a contest to entice people to like our page and promote the contest on the website and to our email list, and make liking our page a contest requirement.	Ongoing followers		Business Development team Digital team	Year 1	
Conduct a survey of local businesses on social media.	Ongoing understanding of where our businesses are online.		Business team	Year 2	
Use Google Alerts to monitor and listen to our social media activity.	Awareness of how our efforts are trending on social media and online.		Business Development team Digital team	Year 1	

Share Eventbrite events to the Darebin Business Facebook page.	Cross-promotion of events to Facebook followers.		Business Development team	Year 1	

Goal 3: Increase interaction with our website

Activity	Expected results	Status	Resources	Due date	Actual results
Conduct an audit of our website's technical SEO engine and create a checklist of what needs to be done to improve it.	Awareness of pressure points and opportunities		Digital team	Year 2	
Use Google Adwords to increase our appearance in people's search results.	Increase site traffic		Business Development team	Year 1	
Consistently promote the website URL across all marketing collateral.	Increase site traffic		Business Development team	Year 1	
Include information on how to engage with Darebin Business online at events, customer service centres and in Business visitation kits.	Increase site traffic and sign-ups		Business Development team	Year 1	
Create a Darebin Business Google page.	Enhance our Google search results		Business Development team Digital team	Year 1	