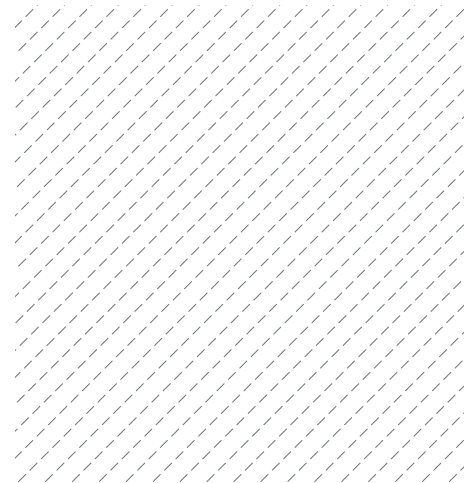


TIPS TO GET YOUR BUSINESS ONLINE



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Helping our community

Liverpool City Council recognises that many of our local businesses are facing challenging conditions as they adapt during the COVID-19 pandemic.

We want to assure you that Liverpool remains a city of opportunity and Council is doing all it can to help guide our community through these unprecedented times.

At an extraordinary Council meeting in April 2020 we adopted a comprehensive resilience package to keep businesses going, people in jobs and ensure community members receive financial assistance to get through to the other side.

This assistance package has been prepared to help you understand the support available to you from Council, other levels of government and those within our wider network.

You can also find up-to-date information about Council's business support initiatives at www.liverpool.nsw.gov.au/covid19business and subscribe to our Liverpool Business Connect e-newsletter for regular updates and opportunities direct to your inbox: www.liverpool.nsw.gov.au/businessnews

Throughout this period we are reaching out to local businesses to find out how we can help. If you haven't yet heard from us or have any questions about this package and would like to talk to a business support officer, please call **1300 36 2170** or email us: business@liverpool.nsw.gov.au

Why you should have an online presence

With 33% of Australians spending more time online due to COVID-19, it's more important than ever that your business has an online presence.

That could be through a website, online sales platform, social media page, online advertising or listing your business on any number of popular online directories.

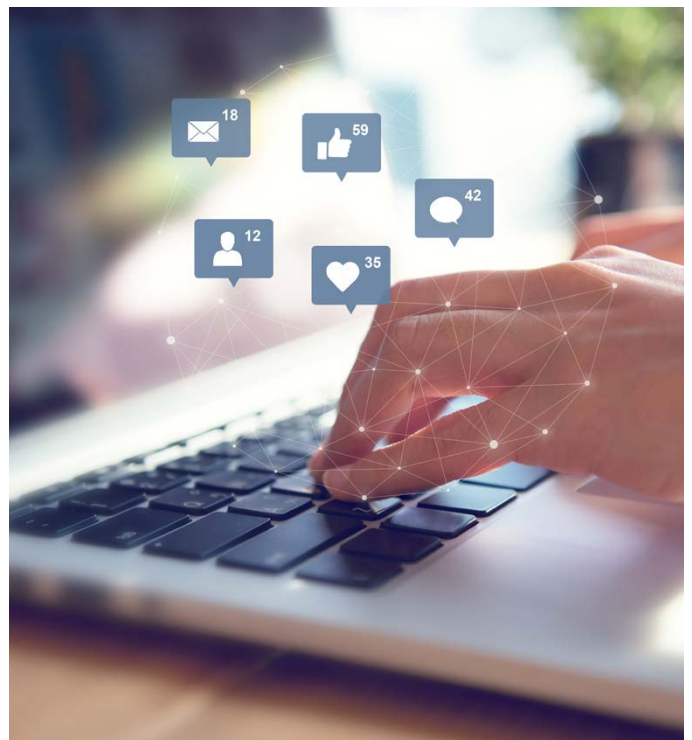
Even if your business does not do online sales, it is still beneficial to be online. Being online is one of the easiest ways to raise brand awareness and reach many potential customers, showcasing your products, services and key business information such as your opening hours, address and contact details.

Nowadays, people also expect to see businesses online, especially on Google Maps and social media. More than 80% of Australians use social media, 32% use it to research brands and products and in July 2020, 73% purchased something online.

To help you with the basics of starting out online for free, we've curated this how-to guide.

For up-to-date information about what support is available to businesses from Council and other organisations, please visit:

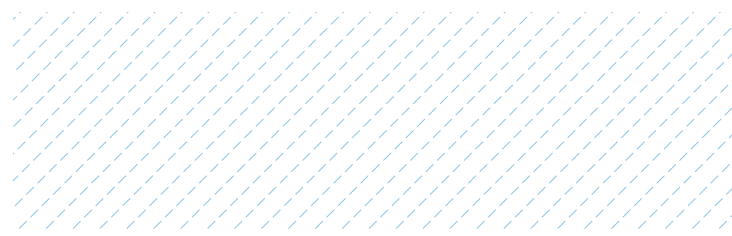
www.liverpool.nsw.gov.au/covid19support



If you would like to talk to a business support officer about information in this document or have another support enquiry, please call **1300 36 2170** or email us at **business@liverpool.nsw.gov.au**.



Social media



Social media helps you connect directly with your customers, humanise your business and expand your reach to new customers.

Social media is good to advise customers if you have an updated menu, new items to sell or promote, events or need to communicate with them in a time of crisis.

Facebook and Instagram are the most popular social media platforms in Australia and are free to use, but require time commitment for updates.

Things to consider when starting a social media account for your business:

Who

- Who is your target market?
- Where are they located?
- What is their age?
- What are they interested in?
- Who will maintain your social media account?

This will determine which platforms are best for your business and what information you share.

How

- How will you maintain your social media account?
- How much time do you have to maintain the platforms?
- How much money do you have to promote on social media?

What

- What is the right platform for your business?
- What information will you share on social media?

Why

- Why do you need a social media account? What do you want to achieve? Sales? Exposure? Leads?

When

- When will you be posting online?



How to create a Facebook page for your business:

Step 1: Click the + button in the top right corner when logged into your personal Facebook account and select 'Page'.

Step 2: Complete the Create a Page details on the left of the screen, including page name, category and a short description of your business.

Step 3: Add your logo as a profile image to help customers identify your business and add a high quality image for the cover photo which helps represent what the page is about. For example, a cake shop may have a picture of several cakes.

Step 4: Your page is now complete. Invite Facebook friends to like your page and commence posting suitable content for your customers, such as updates to your business, new products, services, sales or promoting your upcoming events.

Step 5: Promote your Facebook page in store and on business cards to let customers know you're on Facebook.

For further tips, visit the Facebook for Business help page:

www.facebook.com/business/pages/set-up

How to create an Instagram account for your business:

Step 1: Download the Instagram app from the Apple App store or Google Play store, whichever is compatible with your mobile device.

Step 2: Tap 'Sign up' and enter an email, then press 'Next' (alternatively, you can log in with an existing Facebook account).

Step 3: Set up a free profile, click the settings icon and select 'Switch to Business Profile'. Then you can add relevant information about your business to your profile description for customers to see, such as opening hours, address, phone number and a link to your website, if you have one.

For further tips, head to the Instagram for Business help page:

business.instagram.com/getting-started

Online listings

Google listing

Google, the world's most popular search engine, is one of the best resources for businesses to tap into. By setting up a free Google My Business account, you can have your business listed on Google Maps. Ensuring you're listed allows customers to easily find your business through a Google search, Google Maps and local search results. Customers will see key information you choose to display, such as your operating hours, phone number, address and reviews. With a Google My Business account you can also respond to reviews and upload images of your business, products or services, helping to earn trust from customers and improving the likelihood of a customer using your business.

Follow these instructions to get your business listed on Google:

Step 1: Go to google.com/business and click 'Manage now'. You will be prompted to search your business name or you will need to add a listing from scratch. If your business name appears, you will be prompted to verify your business and once you've done so, will be able to update your business details and respond to any reviews.

Step 2: If you need to add a listing, you will be prompted to add the following before you can complete your listing:

- The category that fits your business best;
- The location customers can visit;
- Details about your delivery service, if you have one; and
- Your business' contact details.

Once complete you will be able to promote the business with photos and posts, track analytics and respond to reviews left by customers.

Reminder: If your business details change, such as operating hours, your address or phone number, it is important to ensure that your details are updated on Google Maps.

Tripadvisor listing

Adding your business to Tripadvisor is free of charge. It allows you to reach more than 60 million consumers each month, who use the platform to make travel plans. Tripadvisor is used for hotels and holiday rentals, restaurants, cafes, bars and attractions. It helps you appear when people are searching for things to do in Liverpool and allows potential customers to see your key business information and photos of your business, services or offerings.

Visit the List a Business on Tripadvisor webpage - www.tripadvisor.com.au/GetListedNew - and follow the prompts to add your listing.

Liverpool Local Business Directory listing

Liverpool City Council's Local Business Directory is regularly promoted to the Liverpool community to encourage them to shop and eat local. If your business is based in the Liverpool Local Government Area, get your business listed for free. Visit www.liverpool.nsw.gov.au/weareopen for details.

Shop Local campaign

Council has developed a Support Local campaign to encourage members of the Liverpool community to purchase goods, services and gift vouchers from local businesses.

In addition to listing your business on our Local Business Directory, use the hashtag #LoveLivo when sharing updates on social media about your trading hours and any offers the community may find of interest. Residents are also being encouraged to shop local and to use the #LoveLivo hashtag to help spread the local love.



Australian Tourism Data Warehouse listing

Listing on the Australian Tourism Data Warehouse (ATDW) is free of charge and could help get your business listed on Australian local, state and federal tourism websites.

The ATDW is Australia's national tourism database and distribution platform, which represents over 90,000 small and medium sized tourism products and destinations. The purpose of the ATDW is to support tourism operators, including small businesses such as cafes and restaurants, to extend their exposure and attract more business online.

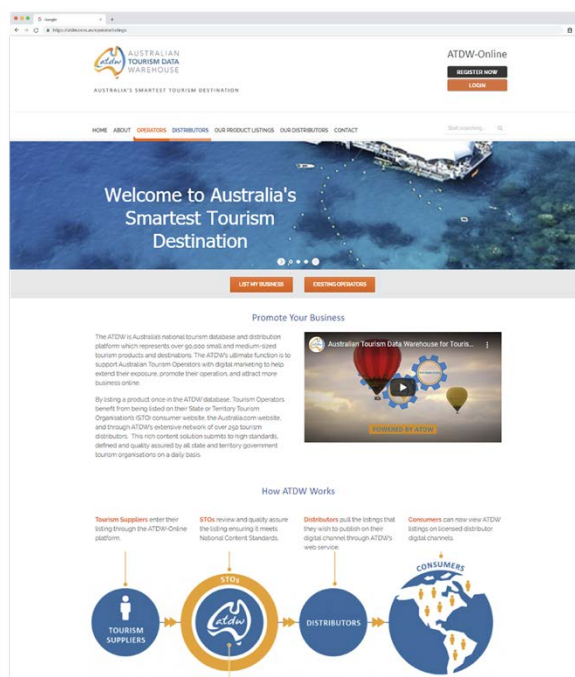
Over 250 tourism distributors promote businesses that are registered on ATDW.

How to list your business with ATDW:

Step 1: Visit atdw.com.au/operatorlistings, the ATDW website listing subscription page and select 'List My Business'.

Step 2: Follow the prompts and add your ABN, name of your business/organisation, address, contact details and select 'Register Now'. You will be prompted to create a user account including name, email and password.

Step 3: Follow the prompts and select your listing category e.g. Food and Drink, as well as other key information about your business, such as the name of your establishment and how you would describe your establishment. Follow the remainder of the prompts to add information suitable for publishing, such as contact details, website, accessibility information and upload high quality photos of your business, services or products.

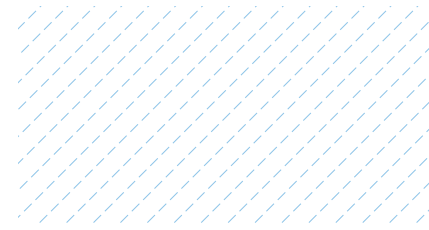


Please remember ATDW-Online is a live platform, so all updates published will be displayed across the ATDW distribution network.



E-LEARNING

Training skills and development



Council resources

Webinars

In mid-April 2020 Council hosted a free webinar series to help businesses get online quickly, cheaply and effectively so they can continue to reach existing and new customers. You can watch recordings of the webinar series on our YouTube channel: www.youtube.com/user/LivCouncil

Visit www.liverpool.nsw.gov.au/covid19business for up-to-date information about learning resources from Council to support your business.

Lynda

Liverpool City Library members have free access to Lynda, an online learning portal created by LinkedIn which features thousands of courses that could help you improve your technical, creative and professional business tools. Visit the Lynda learning portal – www.lynda.com/portal/sip?org=liverpool.nsw.gov.au – and login with your library card number and pin to start learning.

Visit mylibrary.liverpool.nsw.gov.au to become a member of Liverpool City Library for free.

Other resources

TAFE NSW is offering fee-free online short courses to help the community make use of their time in isolation. You can learn practical administration or business skills, improve your leadership performance or enhance your digital impact. Visit www.tafensw.edu.au/fee-free-short-courses for details.

Other organisations in Council's network which run regular webinars and workshops to support businesses include:

- Economic Development Australia – www.edaaustralia.com.au
- Western Sydney Business Centre – wsbusiness.com.au/training
- Western Sydney Business Connection – www.wsbcc.org.au/events
- Business Connect – business-connect-register.industry.nsw.gov.au
- Business.gov.au – www.business.gov.au/Events-and-training

Business Connect advisory support

If you would like personal support, a Business Connect Advisor can help you strategise how best to navigate your business through this period. Advisors speak languages other than English including Arabic, Vietnamese and Chinese.

To book a free advisory session through the Business Connect program and connect with an advisor, email a Council officer at business@liverpool.nsw.gov.au

For further information

If you require any assistance in determining what support is available for you and your business, talk to a business support officer at Council.



Phone

1300 36 2170

Calling from interstate: (02) 8711 7000

National Relay Service (NRS): 133 677

(for hearing and speech impaired customers)



Email

business@liverpool.nsw.gov.au



Website

www.liverpool.nsw.gov.au



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