



# MARKETING STRATEGY

<https://smemoney.com.au/>

**Date:** 15<sup>th</sup> June, 2025

**Presenter:** Zoya Afzal



# INTRODUCTION

An Australia-based business finance platform/broker that helps SMEs access funding quickly (business loans, asset & equipment, trucks/vehicles, invoice finance, and property-backed loans). We emphasize on fast approvals sometimes less than 24 hours, flexible terms, minimal paperwork, and a simple process. We also offer a partner program paying commissions to referrers.

## HOW IT WORKS:

Customers enquire → SME Money collects docs → it matches the deal to a lender (we hint at a panel/marketplace) and manage the application to settlement.

We position ourselves as making funding “simple” with quick turnarounds and a calculator to estimate repayments.



# YOUR FIRST MOMENT SETS THE TONE

## WEBSITE AUDIT

### Lack of company information

- The website does not display a **physical business address**.
- This can raise trust concerns, especially for a financial services company.
- **FIX:** Add a company profile section including the registered business address.

### Weak online presence

- Website is designed well but does not promote its existing LinkedIn page on the website.
- The business lacks an active presence on major social media platforms.
- This limits brand visibility, searchability, and potential customer engagement.
- **FIX:** Link all active social profiles clearly in the website footer and contact page

### "Meet our team" section missing

- There are no details about the company's leadership or operational team.
- For a financial services business dealing with loans and funding this absence may lead to trust concerns.
- **FIX:** Introduce a "Meet the Team" page featuring brief bios, photos and contact information to build trust and credibility.

### Testimonials

- The website displays customer testimonials, but does not state the source (e.g., Google Reviews, Trustpilot, Facebook) or verify authenticity.
- Clearly cite where each testimonial comes from (e.g., "Google Review, January 2025" or "Trustpilot Review").
- **FIX:** Use embedded review widgets from third-party platforms so visitors can verify reviews in real-time.

# WHY DO WE DO MARKETING?

Marketing = Reaching the Right People at the Right Time

Marketing is not just about visibility.

It's about being present where our customers already are.

Right channel at the right moment =  
higher intent + faster conversions.

# PUSH VS. PULL STRATEGY

Traditional “pull” marketing relies on customers searching for us.

But what if they never see us when searching?

A “push” strategy = we proactively show up where decision-makers spend their time.

# THE MISSED OPPORTUNITY

SME Money Is Not on LinkedIn

14M+ Australian professionals, including business owners, CFOs, and finance managers.

Competitors and industry peers are already present and active.

By not using LinkedIn, we are invisible to key decision-makers.

# WHY SME MONEY NEEDS LINKEDIN?

## Our Ideal Customers Are on LinkedIn

### **Decision-Makers:**

Small business owners & founders (micro to mid-sized enterprises).

Finance managers, CFOs, accountants in mid-sized SMEs.

Advisors & influencers (accountants, brokers).

- High concentration of SME decision-makers.
- Advanced targeting: job title, company size, industry, location.
- Perfect channel for finance managers & CFOs who influence lending decisions.
- High intent → they are in “business mindset” when on LinkedIn.

Our customers are already on LinkedIn. Competitors are showing up — but we’re absent.

With the right LinkedIn strategy, we can:

- Reach decision-makers directly.
- Build trust and authority.
- Generate high-quality leads consistently.

It's time to make LinkedIn a core growth channel.

# LINKEDIN GROWTH PLAN



## STEP 1

Before posting, the company page must be complete and credible.

### Profile Optimization

- Logo: Clear, high-resolution company logo
- About section: Concise, trust-building description.
- Call to action (e.g, “Talk to us today about growing your business”).
- Specialties: Add relevant keywords (SME finance, small business loans, cashflow funding, business growth).
- Contact details: Website, phone, and physical address (for trust).
- Team members: Add employees to the company page to show legitimacy.
- Banner image: /profile image for employees Professional finance-related visual (could include their tagline & services).

# LINKEDIN GROWTH PLAN



## STEP 2

Develop brand identity.

### Brand Name and Tagline

**The Name:** Should be memorable, easy to pronounce, and ideally give some hint of what the business is about.

**Tagline:** A short, catchy phrase that reinforces your brand's purpose.

#### Example:

"Finance You Understand. Results You See."

"Your Growth, Our Mission."

"Funding Made Simple."

### Visual Identity

**Logo:** Design a simple, scalable logo that represents your brand's personality and values.

**Color Palette:** Choose colors that align with the emotional tone of your brand. For example, blue can evoke trust and professionalism, while yellow might represent optimism and energy.

**Typography:** Pick fonts that match your brand's style and ensure readability across all platforms.

### Brand Imagery and Style

**Photography and Illustrations:** Define the style of images you use in branding.

**Consistency in Graphics:** Ensure that the visual elements align with the overall tone and message of your brand.

# LINKEDIN GROWTH PLAN



## STEP 3

### Brand positioning

#### **Brand Purpose and Mission**

Why does the brand exist? Define the core purpose behind your brand—what drives it and what problem it solves.

**Mission Statement:** A clear, concise statement of what your brand aims to achieve. It should resonate with both employees and customers, guiding decision-making.

#### Target Audience

Identify Who You're Talking To: Create detailed buyer personas based on demographic, psychographic, and behavioral characteristics.

#### **Brand Personality**

**Humanize the Brand:** Define how your brand "speaks" and behaves in interactions with customers.

**Tone of Voice:** Establish a tone that matches your personality.

#### **Brand Positioning**

**Unique Selling Proposition (USP):** What makes your brand different from competitors? Identify your unique features, benefits, or services that stand out in the market.

**Market Differentiation:** Position your brand in a way that emphasizes its distinct value and relevance to your audience.

**Brand guidelines:** Develop Your Brand Guidelines: Document every aspect of your brand identity to guide future design and messaging.

# LINKEDIN GROWTH PLAN



## STEP 4

This is where actual posting starts.



### Best Times to Post on LinkedIn

Monday to Friday:

- Morning: 7:30 AM – 9:00 AM → People checking their feed before they start their workday.
- Lunch Break: 12:00 PM – 1:30 PM → Professionals browsing during lunch hours.
- Evening (Commute Time): 5:00 PM – 7:00 PM

Saturday:

- Late Morning: 10:00 AM – 11:30 AM → Professionals might check LinkedIn for updates, industry news, or business insights.

### Posting Strategy

- Content Mix

Educational posts about SME financing, government schemes, cash flow tips, industry trends in Australia.

Carousel posts breaking down complex finance topics.

Success Stories & Case Studies

Before/after client results (with permission, anonymized if needed).

Include testimonials in branded templates.

Engagement-driven Content

- Frequency:

3–4 posts/week (consistent presence without overwhelming followers)

Tuesday–Thursday mornings (7:30–9:30 AM AEST) for B2B reach.

# LINKEDIN GROWTH PLAN

## STEP 5

LinkedIn Post Design Example/Sample

**Post Type:** carousel :Infographic

**Header Text** (Main focus):

"5 common mistakes SMEs make when seeking funding"

Slide 1: Introduction

Slide 2: Mistake 1

Slide 3: Mistake 2

Slide 4: Mistake 3

Slide 5: Mistake 4

Slide 6: Mistake 5

Slide 7: Conclusion + CTA

**LinkedIn Caption:**

If you're an Australian small business owner looking for funding in 2025, here's the 4-step roadmap to set you up for success.

Funding doesn't have to be stressful – we guide you every step of the way. Ready to grow? Book your free consultation today.



# WHY IS SOCIAL MEDIA PRESENCE IMPORTANT?

## Instagram (Visual Impact & Engagement)



- **Visually Driven Platform:** Instagram is perfect for showcasing your brand's services, and values through high quality visuals, allowing your business to stand out in a visually cluttered space.
- **Instagram Stories & Reels:** These features enable quick, engaging content like promotions & behind the scenes that connect with followers in a dynamic way.
- **Hashtags & Discoverability:** Hashtags improve content discoverability, making it easier for users to find your business based on their interests or needs. Instagram allows you to categorize your posts effectively and reach an audience beyond your followers.

## Facebook (Community Building & Trust)



- **Large User Base & Demographics:** Facebook has a massive, diverse user base, with over 2.8 billion monthly active users, businesses can reach both younger and older demographics effectively.
- **Business Pages & Reviews:** Facebook's business pages offer detailed information about your brand, while reviews and ratings directly impact customer trust. Positive reviews help enhance credibility and encourage potential customers to take action.
- **Facebook Groups & Community Engagement:** Facebook allows you to build a community around your brand using groups. These groups create space for customers to discuss your products, ask questions, and share their experiences, promoting brand loyalty.

## Instagram Post (Left)

### Purpose & Approach

- Designed as a quick-scroll visual that grabs attention instantly in the fast-paced Instagram environment.
- Uses bold typography with the keyword “Services” in green to highlight trust and growth.
- The two smartphones represent accessibility and modern financial solutions, directly resonating with the digital-savvy SME audience.

### Design Strength

- Clean, minimal, and mobile-first design ensures clarity on smaller screens.
- The winding path in the background subtly symbolizes a financial journey or roadmap, reinforcing the idea of guided planning.

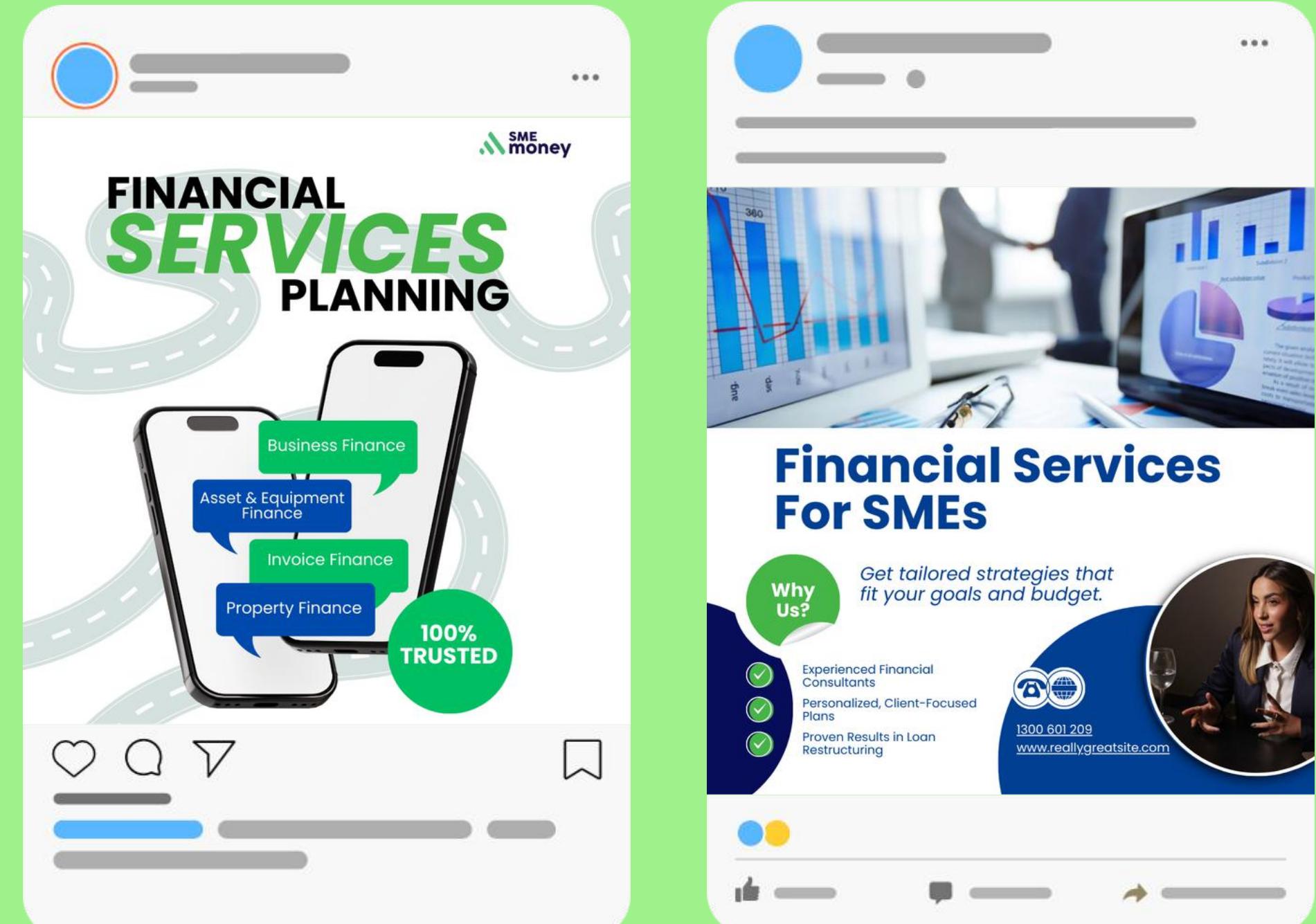
## Facebook Post (Right)

### Purpose & Approach

- Built for a longer attention span platform like Facebook, where users may read more detailed information.
- Focuses on relationship building and trust with a more professional tone and imagery of financial reports and consultation.

### Design Strength

- Balanced use of visuals: financial graphs (credibility + expertise) and a professional consultant photo (human connection + trust).
- “Why Us?” section answers the key client question directly, making the ad persuasive.
- Call-to-action includes both a phone number and website, providing multiple touchpoints for leads.



# SEO AUDIT

Where we stand today and the path to better visibility, traffic, and leads.



This website received an SEO score of **63 out of 100**, which is below the average score of 74. However, there are **21 important issues** that need to be fixed to improve your website's ranking on search engines and enhance its overall performance.

**21** Failed

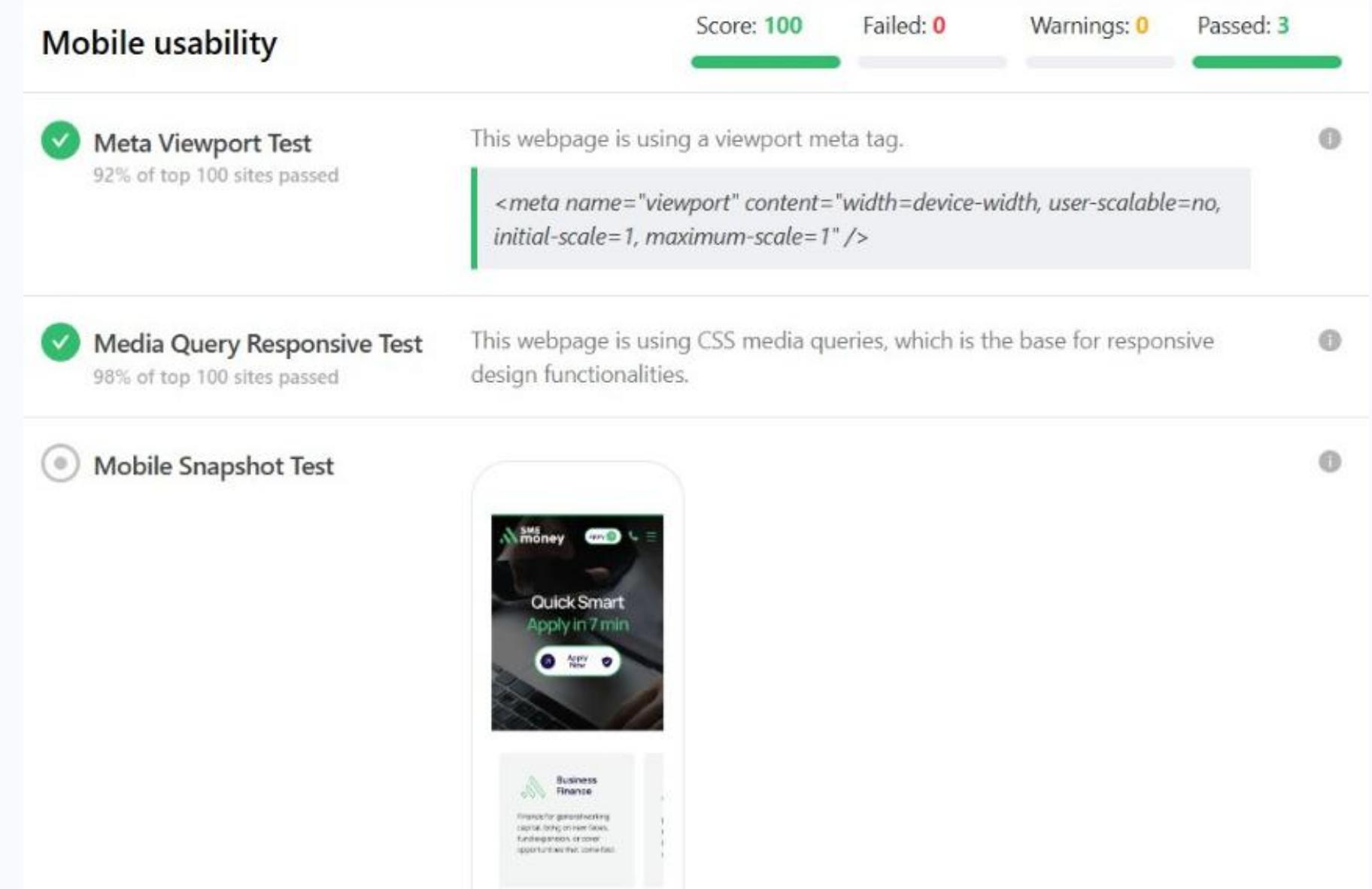
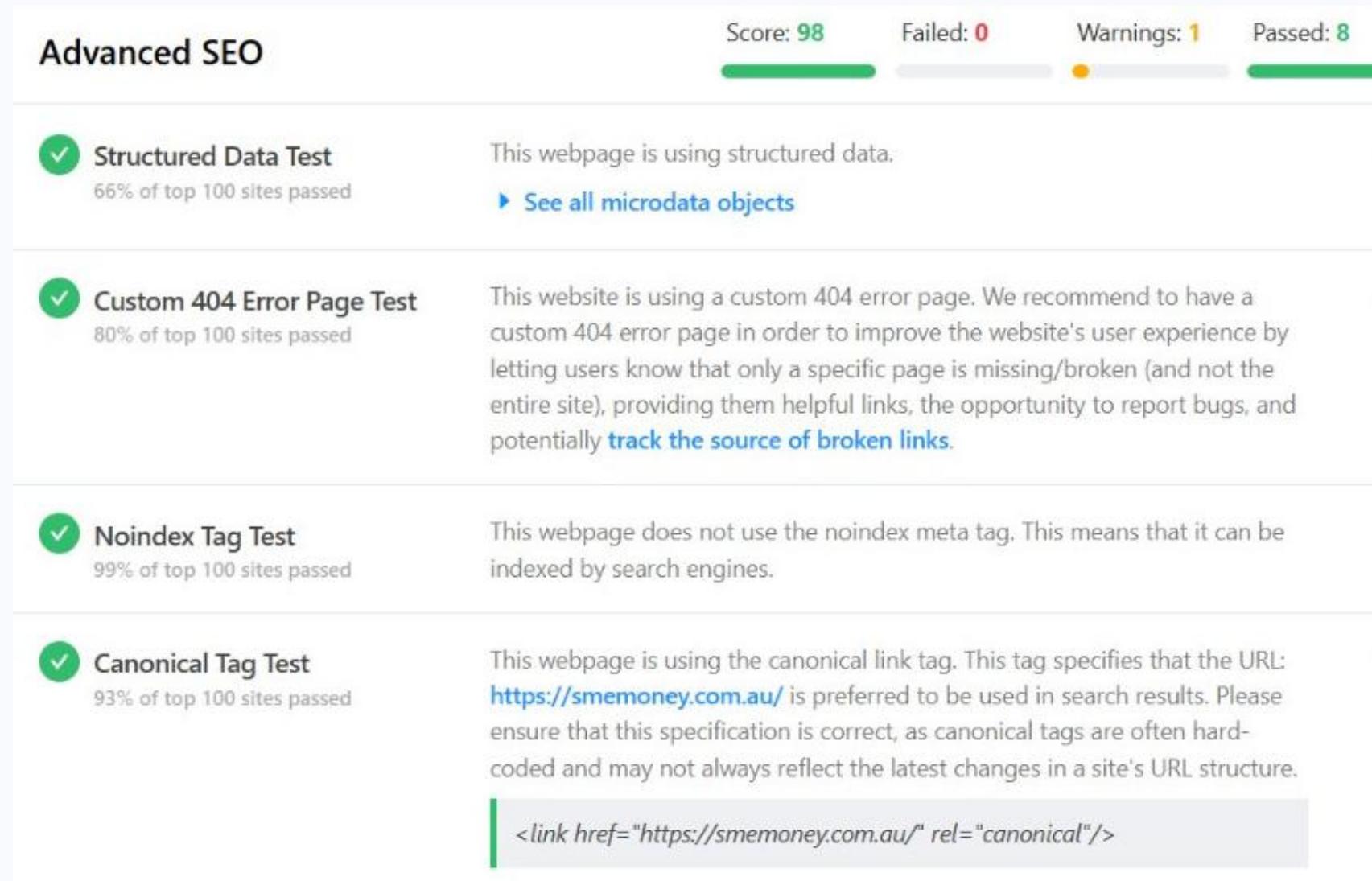
**3** Warnings

**48** Passed

## Issues to fix

- HIGH** To provide a good user experience, [Google recommends](#) that sites should aim for a Largest Contentful Paint duration of 2.5 seconds or less.
- HIGH** Minify all JavaScript files to reduce page size and loading time.
- HIGH** H1 and H2 tags ensure better search engine visibility and ranking by providing structure and hierarchy to the content, improving readability, and providing opportunities for keyword optimization.
- HIGH** Add a meta description tag to provide a brief and informative summary of the page's content for search engines.
- HIGH** To ensure that Search Engines can accurately identify the topic of this webpage, it is important to include the most common keywords in the title tag, meta description, and heading tags.
- HIGH** Connect your webpage with social media networks using APIs or AddThis, as social signals are becoming increasingly important for search engines to validate a site's trustworthiness and authority.
- HIGH** To improve the website experience for your visitors, it is recommended to eliminate any render-blocking resources on this webpage.

# CURRENT WINS



# KEY GAPS IDENTIFIED

**Slow to Load:** Customers leave before the page even shows.

 **HTML Page Size Test**  
23% of top 100 sites passed

The size of this webpage's HTML is **120.8 Kb**, and is greater than the average size of **33 Kb**! This can lead to slower loading times, **lost visitors**, and decreased revenue. Good steps to reduce HTML size include: using **HTML compression**, **CSS layouts**, **external style sheets**, and **moving javascript** to external files.

[How to fix](#)

**Missing Descriptions & Headings:** Google can't understand what your site is about.

**Warnings (6)** 

[74 issues](#) with unminified JavaScript and CSS files [Why and how to fix it](#)

[24 pages](#) have low text-HTML ratio [Why and how to fix it](#)

[15 pages](#) don't have meta descriptions [Why and how to fix it](#)

[4 pages](#) have too much text within the title tags [Why and how to fix it](#)

[3 pages](#) don't have an h1 heading [Why and how to fix it](#)

**Weak Keyword Presence:** Not ranking for critical finance-related terms.

 **Keywords Usage Test**  
48% of top 100 sites passed

The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
finance			
money			
business			
loan			
learn			

**No Tracking Tools:** No data on visitor behavior or conversions.

MEDIUM

Add a Google Analytics script to this website to help in diagnosing potential SEO issues by monitoring site visitors and traffic sources.

# KEY GAPS IDENTIFIED

## Errors (2)

24 issues with broken internal JavaScript and CSS files [Why and how to fix it](#)

9 internal images are broken [Why and how to fix it](#)

## Meta Title Test

This webpage is using a title tag with a length of 16 characters. While there's no target number of characters, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult to fit all your targeted keywords in such a short text.

We recommend using a title with a length between 20 - 60 characters in order to fit Google Search results that have a 600-pixel limit.

Text: Home - SME Money

Length: 16 characters

## Responsive Image Test

29% of top 100 sites passed

Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

[▶ See results list](#)

[How to fix](#)

## Image Aspect Ratio Test

75% of top 100 sites passed

Not all image display dimensions match the natural aspect ratio! Fix aspect ratio issues to avoid distorted images on this website!

[▶ See results list](#)

[How to fix](#)

## Inline CSS Test

10% of top 100 sites passed

This webpage is using inline CSS styles!

[▶ See results list](#)

[How to fix](#)

# QUICK FIXES

- Add meta description & keyword-rich page titles.
- Add a clear H1 heading to define page topic.
- Optimize and resize images for speed.
- Install Google Analytics to start tracking performance.

# EXPECTED RESULTS

- Higher search rankings for keywords like “business loans” & “finance solutions.”
- More website visitors = more qualified leads.
- Improved brand trust via Google & social signals.

**THANK YOU!**