

Now, The Time to Up Your Digital Marketing Game

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MD @ Bliss Search



bliss.

Today is all about assisting you

1. Give you understanding of the digital channels, paid and organic, to leverage to drive user engagement with your business
2. Learn the tools you can use to better serve your digital customer
3. Understand the best platform to target your audience
4. Driving interest and intention to visit your business
5. Learn how to measure your performance to continue your growth

What is digital marketing?

“Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium”

- Wikipedia

**How are people searching
for information?**

accommodation apollo bay



Volume: 6,600/mo | CPC: \$0.62 | Competition: 0.38 |



Settings

Tools

SafeSearch on

About 4,320,000 results (0.68 seconds)

Ad · www.booking.com/ ▾

Apollo Bay Accommodation - Booking.com - Accommodation

Choose from a wide range of properties which Booking.com offers. Search now! Book Accommodation in Apollo Bay online. No Reservation Costs. Great Rates.

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Ad · www.points-south.com.au/ ▾

Apollo Bay Cabin Ocean View Accommodation Great Ocean Road

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Apollo Bay Rentals - Wide Variety & Great Prices - stayz.com.au

Compare Holiday Accommodation In Apollo Bay. Search by Amenities & View Photos.

Export CSV

Add All Keywords

About 13,300,000 results (0.74 seconds)

www.mantra.com.au > blog > top-10-things-to-do-at-lo... traffic (us): 31/mo - keywords: 11

Top 10 things to do at Lorne on the Great Ocean Road - Mantra

Top 10 things to do at Lorne on the Great Ocean Road. Airey's Inlet and the Split Point Lighthouse. Torquay, Bells Beach and the Rip Curl Pro. Falls Festival and other Lorne Festivals. Teddy's Lookout. Erskine Falls. Cape Otway. Kennett River Koala Walk. Great Ocean Road Wineries.

Top sights in Lorne

[Outdoors](#) | [Kid-friendly](#)



Great Ocean Road

Scenic coastal route with landmarks



Erskine Falls

4.6 (1,916)

Scenic waterfall with two lookout points



Great Otway National Park

4.7 (1,456)

Rugged coast, Triple Falls & Maits Rest



Lorne

Town in Victoria

Lorne is a town on the Great Ocean Road in Victoria, Australia. Across from Lorne Beach, a popular surfing spot, Mountjoy Parade has many shops and cafes. The town is known for its arts community, including institutions like Qdos ARTS, with its gallery and sculpture park. Teddy's Lookout has sweeping views over the St. George River and the coast. Nearby are Angahook Lorne State Park and Erskine Falls, set amid ferns.

Elevation: 15 m

Founded: 1869

Weather: 12 °C, Wind W at 21 km/h, 70% Humidity

Postal code: 3232

[Export CSV](#)

[★ Add All Keywords](#)



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Liked videos

SUBSCRIPTIONS



Haymes Paint



Tint a Car



Google Partners



Zagame's



Google Analytics

great otway national park camping



Volume: 480/mo | CPC: \$1.27 | Competition: 0 |



bliss.



Bush Camping and Hiking - Great Otway National Park(Lake Elizabeth Camp Ground)

Adventure victoria • 445 views • 1 year ago

Location Great Otway National Park * Story 1-night camping in Lake Elizabeth Camp Ground with my Children. Perfect weather ...



THE OTWAYS | Weekend Waterfalls Camping Adventure | We Will Roam

We Will Roam • 10K views • 2 years ago

GPS Data & Community Extras - <https://www.patreon.com/wewillroam> — A weekend camping trip from Melbourne down the ...



Camping in the Otways

Riahisnotafish • 3.9K views • 3 years ago

My dad, my brother and I went camping in the Otways. We stayed at Stevensons Falls Campground. We visited waterfalls and ...



Otway National Park - Great Ocean Road 4x4 Adventure 2019 #1/3

Tyler Thompson • 13K views • 1 year ago

Part one of a 10 day trip along The Great Ocean Road, The Great Otway National Park and up through The Grampians. In this part ...



Q restaurants torquay



Ryan



11



Search Results for

restaurants torquay

Filters



All



Posts



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Videos



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Pages



Places



Groups



Apps



4.4

Growlers Torquay

Place · \$\$\$ · Australian Restaurant
23 The Esplanade, Torquay, Victoria
Open Now



4.3

Frontbeach Taphouse & Restaurant

Place · \$\$ · Bar
Open Now · Pickup



4.3

Peppers The Sands Resort Torquay

Place · \$\$ · Hotel Resort
2 Sands Boulevard, Torquay, Victoria
Always Open



Samesyn Restaurant

Page · 703 like this
Samesyn restaurant.



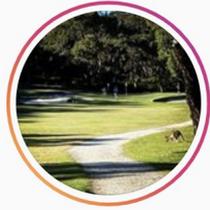
Samesyn Restaurant

Page · 703 like this · Australian Restaurant



Jul 17 · 🌐 · ...are looking for keen workers for two restaurants (Tulip in Geelong, Samesyn in Torquay). Immediate start. Would suit school goers who either want to advance in Hospitality OR who just want to earn \$\$\$ and get an early start in the working world. If you know someone





#anglesea

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What about the visual digital marketing channels?

Plant plans \$250m expansion

Jackson Graham



Digital upgrade grants available for regional groups

Kimberley Price 46m ago



The power of positive customer service

Sponsored Content



Victoria records further 532 cases, Britnell calls for better information about location of people who test positive

Monique Patterson



SUBSCRIBER

Drink driver stuns police at 167km/h on highway

Andrew Thomson



Testing blitz to control outbreak

long wait for test results



Young basketballers learning from region's best



Letter to the Prime Minister inspires aunt to take 12-year-old niece's lead



OPINION

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07:37AM

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46m ago

SUBSCRIBER

Truck passenger dies in collision with tree

46m ago

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Clark committal to be adjourned indefinitely due

1hr ago

Advertisement



\$19.95

culture **C** kings



Three new Sydney venues hit by virus

NSW VENUES Three more Sydney venues have been forced to close after being visited by COVID-19 cases, with visitors told to immediately self-isolate.

1h ago

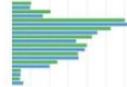
experts are calling for a renewed crackdown.

1h ago

Young people fuelling pandemic

As Victoria continues to record hundreds of coronavirus cases a day, one particular age group continues to feature heavily in new infections.

1h ago



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Taylor Swift - You Need To Calm Down

49,811,431 views

👍 2.3M

🗨️ 175K

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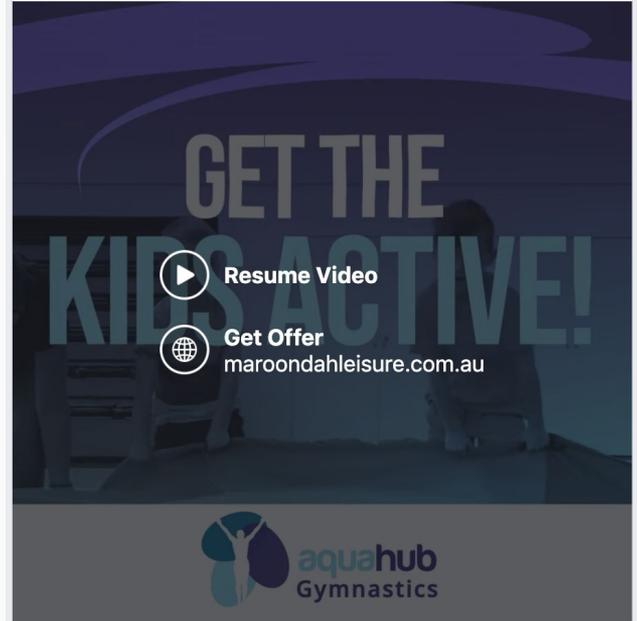
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Aquahub

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High quality recreational Gymnastics program. Affiliated with Gymnastics Vic. Qualified and accredited coaches.



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Enrol your child in our Gymnastics program

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Get Offer

👍❤️ 6

5 Comments

Let's talk Facebook / Insta

The Hard Fact

Just because you post something on your Facebook / Insta Page, that doesn't mean all your followers will see it.

- For Pages with fewer than 10,000 followers: **8.18% organic reach**
- For Pages with more than 10,000 followers: **2.59% organic reach**

The Facebook algorithm prioritizes posts from users' friends and family...

****Cough****



Search Facebook



Ryan



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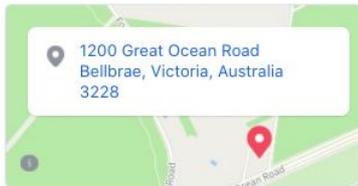
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Message



About

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1200 Great Ocean Road
Bellbrae, Victoria, Australia
3228

WE ARE OPEN: order chocolates & Chocolaterie At Home kits to Click & Collect or have sent anywhere in Australia. Take Home Menu with pick up



Create Post

Photo/Video

Check in

Tag Friends



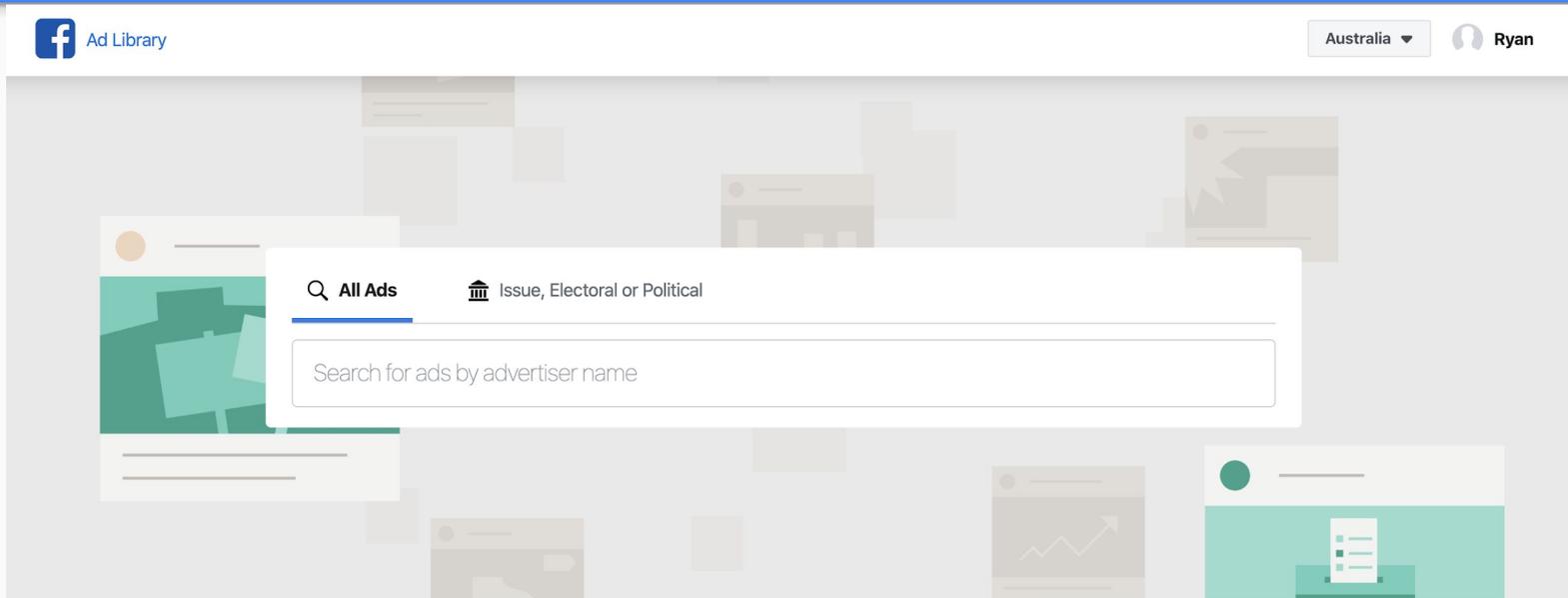
Great Ocean Road Chocolaterie was live.
23h · 🌐

IT'S CHOCOLATERIE STORY TIME WITH LUCAS!
We'll now bring you our popular children's story time to your home at 9.45am every Monday, Tuesday, Thursday and Friday via Facebook LIVE.
Lucas will share his favourite chocolate and sweet themed books with sing along and lots of fun friends just for our little fans.

Key Facebook Organic Post Tips

- Before you post always be thinking:
 - What do existing customers **love about your company** or your products?
 - What **challenges are people having** that you know your product / service could help them address?
 - How can you differentiate yourself from the competition?
- Focus on posting **high quality Images and Videos**
 - These get the highest engagement on FB / Insta
- Video posts play automatically - you get a few seconds here to engage
- Connect with users on **Stories** - a lot of users just interact with these
- **Pinned Posts** are awesome - use it - it is the first thing users see!

Let's spy on others!



Facebook Ad Library

The [Ad Library](#) provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Facebook Products, including Instagram. Anyone can explore the Library, with or without a Facebook or Instagram account.

Key Facebook Marketing Tips

- **Define your audience**
 - Who are they, Where are they, How can we solve their problem
- **Set goals**
 - Why are we doing this, What do we want people to do, how do we measure
- **Plan your content mix** - Follow the 80-20 rule:
 - use 80% of your Facebook posts to inform, educate, and entertain
 - Use the other 20% to promote your brand
- **Make sure you page is ready** - imagery, pinned posts, messenger setup
- **Track, measure** and constantly refine

**What are the other
channels?**



Home



Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

Bliss Search @BlissSearch



What's happening?



Tweet



Ginny Marvin @GinnyMarvin · 3h

Marketers, What processes, tips, lessons learned do you have for improving internal and/or client communication when everyone is WFH?

14

1

6



Foxtel @Foxtel

Applauded by critics. Demanded by fans. Made by us. #Wentworth | New Season | Starts tonight 8:30pm AEST



0:06 62K views

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8

84



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Trending with: John Lewis



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COVID-19 · 4 hours ago

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5+ Business Vehicles? This tiny device lets you track your fleet using your smartphone

quotes.au.expertmarket.org

26 · 1 Comment

Like Comment Share Send



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53m •

Our featured job this week is for a Merchandising Specialist at our Valley City, Ohio office. This role will be responsible for handling a wide variety of

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Messaging

Thanks for your time!

joel@blisssearch.com.au

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