



## Social Media Marketing Tips

*Social Media is still the number one place for small and medium sized businesses to find more customers. But with so much competition and so much 'noise' in marketing, getting results needs the right approach. Here's our top 6 tips for getting results from your social media.*

- 1. Keep showing up, and keep it simple!** People want to do business with people they know and trust, so showing up on your social media consistently helps build those relationships. You don't have to be on every platform and you don't have to be there everyday. Pick a frequency that you can stick to (we recommend 2 posts per week as a minimum) and then be consistent. Keep your posts and ads simple and useful. People's lives are complicated enough already!
- 2. Use Reels and Stories.** Short form video is more important than ever, and it's getting loads of engagement. You don't need a big budget or professional video to be successful with short video either. Get a small bluetooth mic so the sound is good, and record on your phone. Show some behind the scenes footage, give tips and advice and share your product and service offers. No, you don't have to do a funny dance!
- 3. Embrace AI (with caution).** AI powered tools can be a real time saver, but in a world already filled with repetitive, vanilla, cookie cutter content with no real value, make sure you're adding your own personal touch and writing posts that are genuinely helpful. Once you've created the content, read it,

edit it, make sure you check any facts or references. Take out any jargon and add in the words you know your customers are using.

- 4. Get Personal.** If you want people to buy from you, they need to feel a personal connection. Talk about the problems your customers are facing and help fix them. Use the words your customers would use, not your own industry jargon. Write as though you were speaking directly to that person. To do this, you need to spend time getting to know your customer intimately. What are the problems you can help solve? What emotions do those problems trigger? How do they feel when they have those problems and how will they feel after you've helped fix them?
- 5. Make offers.** It's important to post things that are useful and helpful for people, but from time to time you need to offer things they can say YES to. If you don't you'll be well known, well respected, and poor! It might be a free offer that gets someone to join your email list, an introductory offer so they can try you out, or your core offer which is the main thing you're selling. These offers are critical to moving people closer and closer to buying from you.
- 6. Get help where you can.** The thought of managing your social media can be overwhelming, but help is always available. Whether it's tools to simplify the process, a VA, freelancer or agency, get help if you can afford it. It'll not only save you time, but having someone with marketing skills can seriously improve your results.

### Bonus Tip:

#### Looking to level up your marketing game even further?

Knowing where to find good, reliable information can be overwhelming. There is so much free content on the internet it's almost impossible to be across all of it. **Here's a couple of my favourite marketing podcasts for you to check out...**

#### The Marketing Mashup.

(Yep, my podcast so I may be biased... Check it out at <https://themarketingmashup.com.au> also Apple Podcasts, Spotify, Amazon Music and Pocketcasts.


**The Smart Marketer Podcast.** One of the best for industry insights and ecommerce. <https://landing.smartmarketer.com/pages/podcast-homepage>

Non marketing related:

**The Silver Bullet.** Sometimes you just need to clear your head and take some time for a bit of fun. The Silver Bullet is one of those podcasts. With Lewis Hobba and Michael Hing from Triple J, you just know it's going to be fun. <https://www.abc.net.au/listen/programs/silver-bullet>

Ready for more help with your marketing and business growth? Reach out at [orbitmarketing.com.au](http://orbitmarketing.com.au) or find us on our socials.

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# MONTHLY COFFEE CATCHUP

First Wednesday of every month (except January)

FREE at Penrith RSL 7.30am  
RSVP [beth@penrithcbdcorp.com.au](mailto:beth@penrithcbdcorp.com.au)



WESTERN SYDNEY BUSINESS CENTRE

**CBD Membership**

Unlock the opportunities for your business

**4722 5556**

## Services NSW Business Support

**The Service NSW Business Bureau provides free, ongoing and personalised support for every stage of your business.**

The Business Bureau helps businesses access government services, information and advice to support them to grow in the NSW economy. Businesses can:

- talk to a Business Concierge over the phone, in person or online
- get advice from an independent advisor or access a range of events, webinars and online resources through Business Connect

- engage with a multicultural advisor for in-language support or get culturally appropriate advice from the Aboriginal Business Advisory Initiative (ABAI)
- create a Business Profile to make it easier to manage government transactions and business licences
- download the free Service NSW Business Bureau app to access support on the go For more information call 13 77 88 or [visitservice.nsw.gov.au/business](http://visitservice.nsw.gov.au/business).



### Introducing our local Business Concierge - Ryan Heslehurst

Ryan is based in our community and brings local knowledge and connections across our council, business chambers and government agencies to work with you one-on-one. He will offer you support and answer any questions as your dedicated case manager.

You can request a call back from Ryan by calling 13 77 88, submitting a request online or contact our office for his direct details.

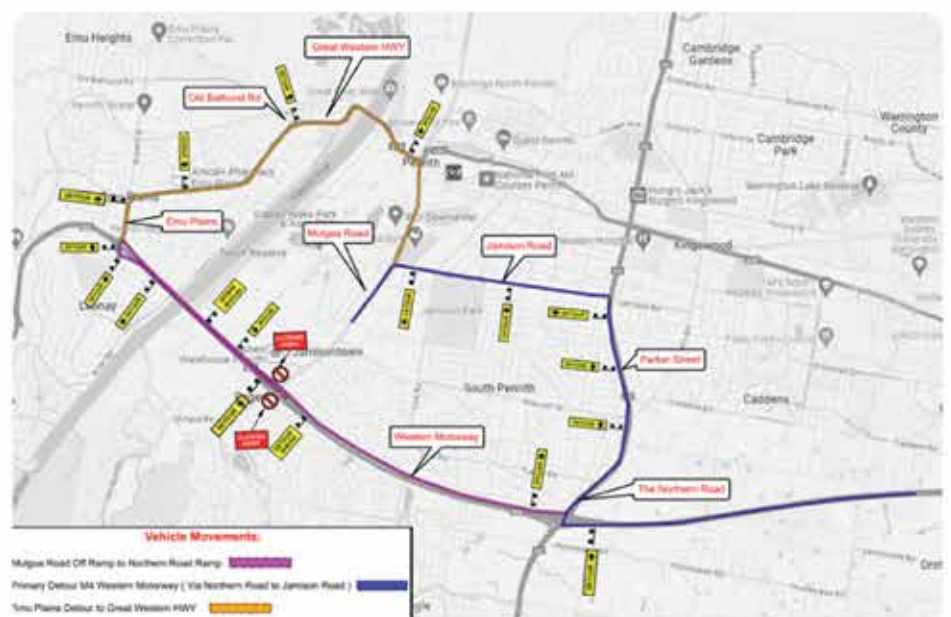
## M4 Motorway Upcoming Closure

We would like to inform you of the upcoming closure of the M4 Motorway Off ramps (both Eastbound and Westbound) leading to Mulgoa Road. This closure is scheduled for April 17, 18 and 19 2024, between 9 am and 3 pm. Monday, April 22, and Tuesday, April 23, will serve as contingency dates in case of inclement weather.

Both ramps will be closed during day time to undertake multiple works including stormwater and drainage installation, line marking, utility crossings, and other utility works.

During this period, Mulgoa Road access will still be available through designated detours.

For your convenience, please see map below, illustrating the detour route, which you may share with your staff, customers, and suppliers.





# Nepean Solar

## Celebrating 9 Years of Renewable Success

*In the nine years that have passed since Nepean Solar Solutions was established, I have seen many changes in the renewable energy sector.*

In 2015, there was very little monitoring available to see your system performing, panels were sized around 250 watts and were very inefficient at around 15%. Battery storage was only a pipe dream with battery systems restricted to off-grid situations at remote farm etc.

Now we regularly install Solar panels at 440watts and over 21% efficiency.

As the years passed, we find ourselves with wifi connected monitoring platforms measuring your Solar and home's consumption in real-time. This is now a given on all of our systems, rather a costly third-party option.

Lithium batteries have taken off with many systems on the market now providing you with grid security in the event of grid outages and the ability to reduce your cost of power by storing

excess Solar during the day to use at night rather than paying a premium for it.

Nepean Solar Solutions has also progressed in these nine-years still maintaining our local customer base but have been accepted onto the NSW Governments approved suppliers list and have installed in excess of 20 commercial Solar systems on Ambulance Stations in NSW. Proudly, Penrith was our first one and we see this every day just up from our office on High St.

Another favourite installation was a local McDonald's restaurant helping this company reduce their greenhouse emissions whilst also reducing their running costs.



The key to our success has always been to provide an honest, tailored design and installation for our clients, helping educate them and navigate them into renewable energy, and be there long after the system has been installed to assist with anything from a service through to help with looking for better deals on electricity companies.

I would like to thank all our customers who have used our services for the success of our little company.

**Jim Hill**  
Nepean Solar



## Legislation Update: March 2024 (Closing The Loopholes)

The start to the year has brought with it yet more changes on the industrial/employee relations front.

These changes build upon other recent changes such as variations to employee authorised payroll deduction requirements, new rules for labour hire workers and small business redundancy changes



As for these latest changes, we're focusing in this article on those changes that are most likely to potentially impact our clients.

Please note in particular the dates from which these changes take effect, which may be different for small business employers. Note that a "small business employer" is an employer with fewer than 15 employees.



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www.hrsuccess.com.au

**TO BETTER UNDERSTAND YOUR OBLIGATIONS AS AN EMPLOYER,  
ACCESS THE ARTICLE VIA THE FOLLOWING LINK:**

<https://hrsuccess.com.au/legislation-update-march-2024-closing-the-loopholes/>



## ALL THE THINGS YOU NEED TO RUN YOUR BUSINESS

- ✓ Branding
- ✓ Graphic Design
- ✓ Printing
- ✓ Websites
- ✓ SEO
- ✓ Digital Marketing

DIGITAL | GRAPHICS | PRINTING

1<sup>Year</sup> STOP SHOP

P. 4731 5055 M. 0418 226 679  
21 Lawson Street, Penrith NSW 2750

[atprint.com.au](http://atprint.com.au)

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CREATIVE SOLUTIONS

# What's Happening

## April

### Coffee Catch Up

Wednesday 3rd April

Penrith RSL  
7:30 – 8:45am

To RSVP email

[beth@penrithcbdcorp.com.au](mailto:beth@penrithcbdcorp.com.au)

### Light's On Western Sydney

Friday 5th April

Visitor Economy Forum  
<https://penrithchamber.org.au/events/#!event-list>

Western Sydney Conference Centre

### Free Workshop: Acquiring Clients and Creating Sales

Thursday 11th April

10 – 11am

### School Holidays

15th April – 26th April

Shop, Dine and Play Local

For places to visit go to:

<https://penrithcbdcorp.com.au/events/>

### ANZAC Day:

#### Dawn Service Memory Park

April 25th

Penrith RSL

<https://www.penrithrsl.com.au/>

Penrith Bowling Club

<https://www.penrithbowling.com.au/>

The Log Cabin

<https://www.thelogcabin.com.au/>

## May

### Coffee Catch Up

Wednesday 1st May

Penrith RSL  
7:30 – 8:45am

To RSVP email

[beth@penrithcbdcorp.com.au](mailto:beth@penrithcbdcorp.com.au)



### Free Workshop:

#### Canva and AI

Thursday 9th May

10am – 11:30am



HAPPY  
*Mother's*  
DAY

SUNDAY 12TH MAY

Spoil Mum and Support  
a Local Business  
*(It is twice as nice)*

### Network Twilight Catch Up

Tuesday 21st May

5:30-8pm

Dom's Cocktail Bar Panthers

## Biggest Morning Tea

Thursday 23rd May

WOTSO - Station St Penrith

Join us or organize your own  
Invitation will be sent



# MAYORAL CHARITY FUNDRAISER

21 JUNE 2024

5:30PM – 11:00PM

St Marys Leagues Club

Cn Forrester Rd &, Boronia Rd, St Marys

## THE GREATEST SHOW

Envisioned by Penrith Mayor Todd Carney, the Mayoral Charity Fundraiser will aim to raise funds for a local charity.

The chosen charity for 2024 is the Penrith Community Kitchen, which provides those doing it tough in our community, a place of comfort and a social connection, to make sure those reaching out for support services can get the help they need.

Penrith Community Kitchen also provides fresh food and pantry items for 12 local schools.

### FIND OUT MORE:

<https://www.penrithcity.nsw.gov.au/upcoming-events/mayoral-charity-fundraiser---penrith-2024>

TICKETS NOW ON SALE

Sponsor opportunities available

PENRITH  
Community  
KITCHEN



"I was hungry and you fed me"  
Matthew 25:35

PENRITH  
CITY COUNCIL

For further information for these events or membership info, contact Penrith CBD Corporation.

PO Box 505 Penrith NSW 2751 | [www.penrithcbdcorp.com.au](http://www.penrithcbdcorp.com.au) | E: [beth@penrithcbdcorp.com.au](mailto:beth@penrithcbdcorp.com.au) | P: 02 4722 5556