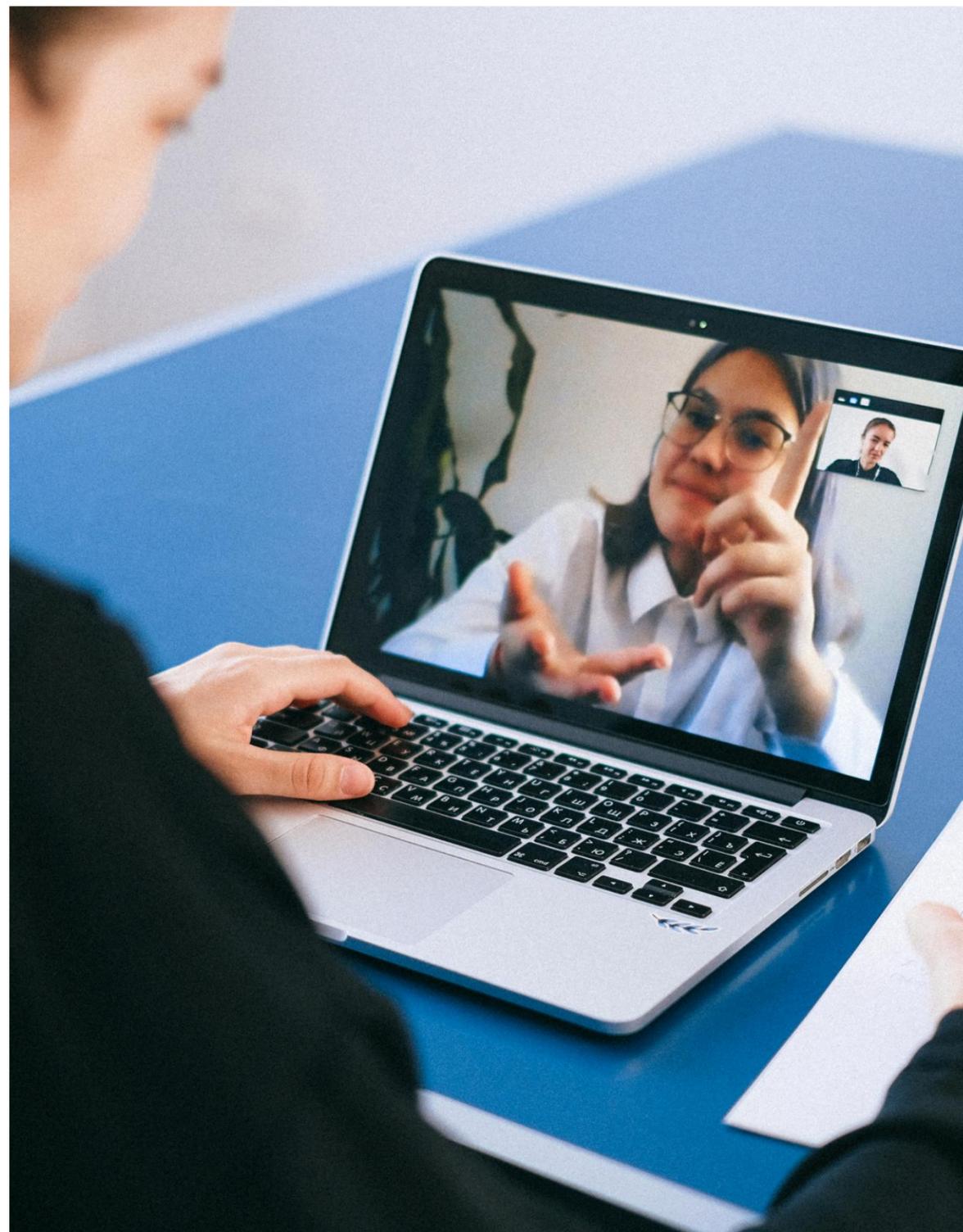


23 August, 2020  
MB Library

# Smart communications for young start-ups

Delivered by Commsshake Media + Engagement  
for the Kickstart Loans, RCMB (Impact Youth)





So what just happened here?



# Quick intro

## COMM SHAKE

We're a team of communications experts, specialising in working with all levels of government, NGOs and small business. Our focus is to engage people in great content while promoting the SA regions.

Courtney, our Director began the company in 2016, and along with her team, has grown it to become South Australia's best small PR agency (awarded by PRIA in 2019).

# Interactive

## YOU'RE ALL INVOLVED

Get ready to think, talk and respond.

My focus is to help prepare you all to engage the panel, and succeed in your loan presentation next month.





# Today

- Helping define your brand
- Introducing the 'So What?' concept
- Defining your audience
- Understanding habits
- Defining what you want to stand for
- My top start-up tips

BRAND

# Defining your brand



Your elevator pitch

In 45 seconds, tell me about your business.

BRAND

So what!?



How can we improve?

AUDIENCE

**Who are  
they?**  
(Dig deeper)



# Consider your audience's habits



## Info

Where does your audience get theirs?



## Trust

Who will they listen to and engage with?



## History

What do we know about their past behaviours?

MESSAGE

# Problems + solutions



What problem are you solving for your audience?

# What do you want your business to stand for?

Zambreros

Feel good Mex.

IKEA

Simple. For everyone.

Ryde Clothing.

Active, young, lifestyle, chill.

Move Pilates

Join the community, Feel great.



## TOP START-UP TIPS

# DO



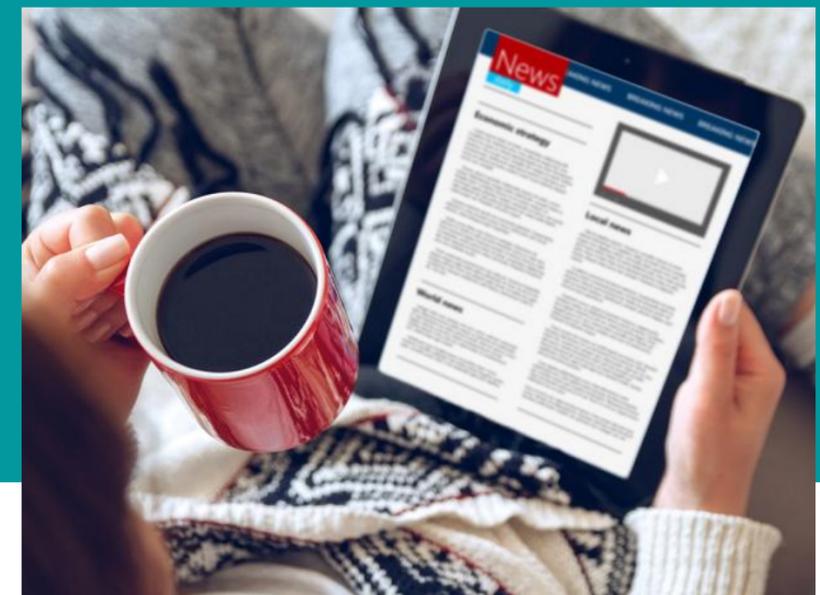
## Pay for a great logo

Your visual brand is led by many things, and your logo is your 'stamp'. Make it count.



## Market research

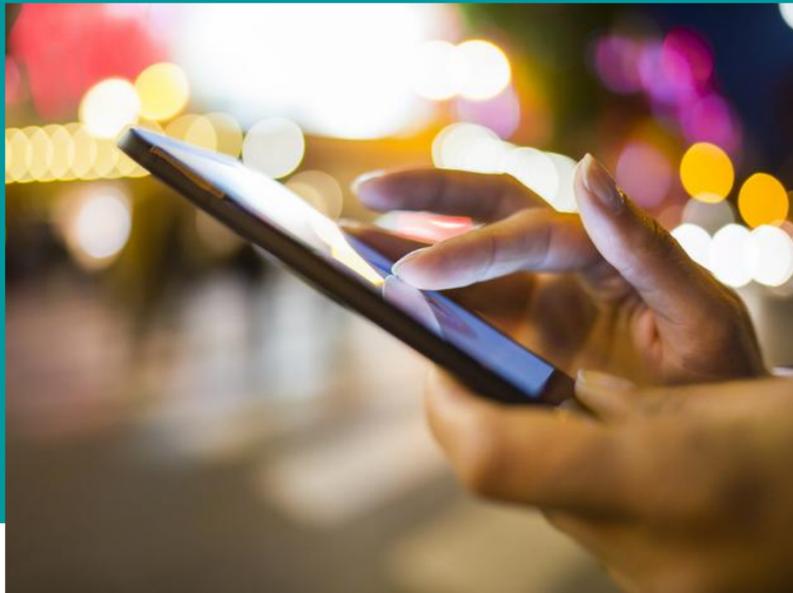
Consider what's already out there, and how can you be competitive.



## Talk to people

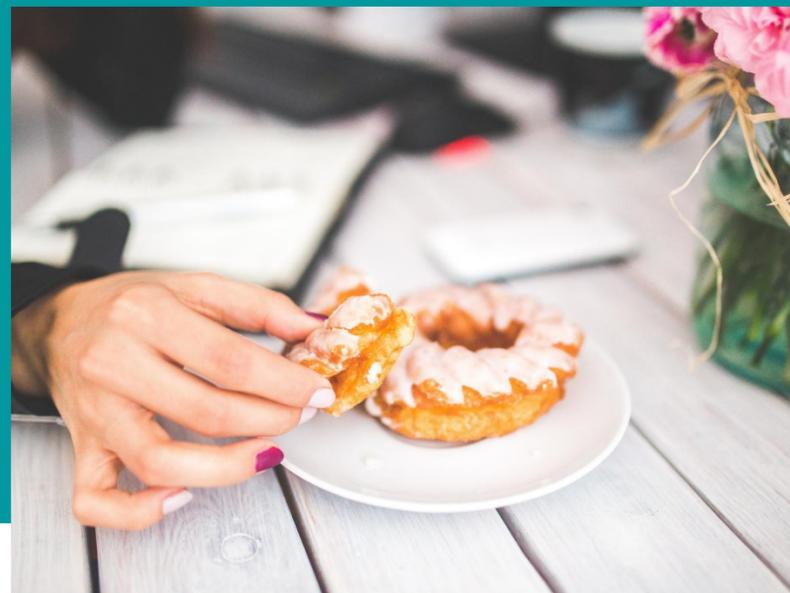
Tell people about your business. in real conversations.

# DO



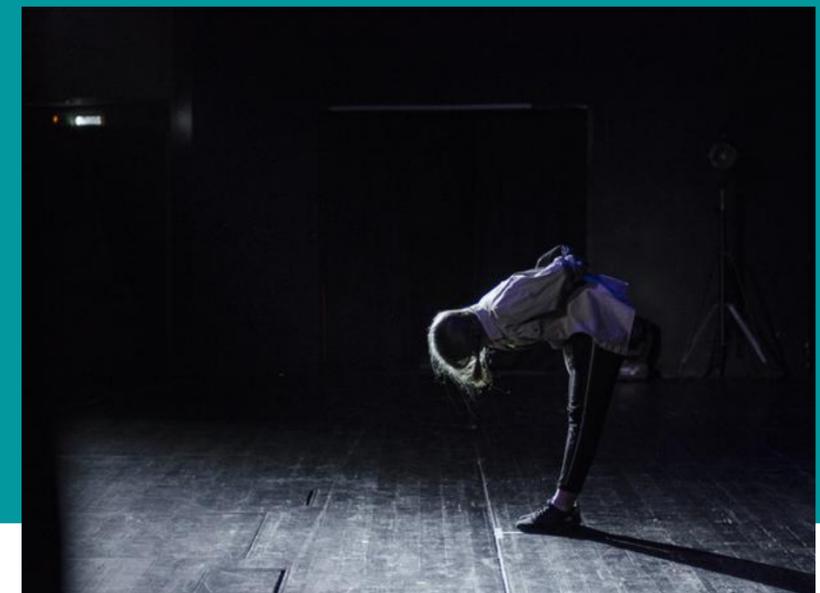
## **Work with good people**

People are your greatest asset, on both sides of business.



## **Trust your gut**

The buck stops with you. This is your business, so seek advice, but pave your way.



## **Be authentic**

People will soon find out if you're not. Audiences engage more with brand they believe are 'real'

# DON'T



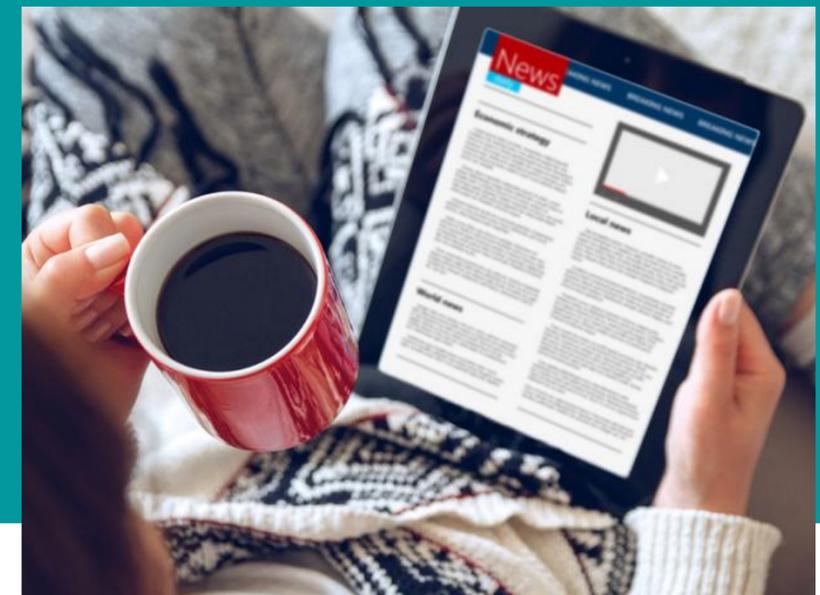
## **Expect year 1 to be profitable**

Learn, grow, learn, grow, learn grow... repeat.



## **Go it alone**

Even sole-traders get great / constructive advice from people around them.



## **Do the same thing**

Evolve, grow, evolve, grow... learn from your mistakes and do better.



*Question, discussion time*

