



## Mastering the art of marketing to grow your practice

### Top takeaways from this session

1. **Marketing is about how people experience your brand.** More importantly, it's how they feel when they interact with your brand. It's also about attracting and retaining top talent to service the demand those new leads may generate.
2. **Building your brand identity can be done in a number of ways:**
  - **Empower your staff** to become your biggest brand advocates. Consider your culture, flexible working initiatives, and ensure you are offering a competitive salary.
  - Explore the option of **using a recruiter** to enhance your pool of candidates and gain a greater understanding of your local market. This will increase your chances of finding the perfect fit for your company, and allow the recruiter to promote your brand.
  - **Get involved with your local community.** This involvement will contribute to word of mouth referrals, increase brand awareness and create a positive brand image.

*\*Unfortunately, our guest speaker from [Reef](#) – a digital marketing agency based in Sydney – was unable to attend Xerocon due to unforeseen circumstances. However, below is a summary of tips from their masterclass. Head [here](#) if you would like to get in touch with Reef to learn more.*

3. **\*Strategic content marketing** will allow you to connect with your audience, understand how to speak to them, engage them and transform them from potential leads, into loyal clients. The 5 marketing tactics discussed were:
  - **The application of persuasive copywriting**, by identifying their need for help and choosing the right words to ensure they feel understood.
  - **The magic of storytelling** – finding the right message that will resonate with your audience and evoke emotion to leave a lasting impact.
  - **Crafting compelling calls to action** that speak directly to what you're offering.
  - **The power of consistency** – ensuring you have a consistent message and tone across all of your marketing assets (including your website and social media channels)
  - **The art of personalisation** – ensuring your content is tailored to your exact audience so that it deeply resonates with them.

### Key things to do back at the office

- Evaluate your recruitment and working practices. How is your brand perceived by potential candidates? Is there more than could be done to retain your top talent?
- Explore ways your company can work with the local community. What initiatives could you support? How can you make a positive impact on the communities you serve?
- Review your content marketing strategy, using some of the tactics discussed in the session.

### Resources, books, blogs

[Check out our toolkit](#) for marketing your practice.