



A helpful guide to
**Growing
online**



A helpful guide to growing online

Growth is the aim of every business but growing an online business can take as much time and energy as successfully starting one.

However, considering that almost 90% of Australians are connected to the Internet¹, many who access information on the go via mobile and tablet devices, investing resources and technology to establish or increase online business presence and visibility is well worth the effort.

At Australia Post, we know that growing your business online is no small task. That's why we have dedicated ourselves to providing you with information, as well as a range of our product solutions to help you raise your online profile. Think of us as an extra resource to find the right information quickly and easily to develop your online growth strategy.

¹. Source: abs.gov.au, 8146.0 – Household use of Information Technology, Australia, 2012-2013

[Checklist](#)[Helpful products](#)

A checklist for growing your business online

- ☐ Review your business plan
- ☐ Develop a digital marketing plan
- ☐ Know your customers
- ☐ Know the market
- ☐ Increase website traffic
- ☐ Go mobile
- ☐ Work social media harder
- ☐ Successfully sell online
- ☐ Products to help you grow online



Checklist

Helpful products



A checklist for growing your business online

- ✓ **Review your business plan**
- ✓ **Develop a digital marketing plan**

Your initial business plan would have helped to bring your online entrepreneurial vision to life. However, as you look to grow your business in the online space, it becomes necessary to review and update your business plan.

When reviewing strategies for growth, it is a good idea to spend time researching the market for consumer online behaviour, competitor activity, developments in mobile and website optimisation and the latest trends in online selling. This will help to define areas for improvement and investment.

Doing business online also opens doors for increased and more strategic digital marketing activity. Through social media channels and digital advertising, audience reach can grow exponentially; however, a responsive digital marketing plan is crucial for managing communication.

Visit **business.gov.au/plans** or download the free marketing plan tablet app, MarketMyBiz, at **business.gov.au/businessapps**



Checklist

Helpful products



A checklist for growing your business online



Know your customers

An important aspect of a website's relevance is the measurement of your customer's online behaviour and subsequent improvement of content and features. Metrics such as the number of visitors to your site, their geographical location, the referring site, pages viewed, time spent on each and the bounce rate are invaluable to the continuous improvement of your website and identifying marketing opportunities.

Review the use of your website analytics tool, i.e. 'Google Analytics', google.com.au/analytics to ensure you are maximising the insights being delivered through analysis of consumer behaviour.



Checklist

Helpful products



A checklist for growing your business online



Know the market

Use professional networking tools such LinkedIn www.linkedin.com/company/ to build a competitive landscape of key players in your industry, keep up with developments in your industry and boost your company's profile. Being active on professional networking sites may be the best form of research and engagement to keep ahead in your industry.

Learn more at
digitalbusiness.gov.au/tools/business-networking-online



Checklist

Helpful products



A checklist for growing your business online



Increase website traffic

Ensuring growth in web traffic is particularly important for online businesses. If you are willing to invest in marketing, there are a few methods that could assist with driving traffic to your website:

Banner ads

Placement of banner ads on the web pages of like-minded businesses, a form of affiliate marketing can drive new traffic to your website. Affiliate marketing enables the establishment of promotional relationships with organisations for mutual benefit and can be instrumental in tapping into new consumer markets. Cost structures for banner ads are commonly based on pay per click (PPC) or pay per impression (PPI).

[Checklist](#)[Helpful products](#)

A checklist for growing your business online

Pay per click advertising

Targeted text-based ads that are charged based on clicks – ‘Google AdWords’, **adwords.google.com.au** is a provider of ‘Pay Per Click (PPC)’ advertising and offers invaluable exposure through the world’s largest search engine based on keyword search.

Improve your search ranking

Search engine optimisation is instrumental to achieving optimal search results and rankings for your website. Whilst you can implement some SEO techniques yourself, an SEO specialist can offer the expertise to help grow your business online.

SEO is a vast and fascinating area, visit **digitalbusiness.gov.au/marketing-tips/increasing-website-traffic/improve-your-search-ranking** for more information.



Checklist

Helpful products



A checklist for growing your business online



Go mobile

With more and more consumers accessing information from mobile devices, it is crucial to explore the options for mobile optimisation of your web content. At a minimum, your website should be mobile-friendly if you wish to capture this growing customer segment. You might even consider developing a mobile app depending on budgets and resources available.

Like social media, you need to invest time, money and resources into mobile marketing to have it done properly and ensure the customer experience is seamless in order to reap benefits.

Find out more about mobile optimisation before deciding what is right for your business, visit digitalbusiness.gov.au/creating-your-website/optimise-your-website-for-mobiles



Checklist

Helpful products



A checklist for growing your business online



Work social media harder

Social networking sites offer a great platform to connect with your customers to build relationships and drive interaction with your business. Get it right and you will benefit from influential and cost-effective marketing built on customer advocacy. Get it wrong and your business could suffer the damage of customer antagonism.

Social media is all about conversation – so you might consider allocating dedicated time and resources to both instigating conversations by sharing content, as well as responding to customer engagement. You should also explore social platforms outside of Facebook and Twitter and consider how blogs, video content and forums might contribute to the growth of your online business.

To learn more about how social media can help your business grow, visit digitalbusiness.gov.au/marketing-tips/marketing-with-social-media/facebook-and-social-networking-sites



Checklist

Helpful products



A checklist for growing your business online



Successfully sell online

As your business grows, you need to be prepared to manage increasing sales volumes and customer demands.

A reputable online business will have a professional website, a secure payment gateway and a reliable order management and shipping tool. Your business will also benefit from offering customers flexible options for parcel delivery and collection.

Refer to the enclosed product cards to find out how Australia Post can assist with building an online presence that customers will respond to.



Checklist

Helpful products





Products to help you grow online



Checklist

Helpful products



Products to help you grow online

Business Credit Accounts

SecurePay

PostPay

eParcel

Parcel Send App

Parcel Returns

Domestic parcel products and services

StarTrack Courier

International parcel product and services

Packaging solutions

Domestic delivery choices

Unaddressed Mail service



[Checklist](#)

[Helpful products](#)



Streamlining for simplicity

Business Credit Accounts

For a better way to manage your business with Australia Post, consider opening a business credit account which will allow you to streamline your business, manage deliveries and access a range of services to help your business grow.

It's free and easy to apply – once approved you can charge a range of products and services to your account including:

- ✓ Letter and parcel services
- ✓ Postage meter resets
- ✓ Pre-paid envelopes and satchels (Express Post and Parcel Post)
- ✓ Courier services
- ✓ Packaging
- ✓ Mail Redirection and Mail Holding services
- ✓ Data and marketing solutions
- ✓ Stationery and office supplies

For more information:

 Visit your local Business Hub or a Post Office  13 11 18

 auspost.com.au/credit-account



Checklist

Helpful products

Back

to products list



Transacting with your customers

SecurePay

The key to selling online is establishing consumer confidence in transacting with your business. **SecurePay** is a payment gateway system that allows you to receive customer payments securely, giving your customers peace of mind while reducing your business risk.

SecurePay is a business of Australia Post that is trusted by +40,000 Australian businesses.

Features include:

- ✓ Merchant Login for stress free payment management
- ✓ Fraud protection tools to minimise business risk
- ✓ Simple and easy integration with most shopping carts

SecurePay's payment gateway can be set up as part of a **My Online Shop** subscription or can be integrated into an existing website to enable online transactions.

SecurePay terms and conditions apply.

For more information:

 Visit your local Business Hub  1300 786 756  securepay.com.au

[Checklist](#)[Helpful products](#)[Back](#)[to products list](#)

Transacting with your customers

PostPay

A secure payment method to reduce perceived risk associated with online payments. PostPay links your customer's payment to parcel delivery, so payment is only released when a parcel is delivered and signed for. To take advantage of this eCommerce solution, customers need only select 'PostPay' as their payment method when finalising the checkout process on your online store.

Benefits include:

- ✓ **Secure payment platform** – PostPay uses the SecurePay payment gateway
- ✓ **Increased sales potential** – build customer confidence in transacting with your business
- ✓ **Proof of delivery** – track orders while maximising security with signature on delivery

There's no sign up fee to get started with PostPay, however you will need an Australia Post Business Credit Account and an eParcel Account to use this service.

For more information:

-  Visit your local Business Hub or a Post Office
-  postpay@auspost.com.au  auspost.com.au/postpay

[Checklist](#)[Helpful products](#)[Back](#)[to products list](#)

Managing customer orders

eParcel

Established online sellers sending more than 1,000 parcels annually both Domestically and Internationally can benefit from our online delivery tool that streamlines product distribution for efficient shipping management.

eParcel provides you with access to the full suite of Domestic and International parcel products.

Benefits include:

- ✓ Consignment management
- ✓ Barcoded labels
- ✓ Online tracking and delivery notification for both you and your customer
- ✓ Flexible pricing for increased parcel volumes
- ✓ Express Post service available
- ✓ Provide your customers with flexible options for managing and organising returns
- ✓ Signature on delivery

The eParcel online system can be integrated with your own warehousing management system, or a third party management system as suited to your needs.

Eligibility criteria and terms and conditions apply.

For more information:

 Visit your local Business Hub  13 11 18  auspost.com.au/eparcel

[Checklist](#)[Helpful products](#)[Back](#)[to products list](#)

Managing customer orders

Parcel Send App

Need to access a system to send parcels on the go? Our **Parcel Send App** allows you to pay for postage and order parcel pick up – all from your smart phone or tablet, anywhere in Australia or internationally with an internet connection.




The Parcel Send App allows you to:

- ✓ Process customer orders from your mobile device when you are on the go
- ✓ Process customer orders for both domestic and international parcels
- ✓ Choose to have parcels collected, starting at a flat rate of \$5.50*
- ✓ Track parcels on their journey

The Parcel Send App is free to download! Learn more and download from auspost.com.au/parcelsend. Also available for download via the App Store or Google Play.

*\$5.50 flat rate applies to a next business day, off-peak pick up in selected locations between 10am – 3pm. Further terms and conditions apply. Parcel pickup options are not available in all postcodes - pick up is currently available in most metropolitan areas, but is not available in most rural areas.

For more information:

 Visit your local Business Hub  13 11 18  auspost.com.au/parcelsend

[Checklist](#)[Helpful products](#)[Back](#)[to products list](#)

Managing customer orders

Parcel Returns

Simple and convenient returns solutions are as important to customers as streamlined delivery services. In fact, recent research shows that:

- 51% of online shoppers listed a returns service as the most important feature of an online shipping tool.
- 61% of consumers would be inclined to shop online if they could return unwanted items for free.

We've designed an eParcel returns service that is flexible, hassle-free and easy to use for businesses and their customers.

Benefits include:

- ✓ Options for customers to obtain returns labels: **contact you**, use **label provided** or **go online**
- ✓ Over 19,000 returns locations Australia wide and many more Internationally (Post Offices and Street Posting Boxes)
- ✓ Choose whether you or your customer pays for return postage
- ✓ Choice of speed with Express Courier International and Airmail.
- ✓ Trackable for Express Courier International

Go online to find out more and register your interest – one of our friendly team members will then be in touch to take you through the options. Alternatively, for a basic, untracked returns solution, which doesn't require eParcel, use Australia Post's Return Paid option.

For more information:

 Visit your local Business Hub  13 11 18  auspost.com.au/returns

[Checklist](#)[Helpful products](#)[Back](#)[to products list](#)

Simply send it

Domestic parcel products and services

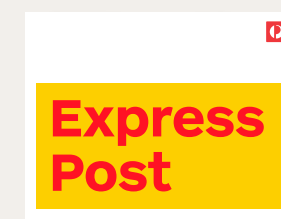
When the customer orders start rolling in, you can rely on our easy to navigate domestic parcel products and services to help get your product to your customer and they are tracked too.

3 easy steps for sending domestic parcels:

1
Choose your speed



Same day*



Next day#



Regular

2
Select your size



Small



Medium



Large

Up to 22kg available with own packaging.

3
Add your features



Extra cover for loss or damage



Signature on delivery

*Same Day delivery only available within Metropolitan areas of major Australian Capital cities.

#Next Day delivery only available within the Express Post delivery network.

Please see <http://auspost.com.au/parcels-mail/delivery-areas> for further details

For more information:

 Visit your local Business Hub or Post Office  13 11 18  auspost.com.au



Checklist

Helpful products

Back

to products list



Simply send it

StarTrack Courier

For time critical deliveries or deliveries requiring additional security or safe-handling, look no further than **StarTrack Courier**.

StarTrack is a business of Australia Post that offers same day delivery to your customer's door in select locations – 24 hours a day, 365 days a year.

- ✓ Available within CBD and metro locations across all major capital cities in Australia
- ✓ Fleet of +750 vehicles servicing CBD and metro locations
- ✓ Book online
- ✓ Live tracking, SMS/email alerts (on request)

Terms and conditions apply.

For more information:

 startrack.com.au/services/courier



Checklist

Helpful products

Back

to products list



Simply send it

International parcel product and services

When you're ready to take your business overseas, our international shipping and logistics solutions can help. If you send products to customers overseas, our range of services offer a variety of features based on cost-effectiveness, speed and extra cover.

- ✓ **Premium services:** Express Courier International, Express Post International (parcels)
- ✓ **Standard services:** Express Post International (letters), Pack & Track International, Registered Post International, Air Mail
- ✓ **Economy services:** Sea Mail

With Australia Post's international shipping and logistics solutions, you can be confident of end-to-end delivery support, delivery to rural and remote areas, the convenience of customs documentation prepared online and handy parcel pick-ups from your business.

If you source product from China, you can also benefit from our joint venture with China Post, Sai Cheng Logistics International, to manage warehousing and distribution from China.

We've also partnered with New Zealand Post to offer a complete delivery, customer acquisition and marketing solution across the Tasman.

Go online to learn about the benefits available to you through our partnerships with China Post and New Zealand Post.

For more information:

 auspost.com.au/internationalbusiness



Checklist

Helpful products

Back

to products list



Simply send it

Packaging solutions

Packaging solutions, to best suit your **delivery needs** and to ensure that items arrive to your customer in their **best condition**, are made easy through our extensive range of bags, boxes and satchels that can also be **purchased in bulk** for greater **savings**.

Talk to us about custom packaging if you are after something unique for your business by way of design, style or size.

Visit auspost.com.au/packaging-options for more information.

For more information:

 auspost.com.au/packaging-options



Checklist

Helpful products

Back

to products list



Flexible delivery and collection options

Domestic delivery choices

Consumers demand more choice and convenience for parcel delivery. Knowing that first time delivery success equals customer satisfaction and the likelihood of repeat business, we offer options to help avoid missed deliveries.




- ✓ **My Post Deliveries**[^] an online tracking and delivery management tool, which enables options for receivers to re-direct or re-schedule deliveries.
- ✓ **24/7 Parcel Lockers**^{*} self-serve parcel collection from a network of over 180 convenient locations. Customers register for a Parcel Locker address and start sending parcels to this address. We email or SMS as soon as their parcel is available and they collect at a time that suits them.
- ✓ **Parcel Collect** a service that lets your customer choose one or more of up to 3,500 Post Offices which their parcel can be delivered to. Customers register for a Parcel Collect address and start sending parcels to this address. We email or SMS as soon as their parcel is available.

Now parcels wait for your customer, rather than the other way around.

[^]My Post Deliveries Terms and Conditions apply.

^{*}Parcel Lockers terms and conditions apply. Collection time limits apply.

For more information:

 Visit your local Business Hub  13 11 18  auspost.com.au/manage-deliveries



Checklist

Helpful products

Back

to products list



Customer acquisition

Unaddressed Mail service




Want to reach consumers but don't have a database? Our Unaddressed Mail service provides a low cost service to target particular localities or postcodes with the key marketing messages for your business.

Benefits:

- ✓ **Save money** – Unaddressed Mail is a highly cost-effective way to communicate
- ✓ **Enhance your company's image** – current and potential customers receive your mail through Australia Post's professional delivery network
- ✓ **Reach up to 10.9 million¹ households** and business delivery points nationwide, including more than 1 million Post Office Boxes (business and private).

¹Unaddressed Mail delivery points as at November 2012.

For more information:

 Visit your local Business Hub  13 11 18  auspost.com.au/unaddressedmail

[Checklist](#)[Helpful products](#)[Back](#)[to products list](#)