

Marketing a New Small Business: A Career Practitioner's Journey to Successfully Engaging Clients with Videos, Blogs, and Social Media

Ms Lisa Tozer¹

¹*The Interview Coach*

Biography:

Lisa is a career practitioner in private practice. She owns and operates "The Interview Coach", supporting candidates to maximise their impact in job interviews. Lisa operates her practice face to face in Canberra and via Skype and phone for candidates nationally and internationally.

Lisa's background includes roles in sales, marketing, management, training and coaching. She has served as an independent panel member on hundreds of public service interview processes.

Lisa offers a unique service to clients by integrating the skills she has developed in her own career. She blends the knowledge she has about sales, marketing, and persuasive communication to help candidates present their point of difference to perspective employers.

Lisa holds a Masters degree in Mental Health Counselling and a Certificate IV in Workplace Training and Assessment. She has been a professional member of CDAA since 2016 and currently serves on the ACT committee.

Lisa enjoys travel, performing arts, and cooking. Her dream job is to host her own cooking show as a TV chef. Until the talent scouts discover her, she intends to stick with interview coaching!

I had a "big idea" to open my own business to offer interview coaching. My own journey relates to Krumboltz's Happenstance theory; choices I made around various opportunities led to my current situation. My idea was to integrate my background as a sales person, marketer, trainer and coach with my experience in psychology and my work as an interview panel member. Hence "The Interview Coach" was born.

In this presentation you will learn about my many failures as I tried to promote my business and find customers, until I finally struck on the winning formula; online content.

I dabbled in various unsuccessful tactics, such as posting flyers, networking, cold calling, and donations to community events. I tried to approach my identified target customers directly by engaging with schools, universities, and NDIS providers. None of it worked.

What did work was promoting my business online. I drove traffic to my website with

- Blog posts
- Videos
- Social media posts

And the result was that nearly every new client says, "I found you on google".

In this presentation, you will learn:

- How to make your own videos to engage clients



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- How to drive traffic to your website with blog posts
- How to use social media channels to reach and educate clients.

The ideas and strategies will be useful to career practitioners in private practice, schools, universities and other agencies supporting job seekers. And best of all, these marketing methods are virtually free!