

**SOCIAL MEDIA  
& MARKETING**

WITH JENN DONOVAN

**SPEAKER**

**KIT**

**2024**



**AUSTRALIA'S #1 REGIONAL SMALL BUSINESS MARKETING ADVOCATE**



**Growing up in regional Victoria, and then putting down roots in regional NSW, Jenn Donovan is a powerful inspiration to small business owners in the country. Her passion for rural and regional small business is only equalled by her passion for marketing and future-proofing country businesses. Jenn brings, as a global speaker, best-selling author and innovative business owner, her wealth of rural and regional knowledge and experience and blends her own unique entertaining style to very big and very relevant topics for small businesses around the country in 2024.**

Jenn Donovan is best described as a self-confessed marketing lover, quite unlike anyone you've come across before because Jenn breathes, sleeps and dreams about marketing. She specialises in future proofing businesses, through marketing strategy, product architecture and accountability, across virtually every industry and in every corner of this wide brown country of ours, but with an incredible soft spot for rural, regional and remote small businesses. Late in 2023, Jenn released her first marketing book, Small Town Big Impact - 107 Simple Marketing Strategies for Regional Business Success, which as you just read, is focused on helping regional and rural small businesses with their marketing to future-proof themselves, and become more profitable - less stress, more success.

Jenn has a client base that stretches the country from the wheat belt of WA to the Sapphire Coast and all in between. She is clearly sought after to provide advice and wisdom for the smallest of businesses to the largest of organisations. Jenn can share her observations, experiences and research with any small business owner, to identify the exact steps a business needs to take to become future-proofed and develop the marketing their business needs. And she delivers her advice in a down-to-earth, simple and action-taking way. Jenn has been a commentator on all things rural small business for many years for organisations including local and national print media, Sky Regional News and many other publications. She has created thousands of topical, relevant and insightful articles, videos and podcast episodes, both on her own podcast Small Business Made Simple (ranked in the Top 1.5% globally) and as a guest on many other podcasts.

**SIMPLIFYING MARKETING FOR SMALL BUSINESS OWNERS ALL OVER THE COUNTRY**



Jenn's advice is a combination of her experience as a regional/rural business owner, what she has learned from coaching and mentoring for almost 10+ years, and what she's observed from both the really successful and the really unsuccessful businesses.

Jenn believes in community and believes this is the key to business success, especially in the country. Being the creator of the viral "Buy from a Bush Business" Facebook Group - a community that grew to over 375,000 with Jenn at the helm. So, when she says she believes in community, she's got the runs to back up why.

Jenn started her career with almost 15 years in law, running her own property law business for 3 years, then purchased a retail business with her best friend (still besties today, just in case you were curious!), then in 2017 sold that business and started mentoring and coaching other small businesses to share everything she'd learned about business in marketing from 10 years of being a business owner in a rural area.

Described by many as the country girl with a big heart and loads of passion, Jenn is on a mission to share the marketing rites of passage that she has learned, to help others set themselves apart from the crowd and to stay relevant with their customers for a lifetime. In a world where simply keeping up is proving the greatest challenge, hearing about what is happening with both the big business world and the small business world from a marketing point of view, from someone with 23 years of entrepreneurial experience, is hugely beneficial.





## JENN'S EXPERIENCE SHINES THROUGH ON ANY STAGE

### IT'S ABOUT CREATING LASTING IMPACT WITH ANY AUDIENCE

As a keynote presenter, Jenn's authenticity is one of her greatest strengths. She has the rare ability to take the complex and simplify it - to make marketing less overwhelming, and more achievable sometimes with unapologetic honesty and a quick wit. Jenn imparts wisdom generously but with clear expectations - she doesn't just want to leave a warm and fuzzy lasting impression on her audience, she wants to have a lasting impact on the way they choose to live, work and market their business as a result of the information she shares and the stories she tells. Jenn wants to create more action takers. The world doesn't need someone "aiming" to do something - to do their marketing, the world needs them to take action. This is Jenn's superpower. Jenn's advice is a combination of street smart wisdom, practical concepts and productive marketing strategies, derived from the hard learned lessons with her own trial and error, as well as years of close observation and identification of the characteristics shared by both the really successful and the really unsuccessful businesses. Jenn is a great storyteller and has an endless bank of her own personal experiences to share with audiences as well as countless anecdotes and observations. Jenn delivers these in energetic storytelling mode that help impart meaningful and significant lessons to any audience, creating action.

### NOT ONLY A SAFE ENGAGEMENT BUT ALSO A WISE ONE

Thoroughly engaging, a masterful speaker with years of experience on stages around the country, and one of the leading small business marketing speakers in Australia. Jenn is the woman that over 208 organisations, from all around the country, have trusted to help inspire, challenge and engage their audiences. At the same time, she is extraordinarily easy to work with and the ultimate professional in all that she does. Voted the best speaker at events time and time again, booking Jenn for your next event is not only a safe engagement, but also a wise one.

“ I just wanted to say thank you for your excellent presentations. We have had amazing feedback from our attendees. Your engagement with the audience and storytelling left them inspired and ready to take action. We also loved how easy you were to deal with from start to finish. ”

CESSNOCK CITY COUNCIL

# JENN'S BEST SELLING BOOK





# Jenn's Current Speaking Topics

Jenn is clearly highly experienced and knowledgeable about most business related topics, but her real strength lies in marketing, with a soft spot for helping rural and regional small businesses with their marketing (being rural herself). Inspiring business owners and encouraging them to take the right marketing actions that will ensure they earn what they are worth and then can make a bigger difference in their communities, is what Jenn loves to do more than anything else. Every presentation she delivers is customised to suit the audience, with a strong lean towards meaningful storytelling and practical examples. As a rural woman who has been in law, owned a retail business and travelled hundreds of thousands of kms talking about marketing to small business owners, she draws on many of her experiences to illustrate key learnings. The following list will provide some guidance on the specific topics Jenn can deliver. Please note that all material delivered will be extremely current, contemporary and relevant to your audience. You don't succeed as a professional speaker for over 10 years without learning how to stay relevant by delivering the right information to the right audience.





# 16 Ways to Market Your Business for Free

Featured  
Presentation

## A Powerful 2024 Presentation for All Business Audiences

The Big Small Business Survey has told us that over 68% of small business owners find marketing overwhelming and that many use social media as their only marketing channel, many citing because it's "free". And whilst social media channels are a good choice, they should NEVER be the only choice for marketing your business. They need to market themselves and their business on the channels that their prospects are on, and that is always more than social platforms! And the longer they hold off diversifying their marketing, the less profitable their business becomes.

This presentation is designed to showcase 16 other FREE ways to market their business and to showcase the benefits of diversity in marketing. Jenn addresses the overall impact this has not only on your business but also your life overall as a business owner.

Jenn showcases not only 16 free ways to market your business, but also gets the audience to start thinking about who their audience is, where they hang out, what time they are dedicating to marketing, how to be more strategic in marketing and many more lessons and stories the audience will take to feel inspired to have less stress and more success with their marketing.

This presentation is all about action and redefining what marketing looks like for each small business.

A workbook is included for this presentation.

*The feedback from organisations that have engaged Jenn to deliver this presentation in the last 12 months has been extraordinary - with testimonials including "thanks for having us think outside the square", "I've been running this successful conference for years and after this presentation, I need to look at my own marketing!", "I'm the person Jenn talks about, trapped just doing socials just because, but my eyes have been opened. I'm excited!"*



# It's Time to Start Marketing With Strategy

Featured Keynote

## This Presentation Could Not Have Better Timing

Less than 86% of small business owners have a plan for their business that's more than a few notes on paper or a few thoughts floating around their very full brains.

And if Jenn knows anything, she knows that without a marketing plan, business is tough, really tough. Jenn is on a mission to change the world one small business owner at a time and it's no coincidence that her podcast is called *Small Business Made Simple* - because that's the aim - to make business simple.

What's the easiest way to make business simple? With a plan Stan!

When time is precious, marketing is getting harder and life busier, marketing with strategy is the key.

In this thought-provoking presentation Jenn will -

- share her five step marketing strategy for business success
- show the audience who to create content that's not only engaging but creates leads, sales
- explain the three different types of audiences you need to produce content for
- challenge the marketing that's being done now
- show exactly how to create and implement a marketing strategy

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*The feedback from organisations that have engaged Jenn to deliver this presentation in the last 12 months has been extraordinary - with testimonials including "I get it now! Thank god!", "I thought I was good at marketing, but I was just good at doing "stuff", not marketing with purpose", "I've never had a marketing strategy before, but now I am excited to start marketing my business for real now!"*

# Testimonials



My members loved Jenn! She not only made them think about their marketing differently (adding a more human touch), but gave them actionable steps to grow their businesses.

**JANINE, WOMEN IN BUSINESS CONNECT**

My members always get so much out of Jenn's events. Her in-depth knowledge of marketing and social media are a sign of her passion and it shines through her generosity and energy when presenting. I'd highly recommend her as a guest speaker.

**AMY DAWE, SEED**



"We engaged Jenn to deliver her wisdom and guidance during a breakfast workshop for small businesses in Deniliquin. Not only was Jenn was the perfect person to deliver this workshop, her insights and advice provided nuggets of gold for our business owners who were looking to take their marketing efforts to the next level."

**DONNA, DENILIQUN BUSINESS CHAMBER**





Jenn's got to work with some pretty cool businesses

THE AUSTRALIAN  
**retailer**

**SMALL BUSINESS VICTORIA**

**MarketersClub**

**AGHA GIFT FAIRS**

*Women Future*  
CONFERENCE

WOMEN  
**CARE**  
Aligning  
NETWORK

WOMEN IN BUSINESS  
Central Coast

**She's Boss**

**Australian Small Business Advisory Services**  
DIGITAL SOLUTIONS  
AN AUSTRALIAN GOVERNMENT INITIATIVE

**City of Wagga Wagga**

**BUSINESS BUILDERS**

*Griffith* city council  
...love the lifestyle...

**BEC BusinessAdvice**  
SOUTH & WEST NSW

CREATE INSPIRATION  
**BUSINESS CENTRE**

**Business Blueprint**

**GRIFFITH BUSINESS CHAMBER**  
Our Future is Local

**Australian Retailers Association**

**WAGGA WAGGA BUSINESS CHAMBER**

**CESSNOCK CITY COUNCIL**

**moira SHIRE**

**RURAL (aid) AUSTRALIA**

*The Rural Woman*  
bloom where you are

**Rural City of Wangaratta**

**MELBOURNE INNOVATION CENTRE**

**BUSINESS NSW**

**aroondah City Council**

**BUSINESS VICTORIA**

**Baby Sensory**  
Precious Early Learning in Babies  
**Toddler Sense**  
Lives an Adventure

**SEED VIRTUAL ASSISTANTS AUSTRALIA**

*Anarant*  
FOUNDATION

**NSW**

**The Copywriting School**  
GUEST SPEAKER

**young dairy network AUSTRALIA**



# Jenn's a sort after Media Commentator



ABC  
Australian  
Broadcasting  
Corporation

FLYINGSOLO  
MICRO BUSINESS COMMUNITY

inside small  
**business**

Kochie's

**BUSINESS  
BUILDERS**

**news**  
.com.au

sky NEWS  
BUSINESS

The Sun-Herald

SmartCompany

Merimbula  
NEWS  
WEEKLY

ticker | SBS



honey

THE AUSTRALIAN



MamaM!a

NBN  
NEWS

WOMEN  
LOVE  
TECH

THE AGE

we♥lead  
Women's Empowerment and Leadership

QUEENSLAND  
Country Life

internet  
RETAILING

SHEPPARTON  
News

Radio



# JENN IS OFTEN FEATURED IN THE MEDIA AS A REGIONAL/RURAL MEDIA COMMENTATOR

## Your Audience Needs a Credible Speaker

When it comes to credibility Jenn's experience shines through - as well as being a successful regional small business owner, having written the only book in print on marketing in regional/rural Australia, and speaking at over 234 events (including some that were broadcasted internationally), she continues to have a growing media presence. Jenn has been interviewed hundreds of times for radio, television, newspapers, podcasts and many other online platforms.



## And Jenn has won some fabulous awards

