



"Small business isn't meant to always be hard.
If you can simplify the journey and make it more
profitable, then I have done my job."

JENN DONOVAN

SOCIAL MEDIA AND MARKETING EXPERT



- Small Business Marketing Thought Leader
- Small Business Marketing Strategist
- Coach, International Speaker, Workshop Host
- Podcast Host - Small Business Made Simple, Stories from the Bush & Along the Murray
- Winner of the AusMumpreneur People's Choice Award and Regional Business NSW Award
- Highly Commended 2021 Resilient Australia National Award
- 350K+ Social Media Reach
- Community Creator

JENN DONOVAN

SOCIAL MEDIA AND MARKETING THOUGH LEADER AND
SMALL BUSINESS MARKETING STRATEGIST

After 15 years in law, Jenn bought a retail business in a regional town in Victoria. She built that business into a highly profitable 7 figure business and eventually sold it. Since then, Jenn has been assisting other small business owners, in retail, service based and tourism, around the country, to achieve their business goals.

Jenn specialises in helping start-ups in rural and regional areas turn ideas into businesses, online and offline marketing, social media and community building.

The Founder of Buy From a Bush Business, Co-Founder of Spend With Us – Buy From a Bush Business Marketplace and host of the very popular podcast Small Business Made Simple, Jenn is all about community and humans interacting with humans! H2H Marketing – human to human marketing.

Jenn talks the talk but importantly walks the walk!



3 5 6 K +



8 K +



8 5 K +

HOW TO MAKE A SOCIAL MEDIA IMPACT

Jenn's community is over 351,000 with her famous Facebook Group currently at 347,000 members and still growing every day.

Co-Founder of Spend With Us – other founders are Lauren Hatley and Sarah Britz www.spendwithus.com.au

Jenn believes that the currency of “community” is underestimated in business and in 2020 is more profound and deeper than so many business owners, corporate companies or solopreneurs realise, to the success of their business.

So, whether you're looking for a speaker on marketing, social media, or community building, Jenn has the runs on the board and will leave your audience feeling like they not only belong to a community but also gives them the tools to use to continue creating communities in their world.

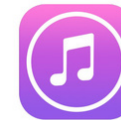


BIG IMPACT THINKING

SMALL BUSINESS MADE SIMPLE PODCAST

"Being in Business is never easy, but it can be simple."

This is the tag line of the extremely popular podcast Small Business Made Simple, and this is exactly what the podcast delivers. With over 100 episodes, the podcast specialises in giving practical advice for small businesses from both Jen and leading experts around the world.



83K DOWNLOADS



BUY FROM A
Bush Business

347K MEMBERS

'BUY FROM A BUSH BUSINESS' FACEBOOK GROUP

In the wake of the 2019 crippling drought across rural Australia, Jenn created a Facebook Group 'Buy From A Bush Business' Facebook page which encourages makers, business owners, and founders from all over the rural parts of Australia to share their business.

Within days, the group had thousands of members. Within weeks, it was making headlines all over the world. It started the trending hashtag #buyfromabushbusiness and created a community with almost 350,000 buyers and sellers all around Australia.

It is estimated that over \$4.6M in revenue crossed through the Facebook group in the first year.



SPEND WITH US
BUY FROM A *Bush Business* MARKETPLACE

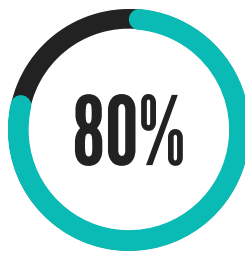
SHOP AND SUPPORT RURAL & REGIONAL AUSTRALIAN SMALL BUSINESSES

www.spendwithus.com.au

SPEND WITH US MARKETPLACE

In 2020, following not only the drought, and the bushfires, but then CV19, Jenn Co-Founded the 'Spend With Us' Marketplace, an online platform where sellers could list their amazing products. The group now has over 1,200 Active Business listings giving people a one-stop shop to support local businesses all over Australia.

DEMOGRAPHICS



80% FEMALE
20% MALE

Followers of Jenn are Small Business owners, with less than 10 employees, mostly solopreneurs with VA assistance - 70% service-based 30% retail



WHAT PEOPLE ARE SAYING ABOUT JENN

Jenn's workshops are always very interesting, action packed with marketing tips and tricks to have immediate success with and as some of my members are just starting out in business, she is giving them a head start over their competition by doing their marketing right from the start. My members always get so much out of her events. Her in-depth knowledge of marketing and social media are a sign of her passion and it's shines through her generosity and energy when presenting. I'd highly recommend her as a guest speaker.

- AMY DAWE, SEED VIRTUAL ASSISTANTS

Before I was lucky enough to book Jenn for a women's business group, our members were often confused with social media, how to keep up with the changes and how to integrate them with ease in our businesses. We all knew that Social Media and Marketing was an important strategy but we needed those immediate actions that we could implement.

Jenn clearly articulated how social media and marketing was able to become a dependable option for the audience. Her simple, powerful and personalised options allowed everyone to take immediate steps to further their business. Jenn's tips and techniques provide a toolbox for every business.

- MIA MAZE, MAZEY CONSULTING AND COACHING

WHERE HAS JENN BEEN FEATURED?

