



[www.jennodonovan.com.au](http://www.jennodonovan.com.au)

*Jenn Donovan*

KEYNOTE SPEAKER &  
MARKETING THOUGHT LEADER

MEDIA KIT

*Australia's #1 Rural/Regional/Remote Marketer*

# Hi. I'm Jenn!

KEYNOTE SPEAKER, AUTHOR & MARKETING THOUGHT LEADER

After 15 years in law, Jenn bought a retail business in a regional town in Victoria, with no retail experience, no customers and no idea what she was doing! But she built that business into a highly profitable 7 figure business and eventually sold it almost seven years later, in three days!

Since then, Jenn has been assisting other small business owners, in retail, service based and tourism, around the country, to achieve their business goals by embracing marketing, creating a strategy that works for them and learning to think outside the “marketing box” when it comes to running a successful small business.

Jenn specialises in helping small businesses in rural and regional areas with developing an implementable marketing strategy, with their online and offline marketing, with their social media and showcases why having a community is better than having an audience.

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 (ranked in the top 1.5% globally), Jenn is all about community and humans interacting with humans! H2H Marketing – human to human marketing.

In 2023, Jenn wrote her book Small Town Big Impact 107 Simple Marketing Strategies for Regional Businesses, which is the only book, in print, that talks marketing directed at rural and regional small businesses.

Jenn talks the talk but importantly walks the walk!





Jenn's got to work with some pretty cool businesses

THE AUSTRALIAN  
**retailer**

**SMALL BUSINESS VICTORIA**

**MarketersClub**

**AGHA GIFT FAIRS**

*Women Future*  
CONFERENCE

**cake**  
connecting  
NETWORK

WOMEN IN BUSINESS Connect  
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

**BUSINESS CENTRE**  
GREATER SHEPPARTON

**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 for Babies  
**Toddler Sense**  
Lives in Adventure

**SEED VIRTUAL ASSISTANTS AUSTRALIA**

*Anamant*  
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 750 events (including a multiple 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







## SPEAKING TOPICS

- ✓ 16 Ways to Market Your Business For Free
- ✓ Nine Ways to Stand Out on any Social Media Platform
- ✓ The Power of Human to Human Marketing in 2024
- ✓ Email Marketing - Underrated or Outdated?
- ✓ The Five Steps to a Marketing Strategy that Works and can be Implemented Today.
- ✓ Building a Community vs Building an Audience - The Number One Thing You are Doing Wrong

## Client Testimonials

“My community loved Jenn! They loved her energy, her obvious passion for marketing and she helped people like me find that love too!

*Isabel Mercado*

“Jenn is one of the most amazing marketers I've worked with. She challenged me, celebrated with me and remained supportive along the whole journey.

*Brigitte Schwartz*

# The Podcast



First created in 2018, the Small Business Made Simple Podcast has been going for over five years, has over 120,000 downloads, almost 300 episodes and is ranked in the top 1.5% globally for marketing and business podcasts. The podcast is produced weekly with a mixture of Jenn doing solo eps and Jenn with amazing guests.



## MOST DOWNLOADED EPISODES

---

**Ep230: Best Ways to Grow Your Business in 2023**

**Ep258: Personal Branding**  
with guest Emma Lovell

**Ep188: The Number One Reason Why Your Marketing is Failing**

**Ep273: What Small Business Owners are Telling Us - The Big Small Business Survey 2023**

## STATISTICS

**123k+**

total podcast downloads

**4k+**

average monthly downloads

**500+**

unique monthly visitors

**1.5**

podcast rating

---

## MY AUDIENCE

**82%**

women

**85%**

35-55 yrs old

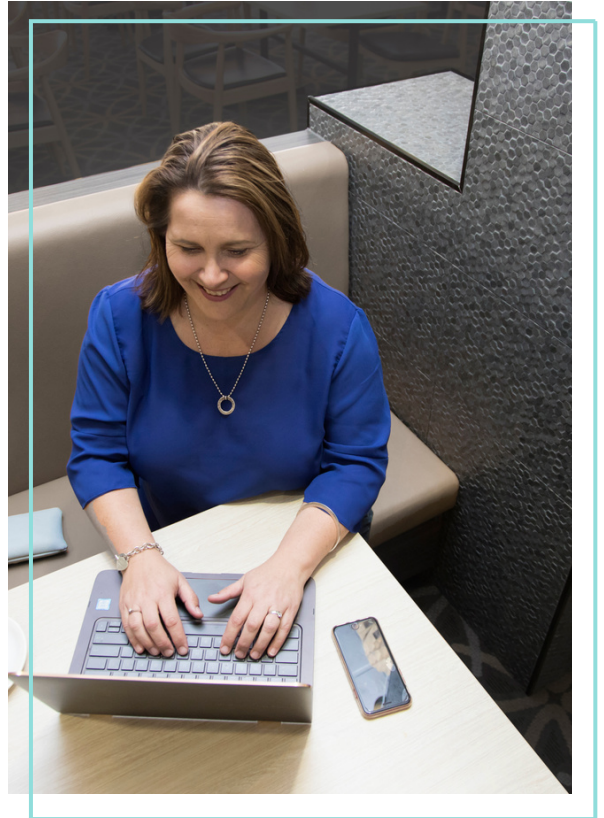
**93%**

AUS

# The Blog

Not only does Jenn produce a weekly podcast, she also produces a weekly blog. From marketing to small business challenges and everything in between, you'll find a blog on the subject by Jenn!

Jenn also loves to showcase other bloggers in her community on her website and through her engaged social media accounts.



## STATISTICS

**4.3k+**

average monthly page views

**520+**

unique monthly visitors

**31% / 45%**

organic search / direct visits

**3200+**

email list subscribers



## MOST VIEWED BLOGS

**How to Publish Your Own Book**

**5 Practical Ways to Create More Content for Your Business**

**What You Need to Know About Generational Marketing**





## WHO I WORK WITH

---

- Corporate Businesses who want to work more with small businesses and/or regional businesses
- Small Businesses
- Local Councils
- Chambers of Commerce
- Organisations and Franchises
- YOU!

## WHAT YOU CAN EXPECT

---

- Someone super easy to work with
- An easy process
- Professionalism
- Amazing Content
- A Marketer who Markets! (rarer than you might think!)
- Someone who celebrates business and would love to help celebrate yours



## GET IN TOUCH

Whether you want to book me for a speaking event, podcast interview, marketing chat or to learn more, I'd love you to get in touch. Speak soon,

[jenn@jenndonovan.com.au](mailto:jenn@jenndonovan.com.au)

[www.SocialMediaAndMarketing.com.au](http://www.SocialMediaAndMarketing.com.au)



xx Jenn