



# Getting actionable insights on small business owner's needs through Mindhive's platform

## Abstract:

The Australian Small Business and Family Enterprise Ombudsman (ASBFEO) has utilised Mindhive's platform to start an online discussion on what small businesses need following the end of Jobkeeper in March 2021. Social media marketing and paid media boost awareness and reach. Subsequent EDM campaigns were run in parallel to boost discussion participation. The campaign eventually brought in comments, engagements, and awareness of over 5,000 people from a diverse range of professions and industries.



## Introduction

ASBFEO has sought out the Mindhive platform to help them conduct inquiries and research in order to better understand what small businesses need in 2021, particularly from the Federal Government.

The research and insights generated in the platform would then help the Ombudsman in their role of small business advocate, when providing input into government policy and regulations following the end of Jobkeeper in March 2021.

## About the Case Study

ASBFEO has set up a national discussion on Mindhive's platform to determine what small businesses and family enterprises need in 2021. In order to encourage the respondents to share their honest thoughts and opinions, ASBFEO allows respondents to participate without being identified under an incognito profile. The national discussion campaign also utilised social media market-

ing and paid media to directly engage the public and draw new participants into the discussion. Also running in parallel is an EDM campaign to raise awareness of the discussion by specifically targeting the most active and highly engaging Mindhive members into the discussion. They are the ones who are expected to drive the conversation forward and post ideas that resonate with a much

wider audience. A succeeding EDM commenced where it drew an even larger crowd into the discussion.

Using paid media, remarketed ads were targeted to those who visited the discussion.

## Results

Overall, social media marketing drew over 100 participants from a diverse range of professions and industries to the discussion and resulted in 27 comments. The first EDM campaign that targeted 265 active and engaged Mindhive members had an open rate of 54.3% and a 25.9% click rate. The second EDM campaign that targeted over 5,000 people had an open rate of 18.8%.

## Conclusion

At the end of the campaign, ASBFEO has managed to gain valuable insights as to what business owners think about their needs and the challenges they face. Moreover, these insights provide ASBFEO with actionable things to do in order to provide valuable inputs in specific legislation to help small businesses and family enterprises.

They can prioritise which areas need more attention, what businesses need more help, and what this assistance would be like.

ASBFEO is continuing its ongoing partnership with Mindhive moving forward.

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### About ASBFEO

The Australian Small Business and Family Enterprise Ombudsman is an independent advocate for small business owners with the legislative powers to effectively influence lawmakers to ensure legislation and regulations are put in place to help small businesses and family enterprises grow. The office also provides assistance should they find themselves involved in a business dispute.

For more information, visit their website at [www.asbfeo.gov.au](http://www.asbfeo.gov.au).



### About Mindhive

Founded in 2017, Mindhive is an innovative, award-winning platform that harnesses the power of collective problem-solving in order to address the world's most pressing issues. Its network of thought leaders and independent talent fuels a bigger global mind that aims to democratise and accelerate innovation across sectors and borders. Its AI technology connects the right experts to the discussion and uncovers the right insights to solve real-world problems.

Sign up to Mindhive now to gain access to richer problem-solving capabilities and exclusive community networking opportunities. Create a free account at <https://mindhive.org/signup>.

### Mindhive

Level 6, 200 Adelaide Street, Brisbane, Qld, 4000  
[www.mindhive.org](http://www.mindhive.org)