

# RTOMARKETING

## MASTERCLASS

### **Masterclass**

## **Social Media Marketing for RTOs with David Zanker**

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# About the Presenter

## David Zanker

CEO, Institute of Careers



- Master of Business Administration (MBA) - final project being the application of Total Quality Management (TQM) principles to the student recruitment process for Registered Training Organisations.
- Over 10+ Years as an education marketing specialist, consulting to over 100 registered training organisations and responsible for generating over \$50M revenue.
- Previously CEO of VETtrak, the largest provider of student management systems in Australia, more than doubling their annual profits in just 10 months through redesigning the product and services mix.
- Was Sales and Marketing Manager for what became Australia's fastest growing training provider, starting a new division which booked over \$10M revenue in its first 12 months.
- Developed and launched Australia's fastest growing job portal - Christmas Casuals, attracting Australia's largest retail and hospitality groups and 60,000 candidates - winning the Cool Company Awards in December 2016
- Author/blogger of the Institute of Careers, a career advisory service which was listed in the Anthill Smart 100 and now has over 50,000 subscribers.
- Managed recruitment across six sites for a Government owned JobActive / JSA provider.
- Developed and launched the Barefoot Money Guide which now has over 15,000 subscribers.
- Winner of the 30 under 30 entrepreneurship award at age 24.
- Early investor of Accodex Partners, awarded Australia's most innovative accounting firm in 2015.

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### Marketing compliance standards for RTOs

Short overview and discussion of the standards for RTOs as they apply to social media marketing.



### Transactional Marketing on Facebook for RTOs

Learn how to conduct a sprint session to build your campaign and start generating leads/sales on Facebook in under 24 hours. Learn the data analysis behind getting the best ROI.



### Influencer marketing for RTOs

Learn how we create Instagram niche sub-accounts that feed into your RTO master account - and the formula for building a large, targeted, organic following quickly.

Price  
**\$440 incl. GST**

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