

Make Digital Work for you

Providing tools, knowledge, and a supportive community to drive growth and success.



Realise
Business

DIGITAL SOLUTIONS
Australian Small Business
Advisory Services
AN AUSTRALIAN GOVERNMENT INITIATIVE

Who are we

- Realise Business was established in 1989
- We are a trusted advisory and have worked with over 35,000 businesses
- We provide a variety of programs to energise business owners guiding and supporting them to discover their own path to success
- This event is part of the Digital Solutions program, Realise Business is the lead delivery partner for this program across NSW and ACT





Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Digital Solutions Program





Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

On this sheep-scale, how do you feel today?



Introductions

- What is your name?
- What is your role?
- How do you feel today?

About the program

Digital Solutions is a comprehensive program to empower business owners with the right tools, resources and expert guidance to accelerate their growth, productivity and efficiency in the digital age.

Digital Solutions is a national program targeting over 20,000 SMEs - we are lead for NSW & ACT.

The program focuses on five key areas of digital including:



**Intro to
digitalising your
business**



**Websites &
selling online**



**Social media &
digital
marketing**



**Using small
business
software**



**Online security
and data privacy**



Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

How it works

Who is it for? The program is for micro, established businesses who need to evolve and develop their digital literacy, to make their businesses more efficient, or reach more customers online.

What they get:



Personalised digital roadmap

With an expert business advisor, create a tailored digital action plan for their business.



Face-to-face workshops

From industry experts and network with peers, in face-to-face workshops.



1:1 advisory

Up to four hours of one-one-one support with industry experts. 1



Special Events

Live events, seminars and presentations from digital experts.



Live webinars

200+ live webinars each year across all pillars, from introduction to advanced.



Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE



Webinars / Workshops Topics

- ✓ **Choosing the right software for your video content**
- ✓ **Demystifying Cyber Security**
- ✓ **Creating a Professional Website for your Business**
- ✓ **Strategic Instagram Tactics: Boosting Engagement and Growing Followers**
- ✓ **Understanding Analytics**
- ✓ **Getting your Digital Foundations set up correctly**
- ✓ **Streamlining Business Operations using Digital Software**
- ✓ **Crafting a 30-day content plan using AI**



Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Meet your presenter

Three decades in Internet software & digital marketing.

- 1995 - Co-founder of a Global AI Internet Software & Marketing Company in 1995
- 2008 - Established my First Digital Agency, specialising in Facebook Ad campaigns
- 2017 - Founded the original "Chatbot Agency", earning the coveted Trusted Agency status from Facebook for Conversational Meta Ads.
- 2018 - Appointed as a **Meta Business Partner** focusing on three key areas:
 - Empowering Australian Small Businesses with effective digital strategies
 - Mentoring freelance digital agencies to enhance their service offerings
 - Delivering comprehensive training for Meta Marketing Professionals on all aspects of Meta Ads

Mike bridges the gap between cutting-edge technology and practical business applications, helping Australian companies establish their online presence and achieve crucial outcomes for success using the tagline "**Simplifying Digital for Australian Businesses!**"





Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Leveraging Meta Business Suite as your CRM

1. Understanding the 3 Pillar Foundation
2. What you're going to need (Bingo)
3. Creative Hub Introduction
4. Meta Inbox as Your Communication Hub
5. Get Involved with keywords in comments
6. Lead Tracking & Management (Leads Centre)
7. Questions

Mike Hillsdon
Digital Advisor
Digital Solutions





Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Leveraging Meta Business Suite as your CRM

Before You Start!

Mike Hillsdon
Digital Advisor
Digital Solutions



The 3 Online Foundation Pillars

Pillar 1

Prepare & Protect

Online Digital Assets

- GBP, FB, IN, Li, X, YT
- Bing, Yelp, Apple
- Meta Business Suite
- Meta Business Manager
- Meta Ads Manager
- Claim & Protect (2FA)

Digital Branding

- Profile Logo & Cover
- Business Domain
- @consistenthandles
- Name, Address, Phone
- Categories
- Add to Online Directories

Website

- Mobile-First
- SEO & AEO Content
- Conversion Ready

Pillar 2

Plan & Process

Competitor Analysis

- Customer Persona

Activate Strategy*

- Online Reputation
- Digital Marketing
- Social Media
- Reviews
- Content
- Local SEO (Location)
- Offline Branding

Customer Support

- Help Desk

*Minimum 1 month before P3

Pillar 3*

Promote

Brand Awareness Ads

- Facebook
- Instagram
- TikTok

Traffic Ads

- Facebook
- Instagram
- TikTok

Conversion Ads

- Facebook
- Instagram
- TikTok
- Google

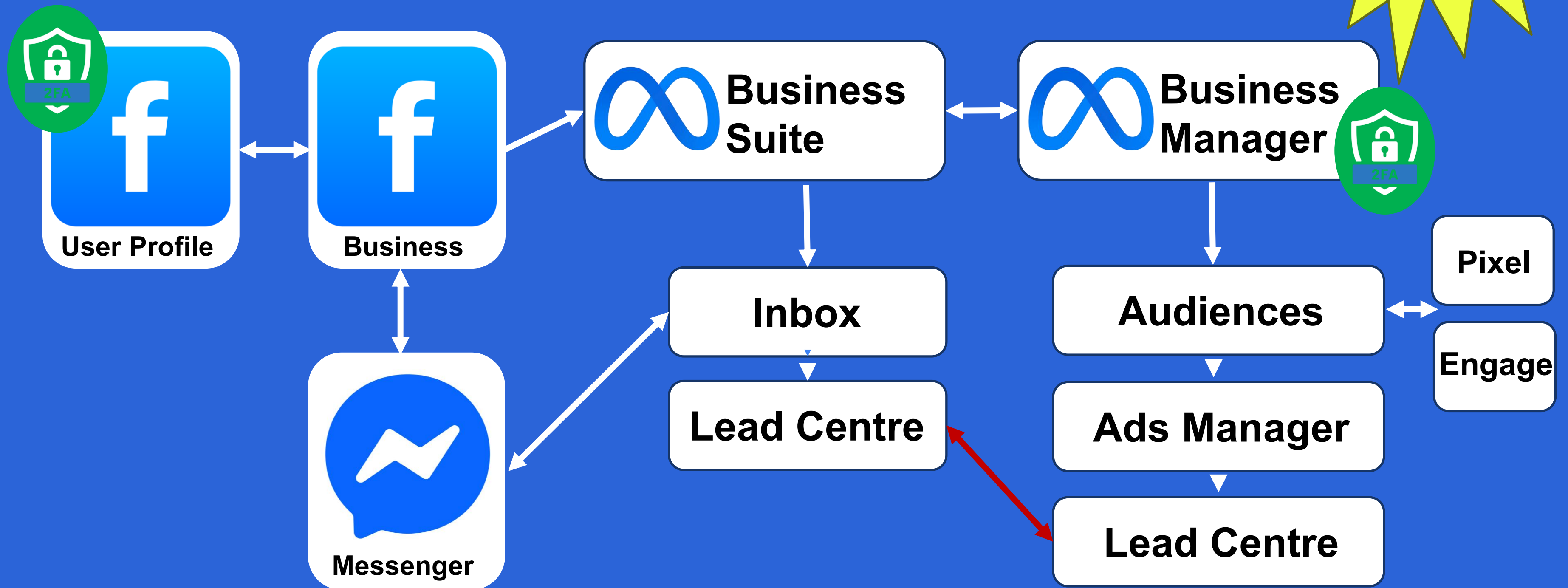
Offline Branding

- Press Releases
- Partnerships & Referrals

* P1 & P2 to be in place first!!!

Messenger Marketing: What You're Going to Need

BINGO!



Why Meta Business Suite

- FREE
- seamless integration between your
 - Marketing
 - lead generation
 - customer service efforts
- Publishes content across Facebook & Instagram
- Schedule content across Facebook & Instagram
- Manages content for Ad creation
- Set up lead generation forms to connect with Facebook Ads
- Manage Messenger and Comments from Facebook & Instagram
- Easy to run Ads (Business Manager Setup Required)
- Manage Leads in Leads Cen
- Easy for teams to manage





Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Leveraging Meta Business Suite as your CRM

Creative Hub

Mike Hillsdon
Digital Advisor
Digital Solutions





All tools



Search all tools for keywords



Recently used



Media Library



Creative Hub



Ads Manager



Audiences



Content



Ads

Engage audience



Planner



Content



Creator marketplace



Inbox



Leads Center



Business AI • Beta



Inspiration hub



Live Dashboard



Page posts



Sound Collection

Manage



Apps

Advertise

[Compare advertising tools](#)



Ads



Ad limits per Page



Ads Manager



Audiences



Automated rules



Creative Hub



Events Manager



Instant Forms





Partnership Ads Hub


Analyze and report




Insights

 Add collaborator

 Search mockups

 Create mockup

 Welcome to Creative Hub! The Start guide has videos and tips to get you familiar with how things work here.

[Go to Start guide](#)

White Rabbit 01

27 minutes ago



☒ Show in Ads Manager

White Rabbit Video 01

27 minutes ago



☒ Show in Ads Manager



Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Leveraging Meta Business Suite as your CRM

Meta Inbox

Mike Hillsdon
Digital Advisor
Digital Solutions





Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Leveraging Meta Business Suite as your CRM



Turn On The Tap With Messenger 🔍

Have a play with Keywords!

#messenger

#quote

#coupon

#demo

Mike Hillsdon
Digital Advisor
Digital Solutions





Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Leveraging Meta Business Suite as your CRM

Leads Centre

Mike Hillsdon
Digital Advisor
Digital Solutions



Table view

 Hide filters

+ Add filters

Forms ▼

Select dates ▼

Status ▼

Source ▼

Assigned to ▼

Labels ▼

...

✕ Clear Filters

Conversion rate: —

[View all](#)

1

2 :

1 :

0 :



0 :

Conve

...

 Organic

...

Paid Complete form

...

Paid Complete form

...



Paid Complete form

No Coupon leads
Drag and drop a card here to move a lead to this stage.

No Qualified leads
Drag and drop a card here to
move a lead to this stage.

No Follow Up leads
Drag and drop a card here to
move a lead to this stage.

Drag



Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Final Thoughts



Scan & Share the Love

- Get your Meta Assets into Business Manager
- Map out your Content Strategy
- Keep Business Suite Tab open
- Start building a list and managing leads in Leads Centre!
- Use Media Library and Creative Hub for Mockup Ads
- Ran ads from Ads Manager!

Thank You

Mike Hillsdon: Digital Advisor

mike.hillsdon@digital-connect.com.au

0418 442 236





Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Next Month's Workshop



Search is evolving, and the rise of Generative AI in platforms like Google's Search Generative Experience (SGE) is changing how users discover content. This hands-on workshop introduces small business owners to Generative Engine Optimisation (GEO) — the next phase of SEO — and how to position their business in Google's AI Overviews to gain visibility and outrank competitors. You'll learn what GEO is, how it differs from traditional SEO, and how to use it to your strategic advantage. If you want to future-proof your digital presence, this session is a must.

Mike Hillsdon: Digital Advisor

mike.hillsdon@digital-connect.com.au

0418 442 236



Business

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

Outrank Competitors with Generative Engine Optimisation



Register Now!

Date: Wed, 27 Aug 2025

Time: 9.30 AM Networking

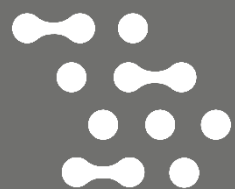
Workshop: 10:00 AM - 12:00 PM AEST

Location: Forrest Hotel and Apartments

Make Digital Work for you

Our new Digital Solutions program provides a simple pathway to get individuals and their business up to speed digitally. In this program you receive:

- 1:1 mentoring with a Digital Advisor – Mike Hillsdon * (All Access program)
- Unlimited workshops and webinars on a variety of digital topics
- Online courses on digital marketing, social media, selling online, cybersecurity and more
- All Access Program includes the Development of a Digital Action Plan for only \$45 plus GST
- LITE Membership Option is Fully Subsidised and provides unlimited group training.



Realise
Business

DIGITAL SOLUTIONS
Australian Small Business
Advisory Services
AN AUSTRALIAN GOVERNMENT INITIATIVE