

Make Digital Work for you

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



Craft Your 2026 Content Plan



Realise
Business

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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





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Digital Solutions Program





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



Introductions

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



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MAKE DIGITAL WORK FOR YOU

The average person
needs to see your
brand at least 7 times
before taking action.

True or False?

Posting more
frequently on social
media guarantees
more engagement.

True or False?

The average
conversion rate for
ecommerce is 1%

True or False?



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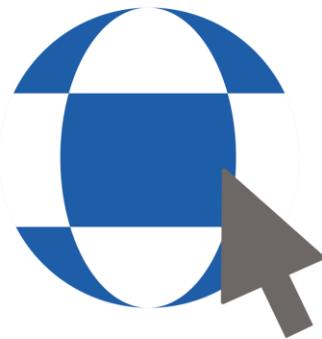
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About the program

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**



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How it works

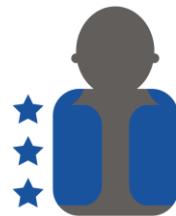
Who is it for? The program is for micro, established businesses who need to evolve and develop their digital literacy, to make their businesses more efficient, or reach more customers online.

What they get:



Personalised digital roadmap

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



1:1 advisory

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



Live webinars

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



Face-to-face workshops

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



Special Events

Live events, seminars and presentations from digital experts.



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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

Three decades in Internet software & digital marketing.

- 1995 - Co-founder of a Global AI Internet Software & Marketing Company in 1995
- 2002 – Mobile Publishing & Marketing (installed on Nokia OEM)
- 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
- 2024 - Appointed Birdeye Business Partner for Australia (ORM)
- 2024 – Digital Solutions Advisor for Realise Business
 - Local SEO (Google) & Online Reputation Management
 - Social Media Management & All things Meta (including Security)
 - Mobile-First Website Development for 2026
 - Digital Marketing Strategy in 30 minutes

I bridge the gap between cutting-edge technology and practical business applications, helping Australian Small Businesses establish their online presence with strategy that achieves outstanding outcomes for growth... one small business at a time!

Meet your presenter



"Simplifying Digital for Small Business!"



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Craft Your 2026 Content Plan

- 1. Before you Start (Mikes Pillars)**
- 2. The Purpose of Content**
- 3. The eco-system**
- 4. Planning**
- 5. Getting Answers**
- 6. Repurposing**
- 7. Roll out**
- 8. Questions**

Mike Hillsdon
Digital Advisor
Digital Solutions



Ask Martin Anything!



Question Ideas!

When and why did you become a digital solutions advisor?

Do you love coming down to Canberra, and why (even in winter)?

Share a story about a DS client that gave you goose bumps

Do you remember your first digital advisory client session?

Tips to get the most out of the program?

What was the best part of being the Realise Business CEO?

Are you going to write a book?

When did the program start, and why did it start?

How many businesses have been through the program?

Share an industry insight Small Businesses should be aware off?

Based on industry insights, where are small businesses struggling the most?

What's the most successful business that's come through the program?

Is Mike really the best Digital Advisor?



Mikes 3 Online Foundation Pillars



Pillar 1

Prepare & Protect

Online Digital Assets

- Google Business Profile
- Socials; FB, IN, Li, X, YT
- Answers - Reddit
- Directories; Bing, Apple +40
- Meta Business Suite
- Meta Business Manager
- Meta Ads Manager
- Claim & Protect (2FA)

Digital Branding

- @consistenthandles
- Name, Address, Phone
- Category(s)
- Business Domain
- Profile Logo & Cover
- Brand Links

Website

- Mobile-First (SEO & LLM)
- Conversion Ready

Pillar 2

Plan & Process

Competitor Analysis

- Customer Persona

Activate Strategy*

- Local SEO & Service Area
- Social Media
- Digital Marketing
- Online Reputation
- Content
- Reviews
- Offline Branding

Customer Support

- Help Desk

AI Search

- Learning Language Models

*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!!!



SMALL BUSINESS DIGITAL

Wake Up Call

“The Current Way”	The New Way (Agentic AI)	How you'll win (Proven)
<ul style="list-style-type: none">- GBP Optimisation (2 hrs)- Website/Content with Stock Images- SEO (8 hrs)- Ideas for Content (4 hrs)- Create your content (16 hrs)- Schedule your Socials (8 hrs)- Run Lead Ads for conversions (6 hrs)- ChatGPT to generate the blog (2hrs)- AI SEO – not started	<ul style="list-style-type: none">- Use Software to do it consistently- Optimise your GBP – all fields done!- Optimise and follow simple strategy- Have a beer with a mate- Content Answer strategy & use Software- Spend 4 hours/month in time DIY- Website that answers what your business does, how it helps and use real life stories- Online Reputation Manager Strategy	<ul style="list-style-type: none">- Local SEO (Map Pack)- LLMs start referencing your business- Better ranking on GBP & Socials- Condition the platform algorithms- Platforms refer your business to others- More Qualified leads for less- More invoiceable time- Become the authority in you niche- Attract, not Hunt!
<ul style="list-style-type: none">- \$200: GBP Optimisation- \$800: SEO- \$2,800: Social Creative & Scheduling- \$600: Creative Hub & Ad Set up- \$200: Blog	<ul style="list-style-type: none">- \$400: ORM Software (SEO, Reviews, Social, Library)- \$80: Content Software (Video & Canva)- \$400: Content Editor Service (30 Social, Blog, Articles)- \$200: Ads Campaign Software (Just needs content)- \$500: Beer with mate and business tasks	
<p>Your Time: \$4,600 per month (46 hours or 29%)</p> <ul style="list-style-type: none">- \$900: Lead Ads (\$30/day 2 lead/day = \$200 revenue) <p>Cost: \$5,500 (\$66k p.a) Revenue: \$4k (\$48k p.a.)</p>	<p>S&S: \$1,080 per month</p> <p>Your Time: \$500 per month (5 hours or 3%)</p> <ul style="list-style-type: none">- \$900: Ad Spend (\$30/day 5 leads/day = \$500 revenue) <p>Cost: \$2,480 (\$30k p.a.) Revenue: \$10k (\$120k p.a.)</p>	



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Question 1

- What do I have to do to get my business noticed online in 2026?

A. Contentthat is;

- Presented in a clear, logical structure that works for both humans and AI systems
- Effective for SEO that combines traditional techniques with AI-friendly approaches
- Consistent using an authentic voice that reflects your business values
- Mixed: Educational, Behind the Scenes, Success Stories and Conversational
- Diversified in formats that reach different audience preferences



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Question 2

- Why should I implement a content strategy?

A. To Maintain a Powerful Online Presencethat;

- Builds Credibility and Trust
- Demonstrates expertise in your field
- Builds relationships before asking for the sale
- Levels the Playing Field with Larger Competitors
- Provides Direction and Consistency
- Feeds the AI Engines – they generate 4.4x the traffic that search does!



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Question 3

- What type of content do I need to be producing?

A. All formatssuch as;

- Long-form video
- Long-form written content
- Short-form video
- Short-form written content
- Question & Answers
- The Interview Edited
- Transcribed & repurposed for Blog
- Chopped & repurposed for daily posts
- Blog Topics repurposed into briefs (press releases!)
- For Reddit answers and opinions



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Question 4

- How do I start?

A. Get the Video Rolling - Start Answering Questions!

- Get anyone/friend/intern/partner or ChatGPT to ask you questions with Video rolling
- Answer approx. 30 questions (For 30 daily posts)
- Keep answers to less than 60 seconds
- Every question is worthy of an answer, skip to next if uncomfortable answering
- Keep video on business owner answering the questions
- Record in Landscape, focus frame on centre and use mic for better results

Pair up!





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Activity 5 minutes each!

Have a chat, and answer questions?

- What inspired you to start your business in the first place?
- What is the core purpose your business serves in the marketplace?
- Who is the ideal client or customer your business is designed to serve?
- What specific services or solutions do you solve?
- What is one of your most recent successes?
- What aspect of running your business brings you the most satisfaction or joy?
- Can you share a tip?

Each question during an interview will lead onto more questions



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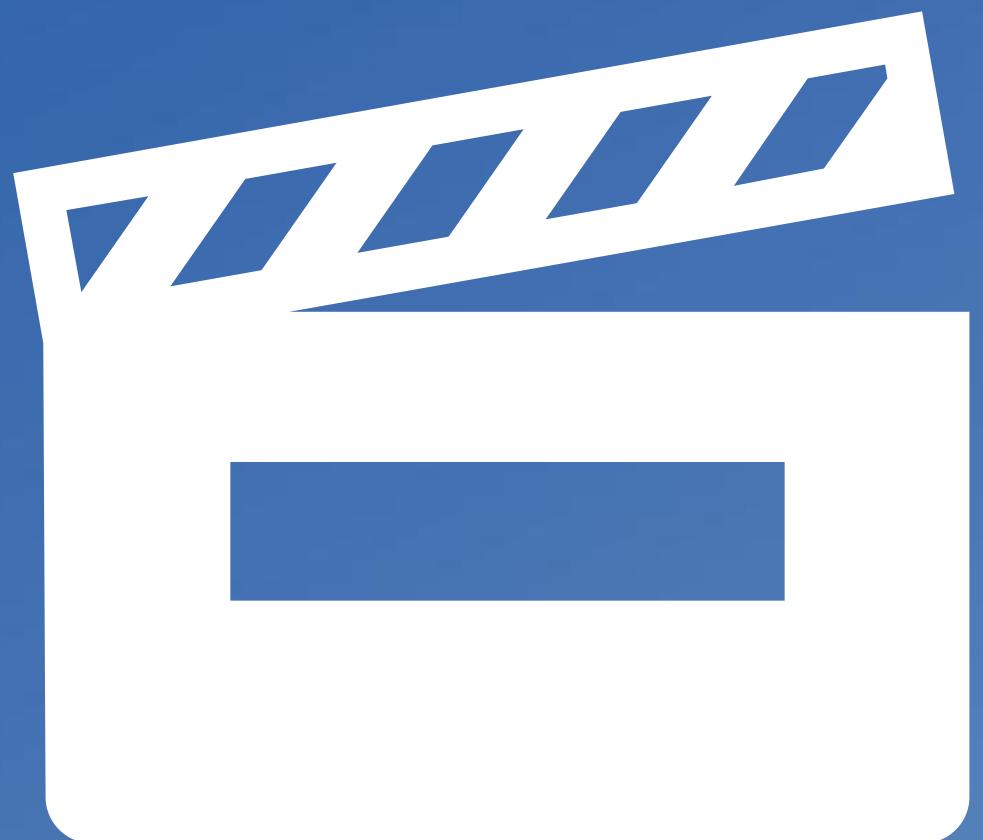
Monthly Themes

Ideas for mixing topics into monthly themes?

- Holidays – any type of business
- Seasonal – gardeners and home services business
- Reporting - Accountants & Bookkeepers, Admin Services
- What's on - hospitality
- Service – showcase one of your services each months
- Technology focus – new tech in the business or for your customers
- Tips, industry insights and client success – any type of business

Look back on your previous year, see what worked and check out what your competitors did as well

Interview!



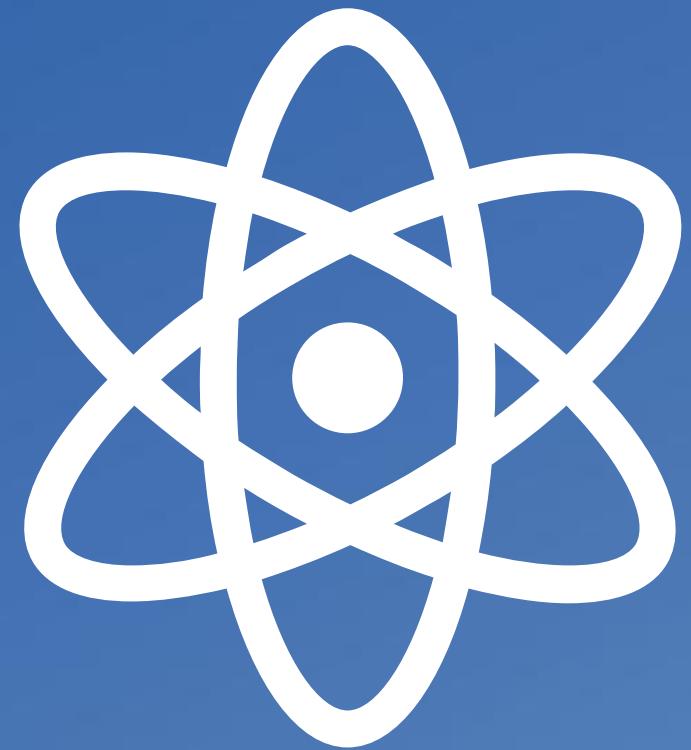
Martins on the Grill!



Everyone Clap!



What's next!





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Production

From the Video, produce the following;

- Long-form video
- Long-form written content
- Short-form video
- Short-form written content
- Question & Answers
- eBook(s)
- Edit with CapCut, Descript etc.
- ChatGPT to Write Blog from Video Transcript
- Chop up into short 30-60 clips
- ChatGBP to break up Blog into 4+ Topical articles/briefs
- Add up to 10 key FAQs for the Blog
- ChatGPT to create eBooks for download conversions



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Scheduling

Schedule across the following channels;

- Long-form video
- Long-form written content
- Short-form video
- Short-form written content
- Question & Answers
- eBook(s)
- YouTube (Link from GBP)
- Website with embedded YouTube Video (Link from GBP)
- Schedule daily on FB, IN, LI, TT, X, YT (optional GBP)
- Website and Weekly Posts for LinkedIn & GBP
- Website Blog Page
- Upload to server – lead magnet for Ads Campaign



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Final Thoughts



Feedback & Invite

Thank You
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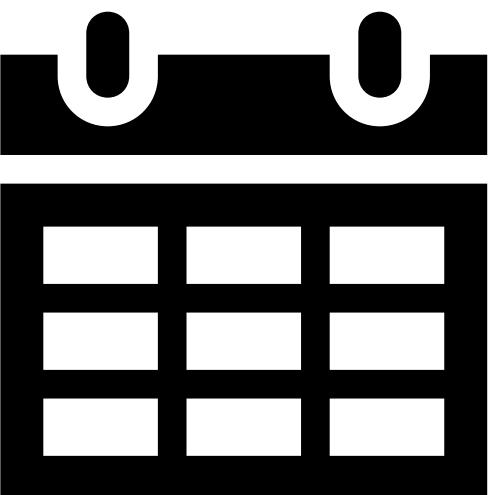


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Date Claim

The 2026 Digital Survival Guide

Date: Tuesday, 16 December 2025

Time: 9:30am-12pm

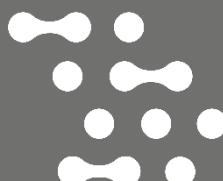
Workshop: 10:00 AM - 12:00 PM AEST

Location: Canberra Innovation Network

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.



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